

# The Study on the Effect of Green Innovation and Environmental Performance on Corporate Business Performance-An Empirical

賴淑女、洪朝陽

E-mail: 9800791@mail.dyu.edu.tw

## ABSTRACT

In recent years, environmental consciousness has arisen, and the trend of green enterprise gradually has attracted focus of the world. Enterprises aggressively promote a variety of internal and external green activities via environment-friendly attitude, to exhibit their performance of promoting and participating in the perpetual development practice. Therefore, the future global economy will evolve into a perpetual economic form of the 21st Century, and the trend of international green thought will challenge the operation and development of enterprises. However, does the correlation between the implementation of green innovation of enterprises and their environmental performance exist? Does environmental performance affect of operating performance of enterprises? If both of environmental performance and operating performance result in positive or negative affection, then does the correlation between green innovation and economic performance exist, affecting operating profit of enterprises? Therefore, this thesis expects to understand the performances of green innovation of Taiwanese enterprises. After referenced with domestic and foreign related literatures, and absorbed practical experiences of enterprises, this study carefully and extensively designs a questionnaire, taking Taiwan listed seven fields companies that were awarded ISO14001 certification at the end of September of 2008, as our empirical study objects. Through questionnaire investigation method together with objective financial analysis information, this study tests the affection of green innovation and environmental performance to operating performance. The following results are obtained via statistical analysis: The significant affection of green innovation adoption to environmental performance indicates that enterprises with higher degree of green innovation adoption have better environmental performance; partial significant affection of environmental performance to operating performance indicates that environmental performance have partial correlation with economic performance; and green innovation adoption has insignificant affection to operating performance.

Keywords : green innovation ; environmental performance ; operating performance

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