Determinants of Green Practice Infusion: A Conceptual Model

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ABSTRACT

While environmental considerations have become a fundamental part of business strategies, there is a challenge for managers and academicians to explore the integration of environmental concepts and business operations. Although a number of studies on green practice adoption can be found in the literature, few of them analyzed the infusion of green practices in organizations. This paper focuses on the determinants of green practice infusion. The main purpose of this paper is to build a conceptual model exploring the factors that affect organizational infusion of green practices in a firm. Drawing on the innovation diffusion theory, this paper groups the determinant factors into technological, organizational and environmental dimensions. We proposed several propositions about the influences of determinant factors on green practice infusion. This paper can extend the scope of research on green management in green practice infusion.

Keywords: Green practice infusion, Determinant factors, Technological factors, Organizational factors, Environmental factors