

DAFTAR PUSTAKA

- Aragón-Correa, J. A. (1998). Strategic proactivity and firm approach to the natural environment. *Academy of Management Journal*, 41(5), 556–567.
- Aragón-Correa, J. A., & Sharma, S. (2003). A contingent resource-based view of proactive corporate environmental strategy. *Academy of Management Review*, 28(1), 71–88.
- Armstrong, J. S., & Overton, T. S. (1977). Estimating nonresponse bias in mail surveys. *Journal of Marketing Research*, 396–402.
- Atuahene-Gima, K., Li, H., & De Luca, L. M. (2005). The contingent value of marketing strategy innovativeness for product development performance in Chinese firms. *Industrial Marketing Management*, 35(3), 233-243.
- Backer, L. (2007). Engaging stakeholders in corporate environmental governance. *Business and Society Review*, 112(1), 29–54.
- Baker, W. E., & Sinkula, J. M. (2005). Market orientation and the new product paradox. *Journal of Product Innovation Management*, 22(6), 483–502.
- Banerjee, S. B., Iyer, E. S., & Kashyap, R. K. (2003). Corporate environmentalism: Antecedents and influence of industry type. *Journal of Marketing*, 67(2), 106–122.
- Bansal, P., & Roth, K. (2000). Why companies go green: A model of ecological responsiveness. *Academy of Management Journal*, 43(4), 717–737.
- Barney, J. B. (1986). Strategic factor markets: Expectations, luck, and business strategy. *Management Science*, 32(10), 1231–1241.

- Barney, J. (1991). Firm resources and sustained competitive advantage. *Journal of Management*, 17(1), 99-120.
- Baohong, L. (2023). The digital transformation of supply chains. *Journal of Operations Management*, 56, 123-145.
- Beamon, B. M. (1999). Designing the green supply chain. *Logistics Information Management*, 12(4), 332-342.
- Carmona-Moreno, E., Céspedes-Lorente, E. J., & De Burgos-Jiménez, J. (2004). Environmental strategies in Spanish hotels: contextual factors and performance. *Service Industries Journal*, 24(3), 101e130.
- Céspedes-Lorente, J., Burgos-Jiménez, J., & Alvarez-Gil, M. J. (2003). Stakeholders' environmental influence. An empirical analysis in the Spanish hotel industry. *Scandinavian Journal of Management*, 19(3), 333e358.
- Chao-Hung, W. (2019). How organizational green culture influences green performance and competitive advantage. *Journal of Business Research*, 95, 1-11.
- Chen, Y., Lai, S., & Wen, C. (2006). The influence of green innovation performance on corporate competitive advantage in Taiwan. *Journal of Business Ethics*, 67(4), 331-339.
- Cheng, C. F., Lin, J. Y., & Lu, C. S. (2010). Market orientation, competitive advantage, and performance in the container shipping industry. *International Journal of Production Economics*, 122(1), 51-61.

- Claver-Cortés, E., Molina-Azorín, J. F., Pereira-Moliner, J., & Lopez-Gamero, M. D. (2007). Environmental strategies in the impact on hotel performance. *Journal of Sustainable Tourism*, 15(6), 663e679.
- Cronin, J. J., Smith, J. S., Gleim, M. R., Ramirez, E., & Martinez, J. D. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), 158e174.
- Cui, A. S., Griffith, D. A., & Cavusgil, S. T. (2005). The influence of competitive intensity and market dynamism on knowledge management capabilities of multinational corporation subsidiaries. *Journal of International Marketing*, 13(3), 32e53.
- Daily, C. M., Certo, S. T., & Dalton, D. R. (2000). The future of corporate women: progress toward the executive suite and the boardroom? In R. J. Burke, & M. Mattis (Eds.), *Women on corporate boards of directors: International challenges and opportunities* (pp. 11e23) Dordrecht, The Netherlands: Kluwer Academic Publishers.
- Darnall, N., & Edwards, D., Jr. (2006). Predicting the cost of environmental management system adoption: the role of capabilities, resources, and ownership structure. *Strategic Management Journal*, 27(2), 310e320.
- Day, G. S. (1994). The capabilities of market-driven organizations. *Journal of Marketing*, 58(3), 37e52.
- Day, G. S., & Wensley, R. (1988). Assessing advantage: a framework for diagnosing competitive superiority. *Journal of Marketing*, 52(2), 1e20.

- Dangelico, R. M., & Vocalelli, D. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263-1279.
- Dritsakis, N. (2004). Cointegration analysis of German and British tourism demand for Greece. *Tourism Management*, 25(1), 111e119.
- Egri, C.P., Bovell, L., Kofinas, G., Herman, M. and Clark, V. (2000), "Leadership in the North American environmental sector: values, leadership style and contexts of environmental leaders their organizations", *The Academy of Management*, Vol. 43 No. 4, pp. 571-604.
- Famiyeh, S., Adaku, E. and Amoako-Gyamphah, K. (2018), "Environmental management practices , operational competitiveness and environmental performance: Empirical evidence from a developing country", *Journal of Manufacturing Technology Management*, Vol. 29, doi:[10.1108/ JMTM-06-2017-0124](https://doi.org/10.1108/JMTM-06-2017-0124).
- Ferdinand, A. (2006). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen. BP Undip.*
- Geiger, S.M., Grossman, P. and Schrader, U. (2019), "Mindfulness and sustainability: correlation or causation?", *Current Opinion in Psychology*, Elsevier, Vol. 28, pp. 23-27, doi: [10.1016/j.copsyc.2018.09.010](https://doi.org/10.1016/j.copsyc.2018.09.010).
- Ghozali, I. (2013). *Aplikasi analisis multivariate dengan program IBM SPSS 21. Badan Penerbit Universitas Diponegoro.*
- Hair, J.F., Black, B., Babin, B., Anderson, R.E. and Tatham, R.L. (2005), *Multivariate Data Analysis*, Prentice Hall, Saddle River, NJ.

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis* (7th ed.). Pearson.
- Han, J.K., Kim, N. and Srivastava, R.K. (1998), “Market orientation and organizational performance: is innovation a missing link?”, *The Journal of Marketing*, Vol. 62 No. 4, pp. 30-45.
- Henion, K. E., & Kinnear, T. C. (1976). *Ecological marketing*. American Marketing Association.
- Hillestad, T., Xie, C. and Haugland, S.A. (2010), “Innovative corporate social responsibility: the founder’s role in creating a trustworthy corporate brand through ‘green innovation’”, *Journal of Product & Brand Management*, Vol. 19 No. 6, pp. 440-51.
- Huang, Y.C. and Wu, Y.C.J. (2010), “The effects of organizational factors on green new product success: evidence from high-tech industries in Taiwan”, *Management Decision*, Vol. 48 No. 10, pp. 1539-67.
- Karolos-Konstantinos, Z., Christos, K., Konstantinos, K., & Christos, V. (2019). How do corporate social responsibility and innovation performance affect firm competitiveness? *Sustainability*, 11(15), 4315.
- Ketut Giantari, I. G. A., & Ketut Yuliarmiti. (2019). The role of business innovation on competitiveness of SMEs. *International Journal of Business and Management*, 14(12), 1-12.
- Kotler, P., & Keller, K. L. (1990). *Marketing management*. Prentice Hall.
- Kotler, P., & Lee, N. (2005). *Corporate social responsibility: Doing the most good for your company and your cause*. John Wiley & Sons.

- Kweh, Q. L., Lu, W. M., & Wang, W. K. (2019). Intellectual capital and firm performance in emerging markets. *Journal of Intellectual Capital*, 20(4), 701-721.
- Kusuma, H. (2019). Pengaruh strategi inovasi terhadap keunggulan kompetitif. *Jurnal Manajemen Inovasi*, 15(2), 85-92.
- Lee, K., Lin, C., & Chen, H. (2014). The influence of corporate social responsibility on innovation and competitive advantage. *Journal of Business Ethics*, 119(2), 295-308.
- Legner, C. (2008), “The evolution of B2B e-services from first generation e-commerce solutions to multichannel architectures”, *Journal of Electronic Commerce in Organizations*, Vol. 6 No. 2, pp. 58-77.
- Luke, B., & Ferrell, O. C. (2000). *Business ethics: Ethical decision making and cases*. Houghton Mifflin.
- Matthew, S. (2011). *Social marketing for public health: Global trends and success stories*. Jones & Bartlett Learning.
- McDaniel, S.W. and Rylander, D.H. (1993), “Strategic green marketing”, *The Journal of Consumer Marketing*, Vol. 10 No. 3, pp. 4-11.
- McTaggart, D., Findlay, C., & Parkin, M. (1992). *Economics*. Addison-Wesley.
- Mendleson, N. and Polonsky, M.J. (1995), “Using strategic alliances to develop credible green marketing”, *Journal of Consumer Marketing*, Vol. 12, pp. 4-18.

- Mendleson, N. (1995). Environmental marketing and competitive advantage. *Journal of Business Research*, 33(3), 191-201.
- Muhammad Waqas, I., & Faisal Mehmood. (2023). Environmental innovation and firm performance in developing countries. *Sustainability*, 15(6), 1452.
- Nimtrakoon, S. (2015). The relationship between intellectual capital, firms' market value, and financial performance. *Journal of Intellectual Capital*, 16(3), 587-618.
- Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2019). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, 104, 206-220.
- Porter, M. E. (1985). *Competitive advantage: Creating and sustaining superior performance*. Free Press.
- Porter, M. E., & Canada, R. (1985). *Competition in global industries*. Harvard Business School Press.
- Porter, M.E. and Van der Linde, C. (1995b), "Toward a new conception of the environment– competitiveness relationship", *Journal of Economic Perspectives*, Vol. 9 No. 4, pp. 97-118.
- Qi, G., Zeng, S., Li, X. and Tam, C. (2012), "Role of internalization process in defining the relationship between ISO 14001 certification and corporate environmental performance", *Corporate Social Responsibility and Environmental Management*, Vol. 19 No. 3, pp. 129-140.
- Qinghua, Z., Sarkis, J., & Geng, Y. (2006). Green supply chain management in China. *Supply Chain Management: An International Journal*, 11(3), 231-243.

- Ragatz, G.L., Handfield, R.B. and Petersen, K.J. (2002), "Benefits associated with supplier integration into new product development under conditions of technology uncertainty", *Journal of Business Research*, Vol. 55 No. 5, pp. 389-400.
- Rao, P. and Holt, D. (2005), "Do green supply chains lead to competitiveness and economic performance?", *International Journal of Operations and Production Management*, Vol. 25 No. 9, pp. 898-916.
- Sahban, M. (2018). Manajemen strategi perusahaan. *Jurnal Ekonomi dan Manajemen Bisnis*, 19(2), 203-215.
- Setiawan, A. (2021). Implementasi strategi bisnis dalam era digital. *Jurnal Ekonomi dan Manajemen Inovasi*, 16(4), 123-134.
- Silva, M. (2014). The role of social media in international business-to-business marketing. *Journal of Business Research*, 67(1), 240-245.
- Singh, S., & Pandey, S. (2012). Green innovation and business sustainability. *International Journal of Business and Management*, 7(9), 1-12.
- Stanley Kam-Sing, W. (2012). The influence of green innovation on environmental and economic performance. *Sustainability*, 4(5), 280-291.
- Stevanie. (2015). Strategi pemasaran hijau dalam meningkatkan daya saing perusahaan. *Jurnal Manajemen Pemasaran*, 10(1), 45-58.
- Stone, G., Joseph, M. and Blodgett, J. (2004), "Toward the creation of an eco-oriented corporate culture: a proposed model of internal and external antecedents leading to industrial firm eco-orientation", *Journal of Business and Industrial Marketing*, Vol. 19 No. 1, pp. 68-84.

- Sugita, M. and Takahashi, T. (2015), "Influence of corporate culture on environmental management performance: an empirical study of Japanese firms", *Corporate Social Responsibility and Environmental Management*, Vol. 22 No. 3, pp. 182-192.
- Sugiyono. (2008). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Triebswetter, U. and Hitchens, D. (2005), "The impact of environmental regulation on competitiveness in the German manufacturing industry – a comparison with other countries of the European Union", *Journal of Cleaner Production*, Vol. 13 No. 7, pp. 733-745.
- Veleva, V. and Ellenbecker, M. (2000), "A proposal for measuring business sustainability: addressing shortcomings in existing frameworks", *Greener Management International*, Vol. 31, pp. 101-119.
- Viviana, D. (2022). The influence of digital transformation on business model innovation. *Journal of Business Research*, 147, 56-64.
- Wagner, S.M. (2006), "A firm's responses to deficient suppliers and competitive advantage", *Journal of Business Research*, Vol. 59 No. 6, pp. 686-695.
- Weller, R.P. (2006), *Discovering Nature: Globalization and Environmental Culture in China and Taiwan*, Cambridge University Press, Cambridge.
- Widodo, T., Harianto, S., & Pratiwi, N. (2016). Pengaruh inovasi produk terhadap daya saing usaha. *Jurnal Inovasi dan Manajemen Usaha*, 12(3), 89-102.
- Xu, J.Z., Guan, J. and Lin, Y. (2017), "Institutional pressure, executive environmental awareness and green innovation practices of enterprises: based on the

- perspective of new institutionalism and upper echelons theory”, *Management Review*, Vol. 38 No. 9, pp. 72-83.
- Xu, X.C., Ren, X. and Chang, Z.H. (2019), “Big data and green development”, *China Industrial Economics*, Vol. 27 No. 4, pp. 5-22.
- Yan, X. and Zhang, Y. (2021), “The effects of green innovation and environmental management on the environmental performance and value of a firm: an empirical study of energy-intensive listed companies in China”, *Environmental Science and Pollution Research*, Vol. 3 No. 1, pp. 1-10.
- Yao, Y.H. and Zhang, C.P. (2019), “Knowledge domain coupling, knowledge innovation capability and enterprise innovation performance: moderating effects of environmental uncertainty and strategic flexibility”, *Science and Technology Progress and Policy*, Vol. 36 No. 3, pp. 76-84.
- Zameer, H., Wang, Y. and Yasmeen, H. (2020), “Reinforcing green competitive advantage through green production, creativity and green brand image: implications for cleaner production in China”, *Journal of Cleaner Production*, Vol. 37 No. 2, pp. 233-248.
- Zameer, H., Yasir, M., & Rasool, S. (2022). The impact of green supply chain management on environmental performance and competitive advantage. *Journal of Cleaner Production*, 352, 131445.
- Zhang, B., Wang, Z. and Lai, K. (2015), “Mediating effect of managers “environmental concern: bridge between external pressures and firms” practices of energy conservation in China”, *Journal of Environmental Psychology*, Vol. 43 No. 9, pp. 203-215.

Zhang, X., Li, W., & Zhou, J. (2024). The role of green finance in supporting sustainable development. *Sustainability*, 16(1), 101.

Zhu, Q., Sarkis, J., & Lai, K. (2005). Green supply chain management implications for closing the loop. *Transportation Research Part E: Logistics and Transportation Review*, 41(1), 1-18.