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# Title: Model of the mediating effect of Green innovation strategy between Technical innovation and Innovation performance

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# INTRODUCTION

Innovation performance is subordinate belong to a multidimensional open concept, there is no unified standard about the definition of innovation performance concept and degree content system. The current conceptual definition of innovation performance generally has three major categories such as outcome perspective, capability perspective, and behavior perspective, among which the latter two categories are used to make up for the deficiency of single performance outcome.



# OBJECTIVE

To development model of the mediating effect of green innovation strategy between technical innovation and innovation performance



# METHODOLOGY

## Research Approach-Quantitative and Qualitative Mixed

This research is mixed research between quantitative research and qualitative research which can be described as follows:

For quantitative research, this research conducted data collection by using questionnaires on Independent Variables Technical innovation (1. Process innovation, 2. Product innovation), Mediating Variable Green innovation strategic (1. Green product innovation, 2. Green process innovation, 3. Green management), and Dependent Variable Innovation performance (1. Motivation innovation, 2. Innovative personality, 3. Innovative thinking, 4. Innovation Achievement,) .In order to use the collected data to analyze the Structural Equation Modeling (SEM) and statistical data analysis.

For qualitative research, The purpose of the interviews in this study was to qualitatively analyze the reliability of the quantitative research and to investigate future plans and methods based on the issues raised in the interviews.



# RESULTS AND FINDING

From a review of the literature and related research, the importance of the variables can be summarized as follows.

The independent variable was found to measure the level of Technical innovation there are 2 indicators:

1. Process innovation, 2. Product innovation, that leads to studying the level of Technical innovation from all 2 measures.

The mediating variable was found to measure the level of Green innovation strategic there are 3 indicators:

1. Green product innovation, 2. Green process innovation, 3. Green management that leads to studying the level of Green innovation strategic from all 2 measures.

The dependent variable was found to measure the level of Innovation performance there are 4 indicators:

1. Motivation innovation, 2. Innovative personality, 3. Innovative thinking, 4. Innovation Achievement, that leads to studying the level of Innovation performance from all 4 measures. In summary, the measures for every variable are 9 dimension.



# RESULTS AND FINDING

The hypothesis development is as follows:

Hypothesis 1: Technical innovation positively influence Innovation performance.

Hypothesis 2: Technical innovation positively influence Green innovation strategic.

Hypothesis 3: Green innovation strategic positively influences Innovation performance.

The overall research hypothesis framework is shown in Figure 1.



# RESULTS AND FINDING

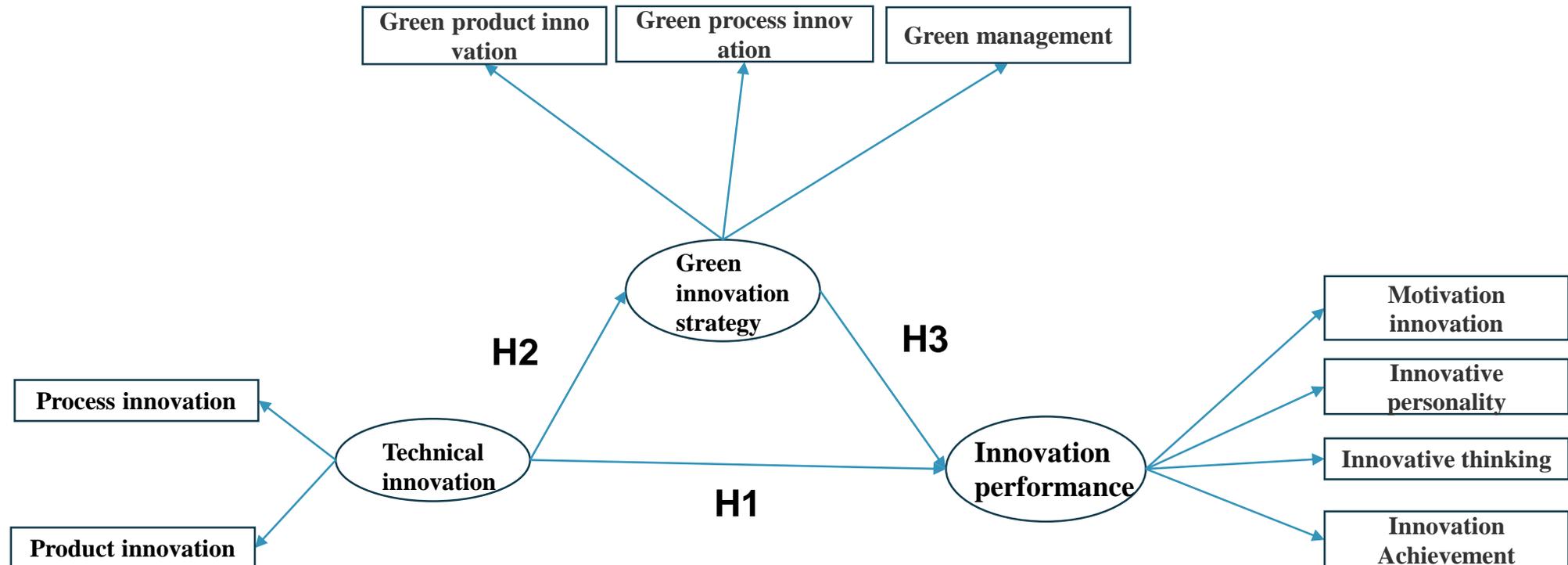


Figure 1

Overall Research Hypothesis Framework Diagram



# CONCLUSION AND DISCUSSION

This is the first empirical research paper that has constructed a model of relationship among Technical innovation, Green innovation strategic, and Innovation performance. At the same time, the mediating role of Green innovation strategic and Innovation performance is analyzed. This study can provide a theoretical explanation for the nature of small business explosion phenomenon and provide relevant stakeholders of small business with empirical evidence of the driving factors for the popularity of small business and how to enhance marketing strategic influence on strategic decisions which were not available to them before.



# REFERENCE

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