

## **ECO-INNOVATION IN BRAZILIAN COMPANIES: a Multivariate Approach**

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## **Introdução**

Eco-innovation is understood as a factor influencing companies' commitment to the environment and promoting organizational sustainability, based on a Triple-Bottom-Line (TBL) approach. The TBL takes into consideration environmental, social, and economic aspects, thus promoting companies' development by focusing on the three P's: people, profit, and planet (Elkington, 2018). However, not all companies are engaged in developing eco-innovations: Several internal and external components are considered determinants for companies to engage in this process (Del Río et al., 2016).

## **Problema de Pesquisa e Objetivo**

Explore the relationship between the determinants of eco-innovation in 83 publicly traded Brazilian companies that completed the B3 Sustainability Index (ISE) questionnaire.

## **Fundamentação Teórica**

Peiró-Signes et al. (2022) consider eco-innovation as a dynamic concept that contributes to synergy among companies, helping them to maintain and also create competitive advantages while making them more sustainable in consumers' eyes. Empirically, there is no consensus on the main drivers of eco-innovation, but some are more frequently cited in the literature. These are: positive relationships with company size (Ahsan et al., 2024; Del Río et al., 2016; Hoang et al., 2020; Moreno-Mondéjar et al., 2019); positive relationships with environmental management systems and strategic environmenta

## **Metodologia**

The Partial Least Squares Structural Equation Modeling (PLS-SEM) was used to analyze the data and build six constructs with indicators based on the existing literature, considering 83 non-financial brazilian companies.

## **Análise dos Resultados**

The results reveal positive and significant relationships between the strategic positioning of companies, environmental management, prior innovation structures, and eco-innovation. The study concludes that, regardless of company size, age, or financing structure, the importance placed on environmental aspects must be integrated into corporate strategy and management, including within the framework of corporate governance.

## **Conclusão**

Regardless of the size, age, or funding model of the companies, it was observed that the importance given to environmental aspects must be clearly translated into organizational strategy and management, including its incorporation into corporate governance. Only then can systematic paths be defined to track the economic and environmental effectiveness of actions, ensuring that these initiatives move beyond isolated projects and become integral to the core value delivery of the business to its stakeholders

## **Contribuição / Impacto**

This work highlights a strategic perspective on the drivers for eco-innovation, thus contributing to the advancement of discussions related to organizational sustainability. Understanding the relationship between the eco-innovation drivers of Brazilian companies allows managers to have a more effective strategic vision, further adapting public policies to the reality of different companies. Only in this way can companies establish and systematize pathways to monitor the economic and environmental effectiveness of their actions, transforming isolated projects into integral components of busines

## **Referências Bibliográficas**

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