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Abstract:

The growing urgency of environmental challenges and the need for sustainable economic growth have spurred significant interest in green innovation. This research explores how reported green innovation practices are associated with firms' perceived competitiveness and sustainability-oriented outcomes. The interplay between environmental sustainability and economic performance is critical in today's market, where consumers and stakeholders demand more responsible business practices. The primary aim of this article is to examine the relationship between green innovation and firms' perceived competitiveness and to identify pathways through which these innovations can contribute to sustainable development. The article aims to offer fresh insights into the mechanisms that drive this relationship by examining case studies and theoretical frameworks. This study uses a comparative analysis to examine firms that have successfully implemented green innovations alongside those that have not. Data were collected through surveys distributed to a diverse range of companies, supplemented by in-depth interviews with industry experts. Additionally, a systematic literature review was conducted to synthesize existing research on the impact of green innovation on competitiveness. The results indicate that firms reporting green innovation activities also report higher perceived competitiveness and stronger sustainability-oriented outcomes. However, given the study's cross-sectional design, these findings should be interpreted as evidence of association rather than direct causality. Future longitudinal research is needed to verify whether these associations remain stable over time and whether green innovation contributes to sustainable competitive advantages. Key findings highlight the importance of regulatory frameworks, consumer preferences, and technological advancements in fostering green innovation. This article adds value by providing a comprehensive framework for understanding the dynamics between green innovation and competitiveness and by offering practical recommendations for policymakers and business leaders aiming to achieve sustainable development goals.

Keywords:

green innovation, competitiveness, sustainable development, technological advancement, resource management