

The strategic role of in-store service and process innovation as a mediating mechanism
between sustainable innovativeness and organizational performance

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Abstract

This research analyses whether the performance advantages of offering sustainability-oriented innovative products extend beyond the products themselves to the retail environment in which they are sold. The study examines the role of in-store service and process sustainable innovation as a mechanism that may strengthen the impact of product-based sustainable innovativeness on organisational performance. Using survey data from 200 store managers across major Spanish metropolitan areas and estimating the proposed relationships through structural equation modelling, consistent support is found for the proposed relationships. In-store service and process sustainable innovation mediates the effects of product-related sustainable innovativeness on both non-financial and financial performance. These findings highlight the importance of aligning product-level and store-level sustainability initiatives and offer actionable insights for retailers seeking to enhance performance through sustainability-oriented innovation.

Track: Retailing & Omni-Channel Management