How green ambidexterity works

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How Green Ambidexterity Works?: A Case Study on Environmental Performance

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Abstract

This study examines the effect of Green Ambidexterity (GA) on Environmental Performance (EP). Where the purpose of this study is to analyse the effect of Green Ambidexterity (GA) on Environmental Performance (EP) in company and assist companies in dealing with emerging ecological environmental problems. By distributing questionnaires to employees who work in the company, 100 answers were collected from the survey conducted. The results of the study found that the positive influence of Green Ambidexterity (GA) on the tested Environmental Performance (EP) was significant. Due to the dependence of environmental performance (EP) on green ambidexterity (GA), the green process of product and service innovation must be a proactive step in company activities.

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1 Introduction

The rapid development of modern industry has caused ecological environmental problems to appear globally so that at this time organizations are directly contributing to dealing with environmental problems that have become a global concern, this is a challenge for every organization/company in responding to it. HR (human resources) also influences an organization where with quality human resources the company can improve positive environmental performance and aims to encourage employees to actively practice environmental protection and green behavior of employees, human resources have a strategy for implementing green behavior namely GHRM (Green Human Resource Management), in which GHRM (Green Human Resource Management) represents aspects of environmental performance with HRM which is the key in environmental management and plays an important role in achieving organizational goals (Úbeda-García et al., 2022). Environmental performance has now become a major issue in organizations, but environmental performance only focuses on organizations in large companies have not paid much attention to environmental performance Zahoor & Gerged (2021) so that the application of green ambidexterity (GA) to environmental performance (EP) in small and medium enterprises (SMEs) in Talaud needs to be carried out to minimize and even overcome the occurrence of problems arising from the activities of the company itself (Mansfield & Lee, 1996; Murphy, 1997).

Green ambidexterity (GA) is a dynamic capability in dealing with ever-changing environmental conditions by using a management role to adapt and integrate and reconfigure the skills of organizational resources. According to Úbeda-García et al. (2020) Green ambidexterity (GA) is a company's ability to pursue exploitation and exploration as two different modes of learning simultaneously" (Shen et al., 2022; Jas; Bui et al., 2021). From the theory put forward by Úbeda-García et al. (2020) in his article, it can be concluded that Green ambidexterity (GA) is an organizational capability in aligning and streamlining every organizational operation simultaneously with adaptive and flexible support for organizations to be together. contribute to environmental innovation (Chen et al., 2014; Crossley et al., 2021). Green Ambidexterity (GA) plays a role in innovating with dynamic capabilities so as to ensure that the company is successful in dealing with very rapid environmental changes from time to time, which in dealing with changes in the organizational environment needs to pay attention to Environmental Performance (EP) in innovating to deal with environmental changes that occur very rapidly (Wu et al., 2010; Ascough Ii et al., 2008). quickly with a focus on where Green Ambidexterity (GA) is a tool and strategy for an SME (small enterprises) to deal with environmental problems with this innovation, it can be concluded that there is a positive impact on Environmental Performance (EP), which forms the third hypothesis as follows:

H3: Green Ambidexterity (GA) has a positive influence on Environmental Performance (EP)

2 Methods

Companies need environmental knowledge integration to understand relevant knowledge in order to enable the development of solutions to social problems and environmental issues, so as to improve the environmental performance (EP) of the company itself. In addition, the influence and development of green ambidexterity need to be considered by the company (Arfi et al., 2018; Chang & Gotcher, 2020). Green ambidexterity has an important role and influence in the running of a business, which is evidenced by the recruitment, selection, and implementation of green behavior towards every employee (Liefländer et al., 2015; Machado et al., 2020). In Environmental Performance it also has a significant impact on the company's development so that green ambidexterity needs to be considered and considered in running the company. This study uses a type of research, namely a quantitative survey where it is necessary to distribute questionnaires to perusahaan employees (Paauwe, 2009; Sun et al., 2018; Yi et al., 2016). The analysis technique used is simple linear regression analysis (Witell et al.,2016; Nylén & Holmström, 2015).

3 Results and Discussions

Table 1
Validity Test

Construct	Standardize Factor Loading	Cronbach's Alpha
Our company is actively improving environmentally friendly products, processes, and services.	0,750	
Our company is actively adapting today's eco-friendly products, processes, and services	0,761	0,60
Our company is actively strengthening the current green market.	0,686	
Our company is actively strengthening technology	0,876	

Primary Data, 2023

Table 2
Hypothesis Result

Hipotesis	β	ρ-value (<0.05)	Information
Green Ambidexterity (GA) on Environmental Performance (EP)	2.793	0.000	Accepted

Primary Data, 2023

The results of the hypothesis test that examines the effect of green ambidexterity (GA) on environmental performance (EP), it is known that the estimate (β) is 2.793 with a p-value of 0.000 <alpha 0.50. Then the decision from this statistical test is the accepted hypothesis and it can be concluded that green ambidexterity (GA) has a positive effect on environmental performance (Y) (Hadjri et al., 2019; Kim et al., 2019). The results of this study are supported by previous researchers by Úbeda-García et al. (2022) where green ambidexterity (GA) has a positive influence on environmental performance (EP). companies that implement green ambidexterity (GA) can be confirmed that companies that adopt exploratory and exploitative innovations in environmental activities achieve greater environmental performance (EP) (Singh et al., 2020). This research proposes that green ambidexterity (GA) in these products, services and processes can improve environmental performance (EP) (Úbeda-García et al., 2022).

4 Conclusion

There is a positive effect between Green Ambidexterity (GA) on Environmental Performance (EP) which has been tested significantly. Due to the dependence of environmental performance (EP) on green ambidexterity (GA), the green process of product and service innovation must be one of the steps that proactive in company activities where this has the goal of reducing or even eliminating the negative environmental impacts of each company and to improve environmental performance (EP). Therefore, managers need to encourage each of their employees to participate more in studying and even implementing environmental performance (EP) towards green ambidexterity (GA) in every work implementation. Furthermore, companies also need to focus more on assessing and monitoring the performance and environmental activities of each employee, where this can be done by establishing an independent board to help monitor the work and environmental activities carried out by each employee to provide environmental feedback from each customer, manager, to the provision of employees in progress towards the implementation of environmental performance (EP).

Conflict of interest statement
The authors declared that they have no competing interests.

Statement of authorship
The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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