

Extended Abstract | The 1st Research Innovations in Sustainable Marketing: A Global Virtual Symposium

Internal and External Drivers of Sustainable Supply Chain Innovation: Evidence from the Textile Industry in Jordan

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Extended Abstract: Sustainability is a driving force for organizational innovation in supply chains. Organizations operating within industrial supply chains embrace innovation to respond to external political, market, and technological pressures. While many supply chains focus on defensive measures to combat these pressures, it is crucial for organizations to also consider social and environmental factors and develop specific strategies to address these external pressures. Textile manufacturers, in particular, have a significant impact on ecological degradation. However, the industry requires more attention from researchers to develop strategies that respond to political context, market influence, technological development, innovation, and sustainable innovation pressures.

Many textile supply chains in Jordan require a more robust strategic orientation that includes specific action plans to help them face sustainable innovation pressures and challenges. This study provides a systematic framework for responding to these pressures and assists managers in prioritizing strategic direction and internal factors, such as organizational capabilities and practices. The study suggests that responding to external factors requires an action-oriented strategic orientation and changes in internal capacity factors,

such as organizational capabilities and practices.

An empirical investigation was conducted to validate these assumptions, using a sample of 431 managers from textile manufacturing companies in Jordan's Qualified Industrial Zones (QIZs). The results revealed that external pressures can only drive sustainable innovation in the textile supply chain with a strategic orientation towards environmental innovation, the dissemination of sustainability principles at the senior management level, and changes in organizational capabilities and practices within the supply chain.

This study provides essential and practical precedents for sustainable innovation in the textile supply chain in Jordan. The research is justified by the lack of studies that comprehensively identify the factors necessary for achieving supply chain sustainability innovation for textile manufacturing organizations in the QIZs in Jordan. The researchers designed the study to investigate the validity of these assumptions.

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