

**THE MEDIATING EFFECT OF GREEN INNOVATION ON THE
RELATIONSHIP BETWEEN GREEN PURCHASING AND FIRM
PERFORMANCE**

BY

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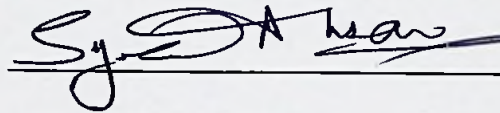
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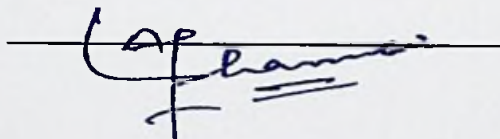
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Dedication

I would like to dedicate this thesis to my parents who always supported me, and never stopped giving themselves in countless ways, provided me moral, spiritual and financial support and my friends also encouraged and support me. Nevertheless, my mentor, **Sir Ahsan Rizvi**, who did countless efforts and always helped me throughout the thesis. And to my siblings, relatives, classmates and friends who gave an advice and encouragement so that I can complete my study.

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“To Him belongs the dimension of the Heavens and the earth, it is He who gives, Life and death and He has power over all things.” (Al-Quran) The report in hand is not a hard copy of activities during the working of final year project, rather it is a container of many soft feelings of gratitude, responsibility and affection that were having during final year. It was a wonderful learning experience for me while making this report. There are several challenges I faced when I was working on this report. During the completion of this research I learnt so many things that will help me not only in my professional career but also to lead my life in a best manner. For this favor, all acclamation to ALLAH, WHO has empowered and enabled me to accomplish the research project successfully and helps in every problem during the project. I am also thank to Institute “BAHRIA UNIVERSITY KARACHI CAMPUS”, and all my respected Teachers who are institute their self, especially Sir Ahsan Rizvi, for his engaging support and supervision during research process, He pushed me to do more than the best. I am very thankful to him that he allowed us to do this research under his knowledge, experience and guidance

ABSTRACT

Purpose: The purpose of this study was to investigate the role that green innovation plays as a mediating factor in the relationship between green purchasing and firm performance.

Design/methodology/approach: A quantitative method using the primary data collection technique was used. The data was collected from 350 participants using a questionnaire.

Findings: The research findings demonstrated that environmentally responsible buying had a beneficial impact on environmentally responsible innovation, and environmentally responsible innovation had a good impact on the company's overall success. Green innovation served as a mediator between environmentally responsible consumption and the success of businesses.

Conclusion: A positive impact between green innovation and firm performance demonstrated that mechanical advances in innovation that assessed natural effects would have the option to uplift firm performance.

Limitations: The essential constraint of the present study is that it uses information from only one city. Moreover, the present study incorporated a single method in the current study.

Recommendations: It was recommended that a multi-level environmental performance monitoring system and data review component ought to be placed step by step.

Keywords

Green innovation, Green supply chain management, Firm performance, Green purchasing.

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