

Trade and Innovation in the modern world; Green Innovation Start up by Green Industrials and Renewable energy resource”.

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ABSTRACT

While environmental investments are welcome by society, entrepreneurs need to identify the circumstances favoring the generation of both corporate profits and public benefits. If in the past, innovation was predominantly driven by the intention of exceeding customers' expectation or to create simpler and less costly processes. In the present, many organizations are required to respond to environmental and social demands.

With the context for trade and innovation is does not new or strange for enterprise. On the other hand, they are meaningful and difference ways to interpret them. Depend on how deep is your corporate? Or How to increasing your value and reach of both corporate profits and public benefits?that should be make your organization growth and sustainability. The major environmental concerns in the 21st century are atmosphere pollution; human health is become the main objective with any related fields. The objective of trade is to make a profit as much as business can. Productivity and profitability are efficiency by technology, both in operation and production management. Innovation is implementation to every organization, its tool of management and fulfill with technology advance. When information technology has influence with business sector and personal, create machine and destroy environmental, renewable materials and disposal wastes, increase profits and decrease durability. Thus, company's environmental performance while enhancing its competitiveness. In every enterprise should be identification includes not only the understanding of environmental demands but also customer's requirements and acceptance of environmentally-friendly products, competitor's action, and the innovation of processes or products. The significant of this research is to study of Trade and Innovation in the modern world; Green Innovation Start up by Green Industrials and Renewable energy resource. Furthermore, we should find the answer from these following questions as well as we can; How human live and safe this world? Green Innovation Startup is growth by green industrials or not? Can we added value to business by renewable energy resource?. The absolute answer is does not mean 'Yes' or 'No' but the way to success is 'Sustainability'.

Keywords: Environmental investment, Green Innovation Start up, Green industrials, Renewable energy resource, Competitive Environment Strategy.

Introduction

Since technology became one part of human life, how important they are and no one else deny them. No matter what you do, where you are...they are always come along with you. Furthermore, demand in technology is increasing as continuously and more than two decades, they have influence with our life. It is ordinary cycle, demand and supply, consumer behavior has been changed. Manual products were transforming to technology and always need technology advance.

The significant of this research is to study of Trade and Innovation in the modern world; Green Innovation Start up by Green Industrials and Renewable energy resource. Furthermore, we should find the answer from these following questions as well as we can; How human live and safe this world? Green Innovation Startup is growth by green industrials or not? Can we added value to business by renewable energy resource?. The absolute answer is does not mean 'Yes' or 'No' but the way to success is 'Sustainability'

If you are moving into the future with an extreme business efficiency, you must know yourself first-know what you should do and what you should not do. To ask the question: "What is suitable for your business, incurrent climates and trends?" The dictator, of course, will always be responses to your production and to your increased productivity. Furthermore,

social responsibility is not only pay for cash or aids but also save the earth with Green Industrials. This factor is know-how and can increase productivity for both of existing and start up business. If in the past innovation was predominantly driven by the intention of exceeding customers' expectation or to create simpler and less costly processes, but for today many organizations are required to respond to environmental and social demands. With the context for green innovation , it refer to innovations in the products, processes or in the business model that lead the company to higher levels of environmental sustainability. It is reached by the minimization of environmental impacts and the creation of positive impact on the environment. Green Innovation can happen either to respond to local or global environmental concerns or to construct an environmental leadership in the sector. It has ecological or economical motivation as other types of innovation; it can be incremental or radical. Renewable energy resource is the one of strategy environmental to increasing productivity, also respond to Green innovation both ecological and economical. On the other hand, Green industrials can increase productivity by environmental concerned and Renewable energy resource is necessary in every organization. They are environmental strategiesthat fulfill both corporate profits and public benefits.

In automotive industry and food industry have influence with human life; people are thinking about what is/are your product made of/from? Or Will these materials can disposable, and how long to disposability themselves?. Not only a lot of questions are following but also environmental problems are occur, too. Automotive industry will think about raw materials to produce car and how to decreased carbon-monocyte to this earth, local air pollution, greenhouse glass, noise, etc. Food industry is concern about food-safety and hygienic, they are important for consumer life. Furthermore, standardization is necessary to every industry; production, ISO series, social responsibility, environmental cares, etc.

Objectives

- To study How human live and safe this world.
- To study does Green Innovation Startup is growth by green industrials or not.
- To study how can we added value to business by renewable energy resource.

Review of Related Literature

In Reinhardt's view, "environmental policy, like other aspects of corporate strategy, needs to be based in the economic fundamentals of the business: the structure of the industry in which the business operates its position within that structure, and its organizational capabilities"

Other academics have also confirmed this proposition; in 2001, Christine Rosen, the chief editor of California Management Review Symposium on Environmental Strategy and Competitive Advantage, stated that the transition from compliance-based to strategic environmental management was still in its early stages. Three years later, several articles in CMR emphasized the strategic importance of proactive environmental management. Although these studies certainly represent a step forward, the relationship between product recovery and competitive advantage was not addressed.

London Environment Strategy; Draft for public consultation, Executive summary, August 2017

AIMS FOR 2050

Climate change and energy- London will be a zero carbon city – with a zero emission transport network and zero carbon buildings.

Waste- London will be a zero waste city. 65% of London's municipal waste will be recycled.

Adapting to climate change- London and Londoners will be resilient to severe weather and longer-term climate change impacts, such as flooding, heat risk and drought.

Green infrastructure- More than half of London's area will be green, and tree canopy cover will increase by ten per cent by 2050.

Air quality- London will have the best air quality of any major world city by 2050, going beyond the legal requirements to protect human health and minimise inequalities.

Noise- The number of people adversely affected by noise will be reduced, and more quiet and tranquil spaces will be promoted

Outcomes

Greener

All Londoners should be able to enjoy the very best parks, trees and wildlife. Creating a greener city is good for everyone – it will improve people's health and quality of life, support the success of businesses and attract more visitors to London.

Cleaner

Londoners want their city to be clean, attractive and healthy – living in a big city does not mean they should accept a dirty and polluted environment. The Mayor will clean up London's air, water and energy in a way that is fair, protects the health of Londoners, and contributes to the fight against climate change.

Ready for the future

Water, energy and raw materials for the products we consume will be less readily available in the future, and climate change will mean higher temperatures, more intense rainfall and water shortages. The Mayor will make sure the city does not waste valuable resources, is prepared for the future and is safeguarded for future generations.

Conceptual Framework

According to the topic of this research: Trade and Innovation in the modern world; Green Innovation Start up by Green Industrials and Renewable energy resource.

Research framework is designed to study; How human live and safe this world? Green Innovation Startup is growth by green industrials or not? Can we added value to business by renewable energy resource?.The combination between theory and environmental policy that has effect on them.Starting with Green Industrialsinformation and Renewable energy resource. There is a need to know about their attitude,how human live and safe this world and does Green Innovation Startup is growth by green industrials or not.

There are many pollution problems and various waste; industry, household, chemical, medical, surgery which are disposable and indisposed. Researcher needs to know the attitude from existing business; how possible that Green Innovation Start up is growth by green industrials? Researchframework is designed to study attitude of people who are the ownership/ executive/ employee in goods and services industry.

In this framework, identification includes not only the understanding of environmental demands but also customer's requirements and acceptance of environmentally-friendly products, environmental effect, disposable and indisposed. To implementation of the idea that Green Innovation Start up by Green Industrials and Renewable energy resource.

Research Methodology

1. Qualitative method is the way that researcher, carry out the results.
2. "Focus group", is population for research, because researcher needs to control quality. They are in goods and services Industry(Thais).
3. Connection by way of face-interview.
4. Close end question in theory part and open end question for personal attitude.
5. Population size is 3 per each group and they are the ownership/ executive/ employee in goods and services industry.
6. Research result by comparing the number of sample who have the same or different attitude.
7. Taking all results to analyze, and bring the analysis result, to recommendation that can evoke solutions, suggestions, and also continue research in other related topics areas.

Research Design

1. Depth interview with focus group - random the group from goods and services industry.
2. Study group is manpower and working in goods and services industry.
3. Appointment to interview; to meet a person at his /her workplace by date and time (Thais).
4. Population size is 5 interviewees from both in goods and services industry, then totally ten.

5. Collects all data at the same time by lead time being within one week.

6. Analysis data to get more information for discussion.

7. Information from discussion can continue recommendation and show some resolutions or suggestions for this research.

Research Instrument

1. Depth interview questionnaires with 5 close end questions and 2 open end questions.
2. Hard copy questionnaire for given to ten interviewees.

Research Procedures

1. Prepare questionnaire with close end 5 questions that involve information of green industrial and Renewable energy resource, and 2 questions for open end.
2. Make an appointment with the group for interview that they are in goods and services industry in Thailand. To meet a person at his /her workplace by date and time.
3. Collect all data for analysis; implementation of the idea that Green Innovation Start up by Green Industrials and Renewable energy resource.
4. Conclusion for all research result, also discussion and recommendation for continuity in the future. If the result is showed in the contrast way, we can do the research what has cause a problem? On the other hand, if the result is showed in the same way it is

assuming that should be better than previous edition, we also continue what else can develop or improve that can meet the International Standard quality and it is Sustainability.

Data Analysis

Data analysis method is qualitative; conduct a couple of interviews for case studies. Researcher analyzed from interviewee's attitudes and implementation of

the idea that Green Innovation Start up by Green Industrials and Renewable energy resource.

From Porter's theory that productivity is the key element for companies to gain competitiveness. Thus, almost organizations should be able to transform costs into profits by identifying concealed opportunities for innovation, leading to more efficient organizational systems.

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|--|---|
| <p>Strategy I</p> <p>Eco-Efficiency</p> | <p>Strategy IV</p> <p>Environmental</p> <p>Cost Leadership</p> |
| <p>Strategy II</p> <p>Beyond Compliance</p> <p>Leadership</p> | <p>Strategy III</p> <p>Eco-Branding</p> |

Figure I Competitive Environmental Strategies
(Michael Porter, Competitive Strategy)

1. Competitive advantage; According to the Resource-Based View of the firm, competitive advantage should not be seen as a function of industrial structure but as resulting from the ability of firms to use resources. When compared with the Porter's positioning perspective, the Resource-Based View does not constrain the choices available to firms to the structure of the industry. By identifying the ultimate sources of quality problems, firms reduced or eliminated trade-offs between costs and quality. Since, products and services of enhanced quality and reduce costs, have a better chance to succeed in the marketplace, also practices obviously influenced their competitiveness.

Lower Costs

Strategy I Eco-Efficiency; to address resource productivity issues from a more technical perspective, by using eco-design and eco-efficiency measures. The potential of a new set of business practices to enhance resource productivity is so considerable that new economic system may emerge from its application. Also, 'Natural Capitalism' where regulatory and market mechanisms eventually succeed in making organizations internalize environmental costs.

Strategy IV Environmental Cost Leadership; The combination of low margins with the saturation of mature markets in many

industrialized countries increases rivalry and places packaging manufacturers under extreme pressure to reduce costs. Furthermore, an increasingly demanding customer and tightening of environmental regulations. There are some of the enterprises operating in such a context by focusing on radical product innovation; i.e. material substitution, dematerialization. This strategy makes more business sense than focusing on incremental process innovation.

Differentiation

Strategy II Beyond Compliance Leadership; In some enterprises not only want to increase the efficiency of their organizational processes but also want customers and the general public to acknowledge their efforts. Those organizations are willing and to spend money in the certification of their EMS (Environmental Management Systems), even subscribe to business codes of environmental management, also invest in unprofitable environmental improvements. Nonetheless, as in almost every sphere of management, competitive advantage is indeed obtained in a relatively short window of opportunity. As firms within an industry adopt more ambitious practices. The beyond compliance frontier moves further and what once differentiator becomes a normal and non-competitive practice.

Strategy III Eco-Branding; From marketing differentiation based on the environmental attributes of products constitutes the most straightforward strategy. Ecology-oriented products and services represented a defined market niche explored by firms worldwide. Add to where consumer environmental awareness is remarkably high, products developed a creative way of differentiating a portfolio of eco-products. Such in hypermarkets, created an ecological brand to communicate the image of environmental responsibility of food. Almost consumers need to perceive a clear benefit for their purchase. Industrial markets, benefits are normally translated into cost savings that better performance of the product and a cost reduction of risk management. Thus, in consumer markets, the attributes associated with the products allow companies to charge higher prices for eco-branded or eco-labeled products.

2. Competitive Environmental Strategies; Fundamental for the identification of specific conditions in which corporate environmental strategies may improve the competitiveness of the firm. The structure of the industry in which a firm operates, its position within that industry, types of markets the company serves, including of capabilities will suggest the appropriate competitive focus; i.e. organization processes and product/ services.

Organizational Processes

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Products and Services

Strategy IV Environmental Cost

Leadership; The combination of low margins with the saturation of mature markets in many industrialized countries increases rivalry and places packaging manufacturers under extreme pressure to reduce costs. In addition, an increasingly demanding customer and tightening of environmental regulations. There are some of the enterprises operating in such a context by focusing on radical product innovation; i.e. material substitution, dematerialization. This strategy makes more business sense than focusing on incremental process innovation.

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performance of the product and a cost reduction of risk management. Thus, in consumer markets, the attributes associated with the products allow companies to charge higher prices for eco-branded or eco-labeled products.

Research Results

-Percentage of population have knowledge about Green Innovation is 100% (6 Of 6); they know what Green Innovation is?, and knowhow to create Green Innovation.

-Percentage of population attitude about Green Innovation Start up by Green Industrials and Renewable energy resource;

1. First group is 80.00% (8 of 10); they think that **Eco-Efficiency** has influence with startup. They believe that Eco-Efficiency is qualified to work, so their organization, will be able to transform costs into profits by identifying concealed opportunities for innovation and more efficient organizational systems.

2. Second group is 70.00% (7 of 10); they agree that **Eco-Branding** has influence with startup. They believe that Eco-Branding is qualified to work, so their organization, will be able to transform costs into profits by identifying concealed opportunities for innovation and more efficient organizational systems. Additional to their attitudes, consumers must be willing; to pay for the costs of ecological

differentiation, information about product's environmental performance and differentiation should be difficult to be imitated by competitors.

3. Third group is 60.00% (6 of 10); they agree that **Environmental Cost Leadership** has influence with startup. They believe that Environmental Cost Leadership is qualified to work, so their organization will be able to transform costs into profits by identifying concealed opportunities for innovation and more efficient organizational systems. On the other hand, packaging material will have to be competitive on price and environmental performance. Furthermore, this innovation is easy to copy by competitor in material substitution.

4. Fourth group is 40.00% (4 of 10); they agree that **Beyond Compliance Leadership** has influence with startup. They believe that **Beyond Compliance Leadership** is qualified to work, so their organization will be able to transform costs into profits by identifying concealed opportunities for innovation and more efficient organizational systems. In contrast way that make population unsure with this innovation; competitive advantage is indeed obtained in a relatively short window of opportunity.

Discussion

Although the environmental impacts of the goods and services industry are spread throughout the whole life cycle, the consumption

of goods and services is where there is the major energy and emission. Environmental pressures occur to reduce emissions and waste throughout production, use and end-of-life products.

Almost of populations have agreed that Green Innovation Start up can growth by Green industrials and Renewable waste resource. Depend on each company has policy or strategy to support these innovations. Also which one can make their organizations can reach the goal and sustainable.

Nevertheless, these changes have been insufficient to make the sector more sustainable, as evidence of these foods and services industries are still struggling against economic, environmental and social challenges. Almost of existing business and new comer is mean to Start up business are interested in to use environmental strategies. They are still need to continuously in Green Innovation because they are believe that this strategy can increase their value and keep it at the Growth positioning. Green industrials can make them valuable and good in brand image. Renewable energy resource can reduce in production cost and reached the objective of environmental strategies. That's mean Green Innovation Start up can growth with Green Industrials and Renewable energy resource.

Recommendation

According to research result, Almost of populations have agreed that Green Innovation Start up can growth by Green industrials and Renewable energy resource. Depend on each company has policy or strategy to support these innovations. Also which one can make their organizations can reach the goal and sustainable.

Researcher has agreed that the Green Innovation is efficient to every organization by take advantage from each strategy and put the right to your firm.

Furthermore, if any industry will engage Green Innovation for their operation, please realize and compare, between the advantages and disadvantages after addressed, both in terms, of entrepreneur and consumer. Commitment and compromise are necessary to solution, and if demand in product's environmental more than quality, they should develop their environmental strategy where

meet the goal of both corporate profits and public benefits.

Nowadays, Green Innovation is meaningful, not only for industry but also public/consumer, either domestic or global, and we cannot deny how important, and if it has become and even to excite production. Due to Green industrials and Renewable energy resource care much more Long profits generable than losses. Especially, Brand image that make you extreme in every position of business cycle life.

Green Innovation has also become a fashion for both business and corporate strategy and the way to make human live and safe this world. Green industrials have influence with every production.... any processing, Renewable energy resource has valuable for every organizations; recreation, rematerialize, or applied in other product. These are value added for firms and make a profit with environmental strategies.

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