

Strategic Management Implementation to Respond to the Environmental Change in the Textile Sector¹

ABDULKADER ZAIRBANI*
SENTHIL KUMAR J. P.**

Abstract

This study aims to examine strategic management implementation {collaboration (CO) and firm alliance (FA)}, as a response to the environmental change {organizational resources and capability (ORC) and environmental culture (EC)} in the textile companies' performance. This study focus on understanding the relationship between CO, FA, and EC with CP. Additionally, the study explores the moderation effect of ERC on the relationship between CO and CP. A structural equation modeling technique was applied to examine our study hypotheses. A simple convenient sample was used to collect 561 responses by using a questionnaire. The questionnaire was distributed to the top and middle-level managers in Bangalore City. We found that there is a significant relationship between CO and CP. Moreover, there is a moderator impact of ORC on the relationship between CO and CP, additionally; FA has a significant impact on the CP.

JEL Code : M10, M16, M19, L25, L24, L29

Keywords : Alliances; Collaboration; Environment; Culture; Performance; Textile; India

I. Introduction

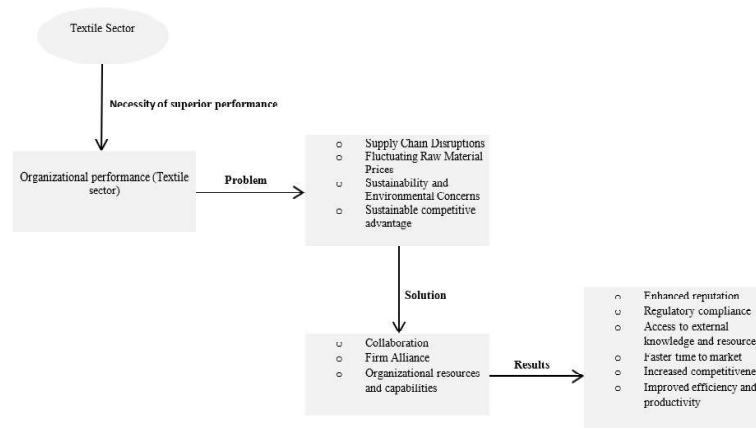
IN LAST THE decades, there has been a transfer in the focus of management literature towards inter-firm relationships and FA, as well as the accuracy of alliances, the alliance portfolios of firms, and inter-company networks (Yang, 2022). The formation of alliances with potential competitors is becoming an increasingly common strategy for protecting a company's competitive position in today's market, particularly in industries that operate on a global scale. Existing research has dedicated a great deal of attention to the topic of developing a global strategic alliance or joint venture to gain a competitive advantage (Golonka and Rzdca, 2013). In Addison, More and

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* Doctoral (Ph.D.) Research Scholar, GITAM Deemed-to-be-University, GITAM School of Business, Nagadenehalli Doddaballapur, taluk, Bengaluru, Karnataka 561203, INDIA.

** Associate Professor, GITAM Deemed-to-be-University, GITAM School of Business, Nagadenehalli Doddaballapur, taluk, Bengaluru, Karnataka 561203, INDIA.

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Source: Self Constructed

Figure 3
Practical implication for SMEs (Self constructed)

Two potential limitations of this study are first the relatively small sample size, and second, in this study, we were concerned only with the textile sector. For future studies, scholars should increase the sample size and use different variables such as green supply chain strategy, sustainability, and explore the different effects of eco-innovation and green innovation on SME performance.

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