



## **Green Product Introduction: The Ultimate Challenge for Sustainable Business**

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**ABSTRACT** The promotion of green products in organizations is essential for corporate sustainability. The review indicates introducing green practices results in multifarious benefits. Thus, the objective of the study was to investigate the influence of green product introduction on environmental performance and the mediating role of green product introduction between CSR and environmental performance. A survey was conducted among employees and 527 clean responses were analyzed. The model fit indices, composite reliability, discriminant validity and average variance extracted was calculated to establish the robustness of the model. The results indicated the presence of significant positive relationship among the three study variables. Also it was found that green product introduction partially mediates the relationship between CSR and environmental performance. The study highlighted the important role played by green products along with Corporate Social Responsibility (CSR) in improving the environmental performance. A longitudinal study can be undertaken for future research.