



“Gheorghe Asachi” Technical University of Iasi, Romania



ECO-INNOVATION ATTITUDE AND INDUSTRY’S TECHNOLOGICAL LEVEL - AN IMPORTANT KEY FOR PROMOTING EFFICIENT VERTICAL POLICIES**

Ángel Peiró-Signes^{1,2*}, María-del-Val Segarra-Oña^{1,2,5}, Luis Miret-Pastor³, Rohit Verma⁴

¹Management Department, Universitat Politècnica de València, Camino de Vera, s/n 46022 Valencia (Spain).

²Visiting Scholar at Cornell University

³Social Sciences & Economics Department, Universitat Politècnica de València, Camino de Vera, s/n 46022 Valencia (Spain)

⁴Center for Hospitality Research, Cornell University, 489 Statler Hall, Ithaca, NY 14853-6902 (USA)

⁵Inerte, International Network for Economic Research on Tourism and Environment

Abstract

This paper links two theoretical constructs underpinned by sustainable values, management of sustainable development and eco-innovation. The first one becomes a crucial process and adds competitive value and, the second, plays a pivotal role in the search for a sustainable economy and society. This research is an attempt to explore the Spanish companies’ attitude towards sustainability when innovating. Industries were categorized as to their actual technological performance status as low, medium-low, medium-high and high tech, using a predefined framework. Then multivariate analysis techniques were applied to identify which variables influence the environmental attitude in each segment. A correlation between the industry tech level and its environmental orientation was found to be most relevant.

Key words: eco-innovation attitude, high tech industries, low, medium, sustainable development

Received: September, 2011; Revised final: December, 2011; Accepted: December, 2011

* Author to whom all correspondence should be addressed: e-mail: anpeisig@omp.upv.es; Phone: +34-963877000 (# 76844); Fax: +34-963879779 (# 79779)

** This paper was presented within 4th International Conference on Tourism and Environment, 28th – 30th September, Cáceres, Spain