

External Pressures Affect Green Technology Adoption: A Literature Review

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Abstract:

This study aims to critically analyze and combine the existing research on green technology adoption, specifically highlighting the influence of stakeholder and normative pressures as external institutional drivers in the context of Jordan. The Stakeholder pressures and normative Pressures plays a key role as external factors on the adoption of Green Technology. This review highlights a gap in comprehending how institutional contexts—marked by changing regulatory frameworks and emerging stakeholder engagement—affect firm's reactions to sustainability demands. The study recommends for increased specific, context-sensitive research to clarify the complex connection between institutional drivers and Green Technology Adoption, especially in developing economies such as Jordan.

Keywords:

Stakeholder pressures, Normative Pressures, Green Technology Adoption, Jordanian Context.