Big Data Capability, Green Innovation, Green Supply Chain Performance: A Conceptual Framework

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Abstract

Big data capability has attracted much attention as a key driver of green innovation, motivating automotive manufacturers and suppliers. However, the green supply chain performance associated with big data capability is not well understood in the automotive industry. The aim of this study is to explicitly explore a conceptual framework that elucidates the link between big data capability, green innovation, and green supply chain performance. This paper is grounded in the theoretical framework of the Dynamic Capabilities View Theory (DCV) and the Resource-Based View Theory (RBV). As a result, this research suggests improving green innovation and enhancing green supply chain performance through adopting big data capability by automotive manufacturers ans suppliers. While highlighting the importance of green innovation in harnessing big data capability for a green supply chain performance, the findings offer valuable insights and brings a multifaceted perspective on sustainability for automotive industry professionals.

Index Terms

Big Data Capability, Green İnnovation, Green Supply Chain Performance, Sustainability