



Applying Some Of The Green Productivity Strategies To Enhance The Competitive Advantage **An exploratory study in some of the mineral water bottling companies in Basra Governorate in Iraq**

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ABSTRACT

The goal of this research is to determine the impact of applying some green productivity strategies (shared environmental responsibility, green product innovation, green process innovation, green production) in enhancing competitive advantage in a sample of three mineral water bottling companies in Basra Governorate (Al-Janain Al-Muallaqa Company, Durrat Al-Khaleej Company, world company). This research relied on the descriptive analytical approach; and the questionnaire tool for collecting primary data from the research sample, which amounted to (108) individual workers in the companies under stud. In addition, the SPSS statistical analysis program has been utilized to reach the following results: The companies under study apply green productivity strategies to a very high degree (4.41). They have worked to provide green goods and products that are compatible and environmentally friendly. Also, the companies under study have a strong competitive advantage from the standpoint of their employees. Moreover, this study has discovered a positive and strong correlation between green productivity strategies and competitive advantage, and there is a significant effect of applying green productivity strategies in enhancing competitive advantage in mineral water bottling companies. Therefore, this research recommends that the senior management of mineral water bottling companies in Basra Governorate be careful to choose the methods that achieve successful management of environmental issues and work to confirm their commitment to environmental and social responsibility to make their products environmentally friendly and greener.

Keywords: Green productivity, Green productivity strategies, competitive advantage, mineral water bottling companies

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