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The influence of entrepreneurial and market and knowledge management orientations about a cleaner production and the sustainable competitive advantage

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Abstract

Enterprises from different economic sectors play a fundamental role in furthering a sustainable development in the region where it is inserted. However, it is the environmental practices of these organizations which determine the prompt impacts on environmental sustainability. In this sense, a Cleaner Production (CP) is responsible for the decrease in natural and material resources consumption and energy, as well as for the systematic decrease in waste and pollutants emission. Thus, it is important to identify the strategical guides which came before the CP and, consequently, lead the enterprises to achieve a Sustainable Competitive Advantage (SCA) before their competitors. In this context, this research aims at analyzing the influence of Entrepreneurial Orientation (EO), Market Orientation (MO) and Knowledge Management Orientation (KM), about the CP and the SCA. The present research was about a survey applied to 1.774 small and medium enterprises in Southern Brazil, in the sectors of transformation industry, commerce and services, and it was analyzed by the Structural Equation Modeling, typifying it as a quantitative and descriptive research. The results show there is an intense previous influence (EO, MO, KM) over the CP, pointing out that the correlations among the three antecedents have a high intensity, showing that the enterprises researched use the strategical guides (EO, MO, KM) separately, and that, when they are combined, there is a higher chance of CP success, with a significant increase in SCA for the small and medium enterprises.

Keywords: *Cleaner production. Sustainable competitive advantage. Entrepreneurial orientation. Market orientation. Orientation knowledge management.*