



HELLENIC REPUBLIC  
National and Kapodistrian  
University of Athens  
DEPARTMENT OF ECONOMICS

## Research Seminar Series in Economic Sciences, 2024 - 2025

**Speaker:** Pinar Acar, *Associate Professor, Istanbul Medipol University*



**Title:** “Sustainability, Green Innovation and Transformation: Challenges and Opportunities”

**Date & Time:** Wednesday, October 23rd, 2024, 14:00 - 15:30

**Place:** Grypario Megaro (Sofokleous 1) | 4<sup>th</sup> floor | Lecture Hall “Kosmas Psychopedis” (416)

**Live streaming of the event:** <https://delos.uoa.gr/opendelos/search-live>

**Url:** [https://www.econ.uoa.gr/ereynitika\\_seminaria\\_research\\_seminars/](https://www.econ.uoa.gr/ereynitika_seminaria_research_seminars/)

### **Abstract:**

Nowadays, sustainability and environmental issues are increasingly critical in businesses. To gain a competitive advantage in the market while creating a more sustainable world, businesses should implement eco-innovative and environmentally focused management systems by benefiting their dynamic capabilities' guidance. Owing to the increasing importance of green management applications in the tourism industry in creating value for companies and customers, hotels with “green key” certifications have recently come to the fore. In light of this framework, this study explores whether the implementation of Environmental Management Accounting (EMA), eco-innovation (ECI) and Green Dynamic Capability (GDC) lead to a competitive advantage and examines the mediation effect through GDC on the relationship between EMA and competitive advantage in the hotel industry in Türkiye, one of the prominent tourism destinations in Europe. Through an online survey questionnaire, 109 responses were collected from hotel managers that holds “green key” certification. The collected data were analyzed using SPSS. The results of this study reveal that EMA positively impacts competitive advantage in the hotel industry, with GDC playing a significant mediating role in this relationship. This research also contributes to the literature by underlining the importance of integrating these elements as strategic tools to achieve sustainability and increase firm performance.

**Organizers:** Dimitris Kenourgios, *Professor*  
George Dotsis, *Assoc. Professor*  
Frago Kourandi, *Assist. Professor*

Thank you.



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