



**SEAIPC2023**  
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PHILANTHROPY CONFERENCE

CONFERENCE PROCEEDINGS

# The 8th Southeast Asia International Philanthropy Conference 2023 (SEAIPC2023)

**Future of Philanthropy and Sustainable Development:  
Holistic Approach towards Innovative Fundraising  
and Strategic Entrepreneurial Partnership  
for Societal Well-Being**

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## **IMPORTANCE-PERFORMANCE MAP ANALYSIS OF GREEN STRATEGY IMPLICATIONS WITHIN ISO 14001 MANUFACTURING COMPANIES**

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### **Abstract**

Based on the Natural-Resources-Based View theory, a model is proposed to analyse the implication of green strategy on environmental performance and competitive advantage within ISO 14001 manufacturing companies. The conceptual model has been formulated by applying structural equation modelling and empirically analysed using a dataset collected from a survey of ISO 14000-certified manufacturers in Malaysia. The results show that there is a significant relationship between green strategy, environmental management accounting (EMA), environmental performance and competitive advantage. The results also imply that green strategies and EMA have considerable importance in terms of enhancing competitive benefits and need attention from manufacturers.

**Keywords:** Importance-Performance Map Analysis; Green Strategy; ISO 14001 Manufacturing Companies; EMA