

**GREEN INNOVATION PRACTICES AND ORGANIZATIONAL PERFORMANCE:
A SYSTEMATIC LITERATURE REVIEW AND THEORETICAL SYNTHESIS****NWAGWU, Chinedu John, PhD**Department of Business Administration,
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This study systematically reviews the conceptual, theoretical, and empirical literature around Green Innovation Practices (GIP) and their effect on organizational performance. As environmental sustainability transits basic regulatory compliance to core strategic necessity, organizations are adopting GIP to secure long-term sustainability and competitiveness. This review examines the strategic architecture of green innovation across four primary operational pillars: green management practices, green process adherence, green product offerings, and green marketing adoption. Drawing upon a tripartite theoretical framework that synthesizes Green Innovation, Institutional and Cost-Benefit Theories, the study illustrates how external institutional pressures and internal eco-centric re-engineering translate into sustainable competitive advantages, operational efficiencies and growth. An evaluation of global empirical studies confirms a strong positive correlation between holistic green innovation adoption and enhanced organizational performance, spanning both financial and non-financial metrics. Despite these established benefits, critical gaps remain in the existing literature. The review identifies a distinct geographic scarcity of studies focusing on developing economies in Sub-Saharan Africa, as well as a methodological need for multi-dimensional structural evaluations. By highlighting these gaps, this paper provides a foundational framework for future empirical research to explore how firms in volatile, emerging economies can leverage green innovation to balance ecological responsibilities with sustained corporate growth.

Keywords: Corporate-growth, Cost-Benefit. Green-innovation, Institutional, Management, Theory