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THE ROLE OF THE GREEN OCEAN STRATEGY IN
MEDIATING STIMULATING CONTINUOUS
INNOVATION TO ACHIEVE STRATEGIC VICTORY:
AN EXPLORATORY STUDY IN THE GENERAL
COMPANY FOR LEATHER INDUSTRIES

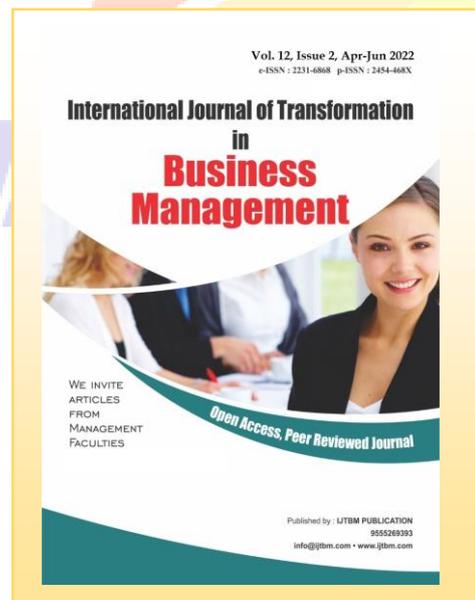
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ABSTRACT

The management of the General Company for Leather Industries faces in its work in the local market a constant state of competition; whether it is from competing companies or products imported from different countries, in addition to changes in customer tastes and the acceleration of the pace of designs and environmental variables, which requires the adoption of a green ocean strategy to help the company face those challenges, Hence, the research problem crystallizes on how the green ocean strategy that employ to achieve strategic victory by adopting stimulating Continuous innovation in the General Company for Leather Industries. The goals that it seeks to achieve indicate the objectives of the research. A questionnaire was adopted and distributed to (84) samples of employees of the General Company for Leather Industries in the city of Baghdad. To measure the results of the influence relationship. The research concluded that there is an influence relationship of the green ocean strategy on the strategic victory and a positive effect to stimulate Continuous innovation. The study recommends adopting the green ocean strategy as an approach followed by the management of the General Company for Leather Industries to increase the creative ideas that help it reach and maintain the strategic victory.

Keywords: *Green Ocean Strategy, Continuous innovation, strategic victory*

INTRODUCTION

Today's business environment is subject to public market consolidation led by globalization The ever-increasing provision of information for sustainability and environmental, social and economic growth has brought organizations and customers to more responsible and ethical business operations and product consumption The forces of the business environment and markets are transforming competition globally towards sustainability, with the goal of achieving higher degrees of innovation that Can meet the needs and expectations of society, businesses and customers Sustainability must frame fair, viable and livable corporate activities and outcomes Growth must aim to add shared value for all

stakeholders involved. Since change is endemic and inevitable, every sustainable transformation can be passed on to any involved company that deals with it, significantly enhancing every achievement made. These changes affect the blue ocean from creating untested markets towards green oceans that can predict and achieve sustainable market spaces to profitability Short, medium and long term As blue ocean strategies seek to make competitors irrelevant by creating new value for customers, green ocean strategies can improve corporate mission and vision to maximize sustainability over current and profitable performance in order to create more relevant value for customers and achieve strategic victory. Green oceans are a

logical or natural extension of the blue ocean strategies for companies that aim to reach and maintain their performance over time, while aligning them with the main social challenges, and then the research seeks to indicate and clarify the contents of the green ocean strategy and its impact on achieving the desired goals, taking into consideration The effect that stimulating Continuous innovation in the organization can have towards that goal.

RESEARCH METHODOLOGY

The Research Problem

The reality of the current industry in the midst of globalization and competition after Corona indicates that organizations achieve strategic victory by moving from blue and red oceans to green as they fit the rules of the current competition arena that focus on innovation and creativity more than competition, and for this there is a logical link between the green ocean strategy and Continuous innovation. And then the research problem can be formulated by the central question, which is represented by “the extent of the possibility of the green ocean strategy to achieve strategic victory, taking into account the effect achieved by the presence of Continuous innovation.” From the question, the following questions can be branched:

- 1) How can the management of the General Company for Leather Industries use the green ocean

strategy to achieve its success and business growth?

- 2) What effect can green ocean strategies have on strategic victory, survival and competition for the longest possible time?
- 3) Is there a direct or indirect impact of green ocean strategies (economic sustainability, social sustainability, environmental sustainability) on the strategic victory through the mediation of Continuous innovation?

The Importance of Research

The importance of the research lies in the fact that it represents an impact on the extent of the interest of the managements of the General Company for Leather Industries in the green ocean strategy and its investment in this field through what it possesses of previous knowledge and what it obtains later, to make the desired impact towards achieving the targeted successes represented by strategic victory, given that the green ocean strategy is an expression On promising practices for distinctive innovations that lead to victory by achieving competitive advantage in harnessing ideas in the company’s work compared to competitors

Research Objectives

The objectives of the research are to enable the administrations of the General Company for Leather Industries to adopt the green ocean strategy as one of the elements

of its work inputs to achieve the targeted success, through the following indicators:

- 1) How to interact with the green ocean strategy towards achieving strategic victory
- 2) Expanding the concept of the green ocean strategy and without limiting it to material profits only, but extending that to what is beyond through improving performance and raising the level of response to the needs and desires of the customer. Which is reflected in increasing its reputation in the market and achieving economic, social and environmental sustainability?
- 3) Testing the hypothetical research model to prove or negate the relationship and influence between the green ocean strategy and the strategic victory factor in the presence of stimulating Continuous innovation.

Research Hypothesis

The research revolves around the following main hypothesis: ((There is no statistically significant effect at the level

($0.05 \geq 0$) of the green ocean strategy on achieving strategic victory in the presence of Continuous innovation as a mediating variable)).

Research Model

The research model was formulated based on the hypothesis of the research and the presence of three variables, which are the independent variable represented in the green ocean strategy fields that are adopted by the departments of the General Company for Leather Industries, and the scale adopted by (Wijethilake, 2017) and the dependent variable represented by the strategic victory were used. The scale was built based on Model ((Kaufman & Kirsh, 2013) and the third variable is the mediating variable that expresses Continuous innovation and the researcher relied on the scale (Kianto, 2011) and what is the positive or negative impact that the mediating variable can achieve on the influence or relationship between the independent variable and the dependent variable, figure (1) represents that.

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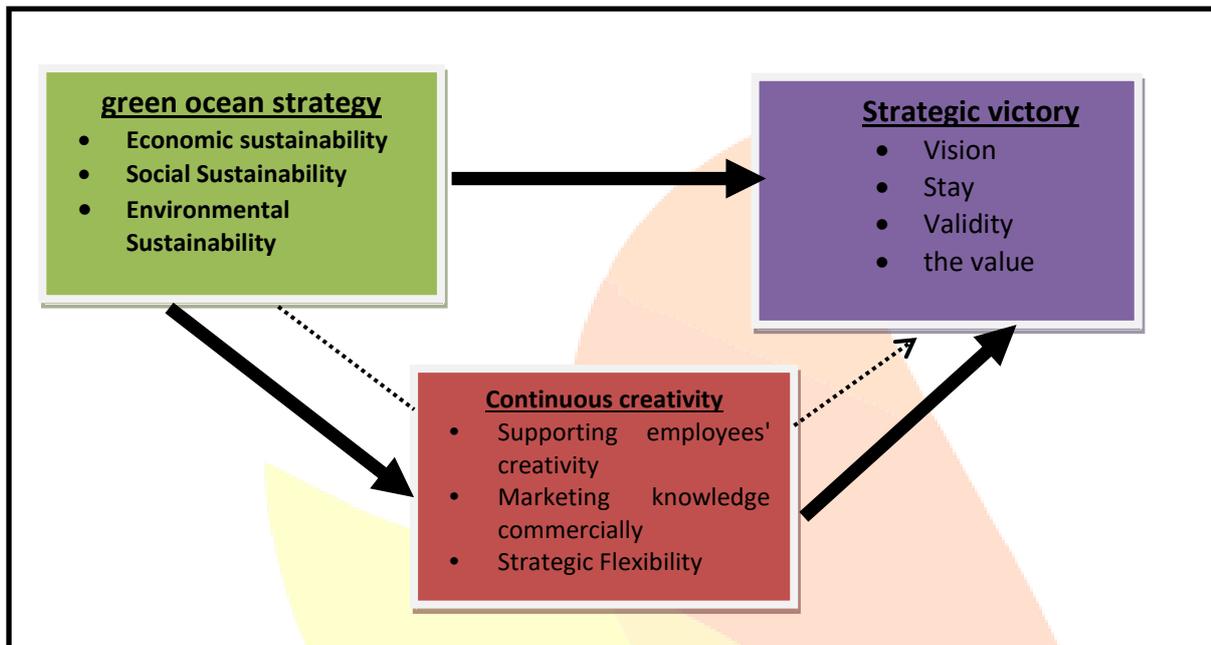


Fig .1.Research model

Source: Prepared by the researcher

Research Samples

The research population consisted of (108) workers in the leather factory, and the research sample were selected according to a table (Krejcie & Morgan, 1970). The required sample was no less than (80), (100) forms were distributed, and the number of returned forms subject to statistical analysis was (84)

LITERATURE REVIEW

Reference studies in the field of green ocean strategy indicate the logical connection between its intellectual modernity in application in business organizations and its impact on the events of strategic victory. In order to achieve the appropriate clarification of this relationship, it was necessary to make an intellectual introduction to the contents and components of this relationship in a way

that serves the course of the research, as follows:

Green Ocean Strategy

Developed before (Hou, 2007:184) (also called sustainability strategy, organizations that approach green strategy as green entrepreneurship (Ge et al, 2018: 4)), it is a hybrid mechanism that combines the best of ocean strategies. Blue and Red Ocean (Tanțău & Mateșescu, 2013: 60) were identified and accessed to carry out innovation activities corresponding to the exploration of the "treasure of the sea". In other words, researching and developing or improving environmentally friendly products and services. This kind of "green ocean", on the one hand, has the characteristics of a blue ocean, that is, innovation is caused by the state's demand for sustainable development

and people's demand for a green and healthy ecological environment. Therefore, green entrepreneurial organizations offer unique competitive advantages. On the other hand, the “green ocean” also possesses some characteristics of the red ocean. That is, the fruits of many green entrepreneurial enterprises are merely innovations in manufacturing processes, but are not very different from other non-green products in terms of the function and performance of the product itself, both of which have powerful alternatives. These companies will still face fierce competition in the market with a large number of alternative products. In this case, what bothers them is how to address their innovative costs (Ge et al, 2018: 4)

The Green Ocean Strategy is a modern strategic choice with two different types of schools of thought. According to the First

School of Thought, it is a strategy for measuring the impact of the ecological footprint on human life. According to the second, it is a hybrid mechanism that combines the best things that characterize blue ocean and red ocean strategies (Aithal et al, 2015:332)

The Green Ocean Strategy supports the impact of the ecological footprint on human life. From various unregulated documents such as newspapers, magazines and world web pages, it was revealed that the automobile industry has become one of the biggest contributors to environmental pollution worldwide (Aithal, 2016: 172)

Figure (2) shows the relationship between the green, blue and red ocean strategy and how the green ocean strategy represents the top of the pyramid of development in the ocean strategy.

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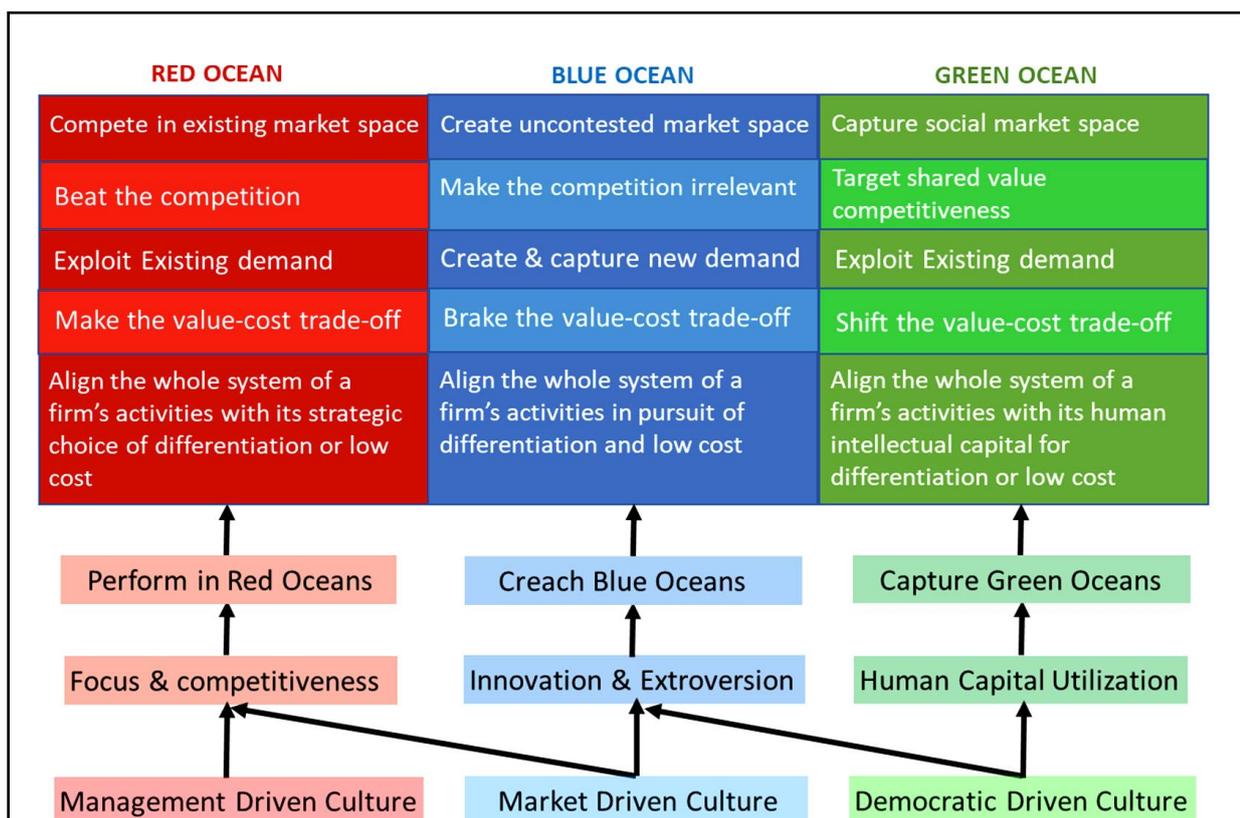


Fig. 2. Ocean strategies evolution and relationships

Source: (Markopoulos et al, 2019:6).

The dimensions of the green ocean strategies can be identified as follows:

Economic sustainability: This dimension focuses on social welfare through optimal utilization of resources and reducing waste and depletion of resources, and causing the loss of the earth's natural wealth. The economy has a significant impact on environmental sustainability as a result of increased production and consumption.

Social sustainability: Meeting the demands of economic sustainability, the growing pressure of companies to consider proactive environmental sustainability as not only an economic condition for the enterprise (i.e.

innovation, new market opportunities, cost savings) but also a social condition for doing business that globalization, climate change, Financial crises, corporate corruption, unethical actions, and environmental disasters have all made companies look at the negative aspects of their actions and the reflection of their effects on them, and which ones fall within the largest socially complex system. (Calub, 2015: 54).

Environmental sustainability: It is the mitigation of the negative effects resulting from human activities and taking measures towards the use of natural resources in a wiser and smarter way to ensure the

preservation of the lives of the warm generation and subsequent generations for the longest possible period (Cai et al, 2013: 492).

Continuous Innovation

There is no agreed-upon definition so far about continuous innovation, as several researchers have considered it synonymous with continuous improvement or gradual innovation (Lianto, 2018, 771). Continuous innovation is the ability to renew the organization and develop new products and business models since the early nineties. One of the researchers investigating various aspects of how companies organize continuous innovation in rapidly changing industries (Steiber & Alänge, 2013: 243) is that a company is innovative when it has the ability to change its business model or management, as well as to develop and implement new products that respond to both stated and unstated customer needs. On the other hand, innovation is an important source of growth and a major determinant of competitive advantage (Saunila, 2017:180) Continuous innovation is an integral part of organizational culture, which management often inculcates across all organizational levels and provides the ability to manage this knowledge to maintain competitive advantage. As the manufacturing sector environment is turbulent, manufacturers are forced to strive for continuous innovation to satisfy customers in addition to integrating

CRM, which enables customer feedback, which in turn leads to continuous improvement. (Madonsela et al, 2017: 278).

Given the importance of continuous innovation, many companies seek to effectively and sustainably manage their creative activities as a way to prepare for entering the highly dynamic business environment of the Fourth Industrial Revolution. Hence, companies need to have a model or methodology to monitor their capacity for continuous innovation to ensure that the company's innovation activities are continuously implemented in a timely and sustainable manner (Steiber, 2014: 13) and (Kianto, 2011:111) sees continuous innovation as the ability of the organization On combining operational effectiveness with strategic flexibility and thus exploiting its existing assets as well as simultaneously exploring new paths to create future value, continuous innovation refers to a company's ability to adjust its resources, activities and capabilities on an ongoing basis. This can include both incremental and drastic changes.

The main areas of continuous innovation have been identified, namely:

Supporting employees' creativity: The organization's management has an important role in encouraging employees to be creative. The human being is the only source of creativity, and each individual differs from the other in his ability to innovate according

to his ability, inclinations and willingness, as well as his inherited and acquired personal formation (Cho et al, 2019: 4)

Marketing knowledge commercially: It means using this knowledge at the right time and investing the opportunity of its presence, as it must be employed in solving the problems facing the organization, and this application must be aimed at achieving the goals and objectives of the organization and creating new knowledge that is marketed in the form of a product or service and profit for the longest period Possible (Survary, 2015: 3)

-Strategic flexibility: It has been adopted by researchers in the fields of strategic management, industrial management and information technology management, which gave a growing awareness of the strategic importance of strategic flexibility for organizations that compete in changing business environments (Idris & AL-Rubaie, 2013: 71)

Strategic Victory

Strategic victory has been defined by (Robert Mandel, 2007) as “the organization’s knowledge and critical need to understand its strategic objective. Develop appropriate tactics to implement the strategy using a combination of three types: (directed communication, public relations, reporting and criticizing)” (Mandel, 2007, 464). The traditional understanding of victory both in terms of end-of-state metrics and in terms of

commercial costs and benefits, and recognition of the multi-faceted nature of winning the war. (Mandel) offers a definition of strategic victory that encompasses the media, military, political, economic, and diplomatic. By approaching victory in this way, it is possible to develop A more complex and comprehensive picture of the outcome of war Thus achieving victory becomes a problem of balancing the various trade-offs between the elements of victory in the post-violence phase and the exchanges between the elements of victory in the post-violence situation This also explains the inherent subjectivity of the concept of victory and points to conceptual difficulties in assessing victory. From an end-state perspective and cost-benefit analysis.

As far as the dimensions of the approved research are concerned, stimulating Continuous innovation means the methods and means that the company uses in conducting its activities to achieve the victory of the planned strategy. These factors are as follows:

Strategic vision: Given the strength of the company’s strategy in this dimension, there must be a set of features that are evaluated here and include the vision and it must be not only realistic, but also compelling and inspiring. An unrealistic view or just a good view is not enough. The organization must have a well-designed roadmap that can support this vision. The characteristics of

vision also include the tactical aspects of the company's strategy such as technology plan, size, customer messages, positioning and clarity, which here means solving the organization's problems with customers (Kaufman and Kirsh, 2013, 11)

Strategic viability: The strength and vitality of the company in the market: In many cases, the relationship is not directly between the organization's market strength and its revenue or the number of years the organization has been in business. This is especially true when the market is emerging. Sometimes an organization can become a major force within a few years if complex customer problems are resolved. An organization usually evaluates a set of financial characteristics of the organization which, when combined, help determine the viability of the business. Financial ratios include client adoption rates, strength of management team, and strength of partnerships. And some things reduce the vitality of the organization in a particular market (Al-Abadi, 2019: 75).

Validity: The strength of the product that the company offers to customers: There is a difference between locating the product and its ability to meet customers' requirements. Therefore, the victory indicator analyzes the extent to which the organization fulfills its

promises. This part of the topic examines the features and functionality that is offered. Product effectiveness evolves based on changing customer requirements. Other important characteristics of this dimension include ease of use, innovation, the extent to which the product is integrated with other technologies, and the extent to which it includes important de facto and de jure standards (Kaufman and Kirsh, 2013, 11).

Value: The advantage that technology provides to customers. If a product is well designed, it must be able to help organizations achieve their goals. Objectives range from gaining insight into customers in order to be more competitive and using technology to increase revenue. The main characteristic that is measured in this dimension is the extent to which the product supports the company in achieving its goals (Al-Abadi, 2019: 75). And Table (1) shows a summary of the interrelationship matrix between the green ocean strategy and Continuous innovation towards achieving strategic victory.

Table .1. Summary of the relationship between cognitive research variables

Green Ocean Strategy Areas	Stimulating Continuous innovation			Strategic victory factors
	Supporting employees' creativity	Marketing knowledge commercially	Strategic flexibility	
economic sustainability	Creativity towards resource utilization	selling patents	Orientation towards the lowest cost	clear vision The organization's ability to survive product , service development And create value to the customer
social sustainability	Creativity about creating new relationships	Develop crisis, disaster and epidemic management programs	Adopting a social responsibility approach	
environmental sustainability	Creating environmentally friendly products	Selling environmentally friendly products	Orientation towards green behavior	

Source: Prepared by the researcher

It is clear that the green ocean strategy magazines, what are the influence relationships on stimulating Continuous innovation, each according to its relationship, which leads in its entirety towards achieving strategic victory.

RESULTS

For the purposes of the field application of the research, the research community was approved by the General Company for Leather Industries operating in the city of Baghdad, and from various specialties.) and females (29%), and the highest age group was between (41-51), and the average experience of the sample was (5-10 years), and most of the workers had a bachelor’s degree and their percentage reached (62%). The practical framework will be addressed in two paragraphs, as The first paragraph deals

with the presentation and analysis of the results of the questionnaire, while the second paragraph deals with the analysis of the path and its agencies:

First: Presentation and analysis of the results of the questionnaire

-Presentation and analysis of the results of the questionnaire for the green ocean strategy variable: Table (2) shows an arithmetic mean for the green ocean strategy variable and its value (3.750), which is a good value, which is higher than the standard mean, and with little dispersion, as the standard deviation and coefficient of variation were (0.706) and (%) 18.6) respectively. As for the paragraphs, paragraph No. (6) achieved the highest arithmetic mean, reaching (4.097) (the company’s management contributes to supporting and sponsoring community

initiatives through seminars, conferences, charitable activities and other contributions) and in an acceptable harmony with the answers, as the deviation reached The standard deviation and coefficient of variation (1.043) and (25.3%) respectively, and paragraph (3) (work reports and brevity rates are monitored by the company’s senior

management) achieved the lowest arithmetic mean, as it reached (3.567) with an acceptable consistency in the answers, as the standard deviation and coefficient of variation reached (1.004) and (28.0%) respectively

Table .2. Results of descriptive statistics for the sample answers to the green ocean strategy variable

No.	Items	mean	Std.	V.C
1.	The company's management adopts a careful study in the decision-making process related to cash flow and return on investment	3.726	0.872	%23.3
2.	The company's management takes strategic decisions in line with the development in the external environment	3.646	0.954	%26.0
3.	Work reports and brevity rates are monitored by the company's senior management	3.567	1.004	%28.0
4.	The company's management continuously evaluates the plans and activities implemented to identify deviations	3.704	0.984	%26.5
5.	The administration provides a guarantee of the health and safety of employees towards the real investment in the development of human capital	3.744	1.091	%29.0
6.	The company's management contributes to supporting and sponsoring community initiatives through seminars, conferences, charitable activities and other contributions	4.097	1.043	%25.3
7.	The company's management provides a variety of services to ensure the future and safety of its employees, such as health care, retirement and insurance	3.783	1.044	%27.5
8.	Social responsibility is an important component of the company's strategy	3.574	0.894	25.1%
9.	The company's management promotes the sustainable management of resources (such as renewable energy (to reduce emissions to air, water and land).	3.658	0.993	%27.1
10.	The company's management seeks to reduce the environmental impact of the products and services it provides	3.616	0.895	%24.7
11.	Management uses modern technologies to achieve excellence in performance	3.879	0.997	%25.7
green ocean strategy		3.750	0.706	%18.6

-Presentation and analysis of the results of the questionnaire for the Continuous innovation variable: Table (3) presents an arithmetic mean for the Continuous innovation stimulus variable and its value is (3.533), which is a good value, which is higher than the standard mean, and with little

dispersion, as the standard deviation and coefficient of variation were (0.762) and (21.4%).) Respectively, on the level of paragraphs, paragraph No. (18) achieved the highest arithmetic mean, reaching (3.881) (the company has the ability to produce a variety of products) and in good harmony

with the answers, as the standard deviation and coefficient of variation reached (0.790) and (20.3%).) respectively, and paragraph (13) (workers carry out their tasks in multiple ways) achieved the lowest arithmetic mean, as it reached (3.332) with acceptable

consistency with the answers, as the standard deviation and coefficient of variation reached (0.951) and (28.5%), respectively.

Table .3. Results of descriptive statistics for the sample's answers to the variable of stimulating Continuous innovation

No.	Items	mean	Std.	V.C
12.	Employees have the ability to generate new ideas about product design	3.391	1.041	%30.5
13.	Workers carry out their tasks in a variety of ways	3.332	0.951	%28.5
14.	Employees can solve difficult problems in a different way	3.471	1.045	%30.2
15.	The company implements its patents	3.430	1.004	%29.3
16.	The company sells its ideas to competitors	3.665	0.929	%25.2
17.	The company is able to turn its creativity into products that can be sold	3.567	1.004	%28.1
18.	The company has the ability to produce a wide variety of products	3.881	0.790	%20.3
19.	The company is moving towards increasing the number of markets in which it operates	3.468	1.021	%34.7
20.	The company's management emphasizes on being ahead of competitors in introducing new products	3.489	1.093	%31.4
Stimulating Continuous innovation		3.533	0.762	%21.4

Presentation and analysis of the results of the questionnaire for the strategic victory variable: Table (4) displays an arithmetic mean for the strategic victory variable and its value (3.543), which is a good value, which is higher than the standard mean, and with little dispersion, as the standard deviation and coefficient of variation reached (0.491) and (13.7 percent). Respectively, at the level of paragraphs, paragraph No. (21) achieved the highest arithmetic mean, reaching (3,861)

(the company has a clear vision known to all employees) and in good harmony with the answers, as the standard deviation and coefficient of variation reached (0.847) and (21.9%), respectively. Paragraph (26) (the product meets the customer's needs well) achieved the lowest arithmetic mean, as it reached (3.136) with acceptable consistency with the answers, as the standard deviation and coefficient of variation were (1.148) and (36.6%), respectively.

Table .4 . results of the descriptive statistics for the sample answers to the strategic victory variable

No.	Items	mean	Std.	V.C
21.	The company has a clear and well-known vision for all employees	3.861	0.847	%21.9
22.	The company actually seeks to implement the vision	3.646	0.891	%24.3
23.	The company is able to compete in the local market well	3.492	0.832	%23.7
24.	The company's management welcomes customers' suggestions	3.586	0.897	%25.1
25.	The management of the company is interested in meeting the changing needs of the customer	3.547	0.985	%27.6
26.	The product meets the customer's needs well	3.136	1.148	%36.6
27.	Customers buy products because of the distinctive brand	3.242	0.985	%30.2
28.	Customers feel that the value of the commodity they get is greater than its price.	3.354	0.998	%29.6
Strategic victory		3.543	0.491	13.7%

Path analysis test

Path analysis is described as a suitable statistical method to reveal the trends of direct and indirect influence of an explanatory variable on a responding variable over a mediating variable. Accordingly, we will present the direct and indirect impact of the green ocean strategy on strategic victory by stimulating Continuous innovation.

Second, the path analysis test

The green ocean strategy achieved a direct impact on the strategic victory of (0.264) and indirect effects through Continuous innovation represented in (workers creativity, commercial knowledge marketing, strategic flexibility), which amounted to (-0.096, 0.195, 0.189), respectively, a total of (0.288), and accordingly, the total impact of the green ocean strategy is (0.552), confirmed by the coefficient of determination, which reached (0.321), which indicates that the green ocean strategy contributes to achieving strategic victory through the potential provided by stimulating Continuous innovation that helps

achieve it with a percentage of (32%).compared to the previous coefficient of determination, and as illustrated by Figure (3), and table (5), then the green ocean strategy has an increasing impact on strategic victory through the possibilities provided by stimulating Continuous innovation that work to increase the distribution of knowledge and its optimal exploitation, and to ensure that the path analysis model is significant. On the (Sobel) test whose statistical program was designed by (Preacher & Leonardelli, 2001) and the calculation of the (P-Value) value indicates the significance of the mediating role test, and the P-value was equal to (0.00086541), which gives a justification for The main hypothesis which states that ((there is no statistically significant effect at the level $(0.05 \geq 0)$ of the green ocean strategy on achieving strategic victory in the presence of stimulating Continuous innovation as a mediating variable)), and accepting the alternative hypothesis ((there is a statistically significant effect at the level $(0.05) \geq 0)$ for the green ocean strategy to achieve strategic

victory in the presence of stimulating Continuous innovation as a mediating variable) This result indicates that the green

ocean strategy has a significant effect on strategic victory by stimulating Continuous innovation.

Table. 6 path analysis test

Subject	Type of effect	Effect Intensity	Total	R2
Green ocean strategy	indirect effect		0.288	0.321
	The indirect effect through strategic flexibility	0.189		
	The indirect effect through Knowledge commercially	0.195		
	The indirect effect through Creativity of the workers	-0.096		
Direct effect			0.264	
			0.552	

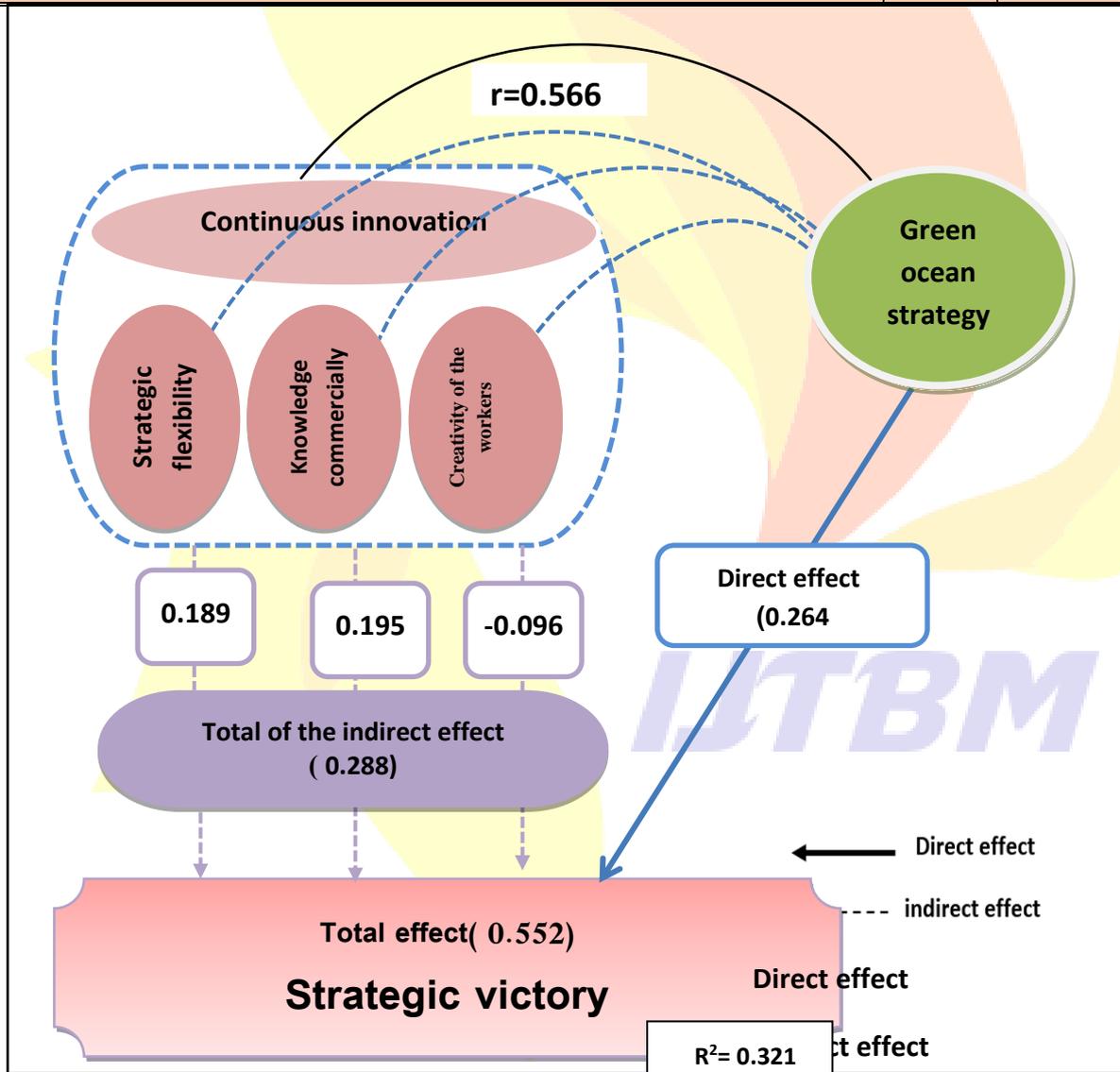


Fig.3. results of the path analysis test to determine the direct and indirect impact of the total green ocean strategy on strategic victory by stimulating Continuous innovation

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

- 1) The literature on the issues of green ocean strategy, Continuous innovation and strategic victory still needs further investigation and research.
- 2) It was found that most of the workers in the General Company for Leather Industries are males, with experience in the field of work and with a good educational attainment, and this was reflected positively in their ability to produce a good variety of products. company management.
- 3) Sometimes routine procedures impede workers from practicing their work in more than one way, and this was reflected in the relative decrease in customer satisfaction with the goods offered by the company in comparison with other competing companies.
- 4) 4The green ocean strategy has brought about a positive change in the strategic victory through the continuous innovation pursued by the company.

Recommendations

- 1) Researchers in the field of strategic management should pay attention to research topics as they are modern and vital topics and apply them in

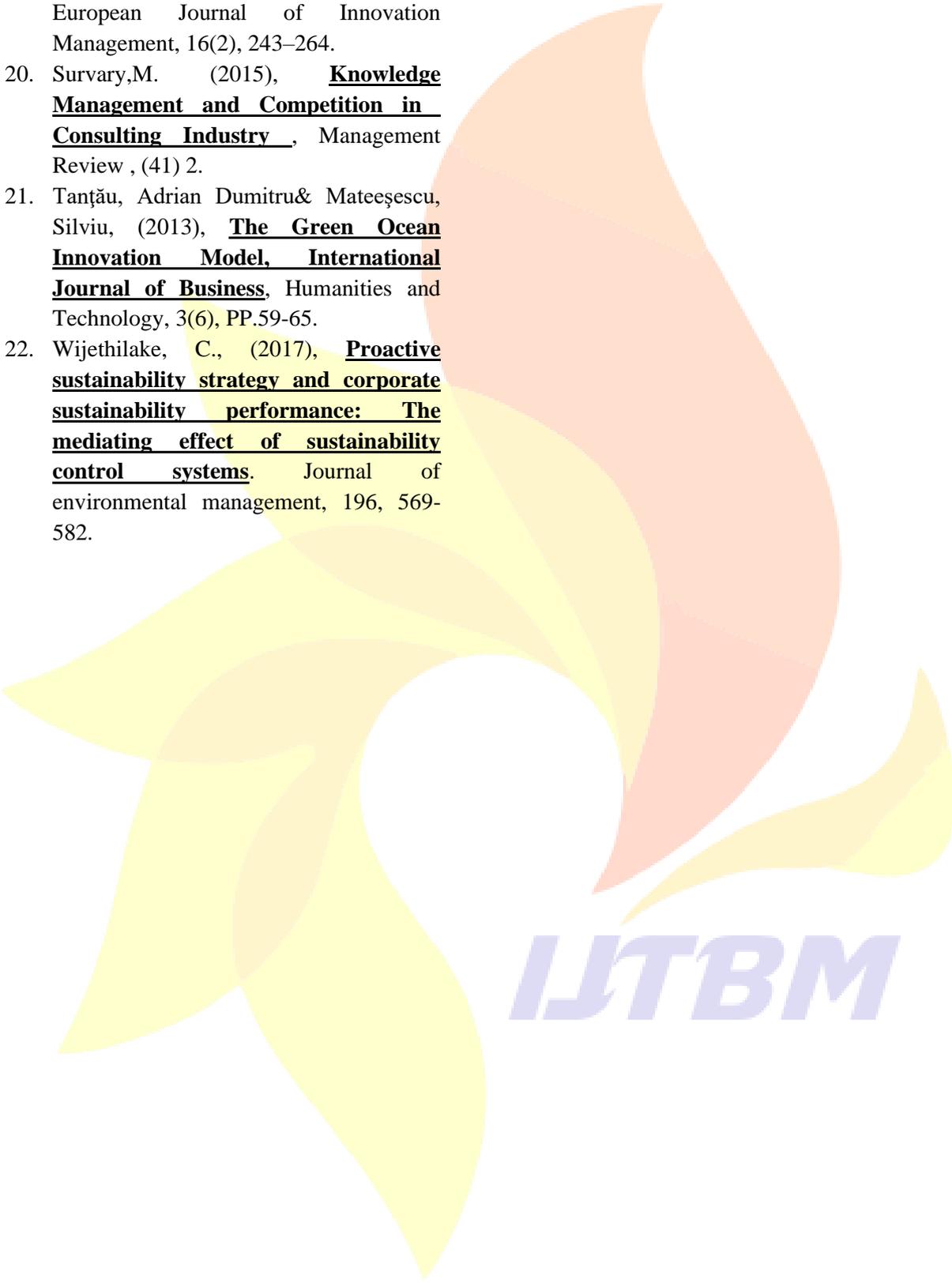
different industries to reach literary maturity and achieve research satisfaction.

- 2) The company's management should attract expertise to increase intellectual cross-fertilization to increase opportunities for creativity, increase training of workers to use garden machines, train them on an ongoing basis, and urge them to learn from the experiences of other factories, whether local or international.
- 3) The company's management should adopt modern administrative systems to increase flexibility in work performance and to allow workers to be creative in their field of work and motivate them financially and morally to meet creative ideas, rely on good raw materials, implement modern marketing programs, and hear the customer's voice to achieve his satisfaction and loyalty.
- 4) The company's management should activate the green ocean strategy and pay attention to its social, economic and environmental implications, pay attention to Continuous innovation and enhance its mediating role in increasing the achievement of strategic victory for the company's survival in the labor market for the longest possible period.

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