Benchmarking the Eco-Innovation in Knowledge Management Practices under Uncertainty

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Abstract: In recent years, many firms have recognizes that eco-innovation is an important issue in knowledge management practices for competition. Knowledge management practice is an interesting concern of firms in the academic field as well as business market. Due to its advantages, firms develop and implement knowledge management practices to improve business performance through innovative products and services. For food industry, eco-innovation is considers as a critical improvement for sustainable business. However, there is a lack of studies that benchmark the role of eco-innovation in knowledge management practices. This study adopts grey relational analysis and interval-valued triangular fuzzy numbers to rank the aspects and criteria that helps firm in decision-making. The results show that knowledge management practices application, transfer and performance are the most important aspects in integrating eco-innovation in the firm. Overall, this study suggest that, top management should concentrate on managing the way to apply new knowledge through the integration of eco-innovation knowledge; put more efforts in the performance of managing knowledge to add more value to the overall performance of the firm; as well as highly focus on knowledge sharing and distribution among all department, which helps firms perform more efficient.

Keywords: *Eco-innovation, Knowledge management practices, Interval-valued triangular fuzzy numbers, Grey relational analysis.*