

Drivers of Small and Medium Enterprises' (SMEs) Eco-Orientation in the Oil and Gas Industry

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Abstract

With the emphasis on sustainable business development, coupled with the importance of providing for the world's energy needs, the collective environmental performance of the oil and gas industry has been in constant focus. Although the large operators are the most recognizable players in this industry of equal importance are the smaller companies who provide specialized services to the larger industry players. These companies play a key role in ensuring the sustainable characteristic of the industry given their role, nature, and the sheer numbers. This study uses Institutional theory, Stakeholder theory, and Resource-based view of the firm to propose a framework identifying drivers of environmental performance of SMEs in the oil and gas industry. Based on a specific country-context, the results suggest that pressure influences on SMEs are not related to their eco-orientation, as are motivation of their top management, The results however suggest that support influences on SMEs that seem to meet certain defined criteria are related to eco-orientation. These discovered relationships are then rationalized implications for future studies.