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Assessing the Effectiveness of Green Business Practices on Nigerian Economic Sustainability: A Study of Dawaki Groups, Kano, Nigeria

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Abstract:
The objective of this study is to assess the effectiveness of green business practices on Nigerian Economic Sustainability, with particular emphasis on Dawaki Groups, Kano, Nigeria. The study sought to achieve these sub objectives: determine the extent to which green product development affects the economic responsibility of Dawaki Groups, establish the extent to which waste reduction has an effect on the environmental responsibility of Dawaki Groups and identify the extent to which corporate partnership has influenced the social responsibility of Dawaki Groups. The population was 952 and a sample size of 281 was determined using Taro Yamani. Data were collected via online questionnaire. Linear Regression analyses were used to test the hypotheses. The findings revealed that green product development has a significant effect on the environmental responsibility of Dawaki Groups, Kano (sig =0.000 < 0.05, R2= 0.493 and t-statistic= 15.971), Waste reduction has significant effect on the environmental responsibility of Dawaki Groups, (sig =0.000 < 0.05, R2= 0.027 and t-statistic=2.707) and also Corporate partnership has a significant influence on social responsibility of Dawaki Groups,(sig =0.000 < 0.05, R2= 0.260 and t-statistic=9.582). The study concluded that the implementation of green business practices, principles and processes will lead to very positive outcomes that will be visibly manifested in the organization and the environment. The study therefore recommended that green business practice is the most potent alternative for dealing with environmental challenges as well as dealing with all performance problems of business firms.

Keywords:
Green Business; economic sustainability; Green Product development; Waste reduction; corporate partnership

I. Introduction

Green businesses, also called sustainable businesses, seek to balance profit with the health of the planet and its various populations (Čekanavičius, Bazytė & Dičmonaitė,2014). There is a vast array of services and products offered by businesses in this category. According to Orji (2024) Sustainable development is maintaining a delicate balance between the human need to improve the way of life, maintain and guarantee the continuity of a business and feeling of well-being on one hand, and preserving natural resources and ecosystems, on which we and future generations depend The degree to which sustainable practices are embraced and implemented varies widely among them depending on many conditions, including public awareness, the economy, the level of industrialization, the degree of government support and regulation, and even the age of the entrepreneurs, actions of business experts and decision makers in a given region (Chan,2016). That said, the green business economy has expanded greatly in the past decade, and continues to do so today as it is increasingly embraced by

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employees, consumers, investors, and other stakeholders, especially in light of the recent assessment of the imminent threat of climate change to our planet (Daft,2018).

"Go Green" is a popular sustainability which has been suggested as an eco-solution to environmental challenges. This is a recent trend that has metamorphosed into a continuous call by ecopreneurist, the media, international conventions, as well as United Nations Organization and International Conference on Climate Change and Global Warming (Dallas,2018). This call is as a result of the turbulent nature of our business environment and the undervaluing natural resources (Chukwuka & Eboh,2018).

Danjelico & Pujari (2015) argued that developing economies of the world today are having a greater percentage of the world environmental problems which can be largely attributed to the activities of profit driven entrepreneurs and business experts. In pursuit of profit, businesses have carried out activities that resulted in the turbulent nature of our business environment and the negative environmental externalities as well as the undervaluing of natural resources, leading to their over-exploitation and depletion which constrains sustainable development and the performance of business organizations (Ottman,2016). Environmental degradation is a major cause of productivity losses. The crude oil exploration and exploitation activities of multinational oil companies in South-South Nigeria have led to oil spillages, gas flaring and depletion of natural resources as well as water and air pollution through oil spills and carbon dioxide emission by oil exploration heavy duty engines which affect manufacturing firms productivity (Abanyam & uwameiye,2019). Oil spillages, gas flaring, land take, construction activities of multinational oil companies have resulted to income loses and lack of profitability of business firms in Niger Delta region of Nigeria for instance (Menon, Menon, Chowdhury & Jankovich, 2019).

Sharma,Iyer.,Mehrotra & Krishnan (2017) argued that economic sustainability is a broad set of decision-making principles and business practices aimed at achieving economic growth without engaging in the harmful environmental trade-offs that historically accompany growth. Ideally, sustainable development creates operational systems that consume natural capital (also known as natural resources) slowly enough that future generations can also use those resources. Sustainable practices can tackle the problem of humans' collective ecological footprint in several ways (Abanyam et al,2019). They can focus on reducing the depletion of the natural environment or come at the issue from the other direction by finding ways to reduce waste, limit carbon emissions, and utilize solar energy. The unifying principle behind economic sustainability is rejecting wasteful short-term processes and embracing the planet's long-term well-being (Chan, 2016). Economic sustainability has three main pillars: the environment, social and the economic responsibility (These three pillars are also informally referred to as people, planet and profits). The environmental pillar often gets the most attention. Many companies are focused on reducing their carbon footprints, packaging waste, water usage, and other damage to the environment. Besides helping the planet, these practices can have a positive financial impact (Chukwuka et al,2018).

Daft (2018) noted that economic sustainability is often confused with corporate social responsibility (CSR), though the two are not the same. He stated that the notion of 'time' discriminates sustainability from CSR and other similar concepts. Whereas ethics, morality, and norms permeate CSR, sustainability only obliges businesses to make inter-temporal trade-offs to safeguard intergenerational equity. Short-termism is the bane of sustainability. While CSR and sustainability are not the same, they are related to each other (Danjelico & Pujari,2015).

It is in the light of the above that this study intends to assess the effectiveness of green business on Nigerian Economic Sustainability, with particular emphasis on Dawaki Groups, Kano, Nigeria.

1.1 Statement of the Problem

In today's global business environment, businesses are facing increased competitive and community pressures (Čekanavičius et al,2014). There is also pressure for environmental, social and economic sustainability, which requires strategies to be put in place to reduce the impacts caused by the products and services offered. Dallas (2018) adds that going green reflects environmental, social and economic consciousness around saving and advancing the earth's natural resources, preserving and protecting them for the sake of civilization and posterity.

Ottman (2016) argued that as customers become more aware of environmental issues, there is an increase in the demand for ecological products. This increased awareness and sensitivity towards environmental issues places certain demands on business functions to become greener especially with the use of product development, waste reduction and corporate partnership which are pillars of any green business across the globe. (Orji, 2024, Kumar et al, 2015). This has encouraged enterprises to develop unique business practices to gain competitive advantage in the market (Kumar,& Ghodeswar,2015). The present ideologies of consumption have brought concern over ecological impact of green business under scrutiny. This has resulted in bringing what should entail green business practices into debate. Many companies in Nigeria have complained that their biggest challenges in going green are their inability to know where to start, when to start, how to start and how this get can be achieved (Wankel,2018).

Green business has been seen as a possible mediator of economic-environmental relations, and if proliferated, would serve to diversify the firm's economy, even if it has a negligible effect on lowering atmospheric CO2 levels (Sharma et al,2017). It is generally agreed that these jobs, the result of green business, should be linked to "clean energy" and contribute to the reduction of greenhouse gases (Oyenuga, Orji & Ahungwa, 2023). These corporations can be seen as generators of not only "green energy", but as producers of new "materialises" that are the product of the technologies, of, these firms developed and deployed (Zhu, Geng, Fujita & Hashimoto,2017).

Though, many researchers had conducted studies on Green business and sustainability in various fields. For example, Menon et al (2019) carried out a study on sustainable business impact on economic growth in Nigeria. Furthermore, Kumar et al (2015) x-rayed the effect of green business on environmental sustainability of River-lines region in Nigeria. The result asserted that there was a positive effect of green business on the environmental sustainability of River-lines region in Nigeria. Majority of previous studies were done outside the country but a few in Nigeria. This study therefore aims at assessing the effectiveness of green business on economic sustainability of Dawaki Groups, Kano.

1.2 Objective of the Study

The main objective of this study is to assess the effectiveness of green business practices on Nigerian Economic Sustainability: with emphasis on Dawaki Groups, Kano, Nigeria and the sub-objectives have the following:

a. To determine the extent to which green product development affects economic responsibility of Dawaki Groups, Kano.

b. To establish the extent to which waste reduction has effect on the environmental responsibility of Dawaki Groups,Kano.
c. To identify the extent to which corporate partnership has influenced the social responsibility of Dawaki Groups, Kano.

1.3 Research Questions

a. To what extent does the green product development affect the economic responsibility of Dawaki Groups, Kano?
b. To what extent does waste reduction have effect on the environmental responsibility of Dawaki Groups, Kano?
c. To what extent does corporate partnership have influence on social responsibility of Dawaki Groups, Kano?

1.4 Research Hypothesis

a. H0: Green Product development does not significantly affect the environmental responsibility of Dawaki Groups, Kano.
b. H0: Waste reduction does not have any significant effect on the environmental responsibility of Dawaki Groups, Kano.
c. H0: Corporate partnership does not have any significant influence social responsibility of Dawaki Groups, Kano.

II. Review of Literature

2.1 Green Business

The term "green business" describes a holistic business approach with the aim to lower negative effects on the environment, community, society or economy while maintaining a profit (Chukwuka et al,2018). However, there is no standard definition and perhaps the best approach is for each business to define for itself what it means to be a green business and develop a list of actions or standards that it will adhere to. That also includes an economical handling of resources of any kind. Green business or sustainable business, is an enterprise that has a minimal negative impact, or potentially a positive effect, on the global or local environment, community, society, or economy—a business that strives to meet the triple bottom line (Chan, 2016). A green company takes a proactive approach to minimize waste, reducing its carbon footprint, and avoiding any harmful practices. In this age of concern over global warming, climate patterns and shifting resources, many businesses are making an effort to go "green" by adopting practices that are sustainable in an ecological, economic and social context (Daft,2018).

2.2 Product Development

According to Wankel (2018), product development entails conceptualizing an idea for consumable goods and releasing them into the market. To develop a product, a company identifies the idea's potential consumer classification, specifies a target audience or market and sources the raw materials. Usually, companies follow a process for developing product ideas and readying items for sale. Many stakeholders are involved in this process, including designers, innovators, engineers, marketers, machine operators, market researchers, salespeople and executive decision-makers (Zhu,2017).

Sharma et al (2017) opined that product development is important because it can provide new value to customers, improve society and maintain or enhance a company's standing in its market. Developing a new product can provide new value to a company's existing consumers and interest potential leads. For example, if a company develops a line of

laptops, it can begin developing additional products for the laptop, such as cases or wireless devices, to keep the customers interested (Ottman,2016).

2.3 Waste Reduction

Waste reduction means the practice of minimizing the generation of waste at the source and, when wastes cannot be prevented, utilizing environmentally sound on-site or off-site reuse and recycling (Dawson,2013).. The term includes equipment or technology modifications, process or procedure modifications, product reformulation or redesign, and raw material substitutions. Waste treatment, control, management, and disposal are not considered pollution prevention. Waste reduction is the practice of preventing waste by decreasing or eliminating the amount of materials initially used. Some examples of waste reduction include purchasing products in bulk quantities rather than single servings, like cereal or potato chips (Kumar et al,,2015).

2.4 Corporate partnerships

A corporate partnership is where a charity forms a relationship with a business. It usually involves a charity receiving funds, goods or services in exchange for something the corporate partner sees as beneficial. Each corporate partnership can be unique in structure and scope. And partnerships are not only for large charities and large companies – they can involve a charity of any size and a business of any size (Kolk & Pinkse,2017). For charities, the aim of any corporate partnership should be to establish a relationship that helps it achieve its charitable goals, as well as one which produces tangible benefits for the wider community. In addition, a corporate partnership can go beyond an exchange of value, and can in fact see both partners create new value. Any corporate partnership should be built on: solid planning, clear expectations, mutual respect, a willingness to engage with other organisations, and a desire to help the community (Hart,2015).

2.5 Economic Sustainability

Economic sustainability is a broad set of decision-making principles and business practices aimed at achieving economic growth without engaging in the harmful environmental trade-offs that historically accompany growth. Ideally, sustainable development creates operational systems that consume natural capital (also known as natural resources) slowly enough that future generations can also use those resources (Apata,2020). Sustainable practices can tackle the problem of humans' collective ecological footprint in several ways. They can focus on reducing the depletion of the natural environment or come at the issue from the other direction by finding ways to reduce waste, limit carbon emissions, and utilize solar energy (Barney,2016). The unifying principle behind economic sustainability is rejecting wasteful short-term processes and embracing the planet's long-term well-being. In general terms, sustainability can be considered profit-making by combining profits with sustainability values by using a combination of elements of environmental, social, economic and economic development in the micro-economy. These include the use of renewable energy, energy efficiency, water saving, waste management, environmental protection and waste management (Orji, 2023, Emodi & Okene, 2020).

2.6 Barriers to Green Business Practices

Regardless of their precise size and industry sector(s),firms face different kinds of barriers in incorporating green practices into their operations, which have sometimes been slow and challenging (Jansson, Marell, Nordlund,2017). According to Kassaye (2016).,organizations often expressed their intention to opt for environmental initiatives, as long as the process was not too expensive and not too daunting. Yet, firms are often unaware that there are many financially attractive opportunities for environmental improvement, such

as tax breaks and subsidies from governmental entities. Often, these firms are busy increasing their productivity and focusing mainly on their product outcomes (Laroche,Bergeron & Barbaro-Forleo,2014). A lack of necessary skills and expertise also commonly prevents firms from embracing new opportunities, even when they are generally aware of the potential of improving competitiveness Getzne & Grabner-Krauter(2014).

The complexities in implementing green business practices were examined in a study by Lavallée, & Plouffe (2014). These authors discussed overcoming barriers to green innovation, and classified the impediments into seven clusters: organizational or managerial ,technological, financial and economic, external partnership and stakeholder engagement, government support, market and customers, and knowledge and information-related barriers. They argued that organizational- or managerial-related barriers often come from the lack of commitment by management to green practices since they prefer to run a business in a conventional way, and they strive to avoid unexpected risk from innovation (Sandahl & Robertson,2019).

2.7 The positive sides of Green Business in a growing economy

Agyei (2010) displayed some positive exhibitions of going green in the Nigerian business environment. Some of them are as follows:

a. Minimizes Waste and Pollution: A green and sustainable business works to minimize waste, pollution, and environmental impact by using resources efficiently, reducing emissions, and properly disposing of waste.
b. Uses Renewable Energy: Solar, wind, geothermal, or hydropower reduces reliance on fossil fuels and minimizes carbon emissions.
c. Adopts Sustainable Practices: A green and sustainable business considers sustainability in all aspects of its operations, including sourcing materials sustainably, reducing energy consumption, and promoting sustainable transportation (Barney,2016).
d. Engages in Social Responsibility: A green and sustainable business understands its responsibility to contribute positively to society and the community. It may donate to charitable causes, volunteer time, or support social initiatives that align with its values.
e. Emphasizes Transparency: A green and sustainable business communicates openly and transparently about its environmental and social impact, including disclosing its emissions, waste management practices, and community engagement activities (Busch,2019).

2.8 Empirical Review

In a study done in France, Kassaye (2016) investigated the effect of product development on economic sustainability in French green companies. The methodology used for the study was survey design and the population was 225 frenches companies. The study used the entire population for analysis owing to the manageable size. Data were gathered via online questionnaire. The hypotheses were analyzed using pearson correlation coefficient. The findings had it that product development had a positive effect on economic sustainability in French green companies. The study advised that if product development was proliferated, green business would be much sustained.

Apata (2020) investigated effect of waste reduction practices on economic sustainability of a promising Indian firm. The methodology used for the research was survey design through the collection of data from a survey of employees at 105 frenches companies. Their finding showed that on average, employees at companies that observed eco-friendly practices were 16 percent more productive as well as have more job satisfaction than average employees. Employees in such green firms were more motivated, received more training and benefit from

better interpersonal relationships. The employees at green companies were therefore more productive and have more job satisfaction than employees in more conventional firms.

Wankel (2018).investigated the effect of corporate partnership on profitability and economic performance. The methodology used was survey design. The target population was 356 workers of the firm under study. The population was used as the sample size because of the size. Hypotheses were tested using linear regression analysis. The results indicated that "it pays to be green" and this strengthens the organizational profitability and economic performance. The finding of the study was that environmental sustainability, profitability and economic performance are positively linked.

2.8 Theoretical Framework

a. Ecological Modernization Theory

According to the theory, it is possible to promote economic growth by giving higher priority to the environment. It is no longer necessary to trade off economic growth for environmental quality (Makower & Pike,2019). Ecological modernization theorist believes that "the environmental problems facing the world today, act as a driving force for future industrial activity and economic development" (Jansson, Marell & Nordlund, 2017). The theory calls for the progressive modernization theory. Entrepreneurs business managers are the central agents of change in that process of transformation to avoid an ecological crisis (Hartman, Apoalaza & Forcada,2015). Entrepreneurial and managerial action therefore is the best solution to our environmental problems because this new generation of ecopreneur is seeking to combine environmental awareness and conventional entrepreneurial activity to achieve entrepreneurial success (Getzner & Grabner-Krauter,2014). Ecopreneurs have the potential to be a major force in the overall transition towards a more sustainable business paradigm (Kolk & Pinkse,2017)).

The justification for using this theory is that ecological modernization theorist believes that "the environmental problems facing the world today, act as a driving force for future industrial activity and economic development" The theory also believes that it is possible to promote economic growth by giving higher priority to the environment.

III. Research Methods

The descriptive research design was adopted. The descriptive research design was preferred because it ensured complete description of green business and economic sustainability, making sure that there is minimum bias in the collection of data. The population was 952 and sample size of 281 was determined using Taro Yamani. The sampling technique applied in this study was the stratified random sampling Data were collected via online questionnaire justified by Orji & Ezinmuo (2019). Linear Regression analyses were used to test the hypotheses.

IV. Result and Discussion

4.1 Testing of Hypothesis

Hypothesis One.

H0:Green Product development does not have a significant effect on economic responsibility of Dawaki Groups, Kano, Kano State

HI:Product development has a significant effect on economic responsibility of Dawaki Groups, Kano, Kano State

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.702[a]	.493	.491	2.367	.493	255.074	1	262	.000	1.588

a. Predictors: (Constant), PD
b. Dependent Variable: ES

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1428.783	1	1428.783	255.074	.000[b]
	Residual	1467.577	262	5.601		
	Total	2896.360	263			

a. Dependent Variable: ES
b. Predictors: (Constant), PD

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.304	.822		-.369	.712
	PD	.831	.052	.702	15.971	.000

a. Dependent Variable: ES

R = 0.702
R2 = 0.493e-bu
F = 266.074
T = 15.971

Interpretation:

The regression sum of squares (1428.783) is greater than the residual sum of squares (1467.577), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.702, indicates that there is positive relationship between green product development and economic responsibility. R square, the coefficient of determination, shows that 70.2% of the variation in the economic responsibility is explained by the model. With the linear regression model, the error of estimate is low.

The green product development coefficient of 0.702 indicates a positive significance between product development and economic responsibility, which is statistically significant (with t = 29.340). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted.

Hypothesis Two

H0: Waste reduction does not have a significant effect on the environmental responsibility of Dawaki Groups, Kano, Kano State.
HI: Waste reduction has a significant effect on the environmental responsibility of Dawaki Groups, Kano, Kano State.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.165[a]	.027	.024	3.279	.027	7.330	1	262	.007	1.467

a. Predictors: (Constant), WR
b. Dependent Variable: ER

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	78.821	1	78.821	7.330	.007[b]
	Residual	2817.539	262	10.754		
	Total	2896.360	263			

a. Dependent Variable: ER
b. Predictors: (Constant), WR

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.951	1.006		9.896	.000
	WR	.173	.064	.165	2.707	.007

a. Dependent Variable: ER

R = 0.165
R^2 = 0.027
F = 7.330
T = 2.707

Interpretation:

The regression sum of squares (78.821) is greater than the residual sum of squares (2817.539), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.
R, the correlation coefficient which has a value of 0.165, indicates that there is positive relationship between waste reduction and environmental responsibility. R square, the coefficient of determination, shows that 16.5% of the variation in the environmental responsibility is explained by the model. With the linear regression model, the error of estimate is low.

The waste reduction coefficient of 0.165 indicates a positive significance between waste reduction and environmental responsibility, which is statistically significant (with t = 2.707).

Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted.

Hypothesis Three

H0: Corporate Partnership does not have a significant effect on social responsibility of Dawaki Groups, Kano, Kano State.

HI: Corporate Partnership has a significant effect on responsibility of Dawaki Groups, Kano, Kano State.

Model Summary[b]

				Change Statistics					
R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
.509[a]	.260	.257	2.861	.260	91.815	1	262	.000	1.574

a. Predictors: (Constant), CP

b. Dependent Variable: ER

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	751.606	1	751.606	91.815	.000[b]
	Residual	2144.754	262	8.186		
	Total	2896.360	263			

a. Dependent Variable: SR

b. Predictors: (Constant), CP

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.928	1.026		2.853	.005
	CP	.596	.062	.509	9.582	.000

a. Dependent Variable: SR
R = 0.509
R^2 = 0.260
F = 91.815
T = 9.582

Interpretation:

The regression sum of squares (751.606) is greater than the residual sum of squares (2144.754), which indicates that more of the variation in the dependent variable is not explained by the model. The significance value of the F statistics (0.000) is less than 0.05, which means that the variation explained by the model is not due to chance.

R, the correlation coefficient which has a value of 0.509, indicates that there is positive relationship between corporate partnership and social responsibility. R square, the coefficient of determination, shows that 50.9% of the variation in the social responsibility is explained by the model. With the linear regression model, the error of estimate is low.

The corporate partnership coefficient of 0.509 indicates a positive significance between corporate partnership and social responsibility, which is statistically significant (with t = 9.582). Therefore, the null hypothesis should be rejected and the alternative hypothesis accordingly accepted.

Discussion of Findings.

Hypothesis one was tested using simple linear regression, to determine the extent to which product development affects economic responsibility of Dawaki Groups (r =0.702,F= 266.074,t = 15.971). This is in line with Delmas and Pekovic (2012) who investigated the effect of product development on economic sustainability in French green companies. The findings had it that product development has a positive effect on economic sustainability in French green companies. The study advised that if product development is proliferated, green business would be much sustained.

Hypothesis two was tested using simple linear regression, to establish the extent to which waste reduction has effect on the environmental responsibility of Dawaki Groups, Kano, Kano State (r =0.165:F= 7.330, t= 2.707). This is in line with Delmas and Pekovic (2012) who investigated effect of waste reduction practices on economic sustainability of a promising Indian firm. Their finding shows that on average, employees at companies that observe eco-friendly practices were 16 percent more productive as well as have more job satisfaction than average employees. Employees in such green firms are more motivated, receive more training and benefit from better interpersonal relationships.

V. Conclusion

The finding of this research will motivate and encourage business organizations to consider green business initiatives which will reduce the cost of production and help to sustain our environment. The study concludes that green business initiatives significantly and positively affect manufacturing firms' productivity in developing economy. This means that firms that reduce the environmental impact of its business operations will be more productive than others. This also implies that green business practices significantly and positively affect economic sustainability. It is the economic sustainability that leads to more green business practices of the firms. Finally, the implementation of green business practices, principles and

processes will lead to very positive outcome that will be visibly manifested in the organization and the environment.

Recommendations

It is recommended that green business practice is the most potent alternative for dealing with environmental challenges or market failures as well as dealing with all performance problems of manufacturing firms. Therefore government should marshal out relevant tax wavers, incentives, subsidies, or grant for manufacturing firms that are going green or already practicing green business initiative. This will be a great way of encouraging green business practice in developing economy like Nigeria.

Hypothesis three was tested using simple linear regression, to identify the extent to which corporate partnership has influenced the social responsibility of Dawaki Groups, Kano (r =0.509, F= 91.815, t= 9.582). This is in line with Russo and Fouts (2014) who investigated the effect of corporate partnership on profitability and economic performance. The finding of the study was that environmental sustainability, profitability and economic performance are positively linked.

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