



**DO INNOVATIONS LEAD TO ACHIEVE TRIPLE
BOTTOM LINE**

**(WITH SPECIAL REFERENCE TO RUBBER
MANUFACTURING INDUSTRY IN SRI LANKA)**

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ABSTRACT

Sri Lankan rubber manufacturing industry is a key developed industry and is largely a sustainable focused industry. Most critical issues have been identified in the rubber manufacturing industry; accordingly high level of chemical practices, high wastage, high energy consumption, environment pollution, and various social economic issues. Hence rubber manufacturing organizations are implementing the number of complex and innovative business practices. Organizations strive to achieve sustainability through triple bottom line goals. Innovation has become one of the most important functions of an organization since it deals with achieving goals of the triple bottom line. Thus this study evaluated the association between innovations and triple bottom line goals. Questionnaires were distributed by using a theoretical sampling technique to collect primary data from 50 managerial level employees who are working in rubber manufacturing organizations that are registered under the Board of Investment (BOI) Sri Lanka. Moreover descriptive, correlations and regression analysis were performed to analyze the data. The results of the study indicated that there is a positive relationship between innovation and triple bottom line goals. Further identified, there is positive impact of innovations on triple bottom line goals. The results encourage managers in the rubber manufacturing industry to innovate to achieve the triple bottom line. The future researches regarding the proposed research area have been encouraged through the study.

Key Words- *Innovations, Triple bottom line, Rubber manufacturing industry, Sustainability*