

Propositions

1. An integrative model that links business contexts, business models and manager's perspectives, helps to understand the convergence of influencing factors for the adoption of environmental strategies.
2. Adoption of environmental strategies in large Colombian businesses implies development of eco-products, cleaner production and complying with legislation.
3. The development of eco-products is mainly influenced by green markets, dependent on dynamic business models and the support of managers willing to take advantage of a market opportunity.
4. Profit and societally-oriented managers convey for the adoption of eco-products and differ in market orientation, operational efficiency and social innovation.
5. The implementation of cleaner production strategies in first-mover companies is motivated by a market opportunity to achieve a competitive advantage supported by dynamic business models and profit-oriented managers, while in second-mover companies the adoption of environmental strategies is motivated by a normative pressure to avoid market uncertainties and achieve legitimation hand in hand with stable business models and compliance-oriented managers.
6. Influencing factors for environmental strategies in emerging economies enhance inclusive sustainability practices.
7. Authorities and communities are the prior stakeholders to extractive companies, implementing environmental and social licensing as their main strategies, while green markets may be the key stakeholders for consumer goods companies, implementing strategies toward eco-products and the greening of the supply chain.
8. Business models shift toward sustainability drives the development of sustainable innovations by connecting firm's capabilities and value creation to achieve a sustainability and long-term perspective.
9. Transformative change of policy, including voluntary programs and specific industry conditions, enhance the dissemination of environmental strategies in emerging economies.
10. Financial instruments for the development of eco-products show important agents of change in firms that are prepared to enter in green and mature markets.
11. To follow a PhD journey is like paddling a canoe in a meandering river in Colombia: full of methodological challenges, living narratives and empirical confusion.