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## **Regional Resources and Firm Strategy for Environmental Management**

GREGORY THEYEL

Department of Management  
Whittemore School of Business and Economics  
University of New Hampshire  
Durham, New Hampshire 03824  
Tel: (603) 862-4331  
Fax: (603) 862-3383  
E-mail: [theyel@christa.unh.edu](mailto:theyel@christa.unh.edu)

### **Abstract**

This paper makes two contributions to the literature on regional resources and firm strategy. First, it examines the role of regional resources in firms' environmental management efforts. The paper finds that regional resources, such as information and expertise from universities and the government, are important for helping firms improve their environmental efforts. Second, this paper examines the role of collaboration with regional customers, suppliers, and competitors in firms' environmental efforts. Previous research has supported two general positions regarding regions and firm strategy. One position is that regional networks of firms are the primary source of innovation and competitive advantage. The other position is that business relations are increasingly a global function because advances in communication and transportation have eroded the importance of proximity in inter-firm relations. This paper supports the value of collaboration among regional partners as they team for a particularly important process of innovation -- the development of work practices and strategies for reducing the environmental impact of manufacturing. Implications of this research are that firms can enhance their environmental efforts by leveraging regional resources, and regional institutions can enhance and help sustain the environmental efforts of local firms.

Keywords: firm strategy, regional networks, environmental management