

# UNEARTHING THE SUSTAINABLE PRACTICES AND INNOVATION PERFORMANCE ON ORGANIZATIONAL COMMITMENT

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## ABSTRACT

*In the modern field of technological advancement, it is imperative to meet the socio-economic requirements of a human being without compromising the future generation's needs. In this way, there should be the identification of a few sustainable practices which not only develop innovative performance but also satisfy the behavior of the consumer. This is the practical purpose of the modern-day commutation service of Delhi Metro Rail Corporation and it has been maintaining this perspective by providing socio-economic cum environmental protective commutation services. With this objective, this study identified the impact of the determinants (community relation, service relation, employee relation, and ecological efficient services) of sustainable practices and innovation framework on the commuters' behavior of DMRC. The researcher followed a cross-sectional approach and 670 responses were collected from the commuters and empirically validated through the usage of the five-point Likert scale and applicability through the SEM technique. Interestingly, the researcher has found that the innovation performance framework is the leading predictor for commuters' behavior followed by organizational commitment. Moreover, innovation performance and sustainable practices are identified as significant constructs for influencing and motivating commuters' behavior in DMRC.*

**Keywords:** Sustainable Practices, Innovation Performance, Organizational Commitment, Commuters' Behaviour, Delhi Metro Rail Corporation.

## INTRODUCTION

Sustainable Development explains the concept of the availability of future needs of human beings without compromising their socio-economic well-being. It has been a long practice where the greed and needs of a human being are contradicted and business organization has not been that effective to fulfill their obligations. In this regard, sometimes product innovation can be made whereas, it becomes more challenging for a service organization to figure out their expectation and match with the desired performance Barr (2003). This emergence led to the birth of sustainable practices followed in the maintenance of service delivery, it regularly needs to be updated by adopting a new innovative performance framework. Moreover, these two determinants act as a factor for the organizational commitment to the consumer or commuters in the case of a metro organization. This gave a tremendous purpose to identify this relationship in terms of sustainable practices followed by Delhi Metro Rail Corporation. Numerous researchers have also accounted for this concern in terms of product and service diversification but a few have taken sustainable practices and innovation performance with the organizational commitment of commuters'. Sustainable practices are not only an ideology but a chain of connection of community relation with service, employee, and ecological efficient services so that commuters may feel safe and energetic towards the optimum usage of metro services Ahrholdt et al. (2017).

With this objective, the researcher has carried out this empirical relationship after taking account of commuters' consideration towards sustainable practices and innovation performance framework followed for the organizational commitment and commuters' behavior in Delhi Metro Rail Corporation.

In the modern competitive technological era, organizations are continuously changing their operations of service delivery where they do not follow the required standards of sustainability. Resources have been scarce and the population is growing a lot with the maximum proportionate, so it is a kind of compulsive force to maintain the society, community, employee, and ecological sustenance of needs (Brio JA, Fernandez E, Junquera B., 2007). This is easily practiced in a production task whereas, in the case of service firms like DMRC, it does not emit carbon and destroy the environment through the usage of fuel and other fission. It is the simply electronic metro train that is commuting travelers regularly and its compartment is much dynamic and fully automated that gives a psychological and mental satisfaction. This sort of integration is because of its employees' commitment. It not only provides the physical infrastructure but also gives them a scope of practicing of social and economic aspects of business activities Cerri et al. (2018). Indeed its practices are creating an equal sort of satisfaction among commuters where there is no gender or economic disparity, so, this is all because of its image of the ecological driven environment, and that makes commuters' committed to this organization. Due to the globally adaptable of metro activities, the relationship of commuters and society must match with the balance of less pollution emitted services. These sort of adequate services are the efforts of an organization that continuously stimulate its employee for the further enhancement of ecological services so that an ideal requisite may be created.

Furthermore, service operational tasks are much complex because there is a maximum possibility of alternate. But Delhi Metro Rail Corporation is quick and dynamic so that it understands the need for the commitment of commuters with an organization. On the other hand, innovative practices like effective process, organizational sustenance, and marketing adaptability have been more preferable that can fulfill commuters' desire and even leave scope for further evaluation. In this way, it is imperative and a requirement for the metro industry to evaluate this relationship and undertake their expectations with the followed route of performance Gomes et al. (2011). Surprisingly, these environmentally equipped services are much friendly and socially responsible for the commuters but there is a need for competitive advantage that was not found in the alternate metro options. Various authors have also opined that environmentally-equipped services are not that much technical as it seems to be, so it is the responsibility of an employer and employee to develop and implement dynamic factors for the overall growth and development of an organization Helm et al. (2018). Many of them have not studied this empirically validated relationship after taking into consideration of innovation performance and organizational commitment for the Delhi Metro commuters. Therefore, sustainable practices like employee relations, community relations, service relations, and ecological efficient services, and innovative performance measures (process innovation, service innovation, and marketing innovation) are categorized as effective constructs for the organizational commitment and improvement of commuters' behavior in Delhi Metro Rail Corporation. With this perspective, this study is carried out so that effective measurement of this relationship will serve the right purpose of commuters understanding towards sustainable practices with innovation and commutation in an expected organizational structure.

## **Theoretical Framework and Hypotheses Development**

Management of sustainable practices concerning the needs of human beings without compromising the health of the environment is the core mantra of Metro Corporation. The concept

of sustainable practice is not only characterized by economic growth but it simply put forth the socio-economic development agenda in the mainstream, where consumers generally enhance their capability towards an eco-friendly environment Kim & Yun (2019). Delhi Metro Rail Corporation is one of the largest and fastest-growing metro organizations in a developing country like India, as it is one of the second largest populous countries in the world. This gives a sense of understanding of the concern of commutation regularly where commuters' behavior keeps on changing frequently. This sort of proposition gave an impetus for the understanding of sustainable and innovative practices for the growth and commitment of commuters. This is further explored in the subsequent paragraphs.

Sustainable practices have been widely explained in terms of product and service industry where the usage of technology has also changed the focus from economic to environmental development. The metro services must be environmentally friendly where the processes of operations are nonpolluted and improvement of conservation of energy in the modern society. Based on different researches, few practices are Del Brío et al. (2007) maintenance of commuters', community and service relationship with the employee so that an ecologically based service may be imparted. DMRC focuses on the development of environmental practices through regular up-gradation of commuters' needs with the societal requirements. This aim of sustainable practices has got wider attention in the case of industrial production but this concept has got a much different rise like the development of an automated system based on ecology. Industrial effluents and closed-loop production have given a significant rise to ecological sufficient means of products and services (Konar, S. and Cohen, M.A., 2001). The metro organization follows the need-based theory of commuter and society where every individual needs are paramount so that there shall not be a need of reuse, recycle, and reduce because in the metro services are provided by combating pollution. This sort of reduction of multiple life cycles has evolved commuter orientation towards service-based innovation where it has become a challenging task for the improvement of commuters' behavior Montabon et al. (2007).

The basic objective of sustainable practices and innovation performance is like inter and intra organizational structure where the priority is to coordinate with the needs of commuters without compromising their future needs. Various researchers have categorized the sustainable practices as per the organizational structure and need but in this study, specifications of commuters and organizational needs have only been taken into consideration. However, the basic objective of the maintenance of these sustainable practices is the generation of a unique commutation service view procedure so that the performance and commitment level will be exercised for the development of dynamic services Paavola (2007). In the case of Delhi Metro Rail Corporation, the maximum requirement is of technical and operational complexities so that the commutation approach may become easier. It will then help DMRC to become more competitive in the field of commutation and surely it will facilitate long-term sustainability in the mind of travelers. Indeed, a kind of exploratory purpose is the need of the hour where new methods of metro services should be launched without hurting environmental surroundings. Likewise, it is also said that sustainable practices should not worry about only commuters; they must follow the paradigm of socio-economic society. This lacking gave birth to the validation of this empirical relationship, other modes of transport like bus and individual have not been capable enough to make it easier.

Moreover, the required objective of understanding this relationship is to identify the operational and performance practices that are contributing positively to the overall development of Metro Corporation. This approach not only helps them to reduce resource inefficient practices and increase commutation quality which will ultimately stimulate them towards this organization. Different studies also found that customers, shareholders, suppliers, communities, and employers are always categorized as the primary factor for the discussion and understanding of an

individual's orientation. Likewise, the natural cognizant and socially dependable factors are always considered as a source of competitive advantage that leads to extended organizational commitment Wang et al. (2013). Ensuring survival and qualitative development in this cut-throat market needs proactive adjusting with the service industry so that it can reestablish its commitment with commuters on a nonstop premise. Delhi Metro recognizes its advancement as a profitable, uncommon, non-substitutable, and special organization category so that its technical team can effectively organize their noteworthy efforts for the advancement of commuters'.

In this way, a prevalent behavior of the sustainable cum innovative practices should uphold the relationship between commuters and organization; this would surely realize the sustenance needs of administrators in a modified manner to the necessities of commuters. Commuters' behavior with organizational commitment impacts the innovative practices of the established metro organization. It is additionally tracked down that various components of the innovation performance matrix (service, process, organizational, and marketing innovation) are incorporated with the assessment chart of sustainable practices Zhao et al. (2014). It is likewise suggested that the need to satisfy the sustainable innovative performance contemplates the idea of sustenance of commuters needs. With this context and discussed propositions, there is no investigation taken so far covering these aspects of the empirical relationship with the sustenance of innovative practices for the commuters' behavior and organizational commitment of Delhi Metro Rail Corporation. Therefore, the primary purpose of this research is to explore the relationship between sustainable practices (SP) and innovation performance (IP) among the construct of organizational commitment (OC) and commuters' behavior (CB) of DMRC. Thus, in the light of discussed and identified works of literature on the stated topic is supposed to be presented in the hypotheses development framework so that the required objective is accomplished Hall et al. (2016):

- H<sub>1</sub>: There exists an immaterial relationship between sustainable practices and organizational commitment on commuters' behavior of DMRC.*
- H<sub>2</sub>: There exists an insignificant connection between innovation performance and organizational commitment on commuters' behavior of DMRC.*
- H<sub>3</sub>: There exists an unimportant involvement between sustainable practices and commuters' behavior of DMRC.*
- H<sub>4</sub>: There exists an insignificant association between innovation performance and commuters' behavior of DMRC.*
- H<sub>5</sub>: There exists a trivial relationship between organizational commitment and commuters' behavior of DMRC.*

## MATERIALS AND METHODS

### Research Design

This research adopted cross-sectional pattern where this study identified sustainable practices, innovation performance, organizational commitment, and commuters' behaviour constructs for the collection of information of Delhi Metro Rail Corporation. The items of 'sustainable practices' was adopted from the studies of Jennings, P.D., Z and Bergen, P.A., (1995); Russo, M.V. and Fouts, P.A., (1997); and Kassinis, G. I., Soteriou, A.C. (2003). Likewise, the investigations of Varis & Littunen (2010); Chong et al. (2011); and Cheng et al. (2014) was utilized for the construct of 'innovation performance'. In the same manner, the 'organizational commitment' factor was brought from the studies of Meyer J P and Allen N (1997); Morrow (1993) and Shore, Barksdale and Shore (1985). The examinations conducted by Fraj & Martinez (2007); Punitha et al. (2016); and Hall, C. M., Dayal, N., Majstorovic, D., Mills, H., Andrews, L. P., Wallace, C., & Truong, V. D. (2019) were adopted for the 'commuters' behaviour' variable. Furthermore, the researcher has figured out data normality, outlier multivariate, multicollinearity,

and collected the responses from 670 commuters' commuting in Delhi Metro Rail Corporation. This study was analysed through descriptive statistics, factor investigation, and structural equation modelling approach so that the empirical validation could be outline with 30 items of identified variables.

### Sample Design and Procedure

This research has adopted convenience sampling approach with self-designed questionnaire depending upon five-point Likert scale. This questionnaire contains two sections, where the first part explains of demographic (gender, age, educational qualification, and metro commutation engagement period) information. The second part explained about the identified variables relationship with commuters' behaviour of DMRC. Their responses was collected through online method as it was not easy to approach individual commuters' so, researcher converted these information into a virtual mode and distributed to the different groups of commuters (DMRC, 2020). This information need to go through with the initial phase of pilot study and for that researcher distributed 60 questionnaires so that certain required changes and technicalities would be solved (Krejcie and Morgan, 1970). Author used 'rule of thumb method' and 'subject-to-variable ratio' for the collection of data and distinguished researchers have also categorized the minimum requirement of 500 responses for the applicability of SEM (Baker, 1990) Table 1.

Variable	Item Number	Particular of Items	Factor Loading	Critical Ratio	P	Construct Reliability
Sustainable Practices	SP1	DMRC follows sustainable practices in the commutation exercise.	0.681	5.432	0.000	0.832
	SP2	It figures out the socio-ecological paradigm of commuters.	0.548	5.425	0.000	
	SP3	Ecological efficient services are the need of the hour of commuters.	0.572	6.216	0.000	
	SP4	Frequent awareness programs of sustainable practices are promoted.	0.581	5.829	0.000	
	SP5	DMRC maintains community relations through the positive approach of commutation.	0.571	7.432	0.000	
	SP6	It provides commutation services for the betterment of healthy and sustainable life.	0.591	6.631	0.000	
	SP7	Respecting the ecological environment is the purpose of DMRC commutation.	0.565	5.432	0.000	
	SP8	Maintenance of future needs is the objective of modern day's commutation.	0.583	6.272	0.000	
	SP9	Sustainable practices demand that commuters should understand how the society and economy work together.	0.661	5.761	0.000	
Innovation Performance	IP1	DMRC promotes the development of environmental-friendly services.	0.781	5.582	0.000	0.855
	IP2	There is an atmosphere of extension of service range within the main service field through	0.779	7.819	0.000	

		technologically new services.				
	IP3	DMRC satisfies the innovative practices with the efficiency of the project.	0.654	5.902	0.000	
	IP4	It motivates innovative work performance of its employees and commuters.	0.592	6.572	0.000	
	IP5	Commuters can also promote their innovative process to the DMRC.	0.581	5.871	0.000	
	IP6	The innovative framework is treated friendly at every level of management.	0.652	6.634	0.000	
	IP7	I find DMRC improves continuously in its desired commuting activities.	0.683	6.594	0.000	
Organizational Commitment	OC1	DMRC gives me a commitment of feelings towards its commutation and innovative practices.	0.587	6.276	0.000	0.849
	OC2	I feel a confident and positive relationship with DMRC.	0.692	7.378	0.000	
	OC3	DMRC values my organizational commitment by offering regular freebies.	0.681	7.147	0.000	
	OC4	DMRC is known for its commuters-centric organization.	0.792	6.167	0.000	
	OC5	DMRC fulfills the ecological feelings of commuters.	0.789	5.938	0.000	
	OC6	It develops positive and energetic trust in the minds of commuters.	0.518	6.725	0.000	
	OC7	It transmits a significant commitment approach in the commutation exercise of commuters.	0.589	7.619	0.000	
Commuters' Behaviour	CB1	I am happy and confident enough for the commutation services of DMRC.	0.582	6.282	0.000	.867
	CB2	Commuters are given a chance of improvisation for their commuting activities.	0.736	7.452	0.000	
	CB3	DMRC promotes the socio-economic needs of commutation through commuting exercises.	0.727	6.179	0.000	
	CB4	Commuters' expectation is always encouraged in the DMRC.	0.693	6.782	0.000	
	CB5	I recommend DMRC to my near and dear ones for their commutation process.	0.672	6.362	0.000	
	CB6	I get motivated regularly for my commutation objective by its employees.	0.786	7.982	0.000	
	CB7	I feel enjoy while commuting from DMRC and my problems are solved immediately.	0.659	6.271	0.000	

Source: Survey data and prepared by the researcher.

Therefore, taking these considerations and DMRC annual reports, it was also identified that 800 questionnaires were sent to the commuters and 670 responses have served the true purpose of

empirical validation, it is much more than the required aggregate that is 83.75 percent (Baker and Whitfield, 1992; Kerlinger, 1986). Moreover, the overall reliability of the stated items was .891 which is also in the category of agreeable one. In the above table one of confirmatory factor analysis, factor credibility, loading value, and construct reliability were in the positive affirmation category of above 0.4 and 0.7. This shows that the constructs and items were fruitful for the validation of empirical relationship of the stated study.

## DATA ANALYSIS AND RESULTS

### Descriptive Analysis of Demographic Factors

Based on the structure of gender, 480 were males and 190 were females. As far as an age criterion is concerned, 32 percent were 19 to 34 years, 43 percent were matured enough of 45 years, and the remaining 25 percent were in the bracket of 35 to 44 years. It explained that most of the commuters were educated to understand the proximity of sustainable practices and innovation performance in the organizational commitment of DMRC. However, in the case of educational understanding of commuters, 72 percent were graduates, and the remaining 28 percent were non-graduates. It also suggested that commuters are much educated to compare the practices followed by Delhi Metro Rail Corporation. In the linings of metro engagement period of commuters, 27 percent were of more than 10 years of commutation, 14 percent were of 5 to 10 years, 28 percent were of 2 to 5 years, and the remaining 31 percent were of under 2 years which means commuters commutation experience are quite enough to consider the practices of sustainable and innovation performance so that DMRC will get much opportunity to exemplify further its practices effectively.

### Hypotheses Testing and Results

As per tables number two and three, the result of mentioned hypotheses displays the best outcome of the identified sustainable practices and innovation performance on organizational commitment of Delhi Metro Rail Corporation where the commuters' behaviour is expressed. In this way, the result of innovation performance on organizational commitment expressed a significant and positive relationship ( $p=0.042$ ;  $\beta=.71$ ). Through this approach of statistical expression, it illustrates 71 percent estimation affects commitment towards the organization, whereas the basic section ( $CR= 6.769$ ) promotes it as a worthy construct of commuters behaviour and this proved this hypothesis to be accepted. However, sustainable practices and innovation performance ( $p=0.172$ ;  $\beta=.49$ ) do not put much influencing attributes on the behaviour of commuters of DMRC, so this hypothesis is rejected.

Moreover, commuters' behaviour ( $p=0.027$ ;  $\beta=.61$ ) has been a prime variable for the organizational commitment in the Delhi Metro Rail Corporation because it is the commuting industry that generally affects their desired taste and preferences of the commutation service, so this hypothesis is accepted. Likewise, commuters are continuously thinking of better means of effective transportation that hold them towards their practice Cheng et al. (2014). For that purpose, it is prime important to identify the relationship between factors of sustainable practices & innovation performance on commuter's behaviour in the DMRC, so all the attributes were found to develop an intense relationship. In this way, their estimation conveyed that sustainable practices ( $p=0.018$ ;  $\beta=.65$ ) and innovation performance ( $p=0.021$ ;  $\beta=.68$ ) were highly affecting the construct of commuter's behaviour, so these hypotheses also got accepted. This means somehow, the sustainable practices are quite related to the innovation performance measures adopted by DMRC get to retain and sustain its commuters over a while and this needs to be

overlooked by different parameters of organizational commitment Ary et al. (2010) Table 2 and 3.

<b>Table 2</b>					
<b>SUMMARY OF HYPOTHESES TESTING</b>					
Hypotheses	Estimate	S.E.	C.R.	p	Implication
Sustainable Practices & Organizational Commitment → Commuters' Behaviour	0.624	0.071	5.827	0.172	Rejected
Innovation Performance & Organizational Commitment → Commuters' Behaviour	0.642	0.068	6.769	0.042	Accepted
Sustainable Practices → Commuters' Behaviour	0.685	0.051	6.782	0.018	Accepted
Innovation Performance → Commuters' Behaviour	0.589	0.072	6.796	0.021	Accepted
Organizational Commitment → Commuters' Behaviour	0.682	0.074	6.769	0.027	Accepted

Source: Survey data and prepared by the researchers.

<b>Table 3</b>		
<b>ESTIMATED MODEL'S TEST STATISTICS</b>		
Fit Index	Recommended Values*	Observed Values
CMIN/DX	<0.30	2.186
GFI	>0.90	0.953
AGFI	>0.80	0.894
NFI	>0.90	0.961
CFI	>0.90	0.968
RMSEA	<0.10	0.053

Note: CMIN/D.F – Chi-square value/degrees of freedom, GFI – Goodness of Fit Index, CFI – Comparative Fit Index, NFI - Normated Fit Index, AGFI – Adjusted Goodness of Fit Index, RMSEA – Root Mean Square Error of Approximation.

\*Sourced from Hair et. al., 2010; Hooper et al. (2008); Hu, and Bentler, 1998; Kerlinger, 1986, Mainous, 1993; and Ary et. al. 2010.

Furthermore, it is quite practical to measure the relationship of the above-mentioned factors from the basic proportionate of their identical understanding. Likewise, in the case of separating the whole taxonomy of these hypotheses, the innovation performance ( $\beta = .71$ ) is one of the prime constructs of commuter's behaviour, whereas, organizational commitment ( $\beta = .58$ ) also made a remarkable impact to classify the quite related relationship between these two variables in the commutation practices of Delhi Metro Rail Corporation. Significantly, in the case of organizational commitment, the construct sustainable practices & innovation performance ( $\beta = .49$ ) has not affected much in the commutation behaviour of DMRC. So, this variable proves to be immense to design the strategies of commitment, so that this commutation practices may become global in the developing country like India. In addition, as mentioned in table three, RMSEA scores are also within the range of 0.10 and it is a clear sign of model fit. In this way, the value is 0.08 is a firm factor for the stated measurement relationship (Bentler, 1990 & Kerlinger, 1986). In this way, it is indicated that out of five hypotheses, only one hypothesis was rejected in the basic proportionate of statistical findings, on the other hand, remaining hypotheses were accepted which proved that these stated variables are quite noteworthy for the commutation credibility of Delhi Metro Rail Corporation. It directly affects emotionally and professionally the mindset of commuter's so that it may contribute effectively at large for the socio-economic hegemony of modern commuters.

Based on the statistical findings and the extended review of literature, it was discovered that



innovation performance and organizational commitment are quite related to the commuter's behaviour of Delhi Metro Rail Corporation. The responses in the statistical and descriptive analysis of commuters' also proved that commitment and sustainable practices of DMRC are affecting sincerely to the innovation of the commutation approach. This proves that the service cum commutation industry (like Delhi Metro Rail Corporation) needs to update its commutation performance as per the desired objective of the sustainable innovative framework then only it shall be a creator of self-sufficiency and positive word-of-mouth industry. Moreover, it also needs to come across the developed innovative practices followed by Scandinavian countries for the retaining of commuters towards public transport because it not only affects the pocket of commuters but also improves the sustainability of the environment. However, one hypothesis related to sustainable practices and innovation performance has not been considering the behaviour of commuters altogether due to their considerable factor of commitment towards the alternate mode of transport and this relationship proved to be negative in their approach. In this way, commuter's behaviour is one of the prime constructs of the commutation industry because commuter is much more dynamic and advanced concerning the mode of service available in the market, especially in the NCR region. These findings also revealed that these variables also affect the revenue part of DMRC through the administration mechanism. Moreover, organizational commitment has been another constructive factor for the DMRC because the more commuters are the more flexibility of retention is there and this has been also supported in the hypotheses. This is quite related to the satisfactory regime of commuters in different perspectives like a cost-effective, decision making approaches, advancement of technology, time management, and the positive state of satisfaction towards services. It significantly motivates them to lead their commutation efforts productively and fruitfully Cheng et al. (2014). Furthermore, there have been many other technical features that also attract commuters but the more challenging part is their retention towards Delhi Metro Rail Corporation and this cannot be neglected at any cost.

The basic objective of this study is to identify the factors affecting the relationship of sustainable practices and innovation performance on the organizational commitment of DMRC commuters and in this light; the results are quite related concerning the stated studies. While there are the proactive factors like operational and commutation performances that stimulate commuters to promote their commutation on a large scale in its methodological approach too. The interesting results of this study also found that this relationship is also affecting the practices of sustainable cum environmentally performance of the service industry which lead to the positive socio-economic hegemony of the commuters Gomes et al. (2011). Though, the great performance of DMRC is only impacting the commuter mindset towards delivering relevant information and expertise of modern commutation techniques. On the other hand, this relationship also produced significant results where it could develop a better model for understanding the economic performance of a metro organization. Therefore, it is suggested that instead of developing only a service commutation mechanism will not serve the purpose of best means of commutation ideology but DMRC should also utilize these stated variables to draw the unattained population opportunities. Furthermore, this study also carried out the understanding of the perceptual variation of different commuters residing in the region of NCR but these factors need to be given prime importance so that it will also include the framework of other places of commuters. Through this approach, Delhi Metro Rail Corporation will develop immensely in the entire untouched region and strategic planning will serve the true purpose of this corporation the day is not far when it will be the cheapest and best means of commutation tool for the present generation.

## Managerial Scope

The exploration procedure used in this study has identified the relationship of sustainable practices and innovation performance on the organizational commitment of Delhi Metro Rail Corporation commuters. This study discerns the prime effectivity of this relationship through the identified variables which are not only impacting the lives of modern commuters personally and professionally. This study recommended that the service corporation need to develop conducive and environmentally fragmented approaches in its commutation practice so that it will retain them with this organization. Along with these statements, the present assessment also explained the relationship of personal factors of commuters which are signifying cum considerable one. Therefore, sustainable practices should be interlinked with the innovative procedure of organizational commitment then only it will serve the required objective of the visionary approach of DMRC. In this way, this study is fruitful for the commuters and metro practitioners so that it will enlighten its scope across the other regions. This unearthing relationship reprimands the metro practitioners to develop an effective metro commutation practice through the long haul effects on the mindset of commuters. Finally, these findings also proved to be immense because it has displayed the metro services performance in both qualitative and quantitative terms. Interestingly the findings of this study will help Metro Corporation to develop an effective and productive model of commutation which will reprimand not only the need of commuters but also of the layman who is still untouched by these metro services.

## CONCLUSION

The research study was carried out only of NCR commuters of Delhi Metro Rail Corporation with the convenience sampling approach. The targeted population may not serve the rightful approach of the entire study. This model only identified the sustainable practices and innovation performance items for the organizational commitment of metro commuters which may impart differentiating variation of the NCR commuters. In this regard, Metro Corporation needs to adjust their commutation procedure as per the dynamic trends of commutation procedures through a relative and absolute form of commuters using their valuable information. Apart from this, this study did not carry out the functional and technical aspects of metro corporation inputs and in further studies; a new model based on these findings can be added. It is not quite true to measure the relationship only based on innovative performance but some more variables could be taken further through the longitudinal aspects of the relationship then only the required objective will serve the truthful existence of this metro organization.

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