

## Accepted Manuscript

Title: Towards environmental sustainability adoption in construction firms: An empirical analysis of market orientation and organizational innovativeness impacts

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PII: S2210-6707(16)30610-2  
DOI: <http://dx.doi.org/doi:10.1016/j.scs.2017.04.015>  
Reference: SCS 640

To appear in:

Received date: 16-11-2016  
Revised date: 25-4-2017  
Accepted date: 26-4-2017

Please cite this article as: Bamgbade, JA., Kamaruddeen, AM., & Nawi, M.N.M., Towards environmental sustainability adoption in construction firms: An empirical analysis of market orientation and organizational innovativeness impacts. *Sustainable Cities and Society* <http://dx.doi.org/10.1016/j.scs.2017.04.015>

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**Towards environmental sustainability adoption in construction firms: An empirical analysis of market orientation and organizational innovativeness impacts**

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