

Literature Review On Sustainable Entrepreneurship

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ABSTRACT

This paper is a literature review paper, the authors have reviewed the last 15 years' papers using keywords such as sustainable entrepreneur, entrepreneurship, sustainability etc. from various sources such as the web of sciences, Taylor and Francis, Web of Sciences and International Entrepreneurship and Management Journal were searched. Papers were shortlisted by using a number of citations. Researchers have talked about various models and theories which previous were previously studied and tried to find the out research gap and what can be the factors that influence a person to become a sustainable entrepreneur. At last, this paper concludes various research gaps which can help future researchers in this field.

Keywords: Sustainable, Entrepreneur, Literature,

Introduction

The environment is the most important concern in today's world. The term 'Sustainability' was coined in Brundtland Report, Our Common Future (WECD, 1987) As resources are limited and human wants are unlimited it is important for everyone to utilize the resources efficiently and effectively. (WECD, 1987). This report also changed the way of business in society and revealed that sustainability was based on the 'Triple Bottom Line' approach, that is, people, planet and profit (Charter et al., 2006).

This paper reviews the articles published on Sustainable Entrepreneur in the last 15 years i.e. 2007 to 2022. Using the keyword "Sustainable, Entrepreneur, Sustain* Entre*" from the research databases such as Taylor and Francis, Web of Sciences and International

Entrepreneurship and Management Journal were searched. Paper were shortlisted after reading abstract.

Selected paper were form the journal as follows:

- Business Strategy and the Environment
- Journal of business venturing-2

- International Journal of Entrepreneurial Behavior& Research-2
- Business Strategy and the Environment
- International Journal of Academic Research in Business and Social Sciences
- Sustainable Entrepreneurship and Social Innovation. Abingdon and New York, NY:Routledge
- Journal of Business Research
- The International Journal Of Management Education

Definition of Sustainable Entrepreneurship

Several authors have given the definition of sustainable entrepreneurship some of them are:

1. "Entrepreneur or individuals or companies that are sustainability driven that are sustainability-driven within their core business and contribute towards a sustainable development can be called sustainable entrepreneurs"(Schaltegger;Wagner,2011)
2. "Sustainable entrepreneurship is a business creation process that links entrepreneurial activities to the achievement of sustainable value related social and

- environmental goals”. (O'Neill et al.,2009)
3. “A process of identifying, evaluating and pursuing opportunities through creativity, innovativeness and transformations to produce new product processes and values that are beneficial” (Majid and Koe.,2012)
 4. “There are several type of market implications which contribute to environment” pollution”.(Cohen and Winn,2007)
 5. According to Abrahamson Sustainable Entrepreneurship can be called as “Sustainopreneurship” which includes three concepts : “(i) Seeking, finding and/or creating innovations to solve sustainability related problems; (ii) Get solutions to the market through creative organizing and; (iii) Adding sustainability value with respect for life support systems.”(Majid, &Koe, 2012)
 6. “Focused on the preservation of nature, life support, and community in the pursuit of perceived opportunities to bring into existence future products, processes and services for gain, where gain is broadly construed to include economic and non-economic gains to individuals, the economy and society.” (Shepherd &Patzelt ; 2011)

Sustainable Entrepreneurship is a business with a creativity and innovation, goal of business is inclined towards the sustainable development which should include all three aspects i.e. Social, Environment and Economic. Definition given by Abrahamson doesn't talk about the problem of sustainability. Therefore, some improvement can be made in the definition. Definition which is given by O Neil et al.in 2009 has a cultural aspect in

the definition according to him Cultural also influence sustainable entrepreneurs. For example, there are startups which are started so that they can preserve their cultural or other people know about their cultural. Sustainability is an important concept these days and everyone is trying to incorporate the concept of sustainability in their area whether marketing, business, entrepreneurship, engineering etc. International organization are giving importance to the concept of sustainability. Sustainable Development goal is the base for every country goal for 2030. This is difficult for the developing countries to develop while keeping sustainability in mind but there is no use to develop if we are not sustaining all the natural resources will be over (Hall, Daneke, & Lenox, 2010).

THEORIES AND SUSTAINABLE ENTREPRENEURSHIP

Regulatory Focus Theory

Self-regulatory focus was given by E.T Higgins (1987) which explains the underlying mechanisms of approach-avoidance behaviour in terms of actual, ideal and ought self. Actual self refers to what the person is (his and others viewpoint), ideal self refers to what person wants to become (his and others viewpoint), and ought self refers to the duties and responsibilities that should be done by the person (his and others viewpoint). Regulatory focus theory works on the principle of fulfilment of different needs such as survival needs of nurturance and security by operating differently. Nurturance needs involve promotion needs in which self-regulation is concerned with presence and absence of positive outcomes. On the other hand, security needs involve prevention needs in which self-regulation is concerned with absence and presence of negative outcomes (Higgins, 2000).

Promotion focus	Doing sustainable business (gain)	Good reputation (presence of positive situation)
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Prevention focus	Stop doing some activity which effect sustainability (non loss)	Good reputation and more survival (Absence of negative outcome)
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David Mc Clelland Achievement Motivation Theory

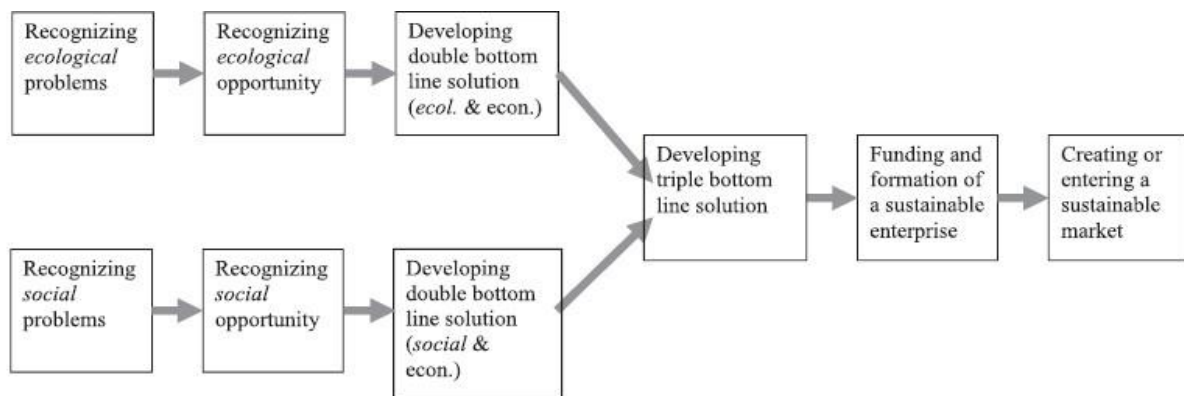
The review done exhibits the achievement motivation drive of the entrepreneurs. The entrepreneur is a creative person and does business operations in better ways. The achievement drive of the entrepreneurs here are rooted in the environmental concerns and adding value to nature.

Growth Theory

The author perceives that the sustainable entrepreneurship concept is backed by the economic growth theory. The sustainable entrepreneurship efforts aims at securing steady returns for the venture and not at the cost of environmental depletion. At the same time it promotes environmental friendly start up culture in the state. All these mentioned does contribute to the national income calculation process. (Bull, & Willard, 1993)

MODELS FROM THE LITERATURE

Model I



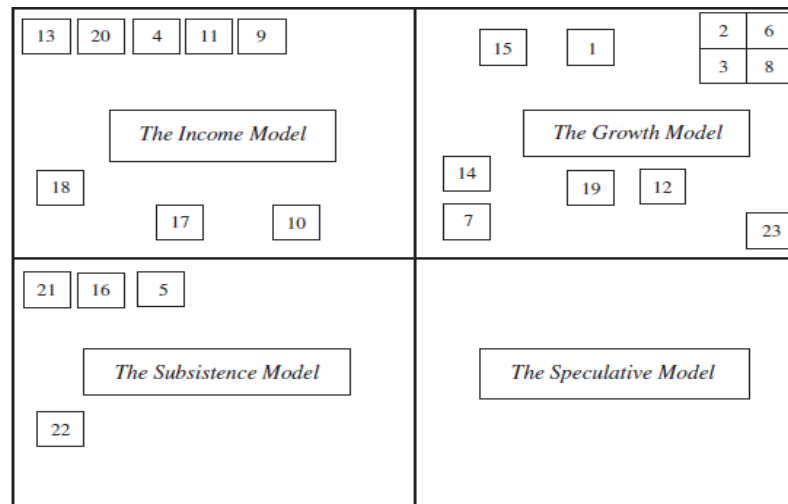
Sustainable entrepreneurship process

Figure 1:A convergent Process Model (Belz,Binder;2015)

Figure 1 shows the convergent process model which was given by Belz and Binder in 2015. This is the six stage model in first stage Recognizing ecological problem comes from the experience of the person or the interest on that issue. Second Stage is the Recognizing Ecological Opportunity here he talks about the links between the two parties i.e. for example if there is coffee plant there should be direct link with producer and consumer so that customer has to pay less amount and producer will earn more money. Third stage is developing a double bottom line i.e. including ecological factor and

Economic factor. Fourth phase is that sustainable enterprise should pursue the triple bottom line i.e. economic, social and environment. The integration of the third dimension rounds up the sustainable offering. Interestingly, this takes place before market entry, which adds to the credibility of the sustainable offerings. Fifth Stage talks about the funding here organisation should focus on the funding of an organisation for entering into the market. Sixth stage is about the entering the a sustainable market. The market creation or market entry is the sixth phase of the SEP. It is the moment in time when the sustainable innovation is commercialized and can be accessed in the market. (Belz, Binder; 2015)

MODEL II (Sustainable Development and Business Models of Entrepreneurs (Jolink, Niesten;2013))

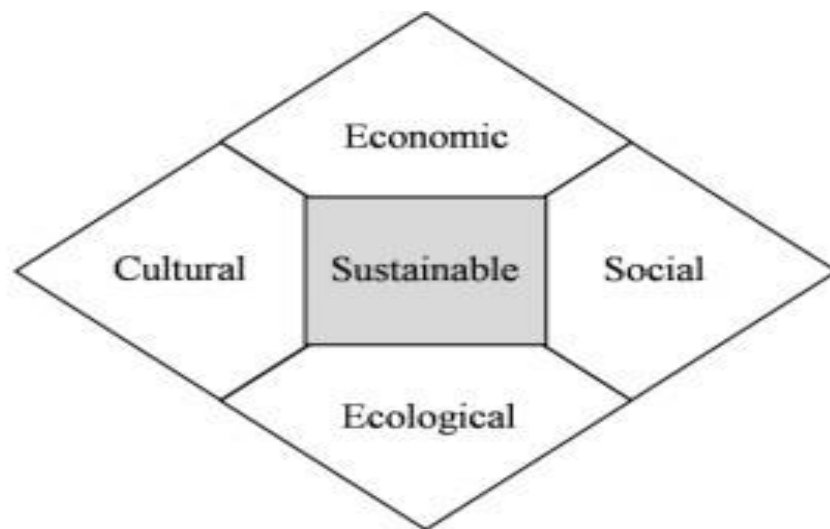


Four categories of ecopreneurial business models (numbers refer to entrepreneurs in the sample)

This model consist of four different i.e. the Income model, the Growth Model, the Subsistence Model and the Speculative model. The Income model ecopreneur aims at generating an stable income and their vision is clear about what they to developed. The firms who are adopting this model are small and have a very less effect on market. Second part of model is focusing on Subsistence model ,here the goal of the ecopreneur is to survive and met financial obligations (Morris et al.,2005). Making money is a means to improve the present state of the world. These ecopreneurs believe they need to make a compromise in order to reach a broader audience and a higher profit. Third is Growth Model this model emphasis on the investing and reinvesting in the long run Model 3: In the growth model the emphasis lies on investing, and reinvesting, for the long term, both in financial terms and in relational terms. These ecopreneurs consider making

money an end, but also have a clear vision of what needs to be developed. They believe that it is possible to be profitable and completely sustainable at the same time. They all have a strong ideal of making a better world. Their current market effect is large, in part because these ecopreneurs have a strong product and in part because of prior experiences in business and working with partners in a large network in this industry (see, e.g., Rodgers, 2010). Last part of this model is deal with Speculative Model in this ,the goal of the ecopreneur is to establish profitable business before selling.(Morris et al., 2005). These ecopreneurs believe in making the world better by selling ecoproducts, but their emphasis on developing economic gains would have prevalence.

MODEL III O NIEEL MODEL SUSTAINABLE



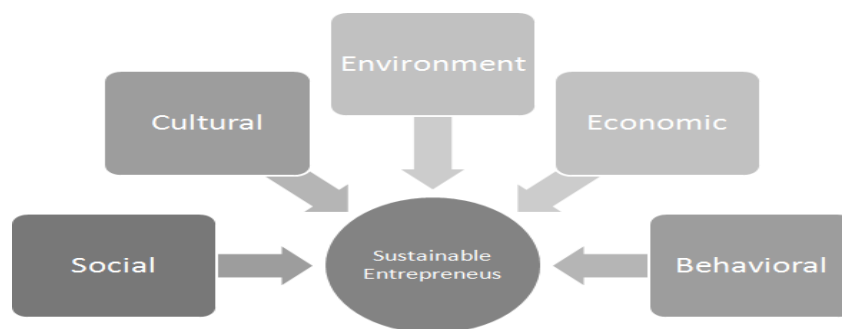
The Revised Model of Sustainable Entrepreneurship

Source :O Neil model of sustainable

In this model they including forth factor i.e. Cultural and say that cultural is also an importnatfactor which in the sustainable.

Researcher agree to this of him as if someone is influence bytheir cultural for sustaining nut provlem with his model is that it is not empricially tested and there is need for future to test this aspects empricially and see whether it shouls be includedd or not.

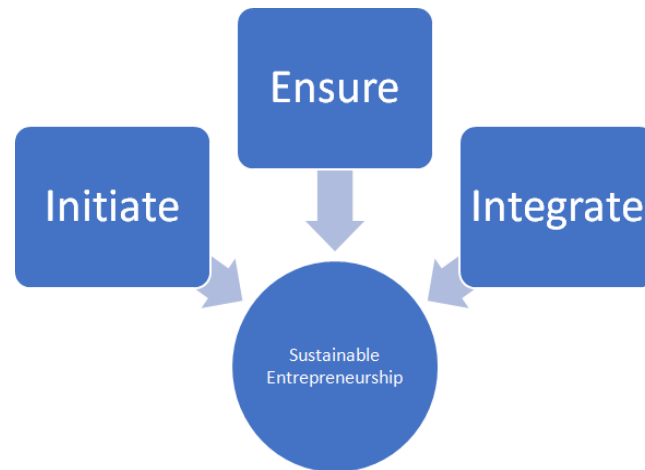
MODEL IV



According to the researcher and based on his these are the five factor which influence sutainable entreprenur to start thehir ventures.These five factors are inclined and came from the differnet

theories.

Sustainable entrepreneurship training model by (Kummitha & Kummitha, 2021)

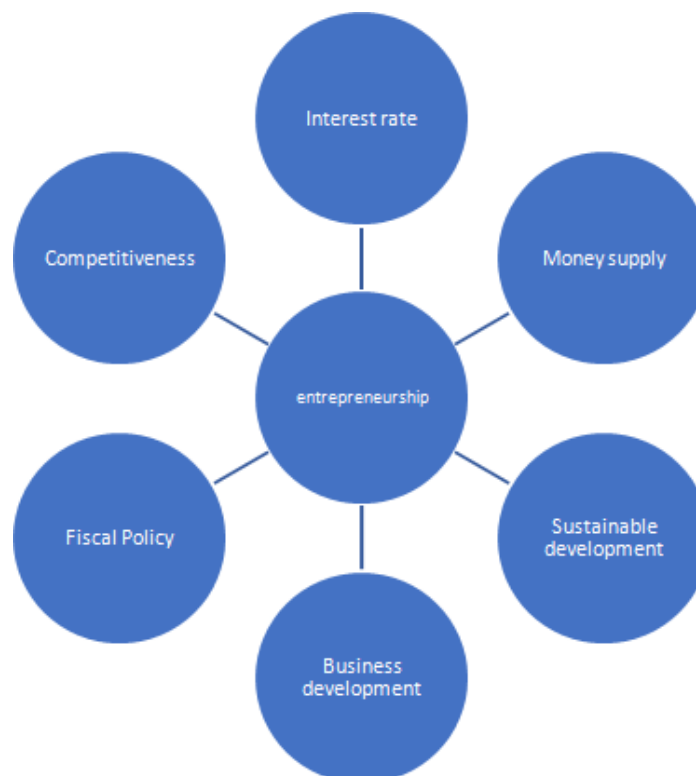


In this model the researchers argues that initiate, ensure and integrate are the three motivational factors behind the sustainable Entrepreneurship training.

Business model for entrepreneurship based on Global entrepreneurship Index (GEI) (Galindo-Martín et al., 2021)

Researcher analyze the factors that favor entrepreneurship in the COVID-19

pandemic situation and explore the relationship between entrepreneurship and sustainable development. Monetary, fiscal, competitiveness, and business expectations are factors to consider. The estimation of this model uses the Partial Least Squares (PLS) method. This study looks at select OECD countries where data on entrepreneurial activity are available and there are calculations by the OECD for the economic projections for 2020.

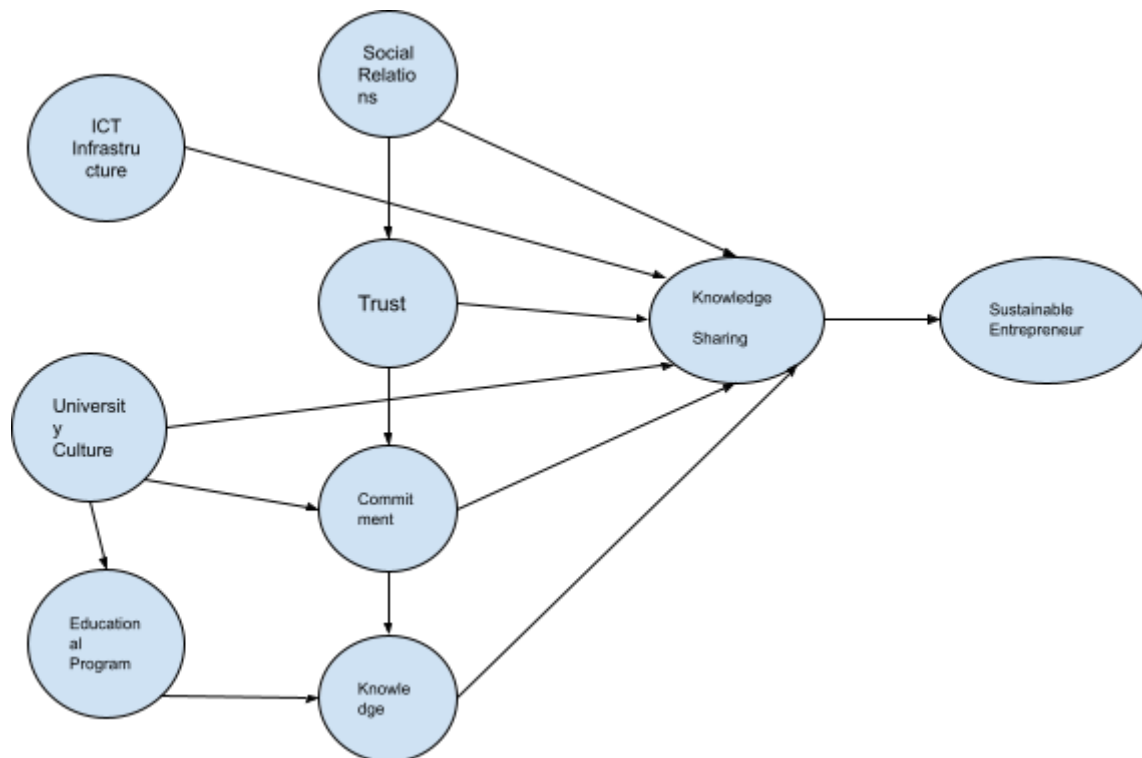


The results obtained indicate that expansionary fiscal and monetary measures have a positive effect on entrepreneurship, although we must

account two for long term negative effects. First, the high indebtedness because of the public expenditure could generate the expectation of a tax increase

that would offset the increase in demand caused by the expansionary fiscal measures. Second, the reductions in interest rates can arouse the interest of potential entrepreneurs who want to take advantage of credit facilities, but who are only going to keep their business for a short period of time. In this case, when they decide to eliminate their activity, they will generate negative effects on the economy and may generate a change in the economic cycle.

The sustainable entrepreneurship



The study revealed that university culture and education, respectively, have the highest impact on Knowledge-Sharing Process (KSP) and sustainable entrepreneurship competencies (SEC) among students. The experimental research model help university administrators to plan effectively in order to strengthen sustainable entrepreneurship competencies (SEC) among students

Conclusion

Sustainable Entrepreneurship is an emerging field in the area of entrepreneurship. Sustainable Entrepreneurship is an umbrella term for environmental entrepreneurship, green entrepreneurship, ecopreneurship and social entrepreneurship. (Majid & Koe,2012). Sustainableentrepreneur is the

competencies (SEC) model (Naderi et al., 2022)

According to authors the development of sustainable entrepreneurship competencies (SEC) among students as future business owners be a key factor in reducing the destructive effects of unsustainable production. The Knowledge-Sharing Process (KSP) related to sustainable entrepreneurship was recognized as an important mediating variable in providing SEC.

person who have clear vision and work for the alleviate the social problem and its focus is on that business idea which balances the social, economic, and environmental impacts of their activities. There is a positive connection between entrepreneurial intention among engineering and science than that of business student. (Vuorio et.al,2019). It can be because mostly B-school teach students about the earning profit rather than environmental concern. Now a days they has started teaching them about the new concepts i.e. Triple Bottom line, CSR and Sustainability Reporting as it is need of every organization these days.

“Environmental concerns have begun to reshape the landscape in which global organizations compete. The demands and influences of the environmental movement are evident in the dollar value size of the environmentally conscious marketplace. In addition, the growing regulatory concerns over the environmental impact of corporate practices have begun to influence corporate strategies” (Menon and Menon 1997). The economies have had to face the negative effects of the pandemic caused by COVID-19, which, in addition to the serious health problems caused, has led to a significant reduction in economic growth with negative effects on employment and well-being. The consideration of the environmental problems leads to the modification of the traditional objective of economic growth for sustainable development objective. (Galindo-Martín et al., 2021). (Kummitha & Kummitha, 2021) seek greater responsibility from the academic institutions to not only train individuals to create sustainable enterprises but also encourage them to work for established ventures in order to ensure that the established ventures are not deprived of the crucial human resources necessary for their growth.

Themes Identified by reading Literature

- **Altruistic Values:** The approach upholds the moral values an entity exhibits in sustainable entrepreneurship efforts by addressing at the potential risk of failure it might end-up with. Sustainable entrepreneurs may not always payoff the entrepreneur as expected or benefit below margin. This approach subsidizes this possible drawback lifting the torch bearer element.
- **Education:** Person who care about the environment and society will likely to start sustainable startup. Individual who have studied about sustainability are likely to initiate Sustainable startup (Hall,Daneke, & Lenox,2010).
- **Innovation:** Innovation is the important aspect of entrepreneurship. Startups are based on the creativity and innovation.
- **Motivation:** Both Intrinsic and Extrinsic motivation have an impact sustainable entrepreneurship. For example, if person is motivated by his/herself and he care aboutthe environment and concern towards then it is intrinsic motivation. If person is motivated by external factor, then it is extrinsic motivation.
- **Risk Taker:** Entrepreneur is the one who is the risk taker as they don't know whethertheir startup is going to stay for long or not.
- **Sustainable Investment**
- **Value Creation:** In sustainable Marketing value creation include social, economicand sustainable Value creation.

Research Gaps

Future Researcher should investigate how entrepreneur, generate ideas and also how they recognize, develop and generate ideas as well as recognize, develop and achieve these ideas in context of sustainable development (Matzembacher et.al,2019).There is a need to explore the factor which influence sustainable entrepreneurship by keeping in mid the three main dimensions i.e. Environmental, Social and economic (Hosseininia,Ramezani,2016).There is a need to study the entrepreneurial orientation (EO) scale as risk taking dimensions were very close to accepted limit this may be because different types of organization have different patterns in case of innovation, proactiveness and risk takers (Gomis,Bonillo&Taulet,2018). There is a need to develop and validate the scale which helps researchers to measure firm orientation sustainable corporate entrepreneurship. (Miles,Munilla,&Darroch,2009). There is need to read books to take global and inter disciplinary approach to the emerging field of sustainable entrepreneurship (Nicolopoulou et.al,2016).

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