

Exploring The Correlation Among Green Entrepreneurship, Entrepreneurial Motivation, Environmental Amelioration And Enterprise Development

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ABSTRACT

The entrepreneurship is the leading phenomenon that gained momentum in the modern business world due to its significant role in provision of business opportunities to the entrepreneurs in different situations and context. It inspires the individuals to commence their business in their own capacities instead of searching the employment opportunities. In this linking, entrepreneurial motivation has been recommended as significant predictor towards desired entrepreneurship development leading through environmental amelioration and enterprise development. In this drive, green entrepreneurship has emerged as significant and leading phenomenon toward entrepreneurship development in context of developing as well as developed countries. The green entrepreneurship is an activity that addresses social and environmental needs thereby highlighting the problem through conscious efforts to develop and ensure the realization of entrepreneurial ideas. The entrepreneurial motivation is vital procedure that motivates and activates entrepreneurs to use undaunted efforts towards realization of entrepreneurial objectives. The environmental amelioration inspires individuals to improve their capabilities and skills thereby creating new ventures that further helps in addressing the environmental challenges that potentially effects the entrepreneurial motivation and enterprise development. This study is an effort to examine the association among the research phenomena under considerations in particular context.

Keywords: Green Entrepreneurship, Entrepreneurial Motivation and Amelioration, & Enterprise Development

INTRODUCTION

The entrepreneurship is considered as significant factor toward development in individuals' lives along with socio-economic development. In contemporary era, researchers explored significant and positive relationships of the entrepreneurship with the employment generation, economic development, entrepreneurs' empowerment and environmental sustainability, and provision of situational circumstances for availing the businesses opportunities (Rahman & Reynolds, 2017). In this regard, entrepreneurship development is dependent upon the entrepreneurial intentions and motivations towards various available business opportunities thereby considering the need and requirements for starting the personal business (Ataman, Mayowa, Senkan & Mayowa, 2018). Entrepreneurship is consequently most significant phenomenon in developing the attitude and behavior of entrepreneurs towards the various business opportunities. The needs of entrepreneurs toward entrepreneurship are critical issue in prevailing situation since entrepreneurial activities and eventualities have significant influences upon the socio-economic situation and environmental sustainability.

Thus, entrepreneurship is recognized as significant contributor toward sustainable societies and justifiable socio-economic status of the individuals (Demirel, Li, Rentocchini & Tamvada, 2017). In this connection, there exists diverse reasons for entrepreneurs that are enthusiastic always in exploring new breaks toward entrepreneurship among which creativity, innovation and motivation are foremost and leading parameters in order to get the better solution towards individuals and societal problems (Qazi, Qureshi, Raza, Khan & Qureshi, 2020). Thus, role of entrepreneurship becomes vital in contemporary competitive environment wherein the situation remained challenging universally. The existing literature revealed that entrepreneurship is mainly overwhelming phenomenon towards innovative ideas generation and entrepreneurial motivation to arise with new ideas regarding economic and social melioration. The entrepreneurship needs critical valuation about entrepreneurs' motivation over attitudinal responses and behavioral outcomes to avail accessible opportunities (Gast, Gundolf & Cesinger, 2017). The motivation is leading elements in entrepreneurship as it inspires the individuals to maintain their effective behavior to sustain their economic position and social standing in diverse situations (Lofti, Yousefi & Jafari, 2018).

The circumstantial situations further inspire the entrepreneurs to hold the potential opportunities that leads them towards desired capabilities in managing the entrepreneurship overwhelming the conditions related with the social and environmental amelioration. The entrepreneurial motivation is also significant in determining the entrepreneurial behavior towards entrepreneurial that defines

manners through which abilities and competencies of the entrepreneurs are nurtured towards different opportunities (Asante & Osei, 2019). In this linking, green entrepreneurship are considered as significant phenomenon towards entrepreneurial development in different context to attain desired consequences (Alwakid, Aparicio, Urbano, 2020). In this linking, researcher provides sufficient information for conducting this research in systematic manner to attain desired objectives through proper justification of research. In this connection, entrepreneurship has been recommended as the only possible solution towards all problematic issues that hurdles the developmental process in particular contexts. Therefore, the present study offered some objectives that the researcher aimed to realize concerning the association among the research variables under considerations.

Problem Statement

In contemporary era, developing countries are confronting numerous issues related with economic development and environmental protection that needs sound contextualization in the different perspectives (Jancikova, 2004; Pandrani & Ferguson, 2013). In this connection, entrepreneurship has been considered as only solution for all problems to as mentioned in problem identification and study justification. This study is an effort to examine the association among research phenomena (green entrepreneurship, entrepreneurial motivation and amelioration and enterprise development) under considerations in particular context.

Objective& Hypothesis

1. To examine the association (correlation) among green entrepreneurship, entrepreneurial motivation, environmental amelioration, & enterprise development) in particular context (H₁).

LITERATURE REVIEW

The entrepreneurship is widely researched in connection to environmental sustainability as it helps in producing the conducive environment for the entrepreneurs to put their efforts in different situations to produce the desired outcomes. In this connection, the environmental amelioration has been considered as leading phenomenon (Liu, Ma, Qu & Ryan, 2020). This phenomenon ensures that the entrepreneurship is critical determinant of the social and economic environments surrounded by entrepreneurs in financial markets. Also, enterprises' development has been significantly measured the positive influencing factor towards the environmental development (Shinnar, Hsu, Powell & Zhou, 2018). Consequently, both environmental amelioration and enterprises' development are significantly and positively predicted over entrepreneurship intentions and motivations to economic development in particular context.

Entrepreneurial Motivation

The entrepreneurial motivation has been considered as significant attribute towards growth and development of the entrepreneurship as motivation helps in augmenting entrepreneurs' behavior for attaining the opportunities towards the desired development. The inspiration and commitment are significant predictors towards the entrepreneurial intentions that help them towards particular outcomes (Battilana, Leca & Boxenbaum, 2009). The literature elaborated that the entrepreneur tends to be individualistic towards drivers of the entrepreneurial motivation that is not only dependent on culture and personality but also on the interaction amid culture and personality values (Hockerts, K. & Wüstenhagen, 2010). The motivation is consequently significant for the entrepreneurship development in the particular context as it helps in specifying the procedures and developing the intentions towards the entrepreneurship development. Higher in individualism shows more entrepreneurial attitude, since entrepreneurial motivation and the individualism are correlated and supports each towards the particular outcomes.

Environmental Amelioration

The environmental amelioration is the emerging phenomenon that aims at developing the environment from different perspective including the entrepreneurship which also focused on the environmental sustainability. The amelioration means improvement and advancement in the efforts towards the environment that how to provide the conducive environment from in different contexts (Jiang, Chai, Shao & Feng, 2018). The entrepreneurship ensures the environmental stability through different measures which are critical in providing the opportunities for environmental and developmental background thereby offering solution towards different constraints thus helps in ensuring desired outcomes (Meirun, Makhoulfi & Ghazali Hassan, 2020). The entrepreneurship is thus leading phenomenon that aims to improve the developmental processes through efficient motivation as well as the effective entrepreneurship. The environmental amelioration is thus important for the entrepreneurship to maintain conducive environment through different measures like corporate social responsibilities that aimed at improving the social, economic as well as environmental sustainability through different measures (Tang, Walsh, Lerner, Fitza, & Li, 2018).

Enterprise Development

The enterprises development is significant phenomenon as each enterprise is aimed at improving their standing and success over certain measures in order to ensure its survival and ultimate development. The enterprises development is required for the goodwill as well as reputation of organizations in most competitive environment (Fernando, Jabbour, & Wah, 2019). The enterprise needs critical measures to understand manners through which these enterprises continue their routines functions for the betterment of enterprises practices and activities for the welfare of the stakeholders and general reputation (Singh, Giudice, Chierici, & Graziano, 2020). The enterprises development is significant due to its role in development of the individuals standing and the organizational development wherein the enterprises are considered as entities

and organizations that holds their own autonomy for particular determinations. The development of concerned enterprises is dependent upon serious measures from stakeholders, working officials and entrepreneurs to maintain the trust and commitment of the enterprises on the concerned activities and eventualities.

Green Entrepreneurship

The green entrepreneurship is significant phenomenon that aims at developing the positive environment for entrepreneurship and thus considered as backbone for environmental sustainability and economic development. The entrepreneurship is widely recognized as the significant contributor towards the social and economic development thereby ensuring the conducive environment (Ataman, Mayowa, Senkan & Mayowa, 2018). Thus, small and medium enterprises through entrepreneurship provides employment at the higher level and extensively contributing towards economic development in particular contexts through various effective measures that are critical for determination of required outcomes (Demirel, Li, Rentocchini & Tamvada, 2019). In this connection, the successful enterprises are determined through committed and passionate entrepreneurs who create, recognize and seize different opportunities. Consecutively, green entrepreneurs may offer their services and products through the friendly environmentally procedure with help of green and clean technological changes. The green entrepreneurship aimed at improving the environment of the trust and commitment in concerned enterprises (Rahman & Reynolds, 2017).

RESEARCH METHODOLOGY

The study aimed to investigate association between entrepreneurial motivation and environmental amelioration, enterprises' development & green entrepreneurship) in context of small and medium enterprises. The population of this study includes entrepreneurs, doing their business at any stage and preferable those having green features in their business policies and decision making. There are 39033 entrepreneurs in small and medium size business units in Punjab from where sample has been selected through statistical formula for sample-size determination. Consequently, 396 questionnaires were distributed in which 372 were recollected with the response rate of 93% recollection rate. The questionnaires shall be used for the collection of response from the entrepreneurs' doing businesses or having intention to do business with green practices. The correlation tools were applied to examine the association among the research variables under considerations to produce new facts and novel information to contribute the existing knowledge about the green entrepreneurship, entrepreneurial motivation, environmental amelioration, and enterprise development.

RESULTS& DISCUSSION

The correlation is a significant tool that provides the information about association with regard to the strength and direction in association among research variables in order to ensure the strength in relationship as well as direction of the relationships among research variables.

H₁: There is positive association among the entrepreneurial motivation, green entrepreneurship, environmental amelioration and enterprise development (Correlation).

Table 1 Correlation Analysis (H1)

		Entrepreneurial Motivation	Green Entrepreneurship	Environmental Amelioration
Green Entrepreneurship	Pearson Correlation	.487		
	Sig. (2-tailed)	.000		
	N	372		
Environmental Amelioration	Pearson Correlation	.524	.334	
	Sig. (2-tailed)	.000	.000	
	N	372	372	
Enterprise Development	Pearson Correlation	.656	.719	.471
	Sig. (2-tailed)	.000	.000	.000
	N	372	372	372

The association among the entrepreneurial motivation, green entrepreneurship, environmental amelioration and enterprise development has been hypothesized through correlation analysis. The correlation procedure was thus applied to examine the strength and direction in association among the research variables. The results revealed the positive and significant association among research variables like green entrepreneurship and entrepreneurial motivation (.487), environmental amelioration and entrepreneurial motivation (.524), environmental amelioration and green entrepreneurship (.334), enterprise development and entrepreneurial motivation (.656), enterprise development and green entrepreneurship (.719) and enterprise development and environmental amelioration (.471). Consequently, the results from correlation provides significant information in deciding about association among the research variables which thus helps in reaching the conclusion. Thus, from the results, the hypothesis about association is hence accepted.

The entrepreneurship is important phenomenon that is widely recognized in linking to economic development in different contexts. The entrepreneurship is dependent upon various significant

elements which are vital for the determination of various outcomes like entrepreneurial motivation which is the outcomes of dedicated intentions that inspires entrepreneurs towards desirable consequences (Waheed & Olowa, 2015; Liu, Ma, Qu & Ryan, 2020). The entrepreneurial motivation inspires the entrepreneurs to utilize their knowledge and skills towards different available opportunities to improve their economic standing (Shailesh, Gyanendra & Yadav, 2013; Cheung & Wang, 2017). The environmental amelioration is therefore considered as significant tool for the environmental development and sustainability that is further ensured through green entrepreneurship. Thus, literature provides sufficient support to environmental amelioration over phenomenon of green entrepreneurship through various measures that are critical for the determination of green environment and green economic development (Gelderen, Kautonen & Fink, 2015; Shinnar, Hsu, Powell & Zhou, 2018). Green entrepreneurship is significant determinant of the various green outcomes like the green economic, green environment and green sustainability.

The word green has been thus considered to the environment which has been associated with entrepreneurship through green practices aimed at improving the situations at par to the desired standards in diverse situations to overcome leading outcomes (Kong, Feng, & Ye, 2016; Pan, Ai, Li, Pan, & Yan, 2019). These developments are further overwhelmed through the various active measures which are considered as incremental dimensions towards the desired development (Kimmel, & Hull, 2012; Ye, Zhou, Anwar, Siddiquei, & Asmi, 2020). The entrepreneurial motivation is thus significant for developing entrepreneurial activities and eventualities. The environmental amelioration ensures the environmental development from the different parameters to consider the environment from every possible dimension (Cheung & Wang, 2017; Liu, Ma, Qu & Ryan, 2020). So, the literature provides significant support about the relationships among research variables (Shirokova, Osiyevskyy & Bogatyreva, 2016; Alwakid, Aparicio, Urbano, 2020). The entrepreneurship is thus the most significant factor in contemporary environment for the social and economic development leading to environmental sustainability and development.

CONCLUSION

The conclusion is all about the decision making about hypothesis to discuss and conclude leading assumption from different dimensions to make the decisions. The present study was aimed to examine the association which has been examined through correlation to measure the relationship statistically and make the decisions about the acceptance and rejection of hypothesis regarding various assumptions as development concerning the possible relationships among research variables of present research study. In this connection, hypothesis was developed as per the nature and requirements of the study. The hypothesis was about association between entrepreneurial motivation, green entrepreneurship, environmental amelioration and enterprise development. The motivation of entrepreneurs is significant phenomenon that helps in determining critical measures that are vital in providing the developmental opportunities to the entrepreneurs in making the

most relevant and effective decisions about the concerned enterprises that further leads them towards the desired outcomes with respect to critical solutions of development problems as confronted by these enterprises. The entrepreneurs' motivation and commitment are thus the significant attributes towards the enterprises which thus lead them towards the desired development. In this connection, motivation plays significant role in determining attitude as well as behavior of the entrepreneurs towards the requirement for development and success in different situations. Therefore, the results provides the significant information about the association among research variables leading to the desired conclusion in the particular context.

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