



Examining the Mediating Role of Green Entrepreneurship between Entrepreneurial Motivation and Enterprises' Development

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ABSTRACT

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Entrepreneurship is a prominent and influential phenomenon in the contemporary business world, as it plays a crucial role in creating business opportunities for entrepreneurs in many settings and contexts. It motivates people to start their own businesses rather than seeking job opportunities. In this context, entrepreneurial motivation is suggested as a strong predictor for desired entrepreneurship development, which in turn leads to environmental improvement and enterprise growth. The current research focuses on prominent concerns pertaining to entrepreneurship and aims to investigate key linked factors such as entrepreneurial motivation, enterprise development, and green entrepreneurship. Data was collected from entrepreneurs in Punjab, Pakistan who were actively implementing environmentally friendly methods in their firms, with the aim of investigating any possible associations. The data was collected using a structured questionnaire, specifically designed to get the major perspectives of the entrepreneurs on research issues. The findings of current study indicate a significant impact of entrepreneurial motivation on the development of enterprises. Moreover, current study results suggest that green entrepreneurship plays a significant role in mediating the relationship between entrepreneurial motivation and the development of enterprises.

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Introduction

Entrepreneurship is a driving force in both individual and socioeconomic growth. In the current day, scholars are delving into its significant links with job creation, economic growth, entrepreneur empowerment, and environmental sustainability. It makes it easier to create favorable conditions for capitalizing on business possibilities (Frederick et al., 2018). The development of entrepreneurship is dependent on entrepreneurial aspirations and motives. The path to this development entails individuals evaluating various business prospects while considering their own requirements and the requirements for starting a personal business enterprise (Olanrewaju et al., 2020). Entrepreneurship is critical in molding entrepreneurs' attitudes and behaviors toward various business prospects (Venkataraman, 2019a). In the current environment, the needs of businessmen for business ownership are a crucial problem. Entrepreneurship has a significant impact on economic status and environmental sustainability (Venkataraman, 2019b).

The role of entrepreneurship in promoting sustainable societies and equitable socio-economic conditions for individuals is widely recognized. The impact of this phenomenon extends beyond the boundaries of economic domains, exerting influence on the social framework of communities and making a significant contribution towards fostering a more equal and stable social structure. The significance of entrepreneurship in changing nations extends beyond economic prosperity, encompassing principles of equity, social welfare, and environmental sustainability, so embodying a holistic perspective on societal advancement (Venkataraman, 2019c). Entrepreneurs have a continual drive to seek novel prospects within the realm of business, motivated by a multitude of motivations. The primary factors encompassing these qualities include creativity, invention, and motivation. These criteria function as influential factors, directing entrepreneurs towards improved solutions for both personal and societal concerns. The intricate interaction of creativity cultivates original ideas, innovation converts abstract thoughts into tangible manifestations, and steadfast motivation propels individuals engaged in entrepreneurial pursuits towards progress.

The utilization of a comprehensive strategy not only serves to enhance individual achievements but also serves to tackle wider societal concerns, hence highlighting the significant influence of innovation, imagination, and motivation in molding the entrepreneurial environment (Liang et al., 2018). In today's fiercely competitive environment, entrepreneurship becomes indispensable, navigating challenges that persist universally (Baker & Welter, 2020a). The concept of green entrepreneurship combines the principles of environmental sustainability, commonly referred to as "green," with the principles of entrepreneurship. In this context, the term "green" denotes services and goods offered by businesses that prioritize environmental sustainability. In contrast, entrepreneurship entails the identification of novel market prospects by means of imaginative concepts aimed at addressing individual, communal, and societal predicaments. This junction displays a dedication to sustainable practices while promoting innovative approaches to address various challenges (Baker & Welter, 2020b).

The basic mechanism of green entrepreneurship is the implementation of creative and innovative solutions to reduce human influence on the environment. This requires implementing a

variety of key techniques for environmental sustainability. The essence of environmentally conscious entrepreneurship is the discovery of new approaches which not only solve environmental issues but also contribute to the general wellness of the planet as a whole. Green entrepreneurs try to achieve a harmonic balance between economic objectives and ecological responsibilities by adopting creativity and innovation, developing a sustainable strategy that connects with the critical need to conserve and maintain our environment (Audretsch et al., 2022a). Green business is a relatively new phenomena that encourages entrepreneurs to pursue opportunities while keeping environmental limits in mind. Entrepreneurs evaluate the personal, social, and ecological effects of their endeavors. This creative strategy represents a greater understanding of the interdependence of economic undertakings and environmental duties, supporting a proactive approach to addressing and mitigating any ecological risks (Audretsch et al., 2022b). This behavior since it defines how entrepreneurs develop their abilities and competences in pursuit of various opportunities. Green entrepreneurship is important in a variety of circumstances, functioning as a significant trend for entrepreneurial growth and obtaining desired goals (Sandberg et al., 2019). The researcher provides adequate information for performing this research systematically, assuring the achievement of desired goals through detailed justification of the investigation (Liu et al., 2023).

2.0 Literature Review

Entrepreneurship is a crucial predictor of worldwide social and economic progress in the modern period. This influence is especially strong in underdeveloped countries, where a variety of difficulties impede progress (Frese & Gielnik, 2014). Entrepreneurs' motivation and inspiration to capitalize on varied chances are critical to the efficacy and development of entrepreneurship. This initiative aims to improve their economic and social circumstances, ultimately contributing to long-term economic development (Toma et al., 2014). The success and development of entrepreneurs are inextricably related to the growth of their businesses. Their contributions are critical to the existence and ultimate success of these businesses in a variety of scenarios, aligning with the achievement of desired goals. Green business is a prominent phenomenon based on environmental enterprise (Muo & Azeez, 2019).

Environmental influences continue to be a prominent topic for researchers, linked with a variety of study issues. Entrepreneurship has grown in importance, compelling entrepreneurs and businesses to carefully align their operations with environmental concerns, giving rise to the notion of green entrepreneurship (Tien et al., 2020). It broadens its influence to include environmental responsibility, products that are green, the green economy, and environmentally friendly services, improving the impact of entrepreneurship across several outcomes, with a focus on environmental sustainability (Jones, 2017). Green entrepreneurship is critical in supporting an environmentally friendly atmosphere while encouraging green development in a variety of settings. Enterprise development becomes a critical aspect, indicating coordinated efforts aimed at their advancement. Entrepreneurship has a significant role in influencing the course of enterprise development, necessitating a convergence of activities and potentials to raise standards and improve the status of businesses in a variety of conditions and circumstances. This dynamic interplay emphasizes the

critical link between entrepreneurial sustainability and the larger goal of sustainable growth in both environment and business situations (Schaper, 2016b).

Enterprises, which were created with certain goals in mind, take on a new significance within corporate spheres. Enterprises in this context are expressly structured to create income through a variety of business interactions. The phrase encompasses institutions designed with financial objectives in mind, emphasizing their critical role in encouraging economic activity and financial growth (O'Neill et al., 2016). The readily available and efficiency of entrepreneurial possibilities is critical to the success of businesses. This study investigates the relationship between entrepreneurial drive and enterprise development, with a focus on green entrepreneurship. While prior studies have looked into this link in wealthy countries, understanding how it operates in emerging countries like Pakistan is still lacking. The study investigates entrepreneurs' perceptions on the effectiveness of entrepreneurship in supporting enterprise development, bringing insight on previously neglected elements in emerging economies. The function of environmentally friendly innovation in tandem with the drive to entrepreneurship for supporting enterprise development is a key issue studied. This section synthesizes contemporary literature covering the variables in many circumstances, with the goal of yielding subtle insights, substantial knowledge, and optimal results connected to the variables under consideration. This work contributes to research by filling gaps in knowledge (Lotfi et al., 2018).

Entrepreneurial Motivation

Motivation for entrepreneurship is a critical aspect in promoting the growth and development of businesses. Motivation influences entrepreneurs' behavior and drives them into opportunities, guiding them towards desired developmental objectives (Grinevich et al., 2019). Motivation for entrepreneurship is a critical aspect in promoting the growth and development of businesses. Motivation influences entrepreneurs' behavior and drives them into opportunities, guiding them toward desired goals for growth (Silajdžić et al., 2015). According to the literature, entrepreneurs frequently demonstrate individualistic tendencies when it comes to the drivers of motivation to be an This proclivity is influenced not just by culture and personality, additionally by the constant interaction between social and personality values (Gast et al., 2017). In this perspective, motivation is critical in entrepreneurship development since it defines procedures and fosters intentions aimed towards entrepreneurial advancement (Schaper, 2016a). Various actions and practises try to motivate entrepreneurs by giving materials and procedures that improve their mindset towards grasping opportunities in the field of entrepreneurship growth (Shirolkar et al., 2022). Entrepreneurship is an important indicator of entrepreneurial motives and intentions, directing individuals to specific possibilities with significant impact (Popkova & Sergi, 2023).

Green Entrepreneurship

Green entrepreneurship is a critical phenomenon that fosters a healthy entrepreneurial environment, serving as a foundation for both sustainable development and economic development. Entrepreneurship is generally accepted to play a critical role in promoting economic and social growth, establishing a conducive atmosphere for progress and development. The link between green business and broader entrepreneurial endeavors emphasizes the relevance of

environmentally responsible company practices in encouraging long-term economic and social progress (Trapp & Kanbach, 2021). Small and medium-sized businesses, driven by entrepreneurship, contribute significantly to larger employment and play an important role in economic development. Their impact is especially noticeable in specific circumstances, where they apply a variety of effective metrics critical for defining desired results in the sphere of economic advancement (Jones, 2017). Entrepreneurs that are dedicated and enthusiastic about their work play a crucial role in deciding the success of businesses because they are able to effectively generate, recognize, and seize a wide variety of chances (O'Neill et al., 2016). Green entrepreneurship promotes long-term growth in the economy and innovation, which in turn drives social development (Schaper, 2016b). Green businesses play a critical role in launching and maintaining green economies. They implement greener manufacturing practices, provide ecologically friendly services and goods, create green jobs, and drive demand for environmentally friendly products. (Portes & Guarnizo, 2019).

Enterprise Development

Enterprise development is a critical event, with each enterprise attempting to improve its status and performance with specific measures to assure survival and ultimate expansion. This evolution is critical for maintaining goodwill and reputation, especially in highly competitive situations where organizations must constantly grow in order to prosper and preserve a favourable image (Drinkwater et al., 2018). Enterprises need strategic measures to understand how they might improve their normal functions. This enhancement aims to improve enterprise practices and tasks, eventually helping stakeholders while contributing to the enterprise's overall reputation (Jackson, 2019). Enterprise growth is critical since it plays a critical function in enhancing individual status and organisational development. As autonomous entities, enterprises have a crucial role in developing and establishing certain results within the organisational landscape (Zanamwe et al., 2018). The success and failures of businesses are influenced by a variety of factors. Entrepreneurship arises as a significant phenomenon in the modern period, trying to raise the standards of excellence and reputation of these businesses. In this arena, success or failure is inextricably tied to a variety of factors affecting the direction of enterprise development (Jiatong et al., 2021).

3.0 Methodology

This research uses an explanatory research design that incorporates descriptive and hypothesis-testing methodologies. A theoretical and methodical analysis of research methodologies to empirically test phenomenon is part of the approach. It entails the theoretical examination of a set of rules and practices applicable to relevant knowledge. The sample being investigated includes entrepreneurs at any stage of their business, with a bias for those who include green aspects into their strategies. Business registration portals, the Securities and Exchange Commission of Pakistan, local organisations, SMEDA, local triad businessmen, and residents are some of the sources that are used to identify the target population. In Punjab, where the sample

was chosen, there are 39033 business owners operating small and medium-sized enterprises. These company owners are chosen for the sample.

The study focused on entrepreneurs who implement environmentally, health-wise, or societally responsible business methods. Determining an adequate representative sample size from the entire population is critical, and Yamani's (1967) sample size formula was used for this investigation, which is acceptable for huge populations. As a result, 396 questionnaires were distributed, 372 of which were successfully collected, yielding a 93% memory rate. A 5-point Likert Scale was used to collect data. Secondary data was gathered from readily available resources such as books, journals, and internet databases, while primary data was gathered through surveys and analyzed using various statistical tools to derive findings.

4.0 Results

The results section describes the findings of the empirical inquiry, which was carried out utilizing statistical processes. These conclusions were supported by a discussion section that cited previous research findings. Both outcomes and discussions are essential components of research investigations, and they were used in this study to follow the necessary method and procedures that lead to a definite understanding.

Tabel 1: Analysis of correlation (H1)

		EM	GE
GE	Pearson	.592**	1
	Correlation		
	Sig. (2-tailed)	.000	
	N	372	372
ED	Pearson	.619**	.827**
	Correlation		
	Sig. (2-tailed)	.000	.000
	N	372	372

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the correlation analysis pertaining to hypothesis H2 suggest a significant relationship between motivation to become a green entrepreneurship, and firm development. The findings indicate a statistically significant and positive relationship between the variables under investigation, namely green entrepreneurship and entrepreneurial motivation (R = .592 & P = .000), entrepreneur motivation and enterprise development (R = .619 & P = .000), and green entrepreneurship and enterprise development (R = .827 & P = .000). It is worth noting that a significant association exists between the development of enterprises and the practice of green entrepreneurship. Therefore, in light of the obtained correlation values, it can be concluded that H1 is supported.

Tabel 4.2 Model Summary (H2)

l	Mode	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	1	.796 ^a	.555	.552		.58637

a. Predictors: (Constant), EM, GE

Tabel 4.3 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.203	2	36.602	106.454	.000 ^b
	Residual	133.061	387	.344		
	Total	206.264	389			

a. Dependent Variable: ED

b. Predictors: (Constant), EM, GE

Tabel 4.4 Coefficients

Model		Unstandardized Coefficients		Std. Error	Standardized Coefficients		Sig.
		B	Error		Beta	t	
1	(Constant)	1.524	.156		9.77	.000	
	EM	.188	.037	.251	5.11	.000	
	GE	.392	.046	.418	8.51	.000	

a. Dependent Variable: ED

Through the implementation of green entrepreneurial spirit and entrepreneurial motivation, the firms were able to validate their development prognosis, which was realized. This was performed by applying a regression approach, which produced data suggesting that 55.5% of the observed changes in the growth of firms may be related to the effect of green entrepreneurial activities and entrepreneurial motivation. This was accomplished by employing a regression procedure. The regression coefficient offers further evidence that supports the predictive relevance of each independent variable on the growth of businesses, particularly green entrepreneurship (Beta =.392, P-value =.000) and entrepreneurial motivation (Beta =.188, P-value =.000). Both of these variables were shown to have a significant impact on the development of enterprises. Based on the results of the research, it can be concluded that both of the predictor factors are statistically significant. On the other hand, it has been discovered that the capacity of green entrepreneurship to forecast the growth of enterprises is far higher than the ability of entrepreneurial desire to do so. Therefore, the second hypothesis, denoted by the letter H2, is supported.

Tabel 4.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.644 ^a	.597	.595	.69808

a. Predictors: (Constant), GE

Tabel 4.6 Coefficients

Model		Unstandardized Coefficients		Std. Error	Standardized Coefficients		Sig.
		B	Error		Beta	t	
1	(Constant)	1.842		.186			.000
	EM	.474		.049	.444	9.75	.000

a. Dependent Variable: GE

The first step in the mediation technique route involves the presentation of information about the connection between the mediator, which is green entrepreneurship as the dependent variable, and the independent variable, which is entrepreneurial motivation. The results of the study reveal that there was a variance of 59% in green entrepreneurship as a consequence of the independent variable, which was entrepreneurial motivation. Furthermore, it was shown that entrepreneurial drive accounts for 0.474 percent of the individual variance in the predictive variable, with a Beta value of 0.474 and a P-value of 0.000, which indicates that the relationship between the two variables is statistically significant. As a consequence of this, the mediation condition is verified by the original route, which results in the provision of dynamic information inside the mediation process.

Table 4.7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.540	.521	.68663

a. Predictors: (Constant), EM, GE

Tabel 4.8 Coefficients

Model		Unstandardized Coefficients		Std. Error	Standardized Coefficients		Sig.
		B	Error		Beta	t	
1	(Constant)	1.626		.191			.000
	EM	.375		.055	.351	6.86	.000
	GE	.153		.041	.192	3.74	.000

a. Dependent Variable: ED

The relationship between variables (b & C') is revealed by the second and third routes of mediation analysis, which show that the predictive factors of entrepreneurial drive and green entrepreneurship account for 54% of the observed changes in the dependent variable (business development). Similar to this, the regression coefficient sheds light on how each independent variable, such as entrepreneurial motivation (P-values =.000 and Beta =.375) and green entrepreneurship (P-values =.0000 and Beta =.153), contributed to the prediction of the dependent variable. Because of this, the second and third routes provide insightful details on the crucial components needed for the mediation procedure. Furthermore, while making mediation judgements, the inclusion of four path (direct) connection information is crucial.

Tabel 4.9 Model Summary

Model	Mod R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.567 ^a	.521	.518		.64237

a. Predictors: (Constant), BEP, GI

Tabel 4.10 Coefficients

Model		Unstandardized Coefficients		Std. Error	Standardized Coefficients		t	Sig.
		B	Error		Beta			
1	(Constant)	1.404	.191			7.34	.000	
	EM	.111	.047	.111		2.37	.018	

a. Dependent Variable: ED

In order to examine the circumstances throughout the mediation process, the fourth mediation route (c) provides crucial information on the direct link among both dependent and independent variables. Additionally, the findings demonstrate that 52.1% of the fluctuations in the dependent variable can be explained by the predictive variable. Entrepreneurial motivation (Beta =.111; P-values =.018) therefore seems to have a significant role in influencing the growth of a corporation. These results address every mediation channel and circumstance that matters for determining whether the mediation is partial or complete.

The role of green entrepreneurship as a mediator in the link between entrepreneurial desire and business growth was examined in Hypothesis H3. All mediated process pathways were included in the mediation analysis, which supported the mediation function and facilitated decision-making. It was shown that every meaningful mediation route was statistically significant when the Process Macro mediation technique was used. The p-values remained significant over the mediation process, despite a decline in the entrepreneurial incentive predictor, or beta values, in the direct relationship. This indicates that the relationship between business growth and entrepreneurial drive was strongly modulated by green entrepreneurship, via partial mediation.

These results validate the hypothesis H3.

Conclusion and Future Recommendation

The first hypothesis investigated the relationship among motivation for green entrepreneurship, and business development. Entrepreneurial motivation is an important aspect in defining critical measures required to provide developmental chances. It enables entrepreneurs to make pertinent and successful decisions, steering businesses toward desired outcomes and key solutions to development difficulties. Entrepreneurs' motivation and devotion become critical factors in leading businesses toward their planned development. Entrepreneurs' attitudes and behaviors are heavily influenced by motivation, which shapes their method of development and success in a variety of settings.

The second hypothesis investigated the impact on entrepreneur motivation and environmental entrepreneurship on business development. Both correlation and regression analyses revealed a significant relationship between variables, emphasizing the influence of predictor (green innovation and entrepreneur motivation) on the dependent variable of the research (business development). Previous investigations conducted in various circumstances have supported and validated these findings. As a result, the study adds to our understanding of the cause-and-effect linkages among research variables. Entrepreneurial motivation emerges as a critical and key contributor to the development of certain firms, correlating with findings from previous research studies and confirmed in the current study.

The third hypothesis investigated the role in green entrepreneurship as a bridge between entrepreneurial motivation and firm development. The results of the mediation procedure confirmed significant partial resolution by environmental entrepreneurship in a setting of small and medium firms. The findings highlighted the importance of entrepreneurial motivation as a predictor of business growth, and environmental entrepreneurship actively aids the entire process by connecting both dependent and independent factors. As a result, the third theory was supported, emphasizing the partial role of green business ownership in the relationship among motivation for entrepreneurship and enterprise development in relation to small and medium-sized business development—a finding validated further in the current study.

Recommendations

1. Entrepreneurial motivation is critical in pushing people to achieve their goals by using the different opportunities connected with launching their own firms. As a result, entrepreneurs need support from both businesses and the government to pursue possibilities that exist, operate in the market, and improve their positions.
2. Green entrepreneurship is an important phenomenon that is related with green skills, an ecologically conscious economy, and the sustainable development of various initiatives targeted at enhancing entrepreneurs and their businesses. As a result, it is critical to fully integrate the principles of green entrepreneurship in order to obtain the intended results.

The evolution of entrepreneurship is heavily reliant on the formation of firms, which facilitates the adoption of successful strategies and procedures for the development and growth of these enterprises. As a result, businesses must carefully examine impactful factors and strategies designed to encourage growth in highly competitive situations.

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