

Green Entrepreneurial Orientation Startup Technology toward Sustainability Acceptance

Mohammed Hariri Bakri^a, Kesi Widjajanti, Nurulizwa Abdul Rashid, Samer Ali Al Shami, Eviatiwi Kusumaningtyas Sugiyanto, Mohamad Idham Md Razak^c, Ahmad Mujahid Mat Rasid

^{a,b,d} Fakulti Pengurusan Teknologi dan Teknoshawanan, Universiti Teknikal Malaysia Melaka, Malaysia
Fakultas Economy, Universitas Semarang, Semarang, Indonesia

^c Faculty of Business Management, Universiti Teknologi MARA, Campus Alor Gajah, Melaka, Malaysia

Abstract

The goal of this study is to determine the variables that affect sustainability in green entrepreneurial start-ups. Therefore, the research's objectives were to identify the variables influencing sustainability in green entrepreneurial start-ups, examine how these variables interact using the m-TISM approach, and provide a conceptual framework for green entrepreneurs using structural equation modeling. Consequently, this objective will help managers and practitioners in the start-up business gain a better knowledge of how enablers interact and identify key enablers that impact the sustainability of green entrepreneurial start-ups. There is a lack of knowledge about how startups might overcome sustainability-related obstacles, particularly in developing nations with weaker institutional backing. It is obvious that in-depth empirical research is required to investigate these problems. It also highlights how crucial it is to guarantee research validity by using techniques like AMOS-SEM to verify the models' resilience. To assess sustainable corporate performance, the researcher could use other theories like UTAUT. The study expands on the research on green entrepreneurial Orientation Startup Technology toward Sustainability performance from previous study focused on sustainability in start-up operations 4.0.

Keywords : Green Entrepreneurial, Startup, Sustainable performance