



Business Performance Analysis: Based Green Entrepreneur and Green Business

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Abstract- Competitive advantage through green entrepreneurship is built through company growth, creation of environmentally friendly jobs that can build a harmonious ecosystem, so as to improve company performance. The creation of environmentally friendly products and services by companies is an important practice in business. Identification of green economy policies in business implementation is the objective of the study conducted. Through green entrepreneurship, business organizations can reduce environmental damage and the motives built are not just for profit, but create prosperity for all stakeholders. In building a competitive advantage, companies cannot stand alone, but must be supported by stakeholders, especially the government through regulations and policy frameworks.

green entrepreneurship, green business, competitive advantage and company performance.

I. INTRODUCTION

Business practices that are carried out carelessly without regard to environmental factors for many years have resulted in natural resources being depleted and even experiencing severe damage, causing negative impacts on the environment, such as environmental pollution, flooding, global warming, and so on. And although these business practices have had a negative impact on the environment and have caused environmental damage globally, efforts to analyze these impacts with the right approach to minimize their effects have not been carried out optimally.

Contemporary business performance carried out in today's countries is faced with high levels of unsustainable business practices, due to the non-implementation of ethical practices in business by organizations/companies in carrying out their business activities as a form of participation in preserving the environment. The damage to the

natural environment that continues to occur, and is increasing gradually creates a necessity for green entrepreneurs to conduct business in accordance with the recommendations of the World Commission on Environment and Sustainable Development.

The recommendation of the World Commission on Environment and Sustainable Development is a form of support for business processes towards a growing green market. This makes green entrepreneurs begin to abandon past business practices that are not environmentally friendly. Green entrepreneurs identify prospects and challenges in the environment that can assist in realizing a business founded with the concept of green outlook, namely a business that emphasizes innovation, flexibility, efficiency, revenue growth, partnership management, and market acceptance. (Esty & Winston, 2009; Ambec & Lanoie, 2008).

Identification of environmental threats is a conscious action that must be taken by stakeholders, to minimize the impact of greater environmental damage in the future (Anabaraonye, Chukwuma & Eriobu, 2019). Improving business performance through environmentally friendly practices is a must for business people, including by investing in the social needs of the community, as a form of corporate social responsibility in supporting nature conservation efforts. This is expected to encourage business actors to build competitive advantages that can provide high returns on investment and penetrate the market with strategic and innovative performance and environmentally friendly business practices.

The government and environmentalists have designed the concept of green economics to minimize the impact of environmental damage, and encourage young entrepreneurs to become green entrepreneurs. But on the other hand, the lack of support in terms of funding to maximize the performance of green

entrepreneur-based businesses that have the potential to attract customer loyalty to produce environmentally friendly products and services has not been carried out optimally. This encourages the need for a study of the influence of green business and green entrepreneurs on the company's business performance.

II. CONCEPTUAL

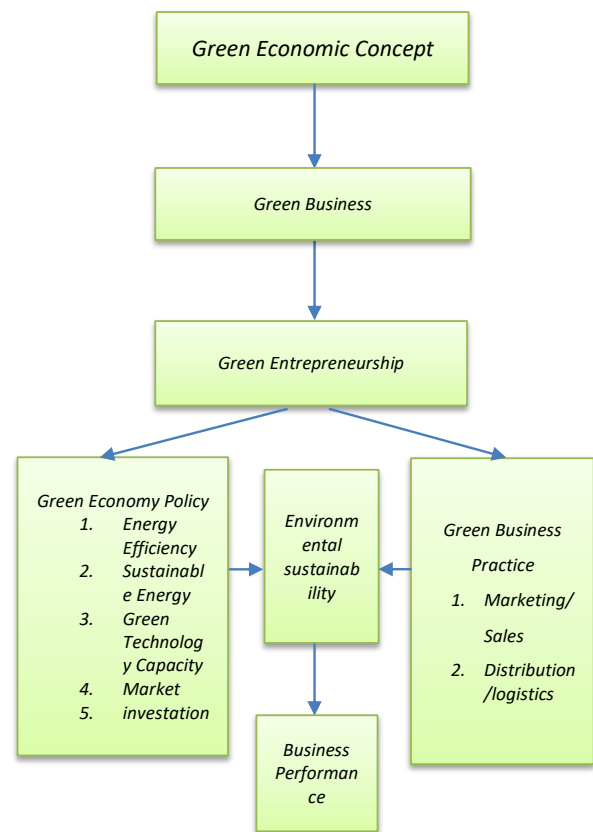
Business performance measuring the internal performance of the organization to measuring aspects related to corporate social responsibility, namely the company's influence on social aspects, environmental aspects, and the influence on the community in which the company operates (Kaplan and Norton, 1997; Gulini and Rossetto, 2005). Green entrepreneur as a concept has many meanings and researchers describe green entrepreneur using words such as environmentally oriented start up. This occurs as a result of the lack of a definition that is felt to be precise and universally acceptable, related to efforts to define it based on efficiency and green concepts (Muo & Adebayo-Azeez, 2019; Damirel, Cher Li, Rentocchini & Tamvada, 2017).

The concept of green entrepreneur emerged as a result of increasing pollution, climate change and global warming, as well as the scarcity of natural resources which is a form of strategic environmental concern for stakeholders. (Ataman, et al., 2018; Sharma & Kushwaha, 2013). This is the basis and consideration for ensuring that consumer behavior is in line with the green market concept which offers various opportunities for green entrepreneurs to carry out green production or product recycling and green supply chain development (Chitri, 2015). Green entrepreneurs have been conceptualized in various ways, Sharma and Kushwaha (2015) view them as a collection of environmentally based entrepreneurs,

According to Bakari (2013), green entrepreneurs create social value and business models that benefit the environment and the economy. The concept of green entrepreneurs creates green businesses with a smaller negative impact on the environment both globally and locally, this concept also requires the principle of sustainability in all business decisions to produce environmentally friendly products and services (Gevrenova, 2015). Similarly, Huang (2010) argues that green entrepreneurs help to address social and environmental needs using entrepreneurial ideas to assess risk levels, financial sustainability and the impact of environmental challenges on the natural environment. In line with Bakari (2013), Schapper (2016) suggests that the practice of green

entrepreneurs is aimed at recycling, reducing, and reuse of resources for environmental and economic sustainability. This requires action directed at preventing waste, pollution, and saving energy. Therefore, green entrepreneurs are providers of innovative solutions for goods and services produced and consumed based on business models that contribute to the Green Economy (Demuth, 2015; Hossam, 2015).

The following is the conceptual framework of the research. This conceptual framework utilizes variables in relation to Green entrepreneurs such as Green Economic policies, Green Business, environmental sustainability and Business Performance. The model below shows a framework for assessing Green Entrepreneurs for Business Performance:



Impact Of Green Economic Policies On Business

The emergence of the Green Economy is as a new sustainable pattern aimed at achieving harmonious development and to ensure that the

industrial economy does not have an adverse impact on human health. It is based on sustainable development and interdependence in social relations, natural ecosystems and economic growth (Huang, 2010). A study conducted by Bubou, Ogungbeni, Jonah-Alu and Ejim-Eze (2010) revealed that green economics improves business performance, which in its economic system consists of consumption activities, production and distribution of goods and services towards improving human welfare, which has the potential to realize global economic recovery in the short term, while supporting economic growth in the medium and long term.

Furthermore, in its implementation Green Economics requires government support for economic transformation with the aim of creating green jobs and encouraging sustainability and economic growth (DEA, 2010). A study by Ataman, et al. (2018) stated that Green Entrepreneurs can be achieved through partnerships. This implies that partnerships with international organizations are one way to help realize Green Business. The strategic policy framework on green growth also helps in determining consumption and economic decisions.

Based on the above policy framework, it can be seen that Green Economics is a factor to promote social justice and human welfare and minimize the risk of environmental damage. Sustainability of development in an area will be achieved through Green Economics with green growth or economic growth where natural resources are still available and can be used for human welfare (Anabaraonye, et al., 2019; UNEP, 2011). This implies that a new growth concept for a country should be built on an innovative system in which economic activities will improve people's welfare, and develop a natural environment with competitiveness and business growth.

Current business performance will improve if energy renewal becomes a priority for growth and innovation in a region, thus significant improvements in energy security and environmental and community health will also be realized. This will also affect the increase in agricultural productivity, infrastructure development such as information technology, private sector development, urbanization management, energy, transportation, roads and so on. Therefore, climate resilience and resource efficiency can be achieved through a green growth strategy.

III. METHOD

The design of this research is Literature Review, which is synthesized using a narrative method by grouping similar extraction data according

to the results measured to answer the objectives, which contains a description of the theory, findings and other research materials obtained from reference materials to be used as a basis. research activities.

IV. RESULT AND DISCUSSION

Environmental sustainability and The economy is driven by green business practices driven by the nature of the environment. Various studies have confirmed that green business practices are a source of profit optimization that can also minimize the environmental impact of the company's business operations. Performance issues in developing countries can also be addressed through green business initiatives that affect several areas of the organization (Chukwuka & Eboh, 2018). To achieve eco-innovation, green business practices are very important, because they can increase the company's competitive advantage (Klimova & Zlek, 2011). This means that to be successful and competitive, countries and corporate organizations around the world must be able to absorb green business initiatives,

Presource wastage is common and it affects consumption and other economic activities, and ecopreneurship serves as a measure to recycle energy as population increases (Volery (2000) and Barnes, 1994). Volery also added that with the anticipated 50 percent increase in population worldwide (Chukwuka & Eboh, 2018), ecopreneurship is expected to alleviate poverty in developing countries. This shows that ecopreneurship is a technology aimed at protecting the business environment and ensuring that resources are available to meet the needs of the population in the long term. This can be realized by recycling energy into new energy sources.

Effective marketing is one of the perspectives of green business practices by companies and has attracted the attention of researchers who have the opinion that green business practices require in-depth knowledge of what customers need and how companies can meet the requirements as a business that contributes to environmental sustainability and nature in marketing. its products and services. Corporate organizations must reflect environmental concerns where their marketing practices and policies must have the principle of sustainability as a priority (Abanyam, & Uwameiye, 2019; Sharma, Iyer, Mehrotra & Krishnan, 2010), in this way will make the business run to be environmentally friendly. in terms of technology,

In practice, green business will increase business growth in a sustainable manner, but an

alignment strategy is needed to minimize the environmental impact that can be caused by the organization's products and services, therefore, the need for a green environment demands social awareness of the protection and preservation of natural resources. Studies by Kumar and Ghodeswar (2015) and Clem (2008) confirm that awareness of environmental issues increases customer demand and makes business practices in organizations greener. This illustrates that green business practices have a very strong relationship with business performance and helps in promoting long-term relationships as a strategy to retain customers. Therefore,

In some areasThe application of green business practices has been linked to distribution/logistics. Abanyam, and Uwameiye (2019) in their study revealed that distribution/logistics is a green business practice that can increase organizational profitability. To achieve success in green entrepreneurs, organizations seeking to adopt green business practices for distribution/logistics must engage in green business practices. Relevant strategies in green business practices will encourage the creation of a green and sustainable business environment. (Larkin, 2008; Wankel, 2008; Negi & Anand, 2014).

few sStudies have shown that there is a relationship between green business initiatives and the entrepreneurial environment. This is because with community needs that continue to grow, entrepreneurs must become innovators who can overcome environmental problems by using appropriate technology to maintain environmental sustainability (Chukwuka & Eboh, 2018; Lennoy & York, 2011). Another way to achieve this is through ecological sustainability which is able to solve the problems of economic development. Therefore, entrepreneurs must consider the ecological situation for business growth. Schaltegger (2002) believes that entrepreneurs in green business are actors involved in supporting alternative lifestyles.

V. CONCLUSION

Strategically the progress of society requires green entrepreneurs as a philosophy to fight anti-environmental practices, where many organizations due to profit motives/maximizing profits end up causing adverse impacts on the environment in the form of air pollution, floods and so on. In this day and age, governments at all levels must be involved in policy making to sustain green energy renewal for the economy, so that green entrepreneurs can identify opportunities in the green market that involve innovation, risk taking, investment, market

acceptance, and so on. This can be realized by the principle of a green outlook where the government creates an enabling environment for the growth and sustainability of green business practices.

Sustainable development as a driving force for green entrepreneurs requires the application of green business policies such as energy efficiency that seeks to integrate energy for cost effectiveness, to regulate energy efficiency; generation and distribution policies that bring energy security through energy diversification; market and investment policies, which include green investments in agriculture, fisheries, buildings, waste management and so on that require strategic investments for profitable green technology and so on. Green business practices such as marketing/sales, and distribution/logistics are necessary measures for business growth. Therefore, a sustainable environment can be seen through the government's policy framework to improve business performance.

RECOMMENDATIONS

Competitionin global business allows the emergence of green entrepreneurs in a region to improve the industrial economy through social protection of natural ecosystems that increase support for economic transformation that aims to create green performance and promote sustainability, growth and harmonious development. It is therefore recommended that;

1. The government must encourage environmental sustainability as a priority for economic growth in green economics and have sustainability priorities by promoting the concept of green economics in various sectors based on the principles of environmental sustainability.
2. Policy makers should consider opportunities in the green economy and develop sustainable policies to encourage the business performance of green entrepreneurs.
3. To achieve green growth, governments must ensure a continuous review of the policy framework to accommodate environmental dynamics.
4. Organizations must have social awareness as a priority in protecting and conserving natural resources through the implementation of sustainable green business practices to minimize negative environmental impacts.
5. *Green entrepreneur* must maintain partnerships with stakeholders and acquire greener technologies in distribution and encourage product packaging on the way to promoting a green and sustainable business environment.

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