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## The Role of Green Entrepreneurial Intention in Shaping Green Entrepreneurial Behavior: A Literature Review

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### Abstract

As the world progresses, environmental issues have become a pressing concern for all nations, including Indonesia. Green entrepreneurship has gained prominence as a viable approach to fostering new business opportunities and economic growth. In the face of Indonesia's entrepreneurial and environmental challenges, aspiring entrepreneurs must adapt to become green entrepreneurs. This research delves into the concepts of Green Entrepreneurial Intention (GEI) and Green Entrepreneurial Behavior (GEB). The study aims to elucidate the variables involved by drawing upon data sources from previous research. A literature review is employed, relying on evidence from existing phenomena and research findings. The Theory of Planned Behavior (TPB) serves as the theoretical framework for exploring the research. The study focuses solely on the empirically supported proposition that GEI positively influences GEB. The findings offer valuable insights for stakeholders regarding the significance of cultivating GEI among individuals through education and training on green entrepreneurship, as well as providing access to capital and mentorship for aspiring green entrepreneurs.

### Keywords

Green Entrepreneurial Intention, Green Entrepreneurial Behaviour, Green Entrepreneurship, Sustainable Development Goals, Green Value Creation

## 1. Introduction

As the world progresses, environmental concerns have taken center stage, becoming a pressing issue for nations worldwide. These environmental challenges have intensified over time due to rampant climate change and other environmental degradation. The Intergovernmental Panel on Climate Change (IPCC), the leading international body for the assessment of climate change, has affirmed that human activities, particularly the burning of fossil fuels for transportation and industrial purposes, are the primary drivers of accelerated climate change and other environmental issues (IPCC, 2023). Environmental problems are projected to pose increasingly severe environmental risk, including biodiversity loss, food scarcity, health concerns, and socioeconomic challenges. In response, the United Nations (2015) established the seventeen Sustainable Development Goals (SDGs) as a global call to action to protect the planet and enhance living standards, encompassing sustainable production and consumption as outlined in SDG 12. Consequently, businesses are now required to shift their focus beyond solely maximizing financial profits and embrace a triple bottom line approach that integrates economic, environmental, and social considerations (Alwakid et al., 2020).

The concept of going green has resonated globally in recent years Soomro et al. (2020) Green entrepreneurship has emerged as a prominent approach to fostering new business opportunities and economic growth. It represents a process of value creation that enables businesses to address social and ecological needs while driving economic development. Green entrepreneurship initiatives contribute to reducing deforestation, protecting ecosystems, enhancing environmental quality, and promoting sustainable development (Amankwah & Sesen, 2021). It has been identified as a superior solution to environmental and economic challenges. Green entrepreneurship fosters the development of novel technologies and products that can effectively address environmental issues (Yin et al, 2022). The forces of globalization have compelled organizations to pursue competitive advantages, often at the expense of the natural environment. This relentless pursuit of growth has resulted in environmental degradation, manifested in pollution, unsustainable resource consumption, and biodiversity loss (Amankwah & Sesen, 2021) Consequently, the demand for green entrepreneurs, champions of green entrepreneurship, has intensified. Green entrepreneurs prioritize a dual-pronged business model: creating high-quality, environmentally friendly employment opportunities and mitigating the overall negative environmental impact of their products or services.

In recent years, a growing academic and practical interest has emerged in green startups as a potential solution to address escalating environmental crises and challenges (Bergset & Fichter K., 2015). Harmful human activities and global warming have severely impacted our planet's climate and ecosystems in various ways. Ecological theory, in this context, posits that human activities are the primary cause of environmental damage, which must be urgently mitigated. Consequently, green entrepreneurship has gained prominence among researchers, practitioners, and policymakers as a panacea for promoting economic growth and transforming Earth into a more habitable planet. Chapman and Hottenrott (2022) assert, a compelling rationale for driving the transition towards green environment settings and green entrepreneurial initiatives stems from the widespread acceptance of the go green concept.

Indonesia currently faces a wide range of economic and environmental challenges, including low human development, inadequate infrastructure, and environmental degradation. Plastic waste poses a significant environmental concern due to its non-biodegradable nature. To address these issues, the

government has set a target of achieving 6% annual growth in the eco-friendly industry by 2045. Additionally, the government is encouraging millennials to pursue entrepreneurship as a means of job creation and environmental stewardship. Despite the urgency to achieve the Sustainable Development Goals (SDGs), there has been limited progress towards environmentally conscious businesses, or green businesses, in Indonesia. Data from the Ministry of Agriculture indicates that only 33 companies have received green certifications, primarily concentrated among medium-sized and large enterprises.

The face of Indonesia's entrepreneurial and environmental challenges, aspiring entrepreneurs must adapt to become green entrepreneurs (Kao, 1933). Green entrepreneurship is widely recognized as a viable approach to addressing both entrepreneurial and environmental issues while generating a positive national impact. Green entrepreneurs strive to create a better future for the world by balancing economic and environmental considerations through innovative models. While traditional entrepreneurs focus on profit maximization, green entrepreneurs prioritize financial gains and positive environmental impact (Boiyo K. V., 2010). This research aims to explain the role of Green Entrepreneurial Intention (GEI) in influencing Green Entrepreneurial Behavior (GEB). To achieve this aim, a systematic literature review was conducted.

## **2. Literature Review**

The Theory of Planned Behavior (TPB), introduced by Ajzen (1991), serves as a well-established framework for understanding the antecedents of green entrepreneurship intention among SME entrepreneurs. According to TPB, an individual's behavior is influenced by their intention to engage in that behavior, which is shaped by attitudes, subjective norms, and perceived behavioral control. While TPB has been commonly applied in entrepreneurship intention research, our study extends beyond attitudes and subjective norms. We also consider internal factors such as green self-identity and green values. By examining these factors, we gain insights into the influence of culture and education on green entrepreneurship intention within the context of SME entrepreneurs. These findings can inform policy and business-led initiatives aimed at promoting green entrepreneurship.

Theory of Planned Behavior (TPB), intention stands out as a prominent predictor of planned behaviors. In the context of entrepreneurial intention, it is widely recognized that entrepreneurial intention serves as the most robust predictor of entrepreneurial behavior. Green entrepreneurs, driven by a commitment to environmental stewardship, dedicate their efforts to creating and disseminating eco-friendly products and services. Pro-environmental behavior, characterized by individuals' actions to safeguard the environment, has become a research focus. Factors influencing pro-environmental behavior encompass risk perception, environmental values, social and belief-based values, individual values, and environmental concerns Ng et al. (2022). Green entrepreneurs' intentions to engage in pro-environmental practices and the factors influencing their behavior share similarities with those of traditional entrepreneurs.

The formation of entrepreneurial intention hinges upon an individual's attitudes toward starting a business. Attitudes, therefore, precede intention; the latter, in turn, represents the inclination to engage in specific actions. This journey from intention formation (the symbolic cognitive realm) to the manifestation of entrepreneurial behavior (the action realm) implies that individuals possess complementary knowledge, attitudes, and skills throughout the entrepreneurial process.

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precede intention, which in turn represents the inclination to engage in specific entrepreneurial actions. This journey from intention formation (the symbolic cognitive realm) to the manifestation of entrepreneurial behavior (the action realm) implies that individuals possess complementary knowledge, attitudes, and skills throughout the entrepreneurial process. Recognizing intention as a crucial predictor of entrepreneurial behavior, interventions aimed at fostering the factors that drive intention are ideally positioned to translate intention into action. Attitudes, defined as representations of perceptual concepts in psychological objects, which are experienced as either harmful, pleasant, or unpleasant (United Nations, 2023), serve as a key determinant of intention. Attitudes represent an individual's approach to reacting to facts, circumstances, and issues. Attitudes towards specific behaviors are driven by an individual's evaluation of the outcomes associated with those behavior and the strength of that association.

Lee and Wong (2004) posit, entrepreneurial behavior represents the culmination of entrepreneurial intention, marking the transition from intention to the establishment of a business venture. Moreover, entrepreneurial behavior is the outcome of transforming knowledge and experience into specific actions and fostering innovative thinking. Fayolle and Gally (2013) further emphasize that entrepreneurial behavior serves as the subsequent step following an individual's entrepreneurial intention. Green Entrepreneurial Behavior (GEB), as defined within the context of this research, encompasses intentional, proactive, and consistent actions and thoughts driven by a commitment to sustainability. While closely aligned with the concept of entrepreneurial behavior, GEB is distinguished by its emphasis on environmental sustainability. Based on existing definitions, GEB manifests in business plans that prioritize environmental protection, product development strategies that minimize environmental harm, and a broader commitment to transitioning towards an ecologically conscious economy. GEB is further characterized by its contribution to environmentally informed management practices aimed at addressing pressing environmental challenges.

This research adopts and modifies a set of indicators to assess sustainable entrepreneurial behavior, drawing upon the works of (Kirkwood and Walton 2010; Gibbs 2009). These indicators encompass the following dimensions: Sustainable Entrepreneurial Energy and Passion, Sustainable Entrepreneurial Self-Confidence, Sustainable Entrepreneurial Initiative, Sustainable Entrepreneurial Locus of Control, Sustainable Entrepreneurial Tolerance for Ambiguity, Sustainable Entrepreneurial Fear of Failure, Sustainable Entrepreneurial Moderate Risk-Taking, Sustainable Entrepreneurial Long-Term Commitment, Sustainable Entrepreneurial Use of Money as a Measure of Success, Sustainable Entrepreneurial Utilization of Feedback, Sustainable Entrepreneurial Pragmatic Problem-Solving, and Sustainable Entrepreneurial Self-Imposed Standards.

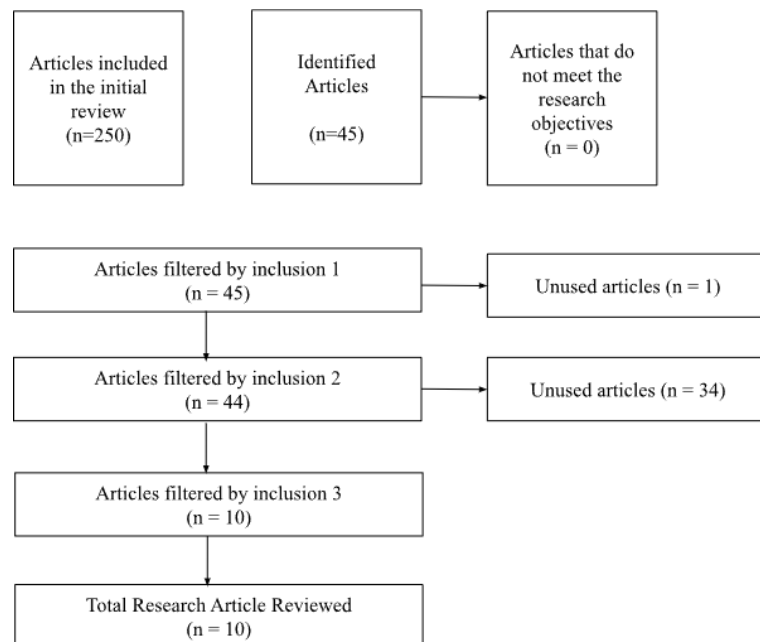
As evident from the preceding background discussion, mitigating climate change is crucial for environmental sustainability, and businesses can play a significant role in achieving this goal. Green entrepreneurs, characterized by their commitment to environmentally conscious business practices, are envisioned as potential solutions to address climate change and environmental challenges within the business sector. Recognizing the pivotal role of green startups in combating deforestation, enhancing environmental quality, and protecting ecosystems, this research aims to investigate the relationship between green entrepreneurial intention (GEI) and green entrepreneurial behavior (GEB). Employing the Theory of Planned Behavior (TPB) as its theoretical framework, this study seeks to elucidate the role of green entrepreneurial intention (GEI) in influencing green entrepreneurial behavior (GEB). Accordingly, this literature review will focus on the following research question:

**RQ1:** How does Green Entrepreneurship Intention (GEI) affect Green Entrepreneurship Behaviour.

**RQ2:** What are the obstacles that may be faced in the applying of GEI to achieve GEB to form green entrepreneur candidates.

### 3. Method

The Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) method is adopted for the systematic literature review. PRISMA is a structured approach to conducting literature reviews, that involves defining specific search terms and inclusion criteria to narrow down the scope of the review. This methodology facilitates the identification of relevant literature and ensures a focused and well-defined study (Albhirat et al., 2024). The databases used in the process of searching for relevant publications concerning the subject of this research are Scopus, Google Scholar, Springer Open, and Sinta. These authors were selected based on their quality presentation on Green Entrepreneurial Intention, Green Entrepreneurial Behaviour and relevant empirical research. The literature review process consists of three stages, namely: 1) Identification; 2) Screening; and 3) Determination. In the initial stage, the researcher conducted a literature search through a database that resulted in 250 articles. It is important to formulate the research questions clearly to fulfill the research objectives. The articles were then analyzed based on the inclusion and exclusion criteria in the screening stage. These inclusion and exclusion criteria aim to reduce the effects of bias in sampling and ensure representation from several different perspectives and sources. The inclusion and exclusion criteria validated by a group of experts are as follows.



**Figure 1.** Inclusion Criteria & Exclusion Criteria

**Table 1.** Inclusion Criteria & Exclusion Criteria

<b>Inclusion Criteria</b>	<b>Exclusion Criteria</b>
Research articles published in the period 2020 - 2024.	Research articles not published in the 2020 -2024 range.
The research article discusses the research focus related to Green Entrepreneurial Intention and Green Entrepreneurial Behavior.	The research article does not discuss the appropriate research focus related to Green Entrepreneurial Intention and Green Entrepreneurial Behavior.
Research articles are published in national and international journals or have been presented at national and international conferences.	Research articles are not published in national or international journals or have been presented at national or international conferences.

The screening stage, the activity carried out involved reading the entire content of the article to filter and eliminate discussions that were not aligned with the research objectives. From the results of the records that met inclusion criteria 1, 45 articles were obtained. Based on inclusion criteria 2, 44 articles were obtained. Based on inclusion criteria 3, there were 10 articles. The researcher identified the content of the article based on the three focused research questions. The identification activity used two keywords, including: "Green Entrepreneurial Intention" and "Green Entrepreneurial Behaviour. At the determination stage, the articles to be reviewed were selected. Articles that were not relevant to the research objectives were excluded to ensure consistent focus and reduce bias. A total of 10 articles were selected and reviewed by for this study.

#### **4. Result**

The purpose of this systematic review is to provide an understanding of how the variables of Green Entrepreneurial Intention and Green Entrepreneurial Behaviour are influenced as well as the challenges or difficulties in implementing Green Entrepreneurship, especially in Indonesia. This section of the study analyzes the selected articles to provide answers to the research questions. The results of the review were mapped based on the title, source, publisher, and research findings of each article. The results of the systematic literature review of the 10 research articles.

**Table 2.** Articles Review

<b>Article Title</b>	<b>Publication</b>	<b>Result</b>
On the Relation between Green Entrepreneurship Intention and Behavior (Amankwah & Sesen, 2021)	Sustainability, 13(13), 7474	This study found a positive relationship between GEI and GEB. Apart from that, it was also proven that University Entrepreneurial Support moderates the relationship between GE and GEB. Furthermore, it was also demonstrated that Green Consumption Commitment moderates the relationship between GEI and GEB.
The Influence of Women's Green Entrepreneurial Intention on Green Entrepreneurial Behavior through University and Social Support (Li et al, 2023)	Sustainability, 15(13), 10123	This Study revealed a positive relationship between GEI and GEB. Additionally, it was found that Social Support (SS) also has a positive relationship with the GEB. Lastly, it was found that SS moderates the relationship between GEI and GEB. Lastly, it was found that SS moderate the moderates the relationship between GEI and GEB.
"Quiet the Mind, and the Soul Will Speak"! Exploring the Boundary Effects of Green Mindfulness and Spiritual Intelligence on University Students' Green Entrepreneurial Intention-Behavior Link (Cai et al, 2023)	Sustainability 2023, 15, 3895	In this research, it was found that all the independent variables namely Green Mindfulness (G-MFN), Green Intrinsic Motivation (GIM), Green Entrepreneurship Intention (GEI) and the moderating variable, namely Spiritual Intelligence (SI) had a positive effect on the dependent variable, Green Entrepreneurship Behavior. (GEB).
Green Entrepreneurship: A New Paradigm for Millennials in Indonesia (Genoveva dan Tanardi, 2022)	International Journal of Sustainable Development and Planning 17, (4), 2022	In this research, it was found that all independent variables namely Green Awareness (GA) Green Knowledge (GK) along with the mediating variable, Green
Investigate the relationships leading to green entrepreneurial behaviour: A case study of FPT University da Nang (Nguyen et al, 2022)	Proceedings of the International Conference on Research in Management & Technovation pp. 175-180	Intention (GEI) Commitment to the environment (COM) Entrepreneurial Motivation (EM) and Entrepreneurial Education (EE) are positively related to the dependent variable, namely Green Entrepreneurship Behavior (GEB)
The Model of Green Behavioural Intention Among Women Entrepreneur: A Quantitative Study (Awalia and Famiola, 2021)	Indonesian Journal of Business and Entrepreneur shi. 7 (3) 217-226	In this research, the results showed that Environmental Awareness (EA) and Green Business Intention (GBI) have a positive influence on Green Business Behavior (GBB). Meanwhile, Entrepreneurial Capacity (EC) and Market Rationality (MR) have no effect on GBB. Finally, Support Factor (SF) partially mediates between Green Business Intention (GBI) and GBB
A Serial-Mediation Model to Link Entrepreneurship Education and Green Entrepreneurial Behavior: Application of Resource-Based View and Flow Theory (Hameed et al, 2021)	International journal of environmental research and public health, 18(2), 550.	In this research, the results showed that all independent variables, namely Commitment to Environment (CE) Entrepreneurial Education (EE) UniversityGreen Environmental Support (UES) Environmental

Does green entrepreneurial behavior enhance through entrepreneurship education, perceived-ability to use technology, and commitment to the environment? Understanding the contribution of entrepreneurial motivation and university support (Li et al, 2023)	Economic research- Ekonomiska istraživanja, 36(3): 1-20.	In this research, the results showed that all independent variables, namely Entrepreneurial Education (EE) University Support for Green Entrepreneurship (USGE) Entrepreneurial Motivatio (EM) Perceived-ability to use Technology (PER) Commitment to the nvironment (CE) significant positive effect on the dependent variables, namely Green Entrepreneurial Behavior (GEB)
How Does Policy Perception Affect Green Entrepreneurship Behavior? An Empirical Analysis from China (Chu et al, 2021)	Discrete Dynamics in Nature and Society, 2021, 1-9.	In this study, the results showed that all independent variables namely Perceived usefulness and Perceived ease of use, as well as moderation variable, Green Self- Efficacy (GSE) Moral effectiveness, and Support-Factor (SF) has a positive relations with dependent variables, Task-related Green Entrepreneurship Behavior (GEB) Proactive Green Entrepreneurship Behavior (GEB).
From green entrepreneurial intentions to green entrepreneurial	International Entrepreneurship and Management Journal (2021) 17:963–979	The research results showed that Green Entrepreneurial Intentions (GEIs) have
behaviors: the role of university entrepreneurial support and external institutional support (Yi, 2020)		a direct positive influence on Green Entrepreneurial Behavior (GEBs), and entrepreneurial support from universities combined with external institutional support is indeed a key intermediary variable that plays an important role in turning GEIs into GEBs.

A comprehensive analysis of the selected literature reveals a consistent consensus among the reviewed studies regarding the positive and significant influence of Green Entrepreneurial Intention (GEI) on Green Entrepreneurial Behavior (GEB). This consistent finding is evident across both empirical and theoretical contributions within the examined literature. In the studies by Amankwah & Sesen (2021); Li et al. (2023); Cai et al. (2023); Nguyen et al. (2022), GEI is conceptualized as an independent variable, directly impacting GEB. The findings of these studies consistently demonstrate a positive and significant relationship between GEI and GEB. This implies that individuals with strong green entrepreneurial intentions are more likely to engage in green entrepreneurial behaviors, emphasizing the importance of fostering and nurturing GEI among aspiring green entrepreneurs.

In the study by Genoveva & Tanardi (2022) GEI takes on a mediating role, bridging the relationship between Green Awareness (GA) and Green Knowledge (GK) and their influence on GEB. The findings of this study suggest that GEI acts as a crucial intermediary mechanism, translating awareness and knowledge of green practices into concrete entrepreneurial actions. This highlights the significance of cultivating GEI as a means to effectively connect environmental consciousness with entrepreneurial endeavors. The overarching theme emerging from the literature review is the unequivocal positive and significant influence of Green Entrepreneurial Intention (GEI) on Green Entrepreneurial Behavior (GEB). This consistent finding underscores the critical role of GEI in promoting sustainable business practices and driving the adoption of eco-friendly entrepreneurial ventures. Several studies, including those by Amankwah & Sesen (2021), Li et al. (2023), Genoveva & Tanardi (2022), and Nguyen et al. (2022),

emphasize the pivotal role of green entrepreneurs in contributing to a more sustainable planet. Green entrepreneurs are distinguished from traditional entrepreneurs by their conscious integration of environmental considerations into their business operations. They recognize the interconnectedness between business success and environmental well-being, striving to minimize their ecological footprint and promote sustainable practices.

An analysis of data from the Ministry of Industry (2020) reveals that only 33 companies in Indonesia have currently attained green certification. This limited adoption of green certification highlights the need for a concerted effort to foster green entrepreneurial intentions among the Indonesian populace. The distribution of green certifications across company sizes further emphasizes the need for broader adoption. The majority of certified companies fall under the medium and large enterprise categories, indicating a gap in green business practices among smaller-scale ventures. To address this disparity and promote sustainable business practices across all sectors of the Indonesian economy, cultivating green entrepreneurial intentions among a wider range of individuals is paramount. This requires a multifaceted approach that encompasses education, awareness campaigns, and supportive policies.

Green entrepreneurs play a pivotal role in driving the transition towards a more sustainable economy. Their innovative approaches and commitment to environmental responsibility can serve as a catalyst for positive change, inspiring others to adopt eco-friendly practices. Recognizing the significant predictive power of intention on behavior, policymakers in the public sector must approach behavior change initiatives with a deeper understanding of the barriers that hinder the transformation of intention into action. To effectively promote green entrepreneurship, policymakers and business leaders must prioritize the development of students, enhancing their capacity for innovation and strategic planning. This can be achieved through initiatives such as grants that empower students to cultivate a strong interest in green entrepreneurship, inspiring and motivating them to translate their intentions into tangible actions (Amankwah & Sesen, 2021).

The government can also be a source of funds, as many potential entrepreneurs also struggle with raising business funds. The government can be an investor or provider of funds for potential green entrepreneurs to start their businesses. Individual internal factors such as motivation, experience, and funds are important to have the intention to build a business despite having green awareness and green knowledge. Educational institutions such as schools and universities should emphasize the importance of having a green entrepreneurial mindset in the hope of having the intention to become a green entrepreneur and prove to be effective Genoveva & Tanardi (2022). In addition, according to Awalia & Famiola (2023), support from family is also an important factor in realizing green intentions from the immediate environment of prospective entrepreneurs to develop green behavior in the future. Some of the factors described above such as support from educational institutions, policy makers, and family are important factors in fostering green entrepreneurial intentions into green behavior. Lack of support or the absence of some of the factors described above can be an obstacle that may be faced to foster the green intention of entrepreneurs which then develops into green behavior, which will ultimately produce green entrepreneurs.

## **5. Conclusion**

This research delves into the intricate relationship between Green Entrepreneurial Intention (GEI) and Green Entrepreneurial Behavior (GEB), drawing insights from a comprehensive review of existing literature. The findings unequivocally establish that GEI, whether employed as an independent or

mediating variable, exerts a significant and positive influence on the formation of GEB. The study further elucidates the critical factors that foster green entrepreneurial intentions among aspiring green entrepreneurs. One such factor is the role of the education sector, particularly the support for green entrepreneurship initiatives within educational institutions. In Indonesia, the lack of institutional support for green entrepreneurship education may pose a significant challenge. This deficiency could hinder the development of green intentions among potential green entrepreneurs, potentially impeding the emergence of a thriving green entrepreneurial ecosystem. The study underscores the pivotal role of GEI in shaping GEB, highlighting the importance of fostering green entrepreneurial intentions among aspiring green entrepreneurs. However, the challenges posed by the lack of institutional support for green entrepreneurship education in Indonesia warrant further attention and concerted efforts to address this gap.

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