

Green Entrepreneurship and Performance Entrepreneurship Seen From the Aspect of Culture and Motivation: Preliminary Study

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Abstract

The article discusses in more depth as a preliminary study on the development of green entrepreneurship, entrepreneurship performance seen from the aspect of culture and motivation. Articles are compiled using the literature study method. Literature study is done by looking at the results of the research and the instruments that can be used for preliminary studies. Green entrepreneurship is now getting better, with increasing concern for the environment from various circles of society, especially for companies, especially MSMEs. Another aspect that triggers the development of green entrepreneurship is culture and motivation. With these two aspects, it is expected to be able to improve entrepreneurial performance.

Keywords

green entrepreneurship;
performance
entrepreneurship; culture and
motivation



I. Introduction

In the era of globalization and market integration, large and small and medium enterprises are required to be able to maintain their businesses. The current economic development is very advanced. The most important thing that happened from the economy itself was its very rapid change and progress. The progress of the economy and industry that is developing in today's society is the basis of the changes in ideas and the creation of innovations that occur. For this reason, no country will develop rapidly without the development of science and innovation that occurs (Karimi & Nabavi Chashmi, 2019).

In an economy based on a people's economy, people who have innovations and are pioneers and thinkers are valuable assets of a business itself, and are a factor of sustainable development. And the people's economy itself is considered as one of the benchmarks for development in developing countries (Ebrahimi & Mirbargkar, 2017). This also happened in Indonesia. In the Indonesian economy, economic growth and development is largely determined by regional economic growth, in which the regional economy is supported by small and medium-scale economic activities (Hasri et al., nd). MSME has an important role in reducing unemployment, eradicating poverty and encouraging increased income from exports (Febriantoro, 2018).

The government strives for the Indonesian economy by continuing to encourage and empower Micro, Small and Medium Enterprises (MSMEs), especially MSMEs, which are able to create high enough job opportunities, although there are many obstacles faced by MSMEs themselves, such as limited working capital, inadequate resources and still using family management (Sedyastuti, 2018). (Charoensukmongkol, 2016) said that MSMEs are considered a sector that generates significant income for the state. This contribution can be seen in several aspects such as the number of small and medium enterprises, the amount of income, the availability of jobs and helping large companies.

The importance of MSMEs for the community is because they have several advantages, such as MSMEs being able to provide jobs and being able to absorb productive workers, as well as providing additional income for the community (Kalil & Aenurohman, 2020). One proof that the importance of this community organization is the increasing number of MSMEs in the last 5 years, from 2015 to 2019 by 10.47% or as many as 6,202,725 units. The table below shows that the number of MSMEs in Indonesia is growing very rapidly as indicated by the development of 10.47% or as many as 6,202,725 MSME units from 2015 to 2019.

Table 1. Number of MSMEs in Indonesia.

Year	Number of MSMEs (Units)	Increase in Number of MSMEs (%)	Contribution to National GDP (%)
2015	59,262,772		57.8 %
2016	61,651,177	4.03 %	57.2 %
2017	62,922,617	2.06%	57.1 %
2018	64,194,057	2.02 %	60.3 %
2019	65,465,497	1.98%	57.1%

Source: Ministry of Cooperatives and Micro, Small and Medium Enterprises of the Republic of Indonesia.

However, the increase is categorized as inconsistent from year to year. In addition, the contribution of MSMEs to the country's GDP seems inconsistent every year. In 2015, MSMEs contributed 57.8% of Indonesia's GDP. However, in 2016 and 2017, the contribution of MSMEs decreased by 0.06% in 2016 and 0.07% in 2017. However, in 2018 MSMEs again made a major contribution to the country's GDP, which was 60.3%, but fell again in 2018. 2019. So, with the description above, it can be concluded that the performance of MSMEs in Indonesia is inconsistent which can be seen in the increase in the number of MSMEs and also their contribution to the country's GDP in 2015 to 2018. This the problem is in line with the thinking (Pryanka and Yolandha, 2020) in The implementation of MSMEs also has several limitations such as capital (40%), marketing (15%), availability of raw materials (13%), skills (10%) and licensing (2%). With this problem, the performance of MSMEs is hampered.

In addition, previous research shows that the performance of MSMEs is also influenced by several factors such as green entrepreneurship, culture, motivation, and several other factors. Therefore, this article discusses in more depth as a preliminary study on the development of green entrepreneurship, performance entrepreneurial, viewed from the aspects of culture and motivation.

II. Research Methods

Articles are prepared using the literature study method. Literature study was conducted by looking at the results of research and instruments that can be used for preliminary studies on the development of green entrepreneurship, performance entrepreneurship seen from the aspects of culture and motivation. Literature studies are the right choice through references, journals, and references from the literature and online

III. Results and Discussion

3.1 The Development of the Concept Green Entrepreneurship

The development of entrepreneurship has developed and is interesting to discuss at this time. Entrepreneurship is often associated with sustainable development efforts. Furthermore, entrepreneurship itself is often associated with the term sustainable entrepreneurship (Alwakid et al., 2020). It is also often associated with additional phrases for entrepreneurship itself, namely, green and the environment, so we often hear the terms "sustainable entrepreneurship" and "green entrepreneurship" or green entrepreneurship. Entrepreneurship is known as a new approach in updating company performance. Entrepreneurs are referred to as spearheads to realize sustainable and highly competitive company growth. (Fitriyadi, et al. 2021)

Today, the concept of green entrepreneurship is very interesting to discuss. This concept was discussed starting in the 1990s, and continues to grow until now. Green Entrepreneurship is an effort by companies to overcome and is a solution to environmental problems by creating new technologies and products that are friendly to the environment (Lotfi et al., 2018), so that green entrepreneurship can be said to be not just a business, but also a commitment. to protect the environment. Green entrepreneurship is currently getting better, with increasing concern for the environment from various circles of society, especially for companies.

In developing economies in developing countries, sustainable development plays an important role that must be carried out by economic actors, including entrepreneurship. One form of innovation from entrepreneurship is the sustainability of the green economy, which is an economic cycle that includes the production, consumption, and distribution of goods and services (Ebrahimi & Mirbargkar, 2017). By doing green entrepreneurship, it can meet the needs of the current economy without ignoring the needs and interests of future generations.

Green entrepreneurship is a social economic point of view that is expected to be able to modernize the environment and the economy that brings a climate of change in the quality of life (Karimi & Nabavi Chashmi, 2019). And green entrepreneurship has the potential to change the environment in terms of environmental issues, by introducing an environmentally friendly production cycle in terms of raw materials, production, structure, strategies and entrepreneurial practices.

According to (Guan et al., 2020), states that green organizational identity and green organizational identity significantly enhance the company's green entrepreneurial image and that the green process innovation performance supports the green entrepreneurial image. According to this study, the importance of engaging in green innovation as a differentiation strategy to promote a sustainable agenda in the MSME sector. Research conducted by (Ebrahimi & Mirbargkar, 2017) shows that there is a significant relationship between green innovation and SME development with regard to the mediating role of green entrepreneurship. In line with the intensified calls for doing business in a greener and sustainable way, sustainability-related entrepreneurship has become an important subfield of entrepreneurship research. The diversity of terms, such as "sustainable entrepreneurship", "environmental entrepreneurship", "environmental entrepreneurship", and "green entrepreneurship", reflects the fragmented and inconsistent findings of this research area.

3.2 Cultural Aspects in the Development of Green Entrepreneurship

In its journey, the current culture has undergone a change towards initiatives that are more environmentally friendly, including green entrepreneurship. Culture in an area can be seen or reflected in their daily lives. This can be seen from the habits that are carried out, by observing and seeing the actions and awareness of the community in preserving the environment. But, of course this is not easy to implement, there are some countries that have succeeded, and there are also countries that have failed to develop the concept of green entrepreneurship (Alwakid et al., 2020).

Green entrepreneurship has given a different point of view and in a positive direction with the creation of cultural change and organizational development related to environmental modernization. Green entrepreneurship creates a complete change in business practices by changing people's perspectives and behavior in business strategies towards sustainable production processes (Karimi & Nabavi Chashmi, 2019).

Research conducted by (Kadam et al., 2019) shows that cultural intelligence has a significant relationship to the performance of SMEs in 106 business actors in the UAE. In fact, this study is in line with research conducted by Okwurume and Onuoha (2020) which found that the 2 elements in cultural diversity management strategies have a positive relationship to organizational performance in Nigeria. Moreover, in a study conducted (Alwakid et al., 2020), it was shown that cultural characteristics, such as environmental action, environmental awareness, and temporal orientation, increase the level of green entrepreneurial activity across cities in Saudi Arabia. However, this is not in line with research conducted by (Ismail, 2015), which shows that cultural control does not have a significant relationship to the performance of 287 batik business actors in Indonesia. Thus, it is found that there are inconsistencies between cultural variables on the performance of MSMEs.

3.3 Aspects of Motivation in the Development of Green Entrepreneurship

Motivation is one form of for someone to create self-awareness, act in achieving goals in different ways and strategies from others (Fischer et al., 2018). Motivation is the ability used by a person in an effort to achieve the expected goals Robbins & Coulter (1999) in (Wikaningtyas et al., nd)

Research conducted (Ahmed et al., 2021), found that the practice of green HR is positively and significantly associated with green intrinsic and extrinsic motivation and maturity of proactive environmental management. In addition, green motivation is significantly and positively related to employees' environmental performance. On the other hand, the maturity of proactive environmental management has a positive and insignificant relationship with employee environmental performance. Mediation analysis revealed that green motivation, that is, intrinsic and extrinsic, partially mediates the relationship between green HR practices and employees' environmental performance. This is apparently not in line with research conducted by (Hameed et al., 2021), which states that environmental motivation does not affect behavior green entrepreneurship. With this found various kinds of variables related to motivation and the inconsistency of motivational variables and efforts green in entrepreneurship.

3.4 Performance Entrepreneurship in realizing Green Entrepreneurship

Performance entrepreneurial have some size. Both in the form of measures financial and non-. The measure of financial performance is in the form of certain indicators of changes in financial statements in the form of changes and profit growth. Meanwhile, non-financial performance measures can be in the form of satisfaction levels measured by both

management and consumers and success ratings in the business environment. And now these goals are evolving towards economic and social environmental goals (Nhemachena & Murimbika, 2018). In a study conducted by (Ebrahimi & Mirbargkar, 2017) stated that there is a significant relationship between green innovation and growth in financial performance in turbulent market turbulence related to the mediating role of green entrepreneurship.

This is in line with research conducted by (Karimi & Nabavi Chashmi, 2019) which states that green entrepreneurship mediates green innovation, the influence of corporate culture, the influence of social responsibility on organizational financial performance. However, the same study also rejects the statement that green entrepreneurship mediates the effect of laws and government regulations on organizational financial performance. From the explanation above, it is found that there is an inconsistency between green entrepreneurship as a mediator and financial performance.

3.5 The Development of the Model Green Entrepreneurship in the World

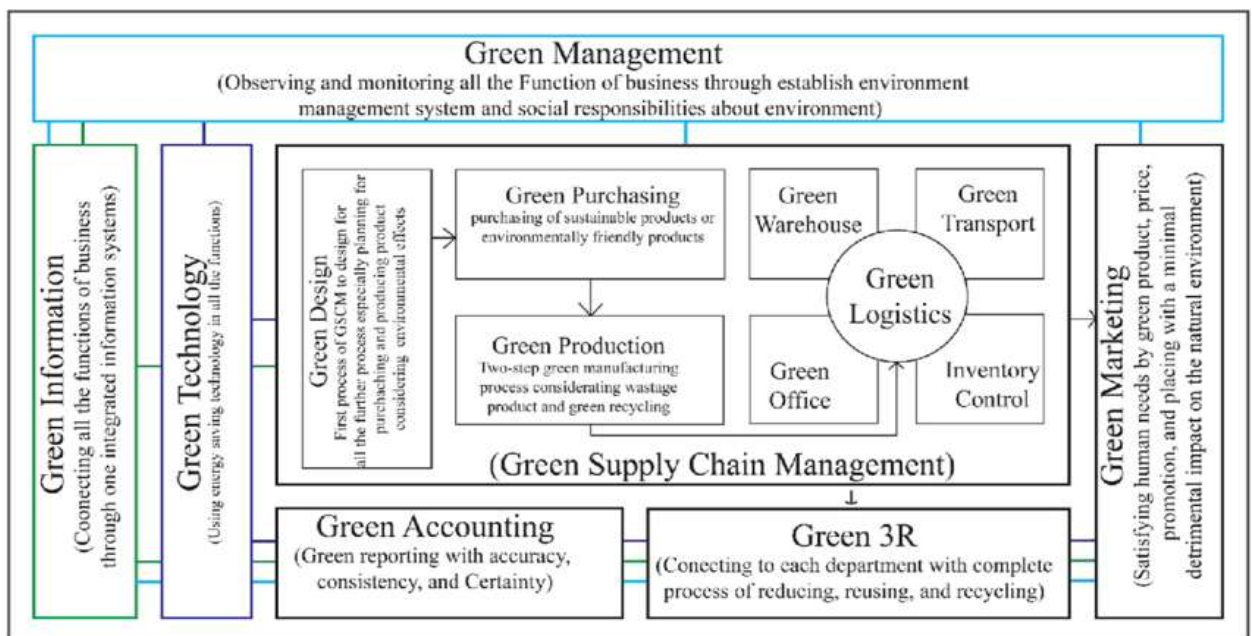


Figure 1. Theoretical Framework of Green Business Value Chain.

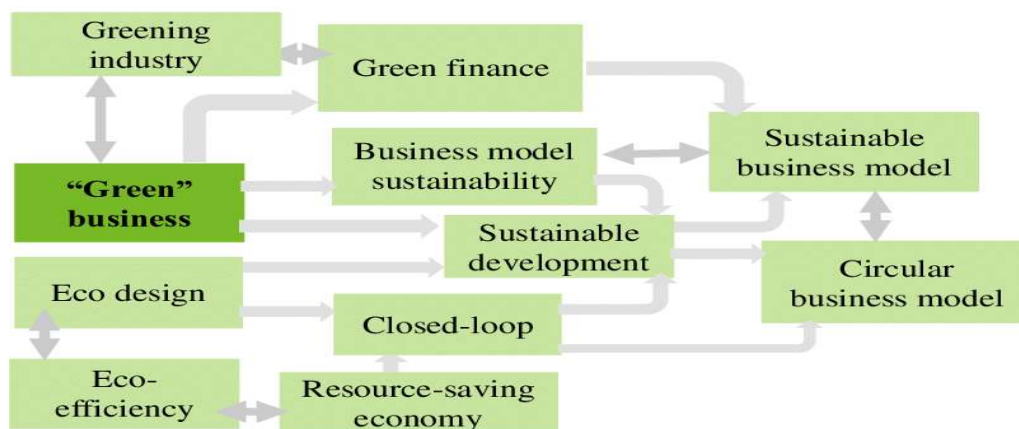


Figure 2. Mind map of the evolution of green business and related concepts

Figure 1 above is an example of a model green business in the research conducted by (Hasan et al., 2019). This study states that there is a significant influence in carrying out green practices. In the influence of the sustainability of the green economy, it is not only a matter of one type of function, but there must be green practices in carrying out business functions. Sustainability is not something instantaneous, but rather a role and a result of stability over time. This green practice brings significant changes in business activities, by providing different opportunities. This is the reason why many business organizations are practicing green business practices.

While Figure 2 is a mind map of the evolution of green business and related concepts in research (Uvarova et al., 2021). This study states that the promotion of pro-environmental behavior is an important aspect in the future green transition of European countries. This research is a form of support for previous research conducted in other countries regarding the important competencies needed in the development of green entrepreneurship in the future. This research also explains that environmentally friendly solutions are becoming increasingly popular and attractive. Innovative technology and digitalization in business processes will provide wider possibilities for entrepreneurship to be environmentally sound.

IV. Conclusion

Green entrepreneurship is now getting better, with increasing concern for the environment from various circles of society, especially for companies. In the image of green entrepreneurship and that the performance of green process innovation supports the image of green entrepreneurship. Green innovation as a differentiation strategy to promote a sustainable agenda in the MSME sector. Another aspect that triggers the development of green entrepreneurship is culture and motivation. With these two aspects, it is expected to be able to improve entrepreneurial performance.

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