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Green Entrepreneurial Intentions and University Support for Green Entrepreneurial Behavior: A Systematic Literature Review

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Abstract

In recent times, there has been a growing concern among businesses about their environmental practices, many businesses continue to operate with the primary goal of maximizing profits while disregarding social benefits. Such businesses do not consider environmental sustainability. The main objective of this research is to explore relevant concepts for green entrepreneurship. Furthermore, for the growth and development of green entrepreneurship, social support from universities is required to identify appropriate behavioral standards. This research uses a systematic literature review. The findings reveal the need for clarification on relevant concepts, such as knowledge transfer in entrepreneurship, green business financing, and green business decision making processes. The study also found that there is a lack of literature on how universities support green entrepreneurship to address traditional entrepreneurial behavior. In other words, there is a lack of information needed to understand the role of universities in promoting the transition to more creative and sustainable green entrepreneurial behavior. Therefore, it is recommended that the research focus more on identifying the processes through which universities support green entrepreneurial behavior. This is expected to contribute to the improvement of green entrepreneurial behavior.

Keywords

Green Entrepreneurship Intention, University Support, Green Entrepreneurial Behaviour.

1. Introduction

The modern era is characterized by rapid economic growth and globalization, where businesses have an increasingly important role in shaping social and environmental dynamics (Malavisi, 2018). However, many traditional businesses still implement environmentally unfriendly practices, ignoring environmental sustainability in Favor of financial gain (Cullen & Parboteeah, 2010; Farinelli et al, 2013; O'Neill & Gibbs, 2016). Earth temperature data according to NASA, NOAA, and the UK Met Office explain that the earth continues to experience a significant increase in temperature, in the data, it is known that 2014 was recorded as the year when the earth reached the hottest temperature in history since the 1850s and repeated in 2019 with temperatures 1.1° hotter than normal conditions and is expected to continue to increase every year. This indicates that there has been a drastic change in the Earth's temperature, which will adversely affect the environment and society (Arif & Zana, 2023). Practices such as irresponsible logging, excessive use of fossil fuels, and uncontrolled waste disposal further exacerbate global environmental problems such as global warming, ecosystem damage, and air and water pollution (Darnall & Edwards, 2006; Zhaojun, et al., 2017). Therefore, it is important to realize that business practices that do not pay attention to environmental sustainability are not only detrimental to the environment but also potentially detrimental to the business itself in the long run (Khan, 2015).

With this phenomenon, scientists have paid attention to green entrepreneurship to respond to the current environmental damage (Gast et al., 2017; Chen et al., 2022). Green entrepreneurship refers to the deliberate pursuit of addressing environmental or social issues by applying entrepreneurial concepts, despite the inherent risks involved, with the aim of achieving positive benefits on both financial and environmental sustainability. Furthermore, green entrepreneurship can sustain ecosystems, reduce deforestation, improve environmental quality, and support sustainable development (Amankwah & Sesen, 2021). In addition, green entrepreneurship is a transformative process that creates fresh economic worth. It allows enterprises to address social and ecological requirements while promoting economic growth (Nikolaou et al., 2018; Zeng & Ren, 2022). Hussain (2018) believes that environmental sustainability is gaining significant attention. In its application, a green entrepreneur is someone who is committed to making a business environmentally friendly by entering a green business and actively engaging in the production of Ecologically sustainable product (OECD, 2011). On the other hand, a person's desire to become a green entrepreneur is measured by the concept of intention. This intention for green entrepreneurship is referred to as Green Entrepreneurial Intention (GEI). Previous research explored the influence of entrepreneurial intention using university student samples, and found that entrepreneurial intention had a positive link with entrepreneurial behaviour (Neneh, 2020; Li et al., 2020; Ozaralli & Rivenburgh, 2016).

Green Entrepreneurial Intention (GEI) plays an essential role in dealing with today's global environmental concerns (Bird & Jelinek 1988; Boyd & Vozikis, 1994; Krueger et al., 2000; Krueger & Day, 2010). Green Entrepreneurial Intention (GEI) refers to the intention or desire of an individual or group to start or engage in a venture that has a focus on environmental sustainability (Hameed et al., 2021; Cai et al., 2023). However, Research also demonstrates that intentions do not necessarily match conduct in entrepreneurship. There is a gap between intentions and behaviour (Van Gelderen et al., 2015). Entrepreneurial intention can only lead to approximately thirty percent related behaviour change (Shirokova et al., 2016). Therefore, in the context of entrepreneurship, especially green entrepreneurship, we

still lack knowledge specific to Gen Z to explain the factors that can influence the transition from intention to action.

The tendency of entrepreneurial behaviour is influenced by how they perceive entrepreneurship (Van Gelderen et al., 2008). Research has shown that social support can favourably and considerably increase the association between Green Entrepreneurial Intention (GEI) and Green Entrepreneurial Behaviour (GEB) (Corey et al., 2023; Li, et al., 2023). In line with these findings, educational programs that prioritize increasing intentions for green entrepreneurship can provide additional value by encouraging the change from high intentions to concrete actions in green entrepreneurial practices (Li et al., 2023). Therefore, university support has a role in promoting green entrepreneurship programs and awareness (Hameed et al., 2021). Universities also play a role in supporting the establishment of new firms and offering advice and support to maximize revenues with as few ecological costs or bad effects on the environment as possible (Bergmann et al., 2016; Etzkowitz, 2004). Thus, universities offer training facilities that enable students to meet current needs and help them start green businesses after they graduate (Teo et al., 2019). However, not much research has been conducted to date on how higher education affects the green entrepreneurial habits of college students in the Gen Z generation. Notably, limited study has simply looked at the impact of entrepreneurship education in terms of social activities that provide employment prospects (Hameed et al., 2021).

Green entrepreneurship is becoming increasingly popular in the entrepreneurial world of gen Z who are studying where environmental awareness is increasing. By considering several aspects such as Green Entrepreneurial Intention (GEI), University Entrepreneurial Support (UES) and Green Entrepreneurial Behaviour (GEB). The purpose of this research is to learn more about the latest ideas of gen Z's interest in green entrepreneurship. In addition, the important role of social support from universities is a major focus in the effort to advance and develop this sector, especially in determining appropriate behavioural standards. This study required a literature review as an important first step to initiate efforts in obtaining results. This study is based on the outcomes of a content analysis of numerous articles using the keywords green entrepreneurial, and university entrepreneurial support. To achieve these objectives, this study seeks to answer the following questions.

1. RQ1: What are the relevant concepts of current interest in green entrepreneurship?
2. RQ2: What university support can influence the growth and development of green entrepreneurial behaviour?
3. RQ3: What are the standard factors in green entrepreneurial behaviour?
4. RQ4: What are examples of companies implementing green entrepreneurial practices?

2. Methods

In order to comprehend Generation Z's interest in green entrepreneurship, as well as the function of university support to encourage sustainable entrepreneurial behaviour, the Systematic Literature Review (SLR) technique in this study is particularly relevant. A systematic review of the scientific literature in a particular field is essential to identify research questions and provide a solid foundation for future research in that field (Swartz, 2011). This approach allows researchers to identify, assess and interpret findings from relevant studies in a systematic and thorough manner (Ayesha et al., 2023). Thus, through a structured literature review, we can explore more deeply the aspects of Green Entrepreneurial Intention (GEI), University Entrepreneurial Support (UES), and Green Entrepreneurial Behaviour (GEB), as well as how these factors interact with each other to shape green entrepreneurial interest and behaviour among generation Z. Research data was collected with the help of the Watase Uake website with article coverage from

Scopus. The search for articles using keywords found 186 articles from 2007 to 2024. Further screening results showed that 21 articles relevant to this research topic met the criteria, namely Scopus articles indexed from Q1 to Q4. After that, the articles that have been obtained will be collected, tabulated, compared and then analysed so as to get a conclusion.

The keyword Green Entrepreneurial was used as a reference for the research topic, and then the keyword "University Entrepreneurial Support" was entered into the search to determine the relationship between University and Green Entrepreneurial. The article criteria were collected from Scopus, which was indexed from Q1 to Q2. The criteria also applied to the range of years of publication of the articles, i.e. from 2014 to 2024. By using the keywords and criteria that have been determined, it aims to collect data in the form of relevant articles in accordance with the research topic on green entrepreneurship.

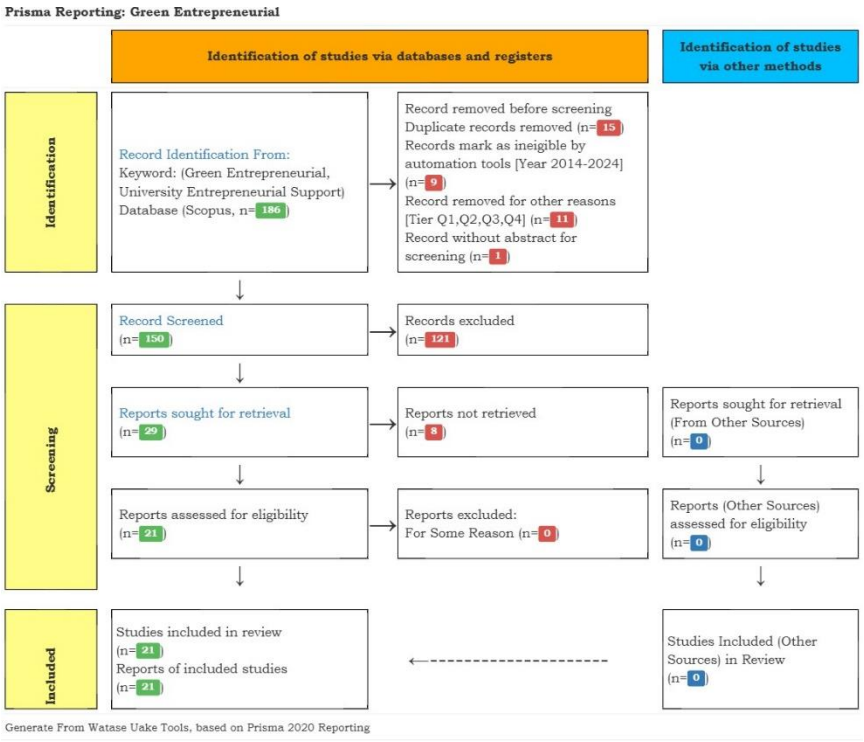

Figure 1. Prism Analysis Report

The data used in the prism analysis is in the form of Scopus indexed articles. The results of the keyword search resulted in 186 articles, which were then selected based on the criteria found as many as 150 articles. In the screening process, there were 29 articles that were relevant to the research topic and 8 articles were found that did not qualify for the screening test on the Watase Uake site. Thus, 21 articles relevant to the research topic will be discussed in this study. After obtaining articles relevant to the topic in this study, the researcher conducted a descriptive analysis using Ms. Excel to obtain data in the form of a graph showing the trend of "Green Entrepreneurial" articles from 2014 to 2024. The processed data showed that no relevant articles were found from 2014 to 2019.

3. Results and Discussion

The subject data of all articles were classified into three categories, with the most common being university students, followed by university graduates, and finally entrepreneurial teams. Then some of the articles analysed in this study show results

related to the topic in this study. The results of Gaofeng (2021), Green Entrepreneurial Intention (GEI) has a direct positive effect on Green Entrepreneurial Behaviour (GEB), and university entrepreneurial support, when combined with external institutional support, is an important intermediary variable in transforming GEI into GEB. These results are also similar to the studies conducted by Li et al. (2023). Which demonstrated that green entrepreneurial intention has a significant effect on green entrepreneurial behaviour. The findings also showed that university entrepreneurial support has a favourable and significant indirect effect on the association between green entrepreneurial intention and green entrepreneurial behaviour.

A green entrepreneur is dedicated to the use of environmentally friendly technology and production in order to ensure that his business is environmentally friendly (Hameed et al., 2021). This research was conducted to understand the concepts in green entrepreneurship that are important for gen-Z students to know if they want to become entrepreneurs who behave in green entrepreneurship. Multiple studies have been undertaken to demonstrate the concept of green entrepreneurship.

Self-efficacy has a significant relationship with green entrepreneurial interest (GEI) and can act as a mediator or moderator that strengthens the relationship of independent variables to GEI. Several studies confirm that self-efficacy can influence and increase green entrepreneurial interest either directly or indirectly (Mambali et al., 2024; Cabana-Villca et al., 2024; Qazi et al., 2023; Cai et al., 2023; Hameed et al., 2021). Entrepreneurship education is proven to have a significant influence on GEI, university support, and green entrepreneurial behaviour (GEB). Good entrepreneurship education can prepare students with the knowledge and skills needed to run green businesses, while increasing their interest and motivation in this field (Mambali et al., 2024; Li et al., 2022; Cabana-Villca et al., 2024; Makuya & Changalima, 2024; Cai et al., 2022; Yin et al., 2023).

In addition, Environmental Awareness (ENVA) has a positive and significant influence on GEI. ENVA may also act as a mediator or moderator that strengthens the relationship of the independent variables with GEI. With increased awareness of environmental issues, individuals tend to be more interested and motivated to engage in green entrepreneurial activities (Mambali et al., 2024; Cabana-Villca et al., 2024). Green entrepreneurial motivation (GEM) can significantly increase GEI. Studies show that individuals with strong motivation to run green ventures tend to have higher intentions to engage in green entrepreneurial activities, which in turn can increase green entrepreneurial behaviour (Chatterjee et al., 2024). Entrepreneurship support from universities has direct and indirect impacts on GEI and GEB. Universities that provide support in the form of programs, guidance, and facilities can create a supportive environment for the development of green entrepreneurial interest and behaviour among students (Gaofeng Yi 2021; Toding et al., 2023; Li et al., 2022; Makuya & Changalima, 2024; Sim et al., 2023; Cai et al., 2022; Li et al., 2023; Zhang et al., 2023; Mishra et al., 2024; Qazi et al., 2023; Yin et al., 2023). Therefore, it is important to integrate concepts such as self-efficacy, entrepreneurship education, environmental awareness, green entrepreneurship motivation, and university support to encourage green entrepreneurship interest and behaviour among university students.

Several articles or journals that have been analysed in this study explain that university support has an important role in influencing the growth and development of Green Entrepreneurial Behaviour (GEB) among university students. These forms of support include entrepreneurship education programs, mentorship, facilities, and technological support provided by universities. According to Gaofeng (2021), entrepreneurial support from the university, along with external institutional support, serves as a key intermediary variable that helps transform green

entrepreneurial intention (GEI) into green entrepreneurial behaviour (GEB). This support includes specific programs designed to enhance green entrepreneurship awareness and skills. Li et al. (2022) emphasized that perceived ability in technology use and commitment to the environment are positively related to university support for green entrepreneurship, entrepreneurial motivation, and green entrepreneurial behaviour. These factors significantly influence university students' green entrepreneurial behaviour.

Mambali et al. (2024) found that entrepreneurship education provided by universities has a significant influence on green entrepreneurial intention (GEI). This education not only increases students' knowledge and skills in green entrepreneurship, but also strengthens their self-efficacy in running green businesses. Research by Cabana-Villca et al. (2024) showed that environmental awareness (ENVA) enhanced through educational programs at universities can strengthen the influence of green entrepreneurial self-efficacy (GESE) on green entrepreneurial intentions (GEI). Makuya & Changalima (2024) also highlighted the importance of entrepreneurship education in enhancing green entrepreneurial intentions, with the results showing that exposure to entrepreneurship education makes university students more likely to pursue green ventures. In addition, a study by Chatterjee et al. (2024) revealed that entrepreneurial support from the university and entrepreneurial motivation have strong mediating effects in enhancing green entrepreneurial behaviour. This support includes students' involvement in green entrepreneurship activities provided by the university.

The results of research by Qazi et al. (2023) showed that green entrepreneurship support from the university is positively related to students' green entrepreneurial intentions. This support includes the provision of resources, guidance, and an environment conducive to green enterprise development. Sim et al. (2023) found that the entrepreneurial climate within the university mediated the relationship between university support for entrepreneurship and students' entrepreneurial intentions. While the direct effect of university support on entrepreneurial intention was not significant, concept development and business development support significantly influenced the entrepreneurial climate, which in turn increased students' entrepreneurial intention. Thus, comprehensive university support can facilitate the transition from intention to action in the form of green entrepreneurial behaviour.

Green entrepreneurship today has focused on preserving the natural environment and not just business (Lotfi et al., 2018). The principles in the application of green entrepreneurship and environmentally friendly values are based on the principle of sustainability that directs green entrepreneurial behaviour to provide green products or services that integrate economic, social, and ecological goals (Gaofeng, 2021). The statement shows that green entrepreneurial behaviour makes a significant contribution to environmental preservation. Green entrepreneurial behaviour not only focuses on business aspects alone, but also includes social and ecological goals with strong sustainability principles, thus making a significant contribution to environmental preservation.

An overview analysis of the collected articles was conducted with the aim of finding out what are the factors in green entrepreneurial behaviour. Entrepreneurial intention is important at the individual level and can indicate future entrepreneurial behaviour (Krueger et al., 2000; Kautonen et al., 2011). The results of the study stated that Green Entrepreneurial Intention (GEI) has a positive influence on Green Entrepreneurial Behaviour (GEB) (Gaofeng, 2021; Le et al., 2022; Mishra et al., 2024; Chatterjee et al., 2024; Hameed et al., 2021; Cai et al., 2023; Li et al., 2023). Then, this research relationship can be explained by Theory of Planned Behaviour (TPB), which was proposed (Fishbein & Ajzen, 1977). According to Wang et al. (2021), TPB theory states that attitudes, personal norms, and behavioural control determine a person's behavioural intentions. Previous studies show this theory

effectively encourages Green Entrepreneurial Behaviour (GEB). (Jiang et al. 2018; Demirel et al. 2019; Pratono et al. 2019).

However, Entrepreneurial Intention (EI) is not always correlated with Entrepreneurial Behaviour (EB). The relationship between EI and EB depends on many things (Shirokova et al., 2016; Shinnar et al., 2018). This is a research gap in the study where this difference can be explained by the theory of entrepreneurship and university support systems (Fichter & Tiemann, 2018; Hameed et, al., 2021). The results of the study state that there is a positive effect of University Entrepreneurial Support (UES) directly on green entrepreneurial behaviour (GEB). (Gaofeng, 2021; Toding et al., 2023; Li et al., 2022; Chatterjee et al., 2024; Hameed et al., 2021; Li et al., 2023). Meanwhile, several studies also mention that University Entrepreneurial Support (UES) indirectly affects the green entrepreneurial behavior (GEB) variable where Green entrepreneurial Intention becomes a link to strengthen the relationship with the green entrepreneurial behaviour (GEB) variable. (Cabana-Villca et al., 2024; Makuya & Changalima, 2024; Mishra et al., 2024; Qazi et al., 2023; Sim et al., 2023; Prabowo et al., 2022; Alshebami et al., 2023; Cai et al., 2023; Zhang et al., 2023). Therefore, this study provides the view that factors such as Green Entrepreneurial Intention (GEI) and University Entrepreneurial Support (UES) can influence Green Entrepreneurial Behaviour (GEB).

One of the examples of a successful company implementing green entrepreneurial practices is Advertising Signages Mobil or (ASM). ASM was initially established without the specific goal of becoming a green company. However, ASM transformed into a more sustainable Small and Medium-Sized Enterprise (SME) through a series of decisions and practice changes aimed at reducing energy consumption and waste, and adopting green values in their performance objectives (Le et al., 2022). ASM is a company founded in 1993, specializing in transporting billboards to semi-rural zones in France. In these areas, traffic is not heavy enough for stationary billboards to be installed, so ASM offers a unique solution by mounting billboards on trucks that carry them to the designated zones at the right time, especially during peak hours. After the founder retired in 2013, the company was taken over by an entrepreneurial team of three ASM's transformation into a greener company began after the company was taken over by a new management team in 2013. The first step in this process was the emergence of green consciousness that lasted three and a half years. At this stage, the management team began to consider the environmental impact of their operations. While there was initially no specific intention to make the company greener, various external and internal factors began to influence their views (Le et al., 2022).

In this phase, the main goal of the new management team was to take over and grow the company. ASM's CEO stated that at the time, there was no specific intention to develop a green business. Their focus was on securing funding and finding ways to grow the business (Le et al., 2022). However, awareness of the importance of sustainability started to grow among the team members, mainly influenced by their social and professional environment. Over time, ASM started adopting various practices aimed at reducing energy consumption and waste. They undertook truck renovations to improve fuel efficiency and reduce emissions. In addition, they engage in professional networks that promote green ideas and participate in conferences and meetings that address environmental changes in the business world (Le et al., 2022).

At the end of 2018, ASM's CEO officially revealed his intention to make the company more environmentally friendly. This move was backed by the various resources they gathered, including investments from other entrepreneurs who also care about environmental issues. As a result, the company managed to increase its revenue to 2.5 million euros with more than 80 trucks operating across rural France, all with a greener approach (Le et al., 2022). The ASM case shows that the

transformation to green entrepreneurship does not always start from a specific initial intention to go green. The process often evolves gradually, influenced by a variety of external and internal factors, including personal awareness, social pressure and emerging business opportunities. ASM is a clear example of how companies can shift to more sustainable practices through strategic decisions and changes in their operations, ultimately improving not only their environmental performance but also their business performance.

4. Conclusion

This study identified several key concepts that influence green entrepreneurship interest, namely self-efficacy, entrepreneurship education, environmental awareness, green entrepreneurship motivation, and university support. Self-efficacy plays an important role in increasing green entrepreneurship interest, both directly and as a mediator. Entrepreneurship education was shown to strengthen students' knowledge, skills and motivation to run green businesses. Environmental awareness also increases interest and engagement in green entrepreneurship. University support, through programs, guidance, and facilities, strongly influenced the growth and development of students' green entrepreneurial behaviour. In addition, green entrepreneurial motivation significantly drives green entrepreneurial interest and behaviour. The main factors that drive green entrepreneurial behaviour include Green Entrepreneurial Intention (GEI) and entrepreneurial support from the university. GEI has a positive influence on Green Entrepreneurial Behaviour (GEB), while university support can directly or indirectly influence GEB. A clear example of the implementation of green entrepreneurial practices is Advertising Signages Mobil or (ASM), which successfully transformed its business to be more environmentally friendly through changes in operational practices and adoption of sustainability values. The integration of self-efficacy, entrepreneurship education, environmental awareness, green entrepreneurship motivation, and university support is essential to promote green entrepreneurship interest and behaviour among university students. Comprehensive university support can facilitate the transition from intention to action in the form of green entrepreneurial behaviour

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