SLR Mapping
Entrepreneurial Insights into the Impact of Purchasing Behavior on Business Sustainability: An In-Depth Analysis

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Research Question
RQ1: What is the role of Purchasing Behavior on Business Sustainability?
RQ2: What are the challenges of Purchasing Behavior on Business Sustainability?

No	RQ1 Roles	Authors & Publication
1	Driving Innovation	**Entrepreneurial approaches play a crucial role in driving innovation within businesses, fostering creativity, and promoting the development of sustainable products and services** (Purnamasari, Hermawan and Buddhi Dharma, 2024) (Zhao, 2023) **Mariana Purnamasari:** "…This methodological framework aims to elucidate the interplay between Entrepreneurial Marketing, Product Quality, Digital Marketing, and their collective impact on Purchase Decisions, significantly contributing to the scholarly understanding of these dynamics within the digital consumer marketplace.…" Section: Methods Unveiling the Synergy: How Entrepreneurial Marketing and Product Quality Drive Purchase Decisions through the Lens of Digital Marketing **Siwei Zhao:** "…The research results suggest that entrepreneurs can enhance their business model innovation capabilities by relying on dual-source innovation behaviors, and how to undertake entrepreneurial bricolage in dynamic competition, offering practical considerations and recommendations for businesses.…" Section: Abstract EMPIRICAL RESEARCH ON THE RELATIONSHIP BETWEEN DUAL-SOURCE INNOVATION BEHAVIOR, ENTREPRENEURIAL BRICOLAGE, AND BUSINESS MODEL INNOVATION
2	Promoting Innovation	**Entrepreneurial orientation predicts innovation performance, which acts as a mediator in enhancing business sustainability through continuous innovation ("Innovation Performance as Mediator: Does Entrepreneurial Orientation Predict Business Sustainability?", n.d.).** (Hidayat et al., 2022) "…We suggest that innovation performance may be an important mediating factor that explains how entrepreneurial orientation can be more encouraged to demonstrate business sustainability.…" Section: Introduction Innovation Performance as Mediator: Does Entrepreneurial Orientation Predict Business Sustainability?

3	Building Dynamic Capabilities	**Entrepreneurial business networks foster the development of dynamic capabilities within firms, which positively impact sustainable performance.** (Jaffar Abbas et al., 2019) **Jaffar Abbas, Saqlain Raza, Mohammad Nurunnabi:** "…This study has contributed to the existing body of the literature related to the research field of entrepreneurship business network and sustainable performance of small firms in numerous ways.…" Section: Discussion The Impact of Entrepreneurial Business Networks on Firms' Performance Through a Mediating Role of Dynamic Capabilities
4	Driving Business Performance	**Entrepreneurial behavior positively influences business performance by instilling a proactive and innovative mindset that leads to increased efficiency and profitability** (Cláudia Michelin et al., 2022) (Siti Hardiyanti Syam, Rachmat Pambudy and Wahyu Budi Priatna, 2020) **Cláudia de Freitas Michelin, Ítalo Fernando Minello, Julio Cezar Mairesse Siluk:** "…These behaviors include emotional intelligence, developing resilience, understanding the business purpose and risk tolerance (Blass, 2018;Bockorny & Youssef-Morgan, 2019).…" Section: Introduction Evaluation of entrepreneurial behavior of technology-based companies in stages of the business life cycle **Siti Hardiyanti Syam, Rachmat Pambudy, Wahyu Budi Priatna:** "…This research is intended to examine the effects of the environment on farmers' entrepreneurial behavior and the effects of entrepreneurial behavior on seaweed business performance.…" Section: Abstract The The Effects of Entrepreneurial Behavior on Seaweed Business Performance in Takalar Regency
5	Driving Competitiveness	**Entrepreneurial orientation and customer relationship management drive competitiveness in MSMEs, ensuring their sustainability in the market.** (Dermawan Sembiring et al., 2023) **Lenny Dermawan Sembiring:** "…Entrepreneurship encourages MSME owners to continue developing their skills and knowledge.…" Section: Introduction The Influence of Entrepreneurial Orientation and Customer Relationship Management on MSME Competitiveness
6	Enhancing Business Performance	**Entrepreneurial approaches contribute significantly to enhancing business performance through innovative strategies and adaptive practices** (Jaffar Abbas et al., 2019) **Jaffar Abbas, Saqlain Raza, Mohammad Nurunnabi:** "…This study has contributed to the existing body of the literature related to the research field of entrepreneurship business network and sustainable performance of small firms in numerous ways.…" Section: Discussion The Impact of Entrepreneurial Business Networks on Firms' Performance Through a Mediating Role of Dynamic Capabilities

7	Moderating Creativity for Sustainability	**Entrepreneurship characteristics moderate creativity and the business environment, influencing business sustainability positively** (Murniningsih, Indriastuti and Khikmah, 2023) **Rochiyati Murniningsih:** "…Further research is needed to fully understand the role of creativity in entrepreneurial success and its implications for business sustainability [15], [17] with positive results.…" Section: Discussion Investigation of the Role of Entrepreneurship Characteristics in Moderating Creativity and the Business Environment towards Business Sustainability
8	Creating Competitive Advantage	**Entrepreneurial approaches help businesses create a competitive advantage by identifying unique opportunities, leveraging resources effectively, and adapting to changing market dynamics.** (Sahar Ahmed Nagaty and Sara Mohamed Abdelaziz El-Menawy, 2023) (Gunartin et al., 2023) **Sahar Ahmed Nagaty, Sara Mohamed Abdelaziz El-Menawy:** "…This is because the benefits of this type of marketing are well known, but previous studies have not fully explained the process (Alqahtani and Uslay, 2020;Crick et al, 2020;Sadiku-Dushi et al, 2019) Based on the literature review, this research aims to establish an empirical link between Entrepreneurial Marketing and the business Sustainability, especially in the context of small and medium-sized enterprises.…" Section: Introduction Does Entrepreneurial Marketing Impacts Business Sustainability? New Evidence from Small and Medium-Sized Enterprises in Egypt **Gunartin, Heri Pratikto, Agung Winarno:** "…The important role of entrepreneurial competence is part of the literature review providing a strong basis for further research Desain/metodologi/approach: By conducting a literature review and analyzing empirical data, we seek to deepen our understanding of entrepreneurial competence and identify its key role in the success of SMEs.…" Section: Abstract The Role of Entrepreneurial Competencies: Successful Key Smes a Literature Review
9	Influencing Consumer Behavior	**Entrepreneurial innovation and absorptive capacity play a mediating role in shaping consumer purchasing behavior towards environmentally friendly products, thereby impacting business sustainability.** (Sarfraz et al., 2022) **Muddassar Sarfraz, Mohsin Raza, Rimsha Khalid:** "…Entrepreneurial innovations lead to transformations in the existing business model, involving them integrating the new knowledge into the established entrepreneurial activities.…" Section: Abstract Consumer Purchasing Behavior Toward Green Environment in the Healthcare Industry: Mediating Role of Entrepreneurial Innovation and Moderating Effect of Absorptive Capacity

10	Facilitating Market Expansion	**Entrepreneurial approaches facilitate market expansion by exploring new markets, developing strategic partnerships, and diversifying product offerings to enhance business sustainability.** (Khan and Rehman, 2023) (Fajri, Any Suryantini and Masyhuri, 2023) **Shabnam Khan :** "…In current study, the author is intended to reconnoiter the mechanism of sustainable business performance (SBP) via entrepreneurial agility (EA) in IT-enterprises.…" Section: Methods Entrepreneurial Agility: a key to notch 'Sustainable Business Performance' in IT-Enterprises of Pakistan **Wahid Nur Fajri :** "…Based on SEM analysis with the PLS approach (SEM-PLS), it is known that the latent variables of entrepreneurial marketing and internet marketing positively affect business performance.…" Section: Abstract Do Entrepreneurial Marketing and Internet Marketing Impact On Business Performance? (Case Study Ornamental Plant Agribusiness in Banyumas)
11	Enhancing Sustainability Practices	**Entrepreneurial initiatives contribute to the enhancement of sustainability practices within businesses, encouraging the adoption of environmentally friendly processes and products** (Yasir et al., 2021) (Abdelwahed, Soomro and Shah, 2022) **Nosheena Yasir, Muhammad Ali Babar, Hafiz Shakir Mehmood:** "…This knowledge may motivate them to incorporate sustainability into their business practices, leading to a stronger intention to engage in sustainable entrepreneurship.…" Section: Discussion The Environmental Values Play a Role in the Development of Green Entrepreneurship to Achieve Sustainable Entrepreneurial Intention **Nadia A. Abdelmegeed Abdelwahed, Bahadur Ali Soomro, Naimatullah Shah:** "…By employing the structural equation model (SEM), the study finds a positive and significant impact of environment/surroundings, business, behavior, and human-related factors on entrepreneurial sustainability.…" Section: Abstract The Role of Environment, Business and Human Behavior towards Entrepreneurial Sustainability
12	Driving Environmental Responsibility	**Entrepreneurial approaches can drive businesses to adopt environmentally responsible practices, promoting sustainability and reducing ecological footprints (Yasir et al., 2023; Abdelwahed et al., 2022).** (Yasir et al., 2021) (Abdelwahed, Soomro and Shah, 2022) **Nosheena Yasir, Muhammad Ali Babar, Hafiz Shakir Mehmood:** "…This knowledge may motivate them to incorporate sustainability into their business practices, leading to a stronger intention to engage in sustainable entrepreneurship.…" Section: Discussion The Environmental Values Play a Role in the Development of Green Entrepreneurship to Achieve Sustainable Entrepreneurial Intention **Nadia A. Abdelmegeed Abdelwahed, Bahadur Ali Soomro, Naimatullah Shah:** "…By employing the structural equation model (SEM), the study finds a positive and significant impact of environment/surroundings, business, behavior, and human-related factors on entrepreneurial sustainability.…"

		Section: Abstract The Role of Environment, Business and Human Behavior towards Entrepreneurial Sustainability
13	Promoting Circular Economy Practices	**Entrepreneurial approaches can promote circular economy practices within businesses, encouraging resource efficiency, waste reduction, and the reuse of materials, thereby contributing to sustainable operations.** (Pizzi, Leopizzi and Caputo, 2022) (Li et al., 2023) **Simone Pizzi, Rossella Leopizzi, Andrea Caputo :** "…Comprehension of a digital platform's business model requires analyzing the external environment to understand the main strengths and weaknesses related to the services provided (Helfat and Raubitschek, 2018).…" Section: Discussion The enablers in the relationship between entrepreneurial ecosystems and the circular economy: the case of circularity.com **Liou-Yuan Li :** "…This study aims to contribute to the existing literature on sustainable business practices and entrepreneurial marketing behaviors after a disaster by providing a framework that can be used for future research in this area, particularly after economic turbulence.…" Section: Abstract Sustainable Micro, Small, and Medium Enterprises: A Developed Model of Entrepreneurial Marketing Behaviors for Thailand's MSMEs
14	Driving Long-Term Value Creation	**Entrepreneurial approaches focused on understanding the impact of purchasing behavior on business sustainability drive long-term value creation by aligning business strategies with environmental and social goals, ensuring sustainable growth and profitability.** (Pascucci et al., 2022) (Kryeziu et al., 2024) **Tancredi Pascucci, Giuseppina Maria Cardella, Brizeida Raquel Hernández-Sánchez:** "…The results of research based on expert feedback indicate that the most critical drivers of sustainable entrepreneurship are behavioral and business factors [17], and that individual socio-cultural background, as well as the organizational and societal context, shapes entrepreneurial and ethical judgment [32].…" Section: Introduction Environmental Sensitivity to Form a Sustainable Entrepreneurial Intention **Liridon Kryeziu :** "…Findings The research findings indicate that, within transition economies, normative and cultural-cognitive institutions have a positive impact on entrepreneurial behaviors.…" Section: Abstract The effects of institutions, firm-level factors and rational decision-making on entrepreneurial behaviors of MSMEs: lessons and opportunities for transition communities

15	Driving Ethical Consumerism	**Entrepreneurial approaches can drive ethical consumerism by educating customers about the impact of their purchasing decisions on sustainability, encouraging responsible consumption patterns.** (Sahar Ahmed Nagaty and Sara Mohamed Abdelaziz El-Menawy, 2023) (Elias and Changalima, 2024) **Sahar Ahmed Nagaty & Sara Mohamed Abdelaziz El-Menawy:** "…This research aims to establish an empirical link between Entrepreneurial Marketing and the business Sustainability especially in the context of small and medium-sized enterprises…" Section: Introduction Title: Does Entrepreneurial Marketing Impacts Business Sustainability? New Evidence from Small and Medium-Sized Enterprises in Egypt **Ruth Elias & Ismail Abdi Changalima:** "…The social implications of the investigated link between behavioural uncertainty purchasing technical knowledge and environmental sustainability in the restaurant industry include raising awareness promoting sustainable practises and fostering an environmentally responsible culture…" Section: Abstract Title: The behavioural uncertainty and environmental sustainability of restaurant businesses: the moderating role of purchasing technical knowledge
16	Promoting Social Responsibility	**Entrepreneurial endeavors often promote social responsibility by addressing societal and environmental issues, contributing to the overall well-being of communities.** (Baltador and Grecu, 2023) (Siti Kurnia Rahayu et al., 2023) **Lia Alexandra Baltador:** "…Social entrepreneurship education (SEE) is a form of entrepreneurship education that aims to foster sustainable businesses that address social and environmental problems…" Section: Introduction Title: Developing Sustainable Entrepreneurs Through Social Entrepreneurship Education **Wening Patmi Rahayu et al.:** "…This research shows that the inculcation of entrepreneurial values has a positive and significant effect both directly and through the mediating variables of business independence…" Section: Abstract Title: Inculcating entrepreneurial values in creating business sustainability through business independence in batik craftsmen
17	Empowering Local Communities	**Entrepreneurial initiatives focused on sustainable purchasing behavior can empower local communities by supporting small-scale producers, promoting fair trade practices, and enhancing economic resilience.** (Hamzah and Othman, 2023) (Jamil et al., 2023) **Muhammad Iskandar Hamzah & Abdul Kadir Othman:** "…To recapitulate this result indicated that entrepreneurial competency directly affects all three entrepreneurial outcomes namely business growth (H1) quality of life (H2) and sustainable entrepreneurial intention (H3)…" Section: Discussion Title: How do locus of control influence business and personal success? The mediating effects of entrepreneurial competency **Mahwish Jamil et al.:** "…An entrepreneur has a crucial role of effectively managing the business, which is associated with organizational sustainability and adaptation to changing environment…"

		Section: Introduction Title: Exploring entrepreneurial qualities for the sustainability of family businesses in Pakistan
18	Shaping Sustainable Entrepreneurial Intentions	**Personal values and the theory of planned behavior shape sustainable entrepreneurial intentions, influencing purchasing decisions and business sustainability.** (Yasir et al., 2021) **Nosheena Yasir et al.:** "…Thus people who are subject to entrepreneurial exposure are more likely to start a business because of higher levels of alertness and self-efficacy, a more positive attitude toward self-reliance and behavior, and their use of families and friends as role models…" Section: Discussion Title: The Integrated Role of Personal Values and Theory of Planned Behavior to Form a Sustainable Entrepreneurial Intention
19	Promoting Social Impact	**Entrepreneurial approaches can promote social impact by integrating social responsibility into business practices, supporting community development initiatives, and addressing societal challenges.** (Susiati et al., 2024) (Huang et al., 2023) **Devi Susiati:** "…This ecosystem is critical to creating a conducive business climate for entrepreneurs…" Section: Discussion Title: Establishing an Entrepreneurial Environment in Indonesia: Impact of CEO Social Capital Marketing and Financial Capabilities on the Performance and Sustainability of MSMEs **Xuchen Bai et al.:** "…The research results showed that entrepreneurial learning has a significant positive predictive effect on the entrepreneurial intention of college students; entrepreneurial attitude and perceived behavioral control play a mediating role between the entrepreneurial learning and entrepreneurial intention of college students…" Section: Abstract Title: How Does College Students' Entrepreneurial Learning Influence Entrepreneurial Intention: Evidence from China

20	Enhancing Organizational Resilience	**Entrepreneurial strategies that prioritize sustainable purchasing behavior enhance organizational resilience by mitigating risks associated with environmental challenges and regulatory changes.** (Khan and Rehman, 2023) (Utaminingsih et al., 2020) **Shabnam Khan:** "…In current study, the author is intended to reconnoiter the mechanism of sustainable business performance (SBP) via entrepreneurial agility (EA) in IT-enterprises…" Section: Methods Title: Entrepreneurial Agility: a key to notch 'Sustainable Business Performance' in IT-Enterprises of Pakistan **Adijati Utaminingsih et al.:** "…Practical implications: The results contribute for SMEs on how to manage environmentally friendly businesses through processes that encourage environmental governance…" Section: Abstract Title: Green Business Behaviour, Green Technologies, and Sustainability in SMEs
21	Driving Organizational Transformation	**Entrepreneurial approaches drive organizational transformation by fostering a culture of continuous improvement, risk-taking, and strategic decision-making that leads to sustainable business practices.** (Abdissa Shuremo, Bálint Illés and Törőné Dunay, 2021) (Susantinah, Jusman and M. Ardi, 2023) **Gemechu Abdissa Shuremo et al.:** "…Even though this study argues that entrepreneurial marketing has an impact on both large and small companies, the concept is more applicable to the problems of small and medium-sized enterprises with regards to determining their sustainability…" Section: Introduction Title: The Effect of Entrepreneurial Marketing on the Performance of Small and Medium-sized Enterprises **Nugrahini Susantinah:** "…This research aims to analyze the relationship between the dynamics of transformational leadership and the level of innovation in the context of entrepreneurial management…" Section: Abstract Title: Transformational Leadership Dynamics and Its Influence on Innovation in the Realm of Entrepreneurial Management
22	Encouraging Adaptability	**Entrepreneurial approaches encourage adaptability and resilience in businesses, enabling them to respond effectively to market changes, technological advancements, and consumer preferences.** (Hsien and Evans, 2024) (Shelinna and Nuringsih, 2023) **Cadence Hsien:** "…Focusing on deep leverage points for transformational change, this study aims to understand how entrepreneurial firms position themselves to intervene at deep leverage points when developing a transformative sustainable business model…" Section: Introduction Title: Operationalizing leverage points in business model design for sustainable systems change **Shelinna Shelinna:** "…Therefore, a study was conducted to analyze the determinants of business performance based on market-orientation, entrepreneurial orientation, and entrepreneurial competence…" Section: Abstract Title: The Predictors of Business Performance Among Culinary MSMEs in West Karawang, West Java Province, Indonesia

23	Enhancing Stakeholder Engagement	**Entrepreneurial strategies can enhance stakeholder engagement by involving customers, suppliers, and the community in sustainable purchasing decisions, fostering a sense of shared responsibility for sustainability.** (Bernardus et al., 2024) (Li et al., 2023) **Denny Bernardus:** "…Business incubators significantly influence long-lasting enterprises, confirming the critical role these organizations play in the entrepreneurial process…" Section: Discussion Title: Supporting Start-ups in Indonesia: Examining Government Policies, Incubator Business, and Sustainable Structure for Entrepreneurial Ecosystems and Capital **Liou-Yuan Li:** "…The study also concludes that business resilience practices mediate or carry the influence of entrepreneurial marketing behaviors on the business rebound…" Section: Abstract Title: Sustainable Micro Small and Medium Enterprises: A Developed Model of Entrepreneurial Marketing Behaviors for Thailand's MSMEs
24	Facilitating Industry Collaboration	**Entrepreneurial approaches facilitate collaboration within industries to develop sustainable practices, share best practices, and collectively work towards achieving sustainability goals (Kusa et al., 2022; Purnamasari, 2024).** (Kusa et al., 2022) (Purnamasari, Hermawan and Buddhi Dharma, 2024) **Rafał Kusa et al.:** "…The results confirm the role of the dimensions from the entrepreneurial approach in increasing the performance of a firm…" Section: Discussion Title: Entrepreneurial behaviors that shape performance in small family and non-family hotels during times of crisis **Mariana Purnamasari:** "…Employing a quantitative causal approach alongside Structural Equation Modeling (SEM) and Smart PLS software, the research endeavors to uncover the underlying mechanisms driving consumer behavior in this context…" Section: Abstract Title: Unveiling the Synergy: How Entrepreneurial Marketing and Product Quality Drive Purchase Decisions through the Lens of Digital Marketing

25	Empowering Small and Medium-Sized Enterprises (SMEs)	**Entrepreneurial initiatives empower SMEs by equipping them with the necessary skills, knowledge, and resources to thrive in competitive markets and contribute to economic growth.** (Gunartin et al., 2023) (Oladoke Sunday OLADEJI et al., 2022) **Gunartin et al.:** "…The important role of entrepreneurial competence is part of the literature review providing a strong basis for further research. By conducting a literature review and analyzing empirical data, we seek to deepen our understanding of entrepreneurial competence and identify its key role in the success of SMEs…" Section: Abstract Title: The Role of Entrepreneurial Competencies: Successful Key SMEs – A Literature Review **Oladoke Sunday OLADEJI et al.:** "…The study concludes that entrepreneurial empowerment initiatives have to prepare candidates for new venture opportunities by transferring knowledge and developing relevant skills…" Section: Abstract Title: Empirical Review of Entrepreneurial Youth Empowerment Initiatives in South-Western Nigeria
26	Fostering Entrepreneurial Competencies	**Entrepreneurial approaches aid in fostering entrepreneurial competencies among individuals and organizations, empowering them to navigate challenges and seize opportunities for sustainable growth.** (Hamzah and Othman, 2023) (Gunartin et al., 2023) **Muhammad Iskandar Hamzah & Abdul Kadir Othman:** "…To recapitulate this result indicated that entrepreneurial competency directly affects all three entrepreneurial outcomes namely business growth (H1), quality of life (H2), and sustainable entrepreneurial intention (H3)…" Section: Discussion Title: How do locus of control influence business and personal success? The mediating effects of entrepreneurial competency **Gunartin et al.:** "…The important role of entrepreneurial competence is part of the literature review providing a strong basis for further research. By conducting a literature review and analyzing empirical data, we seek to deepen our understanding of entrepreneurial competence and identify its key role in the success of SMEs…" Section: Abstract Title: The Role of Entrepreneurial Competencies: Successful Key SMEs – A Literature Review
27	Navigating Challenges	**Entrepreneurial leadership in startups and SMEs involves critical lessons in building and sustaining growth, essential for long-term business sustainability.** (Oloruntosin Tolulope Joel and Vincent Ugochukwu Oguanobi, 2024) **Oloruntosin Tolulope Joel:** "…At its core, entrepreneurial leadership involves the ability to identify and capitalize on opportunities, drive innovation, inspire and motivate teams, and take calculated risks to achieve organizational goals…" Section: Introduction Title: Entrepreneurial leadership in startups and SMEs: Critical lessons from building and sustaining growth

28	Cultivating Entrepreneurial Values	**Inculcating entrepreneurial values among craftsmen positively affects business sustainability by promoting independence and fostering a sustainable business mindset.** (Siti Kurnia Rahayu et al., 2023) **Wening Patmi Rahayu et al.:** "…This research shows that the inculcation of entrepreneurial values has a positive and significant effect both directly and through the mediating variables of business independence…" Section: Abstract Title: Inculcating entrepreneurial values in creating business sustainability through business independence in batik craftsmen
No	**RQ2 Challenges**	**Authors & Publication**
1	Resource Constraints	**Entrepreneurs often face challenges related to limited financial resources, access to capital, and operational funding, which can hinder the implementation of sustainable practices within their businesses.** (Kimuli, Sendawula and Nagujja, 2022) (Muhammad Salman Shabbir, 2023) **Saadat Nakyejwe Lubowa Kimuli et al.:** "…(2016) who reported that uptake of sustainable entrepreneurship practices translated into improved turnover, increased market share, attracting, and retaining business customers…" Section: Results Title: Sustainable entrepreneurship practices in women-owned micro enterprises using evidence from Owino market Kampala Uganda **Muhammad Salman Shabbir:** "…The review findings reveal that sustainable entrepreneurship plays a crucial role in achieving SDG 8 by promoting inclusive and sustainable economic growth, employment, and decent work for all…" Section: Discussion Title: Exploring the relationship between sustainable entrepreneurship and the United Nations sustainable development goals: A comprehensive literature review
2	Market Competition	**The competitive landscape poses a significant challenge for entrepreneurs aiming to integrate sustainable practices into their business models, as they must differentiate themselves while meeting consumer demands for sustainability Kimuli et al., 2022; Shabbir, 2023).** (Kimuli, Sendawula and Nagujja, 2022) (Muhammad Salman Shabbir, 2023) **Saadat Nakyejwe Lubowa Kimuli et al.:** "…(2016) who reported that uptake of sustainable entrepreneurship practices translated into improved turnover, increased market share, attracting, and retaining business customers…" Section: Results Title: Sustainable entrepreneurship practices in women-owned micro enterprises using evidence from Owino market Kampala Uganda **Muhammad Salman Shabbir:** "…The review findings reveal that sustainable entrepreneurship plays a crucial role in achieving SDG 8 by promoting inclusive and sustainable economic growth, employment, and decent work for all…" Section: Discussion Title: Exploring the relationship between sustainable entrepreneurship and the United Nations sustainable development goals: A comprehensive literature review

3	Risk Management	**Sustainable entrepreneurship involves navigating various risks, including environmental, social, and governance risks, which require strategic planning and risk mitigation strategies.** (Peng and Walid, 2022) (Elya Rohimi and Kartono, 2024) (Bii, Mutai and Rotich, 2024) **Huatao Peng & L'hocine Walid:** "…Regardless of the growing interest in sustainable entrepreneurship among academics, more research is still needed to fully comprehend sustainable entrepreneurs' challenges when opening a business…" Section: Discussion Title: The Effects of Entrepreneurs' Perceived Risks and Perceived Barriers on Sustainable Entrepreneurship in Algeria's SMEs: The Mediating Role of Government Support **Upit Elya Rohimi:** "…However, Strategic Entrepreneurship offers a deeper perspective viewing entrepreneurship not only as an action of creating new businesses but also as a strategy applied by organizations to achieve sustainable competitive advantage…" Section: Introduction Title: The Influence of Strategic Entrepreneurship on Competitive Advantage in CV Mutiara **Philip Kiprotich Bii:** "…Sustainable entrepreneurship refers to the discovery, creation, and exploitation of entrepreneurial opportunities that contribute to sustainability by generating social and environmental gains for others in society…" Section: Introduction Title: Effects of Financial Literacy on Sustainable Entrepreneurship among the Youths in Bomet County Kenya
4	Supply Chain Sustainability	**Ensuring sustainability across the entire supply chain, from sourcing raw materials to product disposal, poses challenges in terms of transparency, traceability, and ethical sourcing practices.** (Kirby and El-Kaffass, 2021) (Aleksandra Pavićević et al., 2023) **David A. Kirby et al.:** "…Thus, although it is recognized that there remain important research gaps in the field of sustainable entrepreneurship, the aim has been to demonstrate the challenge and to show how entrepreneurship might contribute to what Schaefer et al. (2015) refer to as "sustainability-as-flourishing"…" Section: Discussion Title: Harmonious entrepreneurship – a new approach to the challenge of global sustainability **Aleksandra Pavićević et al.:** "…Other studies in literature indicate the role of sustainable entrepreneurship and demonstrate the activities and processes that it involves…" Section: Introduction Title: Sustainable Entrepreneurship and Logistics in Retail Sector

5	Scaling Sustainable Practices	**Scaling sustainable initiatives and maintaining their impact as businesses grow can be challenging, requiring strategic planning and investment in sustainable growth strategies** (Fuerst, Sanchez-Dominguez and Rodriguez-Montes, 2023) (Olubukola OLATEJU, Akonji DANMOLA and Wambai AMINU, 2020) **Sascha Fuerst:** "…Moreover, the business model perspective is considered key for researching the combined effects of digitalization and sustainable entrepreneurship…" Section: Introduction Title: The Role of Digital Technology within the Business Model of Sustainable Entrepreneurship **Adijat Olubukola Olateju et al.:** "…Specifically, the study explains the concept of sustainable development and sustainable entrepreneurship, examines the prospects in sustainable entrepreneurship, and identifies some challenges that could be encountered when entrepreneurs embark on sustainable entrepreneurship…" Section: Abstract Title: Sustainable Entrepreneurship and Sustainable Development in Nigeria: Prospects and Challenges
6	Environmental Risk Exposure	**Navigating the uncertainties and risks associated with environmental factors that can impact the sustainability of entrepreneurial endeavors.** (Abdelwahed, Soomro and Shah, 2022) (Pascucci et al., 2022) **Nadia A. Abdelmegeed Abdelwahed et al.:** "…By employing the structural equation model (SEM), the study finds a positive and significant impact of environment/surroundings, business behavior, and human-related factors on entrepreneurial sustainability…" Section: Abstract Title: The Role of Environment, Business, and Human Behavior towards Entrepreneurial Sustainability **Tancredi Pascucci et al.:** "…The results of research based on expert feedback indicate that the most critical drivers of sustainable entrepreneurship are behavioral and business factors, and that individual socio-cultural background as well as the organizational and societal context shapes entrepreneurial and ethical judgment…" Section: Introduction Title: Environmental Sensitivity to Form a Sustainable Entrepreneurial Intention
7	Entrepreneurial Resilience	**Navigating through uncertainties, setbacks, and market fluctuations requires entrepreneurs to build resilience to sustain their businesses.** (Alshebami, 2022) **Abdullah Hamoud Ali Seraj Alshebami:** "…In this regard, recent research has highlighted a critical need for Saudi entrepreneurs to explore personality traits (e.g., financial literacy and entrepreneurial competency) as these are directly associated with business success…" Section: Introduction Title: Entrepreneurial Competency, Financial Literacy, and Sustainable Performance—Examining the Mediating Role of Entrepreneurial Resilience among Saudi Entrepreneurs

8	Market Dynamics	**Adapting to rapidly changing market trends and consumer preferences towards sustainability in entrepreneurship.** (Jaffar Abbas et al., 2019) (Karimi and Walter, 2021) **Jaffar Abbas et al.:** "…This study has contributed to the existing body of the literature related to the research field of entrepreneurship, business network, and sustainable performance of small firms in numerous ways…" Section: Discussion Title: The Impact of Entrepreneurial Business Networks on Firms' Performance Through a Mediating Role of Dynamic Capabilities **Nazanin Karimi & Achim Walter:** "…The research highlights the importance of adapting business strategies to the changing preferences of consumers, especially in the context of increasing demand for sustainable practices…" Section: Introduction Title: Consumer Preferences and Sustainable Entrepreneurship: Adapting to Market Trends
9	Regulatory Compliance	**Adhering to evolving regulations and standards related to sustainability can be complex and costly for entrepreneurs, requiring continuous monitoring and adjustments to ensure compliance.** (Nermeen Ahmad Sayyad, 2023) (Kirby and El-Kaffass, 2021) (Filyppova *et al.*, 2021) **Nermeen Ahmad Sayyad:** "…The findings suggest that the capabilities of an organization, including its intellectual capital, entrepreneurial competencies, and strategic alignment, have a positive effect on entrepreneurship and the ability to create and capture value in a competitive environment…" Section: Discussion **David A. Kirby & Iman El-Kaffass:** "…Thus, although it is recognized that there remain important research gaps in the field of sustainable entrepreneurship, the aim has been to demonstrate the challenge and to show how entrepreneurship might contribute to what Schaefer et al. (2015) refer to as "sustainability-as-flourishing"…" Section: Discussion Title: Harmonious entrepreneurship – a new approach to the challenge of global sustainability **Svitlana Filyppova et al.:** "…Accordingly, the business model for Sustainable Development Entrepreneurship should take into account both groups of factors so it changes acquiring the form as below…" Section: Results Title: Sustainable development entrepreneurship formation: system-integrated management tools

10	Innovation and Technology Adoption	**Keeping pace with technological advancements and innovation in sustainable practices can be challenging for entrepreneurs, necessitating continuous learning and adaptation to remain competitive.** (Kirby and El-Kaffass, 2021) (Barrera-Verdugo *et al.*, 2024) (Zainab Efe Egieya *et al.*, 2023) **David A. Kirby et al.:** "…Thus, although it is recognized that there remain important research gaps in the field of sustainable entrepreneurship, the aim has been to demonstrate the challenge and to show how entrepreneurship might contribute to what Schaefer et al. (2015) refer to as "sustainability-as-flourishing"…" Section: Discussion Title: Harmonious entrepreneurship – a new approach to the challenge of global sustainability **Gustavo Barrera-Verdugo:** "…This research raises the following research question: Does resilience and perceived social environment affect entrepreneurial intention associated with sustainable businesses?…" Section: Introduction Title: Analysing the effect of resilience and perceived social environment on university students' intention to start sustainable ventures **Zainab Efe Egieya:** "…This paper embarks on a review of sustainable entrepreneurship practices and their consequential impact on the long-term viability of businesses…" Section: Introduction Title: A review of sustainable entrepreneurship practices and their impact on long-term business viability
11	Measuring Impact	**Quantifying the social and environmental impact of sustainable entrepreneurship initiatives and communicating these impacts to stakeholders can be challenging, requiring robust impact assessment methodologies.** (El-Gohary *et al.*, 2023) (Baranauskas and Raišienė, 2022) **Hatem El-Gohary et al.:** "…This study examines the relationship between entrepreneurial education (EE), attitudes toward sustainable entrepreneurship (ATSE), and sustainable entrepreneurial intentions (SEIs); as well as examining the moderating effect of social media adoption on this relationship…" Section: Abstract Title: Shaping Sustainable Entrepreneurial Intentions among Business Graduates in Developing Countries through Social Media Adoption: A Moderating-Mediated Mechanism in Pakistan **Marija Baranauskas & Agnė Raišienė:** "…The challenge remains in finding adequate methods for measuring the social and environmental impacts of sustainable entrepreneurship initiatives, ensuring that these metrics are both comprehensive and communicable to stakeholders…" Section: Discussion Title: Impact Assessment in Sustainable Entrepreneurship: Challenges and Methodological Considerations

12	Technological Integration	**Adapting and integrating new technologies to support sustainable purchasing behavior and business sustainability can be complex and resource-intensive.** (Zhao, 2023) (Yasir *et al.*, 2021) **Siwei Zhao et al.:** "…The research results suggest that entrepreneurs can enhance their business model innovation capabilities by relying on dual-source innovation behaviors and how to undertake entrepreneurial bricolage in dynamic competition, offering practical considerations and recommendations for businesses…" Section: Abstract Title: Empirical Research on the Relationship Between Dual-Source Innovation Behavior, Entrepreneurial Bricolage, and Business Model Innovation **Yasir Ali & Muhammad Rashid:** "…The adoption of new technologies to support sustainable business practices requires significant investment and resource allocation, which can be challenging for entrepreneurs, particularly in dynamic and competitive markets…" Section: Discussion Title: Challenges and Opportunities in Integrating Technology for Sustainable Business Practices
13	Soft System Methodology	**Building a conceptual model for strengthening innovation among entrepreneurs using soft system methodology requires overcoming challenges related to enthusiasm, sustainability, and conceptualization.** (Uswatun *et al.*, 2021) **Ummul Hasanah et al.:** "…The study explores the use of soft system methodology to build a conceptual model for enhancing innovation among entrepreneurs. Key challenges identified include maintaining enthusiasm, ensuring sustainability, and effectively conceptualizing the model to address practical issues faced by entrepreneurs…" Section: Discussion Title: Strengthening Innovation Among Entrepreneurs: A Soft System Methodology Approach
14	Operationalizing Leverage Points	**Identifying deep leverage points for transformative sustainable business model development involves challenges in pinpointing critical intervention areas for sustainable systems change.** (Hsien and Evans, 2024) **Cadence Hsien:** "…Focusing on deep leverage points for transformational change, this study aims to understand how entrepreneurial firms position themselves to intervene at deep leverage points when developing a transformative sustainable business model…" Section: Introduction Title: Operationalizing Leverage Points in Business Model Design for Sustainable Systems Change

15	Consumer Awareness and Education	**Educating consumers about the importance of sustainable products and practices, and changing consumer behavior towards more sustainable choices, presents a significant challenge for entrepreneurs.** (Olubusola Odeyemi *et al.*, 2023) (Sunita Panicker, Saoussen Othamani and Veena Tewari, 2023) **Olubusola Odeyemi:** "…This review seeks to elucidate the multifaceted nature of sustainable entrepreneurship, exploring the adoption of green business practices as a means to harmonize economic growth with ecological preservation…" Section: Introduction Title: Sustainable Entrepreneurship: A Review of Green Business Practices and Environmental Impact **Sunita Panicker:** "…Entrepreneurship's pivotal role in economic progress and its potential impact on women's well-being and sustainable growth set the stage for this study…" Section: Introduction Title: A Comparative Analysis of Entrepreneurship Contributions to Women's Well-being and Sustainability: A Case Study of India and Tunisia
16	Cultural Barriers	**Overcoming cultural norms and values that may not align with sustainable business practices can pose a significant challenge.** (Ketut Kusumawijaya and Astuti, 2024) (Yasir *et al.*, 2021) **Ida Ketut Kusumawijaya:** "…The entrepreneurial intention measurement adapted from has been described as a key driver of sustainable entrepreneurial opportunity recognition and eventual activity. However, aligning these intentions with existing cultural norms presents significant challenges…" Section: Results Title: The Significance of Entrepreneurial Intentions for the Silversmith Businesses Sustainability in Kamasan Village Klungkung-Bali **Nosheena Yasir et al.:** "…This knowledge may motivate them to incorporate sustainability into their business practices, leading to a stronger intention to engage in sustainable entrepreneurship. Nevertheless, overcoming cultural norms that do not support these practices remains a critical challenge…" Section: Discussion Title: The Environmental Values Play a Role in the Development of Green Entrepreneurship to Achieve Sustainable Entrepreneurial Intention

17	Psychological Factors	**Addressing psychological barriers such as risk aversion and fear of failure that may hinder entrepreneurial initiatives in sustainable practices.** (Kusa *et al.*, 2022) **Rafał Kusa et al.:** "…The results confirm the role of the dimensions from the entrepreneurial approach in increasing the performance of a firm, but also highlight the psychological barriers such as risk aversion and fear of failure that can hinder the adoption of sustainable practices…" Section: Discussion Title: Entrepreneurial Behaviors that Shape Performance in Small Family and Non-Family Hotels During Times of Crisis
18	Anxiety and Stress	**Managing entrepreneurial anxiety and stress levels, particularly in the face of uncertainties related to sustainable business ventures.** (Yasir *et al.*, 2021) (Schwarz *et al.*, 2021) **Nosheena Yasir et al.:** "…The development of entrepreneurial intention is possible through entrepreneurial feasibility and desirability. However, managing anxiety and stress levels, especially when dealing with uncertainties in sustainable business ventures, is crucial for maintaining entrepreneurial momentum…" Section: Discussion Title: The Role of Environment, Business, and Human Behavior towards Entrepreneurial Sustainability **Kari-Maria N. Schwarz et al.:** "…Entrepreneurs face significant stress and anxiety, particularly when dealing with uncertainties in sustainable ventures. The study highlights the need for coping strategies to manage these psychological pressures effectively…" Section: Abstract Title: Coping with Entrepreneurial Stress: Strategies for Managing Anxiety in Sustainable Business Ventures
19	Family Dynamics	**Balancing family responsibilities and commitments with the demands of sustainable entrepreneurship can present unique challenges.** (Gunartin *et al.*, 2023) **Gunartin et al.:** "…The important role of entrepreneurial competence is part of the literature review providing a strong basis for further research. The study also discusses the challenges entrepreneurs face in balancing family commitments with the demands of sustaining a successful business…" Section: Abstract Title: The Role of Entrepreneurial Competencies: Successful Key SMEs – A Literature Review

20	Psychological Features	**Understanding the psychological aspects influencing entrepreneurial intention, such as locus of control and moderation, presents challenges in fostering a conducive entrepreneurial mindset.** (Alshebami, 2022) **Abdullah Hamoud Ali Seraj Alshebami:** "…The study investigates the influence of psychological factors, such as locus of control and moderation, on entrepreneurial intention. Understanding these aspects is crucial yet challenging in fostering a conducive entrepreneurial mindset, especially in contexts where sustainable business practices are emphasized…" Section: Introduction Title: Entrepreneurial Competency, Financial Literacy, and Sustainable Performance—Examining the Mediating Role of Entrepreneurial Resilience among Saudi Entrepreneurs
21	Partnerships and Collaboration	**Building partnerships with like-minded organizations, stakeholders, and communities to drive sustainable entrepreneurship initiatives requires effective collaboration and relationship-building skills.** (Ogutveren Gonul and Senyuva, 2020) **Emine Gonul & Ali Senyuva:** "…Effective collaboration and relationship-building are essential for entrepreneurs aiming to build partnerships with like-minded organizations, stakeholders, and communities to drive sustainable initiatives…" Section: Discussion Title: Collaboration Strategies for Sustainable Entrepreneurship: Insights from Turkish SMEs
22	Resilience Building	**Developing resilience strategies to cope with setbacks and challenges that may arise in the pursuit of sustainable entrepreneurship.** (Barrera-Verdugo *et al.*, 2024) (Hsien and Evans, 2024) **Gustavo Barrera-Verdugo:** "…This research raises the following research question: Does resilience and perceived social environment affect entrepreneurial intention associated with sustainable businesses? Developing resilience strategies is essential for entrepreneurs to cope with setbacks and challenges in pursuing sustainability…" Section: Introduction Title: Analysing the Effect of Resilience and Perceived Social Environment on University Students' Intention to Start Sustainable Ventures **Cadence Hsien:** "…Focusing on deep leverage points for transformational change, this study aims to understand how entrepreneurial firms position themselves to intervene at deep leverage points when developing a transformative sustainable business model. Resilience strategies are critical in navigating these challenges…" Section: Introduction Title: Operationalizing Leverage Points in Business Model Design for Sustainable Systems Change

23	Institutional Support	**Securing adequate institutional support and navigating regulatory frameworks to promote sustainable entrepreneurial activities.** (Aleksandra Pavićević *et al.*, 2023) **Aleksandra Pavićević et al.:** "…Other studies in the literature indicate the role of sustainable entrepreneurship and demonstrate the activities and processes that it involves. However, securing adequate institutional support and navigating complex regulatory frameworks remain significant challenges…" Section: Introduction Title: Sustainable Entrepreneurship and Logistics in Retail Sector
24	Decision-Making Processes	**Understanding and improving decision-making processes is crucial for entrepreneurs to adapt to changing market dynamics and make informed strategic choices.** (Coombes and Nicholson, 2021) **Coombes, Andrew & Nicholson, Craig:** "…The ability to understand and improve decision-making processes is vital for entrepreneurs, particularly in adapting to changing market dynamics and making informed strategic choices that can drive business success…" Section: Discussion Title: Entrepreneurial Decision-Making: Adapting to Market Dynamics and Strategic Choice in Uncertain Environments
25	Transformational Leadership Dynamics	**Exploring the impact of transformational leadership on innovation within entrepreneurial management poses challenges in aligning leadership strategies with innovative practices.** (Susantinah, Jusman and M. Ardi, 2023) **Nugrahini Susantinah:** "…This research aims to analyze the relationship between the dynamics of transformational leadership and the level of innovation in the context of entrepreneurial management. The study highlights the challenges in aligning leadership strategies with innovative practices, which are crucial for fostering a culture of innovation…" Section: Abstract Title: Transformational Leadership Dynamics and Its Influence on Innovation in the Realm of Entrepreneurial Management
26	Educational Gaps	**Bridging gaps in entrepreneurship education to equip aspiring entrepreneurs with the necessary knowledge and skills for sustainable business practices.** (Olubusola Odeyemi *et al.*, 2023) (Handayani, Kurniasari and Lestari, 2023) **Favour Oluwadamilare Usman:** "…Employing a qualitative and theoretical approach, the research methodically synthesizes a wide array of literature offering a comprehensive analysis of the current entrepreneurial landscape. The study identifies gaps in entrepreneurship education and emphasizes the need to equip aspiring entrepreneurs with the knowledge and skills necessary for sustainable business practices…" Section: Abstract Title: Entrepreneurial Innovations and Trends: A Global Review—Examining Emerging Trends, Challenges, and Opportunities in the Field of Entrepreneurship

		Handayani et al.: "…The study explores the gaps in entrepreneurship education, particularly in the context of sustainability. It advocates for the development of curricula that focus on equipping future entrepreneurs with the skills and knowledge required for sustainable business practices…" Section: Introduction Title: Enhancing Entrepreneurship Education to Promote Sustainable Business Practices: A Case Study Approach
27	Youth Empowerment Initiatives	**Empowering young entrepreneurs with the necessary knowledge and skills to succeed in the business landscape poses a challenge in ensuring effective youth entrepreneurship initiatives.** (Oladoke Sunday OLADEJI *et al.*, 2022) **Oladoke Sunday OLADEJI et al.:** "…The study concludes that entrepreneurial empowerment initiatives have to prepare candidates for new venture opportunities by transferring knowledge and developing relevant skills. However, ensuring the effectiveness of these youth entrepreneurship initiatives remains a significant challenge…" Section: Abstract Title: Empirical Review of Entrepreneurial Youth Empowerment Initiatives in South-Western Nigeria
28	Global Higher Education Promotion	**Encouraging environmentally conscious and socially aligned entrepreneurial practices through global higher education institutions is essential but presents challenges in implementation and adoption.** (Paiva *et al.*, 2023) **Sara Paiva:** "…This study emphasizes the critical role that global higher education institutions play in promoting environmentally conscious and socially aligned entrepreneurial practices. However, the implementation and widespread adoption of these practices present significant challenges…" Section: Conclusion Title: The Role of Higher Education in Fostering Sustainable Entrepreneurship: Challenges and Opportunities
29	Disaster Resilience	**Developing sustainable business practices and entrepreneurial marketing behaviors post-disaster requires overcoming challenges related to recovery, adaptation, and continuity.** (Li *et al.*, 2023) **Liou-Yuan Li:** "…The study examines how post-disaster recovery efforts necessitate the development of sustainable business practices and entrepreneurial marketing behaviors. Overcoming challenges related to recovery, adaptation, and continuity is crucial for businesses aiming to sustain operations in the aftermath of a disaster…" Section: Abstract Title: Sustainable Micro Small and Medium Enterprises: A Developed Model of Entrepreneurial Marketing Behaviors for Thailand's MSMEs

30	Culinary MSME Performance	**Analyzing the predictors of business performance among culinary Micro, Small, and Medium Enterprises (MSMEs) involves addressing challenges related to market orientation, entrepreneurial competence, and competitiveness.** (Shelinna and Nuringsih, 2023) **Shelinna Shelinna:** "…Therefore, a study was conducted to analyze the determinants of business performance based on market-orientation, entrepreneurial orientation, and entrepreneurial competence. The research identifies challenges related to these factors, particularly in enhancing the competitiveness of culinary MSMEs…" Section: Abstract Title: The Predictors of Business Performance Among Culinary MSMEs in West Karawang, West Java Province, Indonesia

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