Green Entrepreneurship as a Nostrum for Sustainable Development among Selected Entrepreneurial Firms in Southwestern, Nigeria

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Abstract

Sustainable development is at the front burner of debates globally and this is a result of continuous challenges bedeviling the survival of the eco-system through the production activities of organisations hinged towards economic gains. Owning to this fact, this study aims to investigate the significant contributions of green entrepreneurs towards the revitalisation of the ecosystem and ensuring eco-balance. The objectives of this study were centered on examining the effect of green entrepreneurial activities on environmental sustainability and investigating the relationship between green entrepreneurial activities and social sustainability. The theory of planned behaviour and Triple Helix Theory of Sustainable Socio-Economic Development underpinned the study. Data were obtained from selected entrepreneurs with green ideologies in Lagos and Ogun State through a multistage sampling technique, which comprised purposive, stratified and simple random sampling methods. Results obtained from the study shows that green entrepreneurship has an effect on environmental sustainability with (0.795>0.5) and also, a positive, strong and significant exists between green entrepreneurship and social sustainability with (0.931>0.5). The study concluded that the linkage between green entrepreneurial activities and sustainable development can establish an educative mechanism for entrepreneurs and spell out explicitly the importance of going green and imbibing green values. Therefore, green entrepreneurial programme should be regularly organised to create and encourage awareness among entrepreneurs on how to cope with and tackle environmental and social challenges; as awareness on green entrepreneurship will awaken the consciousness of entrepreneurs and assist them in understanding that sustainability challenges can be mitigated.

Keywords: Environmental sustainability, green entrepreneurs, social sustainability, sustainable development.

Introduction

The concept of sustainable development has be dissected and cross-examined from diverse lens; thus, making it one of the most debatable phenomenon in modern dispensation and this is also as a result of its intricacies in making the world more habitable for all and sundry. Environment in this contemporary period and era is gaining significance and huge attention globally; this is because, the environment

represents and connects with all aspects of humanity and thus requires protection. Due to the urgent need to ensure environmental sustainability as a mechanism towards enhancing sustainable development, green behaviour has occupied center stage in the modus operandi of organisations. Organisations are now shifting focus towards the adoption of green practices in the area of production and service delivery in the markets. Green practices have dominated the threshold of many organisations and currently in Nigeria, environmental protection has become a top priority among organisations of all kinds. This has necessitated entrepreneurs and business owners to keep in mind the adoption of affable practices and manufacturing of environmental friendly products.

Green entrepreneurship as a concept gained traction and came into limelight in the early 90s with its definition stemming from effort hinged on the attributes and characteristics of entrepreneurship. In the submission of Hall (2013) green entrepreneurship emanated from a book by Berle's Gustav. The green entrepreneur was viewed as an opportunity of a business to save the ecosystem while also making profits. Taking a cursory look at Berle's definition, it can be measured that his definition is morally-centered, succinct and accurate. Based on this position, green entrepreneurship can be adjudged to represent the process of accepting the responsibilities for the creation of a kind of future, which has been consciously preconceived, or envision. According to Farinelli, (2011) having an accurate understanding of the real definition of green entrepreneurship is significant especially in a process where large conglomerates cherish the idea of investing in green marketing through the establishment of green image without any consideration for real, strategic and measurable directed change in their business framework or processes rather than green inventions.

Consumers in modern dispensation has huge interests in organisations who are eco-focus, eco-friendly and eco-affable, this presents that showing greater concern for green behaviour has become one of the core yardstick for measuring the performance of firms and other entrepreneurial operators; This stand as a parameter underlying their buying decisions. Globally, consumers have been found to show keen interests in environmental protection; thus, making the existence of green marketing a huge source of competitive advantage among entrepreneurial firms. With this in sight, focus and premiums have been placed on products with clean and green identities; thus, making entrepreneurs looking at the direction of adequately explaining green market opportunities. The introduction of green technology and products into the markets by entrepreneurs for the purpose of transforming existing pattern and model of products being manufactured; all of which its structures remained unsustainable thereby requiring changes and alteration in structures of cultural, social, political and economic. Based on the aforementioned purposes, attention and focus has drifted from the human attention and tilting progressively towards sustainable development. Therefore, the interface between business and environment have initiated preferences to be been given to adequate environmental revitalisation and protection. Based on these arguments, the study investigated green entrepreneurship as a panacea for sustainable development among selected entrepreneurial Firms in Southwestern, Nigeria.

Problem Statement

Issues revolving around the environment have been constantly linked towards sustainable development. This implies that when attention is paid to issues bordering on societies, economies, and environments; it births the concept of green market. Green entrepreneurship has been adjusted by several scholars in the developed economies as the driver of change and a foundation upon which the framework of green marketing was hinged on; which has become a driving tool for economic growth

and advancement. It has also sufficed that environmental challenges created through the activities of man via industrial pollution, production process of firms and government has necessitated policy formulation and suggestive measures for environmental protection (Nikolaoua, Ierapetritis, and Tsagarakis, 2011; Pooja & Kumar, 2019). Green entrepreneurship has been found as one of the compelling tools for driving sustainable development but from the Nigerian context, there is dearth in studies and literature to validate this claim; hence, this study. Based on the degree of environmental challenges witnessed by the activities of Nigerian entrepreneurs, positing that green entrepreneurship can assist in salvaging the situation especially from the purview of firms in the south west still remains researched; thus, this study will help fill this gap and experimenting green entrepreneurship as an avenue for creating new technologies and products for combatting environmental and social challenges.

The combination of environment and social serve as metrics of sustainable development; and green entrepreneurship is perceived as a new form of entrepreneurship, with commitment to compatibility with the environment. Hence, passionately combining business scope with the intention of bridging and enhancing sustainability from the angle of environmental and social movement remained the bedrock of this study. Thus, based on these identified challenges; this study investigated green entrepreneurship as a panacea for sustainable development among selected entrepreneurial Firms in Southwestern, Nigeria.

Objectives of the Study

The general objective of the study was to investigate green entrepreneurship as a Panacea for sustainable development among selected entrepreneurs in southwestern, Nigeria. Specifically, the study aimed at:

i. examining the effect of green entrepreneurial activities on environmental sustainability among selected entrepreneurial Firms in Southwestern, Nigeria; and
ii. investigating the relationship between green entrepreneurial activities and social sustainability.

Hypotheses of the Study

Based on the on the objective of the study and research questions, the hypotheses below were formulated:

$H0_1$: Green entrepreneurial activities do not significantly affect environmental sustainability among selected entrepreneurial Firms in Southwestern, Nigeria.

$H0_2$: There is no significant relationship between green entrepreneurial activities and social sustainability among selected entrepreneurial Firms in Southwestern, Nigeria.

Conceptual Explanations

Green Entrepreneurship

Despite the rapid growth which has been witnessed in the green parlance; green entrepreneurship as a concept is still at its sprouting stage. As observed by Pacheco, Dean and Payne (2010) some unresolved issues still revolves around green entrepreneurship from the aspect of Accounting, Entrepreneurship, Finance and Business Economics. As a result, Gibbs and O'Neill (2016) were of the opinion that a dilemma exists where entrepreneurs experience what underlie green entrepreneurship as well as what

it connotes in the true sense of it. Thus, for this dilemma to be alleviated, scholars from various standpoints have defined the concept from varied angle so as to facilitate a better understanding. For instance, Green Project (2012) submitted that green entrepreneurship connotes a set of activities which consciously address social and environmental concerns/needs through the process of implementing ideas which are entrepreneurial in nature by militating against high expectations and risks of likely positive impacts on environment and other forms of financial sustainability.

Zhaojun, Jun, Yali, and Ying, (2017) explained that green entrepreneurship has a huge tendency of exploring scenarios of various kinds based on its degree of adaptability and flexibility which are deeply rooted in its innovative nature which often produce superior results and presents a solution to businesses and ameliorate societal challenges. In a similar manner, Awang, Iranmaneseh and Yousuf, (2017) perceived green entrepreneurship as a group of thinkers who are disruptive in nature and have the capability to salvage the environment which represents our sociological landscape of any form of menace. Therefore, the ability of entrepreneurs' to begin at whatever level puts them at great advantage and afford them the opportunity towards strengthening the green market as a mechanism for sustainable development.

Additionally, Malavisi (2018) was of the view that green entrepreneurship refers to those involved in 21st century business practices through innovations and creative competencies. So, to mitigate global environmental concerns. In support of this, Dale (2019) argued from the viewpoint of green creativity which was described from the perspective of green entrepreneurship as a revolutionary mechanism for salvaging immediate economic, environmental and social concerns. So, innovative and inventive entrepreneurship has to do with coordinating of skills and other various resources both human and non-human towards proffering solutions to socio-economic challenges through the presence of products and services which are legitimate and serve as means of rewards financially and establishing a sense of fulfillment to its owners. Green entrepreneurship means a preponderance shift from conventional or traditional style of entrepreneurship into a modern and contemporary practice of business where attainment of business goals via high profit making outs into consideration the environmental dimension and putting modalities in place to maintain and protect its quality by mitigating any form of degradation.

Environmental Sustainability

Environment as a concept comprised of both social and physical conditions which surrounds man and hugely influences societal behaviour. In the opinion of Goi, (2017) the concept of environment is both objective and also subjective and the reason accounting for this is because it encompasses bodies in terms of deserts, forests, animals and grasslands; also, in its contents, it contains human, grasslands and the interrelatedness of these components operates within the confine of the environment. Another submission by Lee, (2020), asserted that an environment can be described as all-encompassing natural endowments which include elements put in place by man to make life easy and worth living for them. Environment also serves as a support system which brings together water, air and land coupled with other resources (materials) required to help in fulfilling the aspirations and yearnings of man (Fapohunda, Genty, Jayeoba & Olanipekun, 2022).

Environmental sustainability thus represents and denotes the maintenance and management of the ecosystem in a reasonable manner. It is a process of ensuring that natural resources are preserved effectively and devoid of any form of degradation (Guerci, Longoni & Luzzini, 2015). According to Diri, (2021) environmental sustainability implies setting a balance in the course and process of allowing human satisfy their current needs while also not compromising the ability of generations unborn to fulfil their own aspirations. Environmental sustainability signifies a conscious efforts and responsive interplay with the environment with the view towards the preservation of natural resources

by improvising and creating alternative avenues for reducing pollution and any other negative impact off production activities on the environment (Olanipekun, 2020). In corroboration to this submission, Jabbour and Santos, (2021) explained that environmental sustainability efforts follow three phases which are:

a. Response to environmental legislation by following the requirements of making environmental-friendly products;
b. Preventing the environment against any form of harm by ensuring that wastes are properly disposed; and
c. Demonstration of energetic and proactive actions towards guaranteeing long term environmental sustainability.

Social Sustainability

Social sustainability represents a new phenomenon in the discourse of sustainable development, even though the concepts has existed over time; attention has not been fairly given to it because it is not regarded as a sine-qua-non in the sustainability process. But as time went by; it dawn on the society to revert back to this strand of sustainability when the issue of sustainability becomes more profound especially in the modern dispensation. Social sustainability means the process of establishing successful atmosphere with the aim of promoting well-being by having comprehensive understanding of what people require from the environment in which they work and live, social sustainability has the combination of physical design and a blend of what operates in the social realm or scheme of things; by ensuring that there is adequate infrastructure to support cultural and social lives, social amenities and framework for citizenship engagement and provision of space for people to have a pace of evolvement (Woodcraft 2011). From the above assertions, it can be evidently inferred that social sustainability is closely knitted with concerns of the well-being of man from the standpoint of both social capital and quality of life at the grass root level.

Social sustainability is the process of identification and management of both positive and negative impacts of business on the people; it also denotes the quality of relationship shared and activities engaged in by an organisation with stakeholders. According to Polese and Stren, (2019), social sustainability is a proactive mechanism used by firms for enhancing their relationships and engagements with stakeholders and immediate communities. Arulrajah and Opatha, (2016) asserted that social sustainability is a process of establishing a prosperous society by thoroughly and closely comprehending societal needs. This need comprise the process for fostering sustainable successful places where in the well-being of man is promotes by having an understanding what is required by the society. Strand, (2014) also expressed that social sustainability is synonymous with the **development of human capital** through the lens of "education, health, training, work and safety", **equity** in terms of "fairness in salaries, equal opportunities" and **ethical considerations** from the aspect of "human rights, cultural values and justice".

Sustainable Development

This is a form of development wherein the current generational needs are met without any form of compromise for future generations in meeting their own needs and aspirations. Wikipedia (2020) explained sustainable development as the organisation of principles towards meeting human

development goals while at the same time sustaining the ability and strength of the natural ecosystems to providing services for which economies and societies can leverage on or depend upon. It helps in putting forward a desired result where a society desires accurate and appropriate living conditions by ensuring that resources are utilised in the most perfect manner without undermining the stability and integrity of the ecosystem. Shah, (2018) captioned sustainable development to be a core mandate of the principle of sustainable development goals where 8 items were arrived at to topping the list of challenges bedeviling global living standards. According to Manickam and Muralikrishna, (2017) conference held by the United Nations on sustainability and sustainable Development brought to the fore certain items as a forward thinking measure growing out of the Millennium development Goals whose one of its core offering was to revitalise the environment through eco-friendly practices during the process of entrepreneurs carrying out production activities.

Sustainable development as a concept stemmed from the World Commission on Environment and Development (WCED) which was commonly referred to as the Bruntland Commission in 1987 where sustainable development was posited to imply the type of development where meeting of current needs does not hamper the realisation of future needs of generations unborn in fulfilling their own desires and goals. Arulrajah, Opatha and Nawaratne (2015) further expressed that sustainable development assist in the safeguarding of the environment through a viable mechanism. Finally, Olanipekun (2020) expressed that sustainable development connotes the re-alignment and reformation of the connection between an economy and the environment of its operations with the view to putting long-standing planning process in place for the sustainability of mankind.

Green Entrepreneurship and Environmental Sustainability

Adopting green practice by entrepreneurs remains a plausible solution for establishing a green economy and at this juncture; it behooves on entrepreneurs align their orientation and ideology towards green knowledge and its numerous benefits especially in the aspect of maintaining environmental quality. Experimenting through the triple bottom lines, environmental sustainability remains a core component of sustainable development; thus examining it in regards to green entrepreneurship helps in creating a convergence with economic and ecological objectives. The realisation of environmental revitalisation from the rests upon four pillars which are sustainability, business opportunity, awareness and leadership and market mechanism.

This brings to the fore that a positive relationship exists between green entrepreneurship and sustainable development; this submits that green entrepreneurs are motivated intrinsically to tow the path of guaranteeing a form of business practice that is green aligned and oriented (Farinelli, 2011). Conclusively, it can be demonstrated that green entrepreneurship provides new avenues and start-up entrepreneurs and become a powerful mechanism for mainstreaming a new business responsibility paradigm. So, entrepreneurs are expected to be more aware on opportunities that are emerging or abound in their environment and respective industry and apply necessary knowledge acquired in driving a green market. Thus, implementing green entrepreneurship positively has an impact on environmental sustainability which is a component of sustainable development (Lotfi, Yousefi & Jafari, 2018).

Green Entrepreneurship and Social Sustainability

Investigating green entrepreneurship and social sustainability can be adjudged from the viewpoint of analysing business practices to encourage ethical measures such as green values. From this view, Kirkwood and Walton, (2010), entrepreneurs with good acumen and discernment towards salient environmental issues will become more concerned and interested in aligning business practices with sustainable development goals. Hence, values that are ecofriendly significantly become a rule and plays pivotal role in these aspects. Based on this incontrovertible fact, green value becomes a fulcrum which affects the degree of motivation among entrepreneurs, who are eco-focus, and thus making social sustainability a positive valuation towards issues bordering on sustainable concerns.

So, in curbing social pressure and maintaining appropriate behaviour in fostering societal prosperity and adjusting the domain of societal desire on sustainable development; social sustainability becomes germane and pertinent as a basis for evaluation for measuring entrepreneurial business practices. From the submissions, it is crystal clear that green entrepreneurship also aligns with social sustainability which is an arm of sustainable development. Therefore, according to Sargani, (2020) it is pertinent and crucial for entrepreneurs to be mindful of social problems emanating from the preservation of social heritage, empowerment of the stakeholders in the social community, this will allow for green innovations and establishing opening access to local markets. Hence, in ensuring sustainability, an entrepreneur with green ideology will help in promoting the green mantra through commitment to innovative ideas and leveraging on opportunities for sustainability (Kainrath, 2009). Currently, green entrepreneurship establishes new guidance for moving growing economies, thereby giving it a positive consequence on triple bottom line of sustainability. Speaking further, Awe, Bamidele, Olanipekun and Olanipekun, (2020) averred that sustainability form the true mechanism of sustainable development.

Theoretical Framework

This study was anchored on the Triple Helix Theory of Sustainable Socio-Economic Development by and theory of planned behaviour by **respectively.**

Theory of Planned Behaviour

This theory was propounded by Ajzen, (1991) and served as bedrock for this study because its principle expressed that intention is a function of attitude towards certain perceived behavioural control. The theory further asserted that human beings act in a sensible way and by this, there is huge tendency that for them to implicitly and explicitly calculate information which exists before them and consider its attendant consequences of their actions (Nishimura & Tristán, 2011). Since the hallmark of this study was to investigate and identify the extent of effects and relationship of green entrepreneurship on sustainable development from the purview of environmental and social sustainability; this theory helps in understanding the psychological nature of human and how much they can leverage on information available to them in exhibiting certain behaviour.

Therefore sustainable development in this regards requires knowledge, provision of information and creation of awareness on the significance of sustainable development occasioned by the entrepreneurial activities. This theory exposed that foe entrepreneurs to practice the green concept requires an internal form of encouragement and motivation; and by this entrepreneurs will behaviour

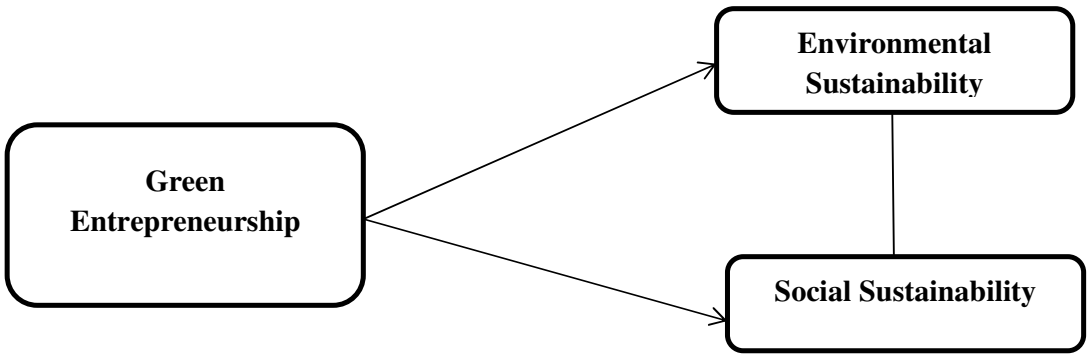
ad act reasonably using information as a metric for building their interest in green entrepreneurship. Therefore, if this is supported and blended with social realities and norms; perceived behavioural control can be guaranteed and play crucial role in strengthening entrepreneurial green intention to aid sustainable development.

Triple Helix Theory of Sustainable Socio-Economic Development

This contemporary era has unraveled that for economies to compete globally in an effective manner, knowledge and information, science and technology are largely required to achieve high degree of innovativeness. Thus, acquisition of skills and high research efforts towards enabling entrepreneurs to becoming more critical and analytical in creating a sustainable means of making wealth is learned. The involvement in using ICT as a tool for accelerating and promoting global practices becomes necessary to serve as catalyst for promoting economic growth and advancement. Entrepreneurs who are knowledge and information driven will generally form solid bedrock of competitive modern national economies which is viable; this explains the huge significance role of entrepreneurs in understanding wealth creation programmes (Nadiia, Anatoliy & Kateryna, 2019). In achieving the above, research and appropriate system of education remain key drivers that will result in the following: production of cutting-edge knowledge; transfer, exchange, and application of knowledge and information acquired to drive innovation; and educate their members with the skills and knowledge acquired.

The above has been attained in many developed countries through the operation and activities of the - industry-academia-government partnership, and it is usually referred to as the Triple Helix which served as the pillars of sustainable development. Under this theory, institutions are challenged to identify industrial problems and proffers solutions that are driven by products of research and deploy them to relevant entrepreneurial activities on a continuous basis so as to increase the level of competitive advantage of entrepreneurs; and with this, the government is saddled with the responsibility of making available a conducive atmosphere necessary to acquire skills, and knowledge needed for the 21st century business challenges. This can be attained when a synergistic collaboration exists between the academia, government and the entrepreneurial sector (industry) in order to achieve sustainable economic development.

Conceptual Framework



Source: Authors' Framework (2023)

A conceptual framework showing the effect and relationship between green entrepreneurship as a panacea for sustainable development among selected entrepreneurs in Southwestern, Nigeria

Methodology

For this study, the research designed employed was descriptive; this was used in the study because it allowed for adequate explanation of green entrepreneurship and its attendant effect and relationship with sustainable development. The study population was 1,400,000 million and a sample size of 400 selected entrepreneurs were selected using the multi-stage sampling technique which comprise of purposive sampling which was used in selecting the study areas which were Lagos, Ogun and Oyo States respectively. Then at the second stage, the stratified sampling techniques was used in selecting firms with similar business ideas and years of experience and finally, the simple random sampling techniques was used in selecting sample size for the study. This technique (simple random sampling) was used in ensuring adequacy and equal representation from the respondents.

In measuring green entrepreneurship, a scale by Sharma & Kushwaha, 2015 was used with a Cronbach Alpha of (0.844); and a composite reliability of (0.835) which certified the research instrument valid and reliable while for sustainable development, scale by Davari & Strutton, 2014 was employed with a Cronbach Alpha of (0.899) and a composite reality of (0.881). So, in testing for the study validity, a pilot study was conducted among selected entrepreneurs at the Lagos International trade Fair, Alaba, Ojo, Lagos Nigeria but the result was not used in this study, it only allowed for the researchers to experiment and access if the instrument used were adequate and valid enough for administration. The research instrument was a structured questionnaire which was distributed among selected entrepreneurs in Lagos, Ogun and Oyo State respectively and analysis were made using frequency and percentages to analyse demographic characteristic while regression and correlation analyses were used in testing the stated hypotheses in the study.

Table 1: Cronbach Alphas of the study Variables

S/N	**Variables**	**Cronbach Alpha**	**Composite Reliability**	**Cronbach's Alpha** ***(Decision Rule)***	**Cronbach's Alpha** ***(Results)***
1.	Green Entrepreneurship	0.844	0.835	0.7	0.844 **Reliable**
2.	Sustainable Development	0.899	0.881	0.7	0.89 **Reliable**

Source: SPSS (2023)

Results and Discussions

This section gives a lucid explanations on the data obtained from the field and conclusion and recommendations were based on the data analysed under this section. Four Hundred (400) questionnaires were sent out to respondents but Three Hundred and Ninety-One were returned and found valid for the study; this accounted for 97.7% response rate which was found significant for the study.

Table 2: Socio-Demographic Variables of Respondents

Variables	Categories	Frequency	Percentage (%)
Sex	Male	222	56.8
	Female	169	43.2
Total		**391**	**100.0**
Age	Below 20 years	8	2.0
	21-30 years	282	72.1
	31-40 years	57	14.6
	41-50 years	44	11.3
Total		**391**	**100.0**
Marital Status	Single	180	46.0
	Married	194	49.6
	Divorced	5	1.3
	Separated	12	3.1
Total		**391**	**100.0**
Educational Qualifications	NCE/OND	21	5.4
	BSC/HND	275	70.3
	Post-Graduate/Masters	85	21.7
	Other Professional Qualifications	10	2.6
Total		**391**	**100.0**
How long have you been in the SME business	Less than 2 years	150	38.4
	3-5 years	147	37.6
	6-10 years	55	14.1
	11years and Above	39	10.0
Total		**391**	**100.0**

Source: Fieldwork (2023)

Table 2 above reflecting demographic variables according to sex revealed that 222 representing (56.8%) of the respondents were male and 169 of the respondents were female with (43.2%). Results presented that majority of the respondents were male with 222 (56.8%). This finding explained that in the Nigerian society, majority of the operators in the entrepreneurial domain are male and this typifies and sybolises that the Nigeria's informal sector is make dominated and this can assist for rapid development of green markets.

Table 2 above on age revealed that 8 respondents which represent (2.0%) were below the 20 years of age, 282 respondents representing (72.1%) were between the ages of 21-40 years, 57 respondents representing (14.6%) were between the ages of 41-50 years and 44 representing (11.25%) of the respondents were 51 years and above with (11.3%). The finding from the analysis revealed that majority of the respondents were 21-40 years.

Table 2 above reflected that 180 respondents representing (46.0%) were single, 194 respondents representing (49.6%) were married, and 5 respondents representing (1.2%) were divorced and separated while 12 respondents representing (3.1%) were widows. Findings revealed that majority of the respondents were married with 194 (49.62%).

Table 2 above presented that according to educational qualifications of operators in Nigeria, 21 representing (5.4%) of the respondents were holders of college certificate, 275 respondents representing (70.3%) were holders of bachelor's degree and higher national diploma certificates, 85 respondents representing (21.7%) of the respondents were Masters and Post-graduate degree holders

and 10 representing (2.6%) of the respondents were holders of other professional certificates. Analyses revealed that majority of these operators were Bachelors of Science and Higher National Diploma certificate holders.

Table 2 above reflected that according to analysis on the question bordering on how long the operators have been in the SME business, result stated clearly that150 respondents representing (39.06%) have been in business less than 2 years, 147 respondents representing (38.28$) of the operators have been in business between three to five years, 55 respondents representing (14.1%) of the respondents have been in the SMEs business between 6-10 years and 39 respondents representing (10.0%) of the operators have been in business for more than 11 years.

Testing of Hypotheses with Regression and Correlation Analysis

Hypothesis One

$H0_1$: Green entrepreneurial activities do not significantly affect environmental sustainability among selected entrepreneurial Firms in Southwestern, Nigeria.

Table 3: Model Summary on the Effect of Green Entrepreneurial Activities on Environmental Sustainability among selected Entrepreneurial Firms in Southwestern, Nigeria

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795[a]	.632	.631	.781

a. Predictors: (Constant), Green Entrepreneurship

Table 4: ANOVA on the Effect of Green Entrepreneurial Activities on Environmental Sustainability among selected Entrepreneurial Firms in Southwestern, Nigeria

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	407.436	1	407.436	667.224	.000[b]
	Residual	237.541	389	.611		
	Total	644.977	390			

a. **Dependent Variable**: Environmental Sustainability
b. **Predictors**: (Constant), Green Entrepreneurship

Table 5: Coefficients on the Effect of Green Entrepreneurial Activities on Environmental Sustainability among selected Entrepreneurial Firms in Southwestern, Nigeria

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.117	.081		13.752	.000
	Green Entrepreneurship	.763	.030	.795	25.831	.000

a. **Dependent Variable**: Environmental Sustainability

Tables 3, 4 and 5 presented the result of the linear regression, which was calculated to preempt Green Entrepreneurship. A significant regression coefficient was found (F (1,389)= 667.224, p=.000), with R^2 of 632. This presupposes that 63.2% variation in environmental sustainability was as a result of green entrepreneurship. Evidence in table 5, also is the beta value under the standardized coefficients

which showed that green entrepreneurship equivalently contributes to the change in environmental sustainability which is the dependent variable (β=.795, p=.000). Therefore, the null hypothesis, which stated that green entrepreneurial activities do not significantly affect environmental sustainability among selected entrepreneurial Firms in Southwestern, Nigeria, was rejected because results indicated that, green entrepreneurial activities significantly affect environmental sustainability among selected entrepreneurial Firms in Southwestern, Nigeria.

Hypothesis Two

$H0_2$: There is no significant relationship between green entrepreneurial activities and social sustainability among selected entrepreneurial Firms in Southwestern, Nigeria.

Table 6: Correlations showing the relationship between green entrepreneurial activities and social sustainability among selected entrepreneurial Firms in Southwestern, Nigeria

		Green Entrepreneurship	**Social Sustainability**
Green Entrepreneurship	Pearson Correlation	1	.931**
	Sig. (2-tailed)		.000
	N	391	391
Social Sustainability	Pearson Correlation	.931**	1
	Sig. (2-tailed)	.000	
	N	391	391

**. Correlation is significant at the 0.01 level (2-tailed).

Result presented by the above correlation table revealed that the correlation result of the hypothesis testing whether a significant relationship between green entrepreneurial activities and social sustainability among selected entrepreneurial Firms in Southwestern, Nigeria exists. It was discovered that value of the Pearson result was 0.931 which was found to be greater than 0.5 (0.931>0.5) which explained that a significant and positive association exists between green entrepreneurial activities and social sustainability among selected entrepreneurial Firms in Southwestern, Nigeria. Therefore, with this revelation, the null hypothesis, which stated that there is no significant relationship between green entrepreneurial activities and social sustainability among selected entrepreneurial Firms in Southwestern, Nigeria, was rejected while the alternative hypothesis was accepted. This thus inferred that there is a significant relationship between green entrepreneurial activities and social sustainability among selected entrepreneurial Firms in Southwestern, Nigeria.

Discussion of Findings

This study x-rayed green entrepreneurship as a panacea for sustainable development among selected entrepreneurial firms in southwestern, Nigeria with the objective of examining the effect of green entrepreneurial activities on environmental sustainability among selected entrepreneurial Firms in Southwestern, Nigeria; and investigating the relationship between green entrepreneurial activities and social sustainability. Two hypotheses were stated in the study.

So, for hypothesis one, result proved that green entrepreneurship positively affect environmental sustainability among selected entrepreneurial Firms in Southwestern, Nigeria. This finding agree with the position of Robbins and Judge, (2006) which expressed that green entrepreneurship represents a value designated to redesign attitudes and motivate individual entrepreneurs to act in a sensible manner

during their business operations. This implies that when entrepreneurs become green in nature, their environment become important to them and they will consciously to apply environmental management techniques for the benefit of both the people and the planet. This finding also align with the finding of Kirkwood and Walton, (2010) whose study concluded that green entrepreneurship shows internal degree of motivation towards solving environmental challenges, furthermore, the outcome of this study aligns with the position of Abina, Onikosi-Alliyu and Oyeniran, (2015) whose study concluded that environmental concern is the hallmark of green entrepreneurial (eco-entrepreneurial) intention; and based on this fact, the study stressed further that green entrepreneurship affects attitude and motivation and this helps in fostering a good perception of sustainable development among entrepreneurs. Finally, the outcome of this study aligns with the opinion of Nuringsih and Puspitowati, (2017) whose study proved and provided that a positive impact of green entrepreneurship reflects on the motivation towards effective environmental management.

For hypothesis two which examined the relationship between green entrepreneurial activities and social sustainability; it was discovered from the findings that a positive and significant association existed; this result is in agreement with the findings of Kirkwood and Walton, (2010) where the scholars submitted that green entrepreneurship has a relationship with social sustainability and this reflects the degree of sustainability intentions in bettering societal welfare; stressing further, the authors' position indicated that green entrepreneurship is a fulcrum or pivotal seed which instill sustainability consciousness which will allow for entrepreneurs to take precautionary measures with future social and ecological concerns. At the same time, the outcome of this study aligns with the principle of the theory of planned behaviour, which helps in establishing behavioral awareness towards greening the planet and makes it more habitable; by addressing all degrees of personal awareness connected to the exhibition of green behaviour. So, placing the outcome of this study in relations to the theory of planned behaviour; it unravels that behaviours hinged on sustainability is a potent habit which has the propensity for strengthening green entrepreneurship. Finally, the outcome of this study aligns with the conclusion of a study by Tung (2020) which expressed that green entrepreneurship is a mechanism for driving social sustainable and reducing social pressure and creating the desired level of confidence required to drive the train of sustainable development.

Conclusion and Recommendations

From the outcome of this study, it was observed that green entrepreneurship is a solution for the future. Therefore, there is a strong nexus between green entrepreneurial activities and sustainable development; this linkage establish an educative mechanism for entrepreneurs and spell out explicitly the importance of going green and imbibing green values. Green entrepreneurship is a valid avenue for encouraging entrepreneurs to overcome environmental and social challenges by not compromising the aspirations of the future generations in the process of meeting the own current welfare. Therefore, based on the outcome of this study, green entrepreneurship becomes a valid parameter for redesigning entrepreneurial mindsets towards the practice of sustainable development and will serve as a decoy to initiating eco-friendly values for maintaining the planet and ensuring a decent place for al, and sundry in the Nigerian society. Green entrepreneurship remains a valid avenue for encouraging entrepreneurs to overcome environmental and social challenges by not compromising the aspirations of the future generations in the process of meeting the own current welfare.

Based on the outcome of the study, the researcher recommended that:

i. Green entrepreneurial programme should be organised to create and encourage awareness among entrepreneurs on how to cope with and tackle environmental challenges; as awareness on green entrepreneurship will awaken the consciousness of entrepreneurs and assist them in understanding that environmental challenges can be mitigated.

ii. There must be willingness on the part of government to initiate and formulate policies to willingly educate the entrepreneurial sector and making provision for their readiness to embracing eco-friendly practices.

iii. Entrepreneurs should constantly seek out better ways to make business activity more environmental and social friendly through research and education.

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