**Drivers of Sustainable Entrepreneurial Practices**

**A first review report**

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# NEED FOR THE STUDY

Business sustainability is essential to the long-term prosperity of global companies. Leading global companies are therefore developing practical standards and metrics to help apply these principles. These sustainability principles serve to maximize their opportunities and to minimize the negative impact their core operations have on the environment, and the communities and economies in places where they operate.

The Small business sector is considered as an economic powerhouse that contributes 2 trillion in terms of annual turnover (Abrahams, 2019). Additionally, as they can skyrocket the productivity levels which is at a worrying phase in the country; entrepreneurs require sustainable growth owing to poor regulatory practices that have been noted (Abrahams, 2019). Organisations indulge in poor 'sustainable entrepreneurship practices' despite increased relevance in global and political arguments has contributed to increased environmental issues and social differences. Most theories give detail on innovation and achievement motivation factors to drive sustainable entrepreneurship practices, but it does not give a concrete understanding on how they are followed among entrepreneurs (Kraus et al., 2017). Sustainability entrepreneurship practice being novel practices in the field of entrepreneurship find significance in the SME sector considering its relevance to the economic growth of the country. However, a major research is required to understand its applied context across entrepreneurs and on what factors drive sustainable entrepreneurship in organisations.

# REVIEW OF LITERATURE

## **2.1 Introduction**

The literature review provides an elaborate view on the sustainable entrepreneur practice and the benefits to the environment. This chapter has 3 to 5 main sections included within sections such as importance of sustainable entrepreneurial practices to an organisation, various entrepreneurial practices, Various Internal environmental factors influencing Sustainable Practices among the entrepreneurs and various external environmental factors influencing Sustainable Practices among the entrepreneurs. The research focuses on identifying the various factors that influence entrepreneurs to carry out sustainable practices. The literature section provides a detailed insight on sustainable entrepreneurial strategies that are used in SME’s. This section also elaborates on the practices that improve organisation value and social status of the business operation. The environmental factors that influence sustainable practices of entrepreneurs will be summarised and detailed in the upcoming sections from various journals and published articles. In-depth critical analysis will be provided in published literature in order to understand the practices followed by entrepreneurs.

## **2.2 Importance of sustainable entrepreneurial practices to an organisation**

Sustainable entrepreneurship practice is followed by start-ups to project their business value and contribution to the environment with the launch of innovative products and services that exceeds the expectation and limitation of new organisations. This strategy is closer to the dimensions and ethics of corporate social responsibilities that improves organisation value via effective business operation (Spence, Ben BoubakerGherib and OndouaBiwolé, 2010). In order to promote creativity, innovation and value of business operation it is essential to identify an effective platform to launch their product. Hence, entrepreneurs are focused on building a sustainable cultural and social platform to improve their performance (de Guimarães, Severo and de Vasconcelos, 2018). Critically analysing the above literature, it is revealed that sustainable entrepreneurship practices are followed by organisation to improve their performance and sustainability in the industry. The level of innovation and creativity applied by an organisation is based on the external influence and social structure to meet industry needs.

Entrepreneurs’ value and attitude towards work is influenced by sustainability-driven entrepreneurship practice. In order to drive values to the services and operation makers focus on sustainable development practices in the product manufacturing process in order to meet customer requirement. Further this entrepreneurship practice maintains a balance between economy and social dimensions (Richardson, 2018). Organisations have been changing their business model by transforming managerial management with collaborative entrepreneur operation. This improves project efficiency and shortens completion period and enables the management to achieve desired results within the set time span (Uyarra and Gee, 2013). From the above literature, it is evident that entrepreneurship practice reveals the capability of the entrepreneurs in contributing to business development. It has been identified that sustainability practice followed by entrepreneurs maintains a balance between organisation’s internal and external climate. This has encouraged organisations to carry out collaborative entrepreneurial operations to complete their projects on time.

Organisations use local suppliers and entrepreneurs to manage their supply chain and outsourcing. This improves employment opportunity and industrial growth of the local community. For instance, Spier actively used local suppliers and local business associations to outsource their project. This improved on time delivery and reduced maintenance cost (Fairer-Wessels, 2011). Social entrepreneurship has become dominant in the business sector since this manages diversity and improves success rate of the organisation in the external and internal market. Sustainable entrepreneurship practices improve social value and performance efficiency of the organisation to a greater extent (Igwe, Icha-Ituma and Madichie, 2018). The above literature has revealed that organisations are using new business developers and small-scale business operators to outsource their project. This sustainable practice improves project efficiency and reduces operational expenses. Further, sustainable entrepreneurship practice improves the social value of the organisation leading to a better business performance.

Entrepreneurial practices are associated with the character traits of the individuals in the organisation. This improves growth opportunity and business enhancement chances for small and medium scale business operation. Ethnic behaviour of the individuals contributed to the success and business sustainability (Wang and Altinay, 2012). There are broad range of entrepreneurial activities such as joint research, problem solving, consultancy and hosting personnel for external business operation. The scope of each practice varies with that of change in business operation. These practices are applied to improve value of business operation (Abreu et al., 2016). For instance, entrepreneurial behaviour is rising with the smaller number of staffs in micro businesses and operation. Hence, there has been an increase in entrepreneurial learning in the region in order to succeed family business operation and achieve professional excellence in the industry (Crick, 2011). From the above, it is evident that change in entrepreneurial practices and business operation depends on the requirement and demand in the industry. Further, personal character trait and ethical behaviour contribute to better operation performance and sustainability. However, not all the practices can be applied to an organisation. This varies with demand and expectation.

The above literature has revealed that organisations are using entrepreneurs and local organisations to outsource their projects. It is evident that the performance and expenditure of outsourcing are better. This has given rise to number of entrepreneurs in the local market especially in the small and medium enterprises. It is revealed that sustainable entrepreneurship practices improve industrial innovation and recognises a change in business operation.

## **2.3 Sustainable entrepreneurial practices**

**2.3.1 Various Sustainable entrepreneurial practices followed by the entrepreneurs**

Entrepreneurs in a region are encouraged by external sources to develop new business operation. In order to achieve best results and sustain in the market for a longer time period, new entrepreneurs enter into partnership and collaboration operation with local suppliers and enterprises. This improves community relationship and provides social benefit to the society (Fairer-Wessels, 2011). SMEs entering into new business venture operate with moral values that create a positive influence on the customers and the owner-managers of the organisation. Participating in environmental activities and NGO services improves organisation image and displays social responsibility carried out by the organisation (Wahga, Blundel and Schaefer, 2018). From the above literature, it is evident that organisations in SMEs are using strategies that are sustainable and environmental concerned focus to improve operation performance in the region. This improves organisations image and community relationship enhancing operation performance of the organisation to a greater extent.

Applying sustainable value-added approach in enterprises enables organisations to evaluate their resource utilisation and reduce negative impact on the environment. This approach enables enterprises to create value to the organisation and improve image in handling environmental reports and resources (Straková, 2015). Sustainable entrepreneurship practices are classified based on the approaches used by the organisation to manage their entrepreneurial activities. This involves analysing personal skills and taking initiatives to improve societal goals and achievements. Using a holistic approach enables individuals to concentrate on immediate results and enabling them to achieve desired results (Crnogaj et al., 2014). From analysing the above literature, it is revealed that sustainable entrepreneurial practices are applied by entrepreneurs in an organisation by analysing the results and outcome. Therefore, applying holistic approach enables entrepreneurs to focus on aspects and improve business operation and achieve desirable market results.

Sustainable entrepreneurial practices in an individual are influenced by their feasibility and desirability to adapt to changes and take risks in organisations. Human intentions serve as triggering factor that influences entrepreneurship and business operation. Positive and negative attitude of individuals influence their behaviour and contribution to the society (Koe, Omar and Sa’ari, 2015). Environmental degradation is another factor that influences entrepreneurs to improve business operation and move towards sustainable approach. This moves the entrepreneurs towards green production and green economy introducing profitable solutions and that changes the operational outlook of the organisation (Gasbarro, Rizzi and Frey, 2018). Critically analysing the above literature, it is revealed that sustainable entrepreneurial practices are used by organisations to improve business operation and achieve desirable market result. Entrepreneurs improve their operation based on environmental conditions and factors that contribute to the development and sustainability of the organisation.

Food entrepreneurs use sustainable operations and strategies to improve their performance in the industry. Cognitive dissonance theory (CDT) is a useful framework that enables entrepreneurs to improve operation and sustainability in business operation. This improves operation and triggers performance and achieves dissonance results in the market (Gagnon, and Heinrichs, 2016).

Therefore, from the literature, it is revealed that various factors are responsible for influencing sustainable entrepreneurial practices in the organisation. From the study, it is evident that changes in ecology and environment have created a positive influence on the entrepreneurs in moving towards a more sustained operation.

**2.3.2 Sustainable entrepreneurial strategies of SMEs**

Muhd Yusuf, Hj. Din and Jusoh (2018) developed a framework for explaining the relationship between entrepreneurial decision making and sustainable performance. According to their research, Social Intelligence plays a mediation role between the two elements. However, the level of Social Intelligence is found to impact Sustainable Performance but does not affect the influence of Decision making on sustainable performance.

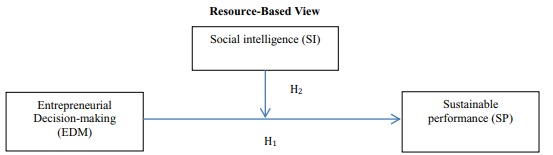
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Figure 1: Research Framework for relationship between entrepreneurial decision making and sustainable performance

Source: Muhd Yusuf, Hj. Din and Jusoh (2018)

Entrepreneurial decision making plays an important role in improving organisation performance. However, uncertainty and non-predictive thinking create a negative impact on the business operation. Hence, social intelligence application in entrepreneurial practices improves individual understanding improving sales and profit (Muhd Yusuf, Hj. Din, and Jusoh, 2018). New start-ups focusing on value creation has a positive scope in a business context. Hence, they strive to improve their focus and attention towards human welfare and social context. This reduces the level of ecological footprint in the environment improving sustainability opportunity (Ciasullo and Troisi, 2013). From the literature, it is revealed that applying social intelligence and focusing on improving social value in the society increase brand image and creates a positive impact on the organisation leading to better business development enabling the management to achieve expected results in the management.

Sustainable marketing practices followed by entrepreneurs in conducting and organising events improves organisation name. About 99% of small to medium enterprises (SMEs) contribute to the nation's economy by creating a significant negative impact on the environment. In order to improve their image organisations are focusing on sustainable development alternatives (Richardson, 2018). Sustainable entrepreneurs focus on sustainability as the core of their business activity and operate in terms of achieving expected market results. This involves mass marketing to transform their business operation beyond ecological variation. Use of interconnected supply chains and network communication supports the creation of a balance between economic activity and society (Moore and Manring, 2009). From the above literature, it is revealed that sustainable entrepreneurship practices used by SMEs focus on the development of both internal and external environment. That is the societal benefits and financial benefits of the organisation. However, it has been identified that the implementation of ecological variation and supportive operation alone improves business performance SMEs

Therefore, from the literature, it is revealed that SMEs operating in a region use various strategies and measures to improve business operation and achieve desired market results. Applying sustainable entrepreneurship practices in business operation reduce negative footprints in the market and improves performance and organisation image.

**2.3.3 Sustainable Entrepreneurial practices followed by the entrepreneurs**

Sustainability concerns and the need for social change are driving entrepreneurs in the industry. More entrepreneurs are set focused on creating disruptive luxury companies in the prospect of being unique and successful. Entrepreneurs in fashion, transport and accessories carry out an elegant approach to understand the change in environment and social texture to apply necessary product innovation (Bendell and Thomas, 2013). Sustainable entrepreneurship involves effective and concerned policy making method that improves the economy of the nation without overexploiting the resources. The feminist approach is more conservative and socially constructive in balancing a socio-economic context (Outsios and Farooqi, 2017). Critically analysing the above literature, it is revealed that sustainability practices are followed by entrepreneurs in concern with the environment and society. The need to produce a unique and innovative application and improved their focus and approach. This has resulted in positive results. It is evident that an understanding approach and strategy is required to improve sustainable operation.

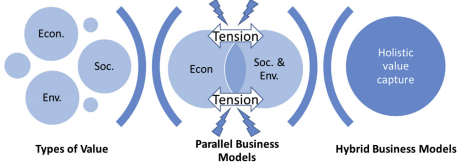


Figure 2: Levels of Value Integration in sustainable business models

Source: Davies and Chambers (2018)

Sustainable entrepreneurs focus on achieving desired results by applying strategies that link social and environmental benefits in their business operation. It is evident that organisational with societal goals focus on achieving community objectives by applying strategies that have a sustainable benefit on the community and society (Davies and Chambers, 2018). The framework proposed by Davies and Chambers (2018) explains the level of value integration in sustainable business models. It explains how sustainable entrepreneurs experience tensions in achieving economic, social and environmental values and holistic value capture within hybrid business organisations. Eco-entrepreneurs focus on developing a green and sustainable business background that improves operational performance. They focus on developing a business that are truly valuable and economically viable in nature. In food market eco-entrepreneurs focus of developing menu following ethical inland sourced food and organic substances in their menu to improve operation performance (Indaco-Patters et al., 2013). From the above literature, it is revealed that sustainable entrepreneurial strategies are developed based on the organisation and its operation. The level of sustainability is associated with the changes and customer demand in the industry. However, it is evident that eco-entrepreneur and sustainable entrepreneurs are focused on improving environmental performance and reduces carbon footprint in the atmosphere.

Therefore, it is evident that the sustainable strategies such as concerned policy making, environmental focus and use of organic and internal sources reduces external purchases and improves national economic reducing import and improving natural product consumption.

## **2.4 Various Internal environmental factors influencing Sustainable Practices among the entrepreneurs**

Internal factors that are specific to the entrepreneurs such as motivation to environmental concerns decide the orientation of an entrepreneur towards sustainable practices and ‘green values. Entrepreneurs who are intrinsically motivated towards sustainable entrepreneurship are called green entrepreneurs. The commitment of the entrepreneur towards sustainability also varies based on context (Schlange, 2007). The extent to which an entrepreneur is interested in social performance and the level of networking that the entrepreneur has towards sustainability also found to exert on the sustainable practices followed in entrepreneurial firms. It is also found that the firms which are engaging in entrepreneurial practices with environmental sensitivity are constantly increasing (Kraus et al., 2017). It is evident that the internal factors such as the personal orientation of entrepreneurs toward sustainable practices play an important role in deciding the sustainable practices in the organisation. It is also conclusive that the commitment of an organisation towards ensuring social performance also determines the propensity of the organisation towards sustainable practices.

Recent research identified various factors that indirectly influence the sustainability-oriented intentions among the entrepreneurs. This study has derived the positive effect of extrinsic rewards, intrinsic rewards and altruism on entrepreneurs' attitude towards sustainability. Similarly, the direct effect of above-mentioned rewards and security on the perceived desirability among the entrepreneurship was derived from this study. In addition, the direct effect of self-efficacy of the entrepreneurs the perceived feasibility of the entrepreneurs to perform sustainability strategies were identified (Vuorio et al., 2018). Thus, accordingly to this conceptual model presented below identified that Altruism, extrinsic, intrinsic reward, security and self-efficacy are factors indirectly affect implementation of sustainable practices by the entrepreneurs.

Extrinsic reward

Extrinsic reward

Altruism

Security

Self-Efficacy

Attitude towards sustainability

Perceived entrepreneurial desirability

Perceived entrepreneurial feasibility

Sustainable entrepreneurship intentions

Figure 3: Conceptual model

Source: Vuorio et al (2018)

Internal organisational culture along with the configuration of organisational resources also plays an important role in determining the sustainable practices in the organisation. One of the determinants of the sustainable practices in the organisation is the personal traits and values of the entrepreneurs. Sustainable practices in the organisation are largely derived from the individual orientation of the entrepreneurs towards sustainability (Sarango-Lalangui, Santos and Hormiga, 2018). Research on entrepreneurial intention towards sustainable practices also revealed that the entrepreneurs' intention towards embracing sustainable practices is influenced by whether the entrepreneurs have an affinity towards altruistic values. Both intrinsic and extrinsic rewards are found to positively impact entrepreneurial desirability towards sustainable practices (Vuorio, Puumalainen and Fellnhofer, 2018). It is evident that the entrepreneurial intention and desirability towards sustainable practices is largely influenced by individual values and commitment to sustainability. It is also evident both intrinsic and extrinsic rewards associated with the sustainability process acts as a motivating factor towards embracing green policies in entrepreneurship.

Sustainability Attitude

Perceived Desirability

Perceived Feasibility

Social Norm

**Sustainable Entrepreneurship intention**

Figure 4: Conceptual model of factors affecting sustainable entrepreneurship intention

Source: Koe et al. (2015)

Another research performed by Koe et al. (2015) also developed a similar conceptual model that denotes the factors that directly affect the sustainable entrepreneurship strategies. This study conducted a survey among 404 respondents from various SMEs in Malaysia. This research identified that Social norms, Perceived feasibility, Perceived desirability and Sustainable attitude are the major drivers influence the sustainable entrepreneurship strategies in SMEs. The results derived from the research studies of Vuorio et al (2018) and Koe et al. (2015) provided similar factors that affect the sustainable practices performed by the entrepreneurs.

Research on the internal factors contributing to the sustainability practices indicated that the resources and capabilities of the organisation are also an important determinant of sustainable practices in entrepreneurial firms. Internal factors are found to augment the external factors of motivational sustainable practice. Competitive advantage is also identified as an internal factor that improves sustainability practices (Leonidou et al., 2015). A mixed research on the propensity of small and medium entrepreneurs (SME) to follow sustainable practices has revealed that the internal factors play a comparatively less significant role in motioning SMEs to follow sustainable practices. But it is also found that the organisation in SMEs who embraces sustainable practices voluntarily were able to simultaneously improve their business performance (Worthington and Patton, 2005). It is also found that the organisation in the SME sector is of the view that the sustainable practices are highly unlikely that the sustainable practices reduces total cost and improves the financial performances of the organisation. It is also found that the organisations in the SME sector are highly resistant to the institutionalisation of voluntary sustainable practices (Revell and Blackburn, 2007). From the above, it is understood that organisations in the SME sector are receiving a mixed reaction in implementing sustainable practices in their business operation. It is also conclusive that the external factors play a more important role in motivating SME organisation to follow sustainable practices.

From the above literature, it is evident that various internal practices such as brand reputation, competitive edge, personal attitude, intrinsic rewards and care for the society creates a positive impact on the entrepreneurs influencing their behaviour and enable them to achieve their target. These factors influence entrepreneurs to operate their business under a sustainable code to improve their position in the market.

## **2.5 Various External environmental factors influencing Sustainable Practices among the entrepreneurs**

External factors such as regulation impact the propensity of the organisation to embrace sustainable practices by making it a legal requirement for successfully operating a business. It is found that entrepreneurs embrace sustainable practices to the extent that the government is committed to enforce environmental standards (Schlange, 2007). It is found that the internal factors such as ethical values complement the external factors such as the legal requirement of following sustainable practices in an organisation. Awareness among the society also found to spearhead the sustainable practices among the organisation operating in the society. By making it a legislative requirement, environmental regulations remove ambiguity in compliance with the environmental standards (Tur-Porcar, Roig-Tierno and Llorca Mestre, 2018). Sustainable practices also positively impact brand reputation by creating a unique social identity to the entrepreneurial firm (Hörisch, 2015). It is evident that, although internal factors significantly contribute to sustainable practices among SMEs, external factors are major contributors owing to the regulatory nature of the factors. Thus, external factors such as environmental regulations play a vital role in institutionalising sustainable practices among entrepreneurs.

Tur-Porcar et al. (2018) also conducted a study to identify the important drivers of sustainable entrepreneurship using Analytic Hierarchy Process method. This method was used to evaluate and rank the factors based on their importance. The conceptual model derived by Tur-Porcar et al. (2018) is presented in the below figure.

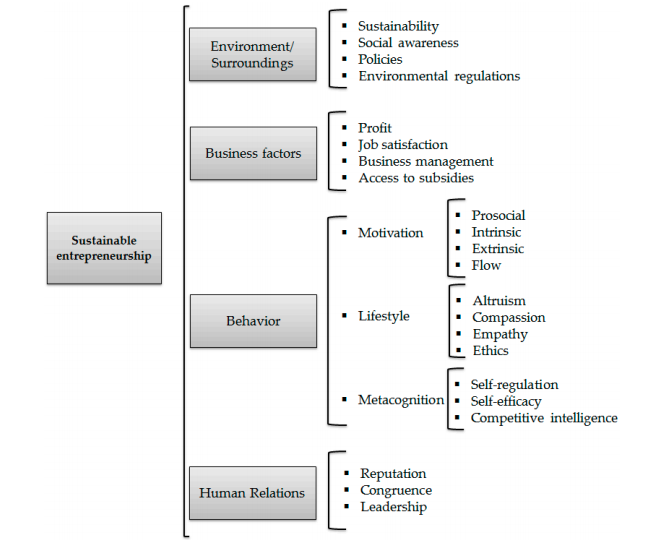


Figure5: Conceptual model by Tur-Porcar et al. (2018)

Source: Tur-Porcar et al. (2018)

Research on the role of external factors on spearheading the sustainable practices among entrepreneurs revealed that the external factors play a moderating role on deciding the impacts of internal factors such as intrinsic motivation on the entrepreneur’s sustainable practices. High regulatory intensity and public concerns are identified to influence the sustainability commitment of entrepreneurs (Leonidou et al., 2015). Socio-cultural environment in a locality also impacts the sustainability of the organisation. A society which is eco-sensitive and environmentally ware is more likely to nurture the organisations with sustainable goals (Peter and Akinyede, 2017). It is also found that the customers who are environmentally sensitive act as an agent of change who makes it essential for the entrepreneurs to embrace sustainable practices. But it is also said that the products offered by the entrepreneur should possess unique business value apart from sustainability tin order to attract customers who do not possess preference towards sustainability (Hörisch, 2015a). It is evident the external factors such as customer requirements also acts as a contributing factor towards the sustainable practices in the entrepreneurial firms. It is also conclusive that the socio-cultural factors exert influence on the desirability of the organisation to follow sustainable practices.

If the entrepreneur is exposed to sustainability related education and awareness, the possibility of entrepreneurship becoming environmentally sustainable is found to increase. It is found that the entrepreneurial education is positively related with the sustainable development (Lourenço, Jones and Jayawarna, 2012). Entrepreneurs in SME’s are adopting to green practice in order to improve value of their business operation and reduce environmental pressure on business development. External environmental factors applied in entrepreneurship activities have increased economic benefits of the organisation (Rezai et al., 2015). The above literature reveals that entrepreneurs exposed to environmental studies and concepts tend to develop positive traits and move towards sustainable operation. This improves overall performance of the organisation. It has also been revealed that SME’s applying green practice in their business operation are experiencing better financial performance.

The results from the literature has highlighted that external environmental factors such as brand awareness, environmental education, impact of competitors and other non-profit organisations creates a positive impact on the entrepreneurs influencing their business operation enabling the organisation to achieve desired impact on the organisation.

## **2.6 Chapter Summary**

Sustainability entrepreneurial practices are followed by entrepreneurs to improve their social image and generate a positive reputation on their practices. Entrepreneurs are moving towards sustainable practices since it influences organisation performance and creates a positive impact on the environment. Environmental degradation stress and pressure influence entrepreneurs improving operation performance to achieve desired impact in the external climate meeting external possibilities. Sustainable entrepreneurs are more focused on reduce environmental footprint and using a natural operation method maintaining a balance between social and environmental changes.

# PRIMARY OBJECTIVE

The research aims to identify and examine the factors that influence entrepreneurs to achieve sustainable entrepreneurial practice in their business environment.

# SECONDARY OBJECTIVES

Factors understood to influence entrepreneurs in carrying out sustainable practices in organisations are majorly environmental regulations, requirements of international customers, entrepreneurial values, activities that create awareness, environmental education, reputation of a brand and competitive advantage (Wahga, Blundel and Schaefer, 2018). However, entrepreneurs' attitude to sustainability and the perceived desirability of an entrepreneur also have a direct role to play in the consideration of sustainability practices and among entrepreneurs (Vuorio et al., 2018). Sustainable entrepreneurship is more focused on contributions and practices. A major understanding on the psychological factors or aspects, for example, motivation and intention have a major impact on the sustainability practices/contributions of entrepreneurs and require to be analysed in detail (Majid et al., 2017). Social pressures are identified as a major barrier for successfully carrying out sustainable entrepreneurship practices in impoverished countries across developing economies. It is also argued that public policy might have a direct negative/positive impact on sustainable entrepreneurship practices. An outright understanding of the factors affecting the sustainability practices of an entrepreneur can be made from the provided researches (Hall et al., 2010). As mentioned in the above research studies entrepreneurial attitude, environmental regulations/education, the reputation of the brand and competitive advantage are key factors that influence sustainability practices. However certain other factors such as the social pressures and public policy might as well create an impact on sustainable entrepreneurship practices.

# METHODOLOGY

The methodology section explains the different methods used to conduct the study and the justification for the selection of methodologies which includes data collection and data analysis methodologies (Harvey and Land, 2016).

## **Proposed Conceptual Framework**

The conceptual framework consists of the characteristics of entrepreneurs, 4 internal factors and 7 external factors that affect the sustainable entrepreneurship practices. The various factors that influence sustainable drives among entrepreneurs are the internal and external factors. Internal drivers are factors that are associated with entrepreneurs and their self-confidence and external drivers involves projecting a positive image of the organisation to the external environment and managing climatic changes.

*Internal Drivers*

*External Drivers*

Sustainable Entrepreneurial Practices

H1

H2

H3

H4

H5

H6

H7

H8

H9

H10

H11

Figure 6: Proposed Conceptual Framework

The framework projects the dependent and independent variables in the research. This provides the basis for the construction of the hypothesis that would be tested in the later stage of the research. The proposed conceptual framework consists of two main constraints (the external and internal factors affecting sustainable entrepreneurship practices) and includes 11 elements. The internal drivers consist of elements such as Extrinsic rewards, intrinsic rewards, Altruistic Behaviour and personal attributes and the external drivers include International customer requirement, create awareness, Environmental awareness, domestic and international relations, Competitors / non-profit organisation, competitive advantage and brand reputation.

## **Research Philosophy**

Research philosophy can be defined as a belief system that guides a researcher towards gaining new knowledge by defining what constitutes new knowledge and how new knowledge can be identified and developed (Collins, 2010). As mentioned in the Research onion diagram, positivism, interpretivism and realism are the different research philosophies (Saunders et al., 2016). Positivism is the research philosophy that is used in this research. As mentioned by Mkansi and Acheampong (2012), positivism is widely used in social science researches which use research precepts from natural sciences. By embracing the positivism, social science research can be made using same paradigm as that of natural science researches. Positivism also espouses that the facts are the only source of knowledge which can be identified through scientific and logical enquiry. It is also said that the positivism is the most appropriate research philosophy that give raises to social organisation (Pawlikowski, Rico and Sell, 2018). Since the research intended to study, scientifically and objectively, various external and internal factors that influence the entrepreneurs to embrace sustainable practices, positivism research philosophy is most suitable. It is also evident that the research can validate the claims through scientific and logical tools by using positivism research philosophy and can minimise the subjective opinion of researcher into the research findings.

## **Research Method**

The quantitative research method is used in this research. Quantitative research method is defined as the process of collecting numerical data related to the research topic and utilising the descriptive and statistical tool. Even though qualitative and quantitative research paradigm lies in different research continuums, these concepts are combined and used to expand the scope of the research (Daniel, 2016). Quantitative research methods are used to objectively define and measure theoretical concepts. Quantitative data research also reduces the need for subjective interpretation of the researcher on identifying the findings of the research (Brewer, Newman and Benz, 2012). Thus, this research used quantitative research methods in order to make an objective observation about the relationship between various internal and external factors on the sustainable practices of the entrepreneurs. It is conclusive that the quantitative research method will be suitable to achieve the research aim of studying the driver of sustainable entrepreneurship practices.

## **Sampling Method and Size**

This research adopted the purposive sampling method to select the respondents to involve in the survey conducted by this research. Purposive sampling is also known as judgmental sampling approach that identifies the respondents who have necessary qualities to answer the questions during data collection using a survey or interview (Johnson, and Christensen, 2008). In this research, each respondent must be an entrepreneur since the research analyses the factors influencing the entrepreneurs to perform sustainable activities. Since the researcher expects the research to be specific and accurate, the purposive sampling method is selected based on its non-random nature of data collection. Therefore, only the entrepreneurs who run their own organisation were selected using purposive sampling. The respondents were identified through various social media website like Facebook, and they were requested to answer the questions in the online survey conducted. The survey links were provided to these entrepreneurs after getting their consent for the survey. The sample selection process also considered the answers from the entrepreneurs of SMEs. The researcher approached around 110 entrepreneurs. However, only 100 entrepreneurs who started SME within the last 5 years were responded positively and the required information was collected from them through an online survey. The samples represent entrepreneurs. The researcher's time constraints and the limitation in the number of entrepreneurs of SMEs, limited the accessibility of the researcher to 100 samples.

## **Data Collection Method**

The research onion diagram denotes that secondary data, sampling, observation, questionnaires and interviews are the different data collection components (Saunders et al., 2003). Primary data collection is a real-time data collection method that is first-hand data gathered by the researcher himself. The secondary data relies on past data and represents data collected by someone else. The advantages in using primary data collection method are its very involved process, specificity in the data collected subject to the needs of the researcher and the accurate and reliable form of presentation in comparison to the secondary data (Ajayi, 2017). In spite of the advantages that secondary data collection has over primary data, the specificity of data and the accuracy of data are available through primary data collection method. Hence, the primary data method is used for the research. Based on the scientific method of research, the primary research can be conducted in three ways, observation, Interviews and Surveys. Surveys help in gathering information on the belief of peoples from a wider representation in the form of a general trend by employing questionnaires (Driscoll, 2011). Since, questionnaires help in gathering information on a general trend from a wider range of people, using an online survey questionnaire is the most feasible option that is considered and used in this research.

## **Data Analysis Method**

Descriptive data analysis is suitable to analyse the possible relation between variables and describe the characteristics of the variables involved in the research. The statistical analysis is strongly supported by the descriptive analysis (Punch, 2005). In this study, the data collected from the survey were statistically analysed using SPSS software. This reveals the suitability of using descriptive analysis in this research. As mentioned in the research method section, the application of quantitative analysis is mandatory to analyse the statistical relationship between the variables using SPSS software PASW Statistics 18. Qualitative data analysis is not adopted since the study does not collect qualitative data using an interview or any other qualitative data collection tool. The statistical data collected for every question is illustrated in the results chapter in the form of Figures for easy understanding, which could not be possible in qualitative data analysis.

This research also focuses on identifying the effectiveness of various drivers that influence the sustainable entrepreneurship approaches of the organisations. The identification of the strong independent variables was identified using multiple regression analysis. In this research, the factors that affect the suitable activities of the entrepreneurs are independent factors and their intention for sustainable activities is a dependent factor. This also performed correlation analysis to determine the level of relationship between the independent factors and its influence on sustainable entrepreneurship activities. The study also compared the statistical analysis result with the critical literature review presented in the earlier chapter. This approach used to critically discuss the result attained from the current researches and the earlier researches which is used to determine the resultant gap in these researches.

# 5 WORK DONE SO FAR

A detailed study of the problem statement has been done.

Further, A Conceptual framework has been made and hypotheses were derived to arrive at a conclusion.

# WORK TO BE DONE

Collection of data from entrepreneurs has to be done and analysis need to carried out further with the collected data using SPSS.

**Time frame:**

Primary Data collection: 01-07-19 to 25-07-19 (25 days)

Analysis of data: 26-07-19 to 10-08-19 (15 days)

Final Drafting and correction - 3 days

Total: 43 days

Expected DOS - 14-08-19

# LIMITATIONS

The limitation in the proposed research is mainly because of time and budget. Following this, barriers to the collection of data is another limitation where making an appointment with the Entrepreneurs was a major limitation to the data collection. Thus, accessibility was restricted since I could work under a time frame. This led to the utilisation of a small group of sample population and though the source and data acquired projects reliability and validity the results the level of generalisability is possible only for similar topic associated with entrepreneurial sustainability practices. This could be improved in the future by involving large sample population and carrying out both qualitative and quantitative research. This would improve the depth of understanding entrepreneurs and their traits and behaviour.

# EXPECTED DELIVERABLES

A confirmed analysis report, final framework diagram and the list of hypotheses on the predicted internal and external factors that affect the entrepreneurs in attaining sustainability.

# 9 REFERENCES

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