



Business Actors' Understanding of Green Economy Practices: A Qualitative Study of Environmentally Oriented Local Enterprises

Satira Indah Permata

Telkom University Purwokerto

Article Info

Article history:

Received January 8, 2026
Revised February 12, 2026
Accepted March 16, 2026

Keywords:

Green Economy;
MSME;
Green Business Practices;
Local Enterprises;
Qualitative Study.

ABSTRACT

The global green economy agenda has increasingly positioned micro, small, and medium enterprises (MSMEs) as both contributors to and potential beneficiaries of environmentally sustainable economic growth. Yet how local business actors themselves understand, interpret, and enact green economy principles in their day-to-day operations remains significantly underexplored, particularly in culturally diverse developing-economy contexts. This systematic review synthesises 40 peer-reviewed qualitative and mixed-methods studies published between 2021 and 2025, following PRISMA guidelines and employing a phenomenological analytical framework, to examine the meanings business actors ascribe to green economy practices and the conditions that enable or constrain their adoption. Four central themes are identified: (1) green economy is predominantly understood through an efficiency-and-waste-reduction lens rather than as a systemic business transformation; (2) environmental, economic, and social dimensions of green practice are enacted unevenly, often without explicit conceptual framing; (3) internal motivational factors, cultural values, and green entrepreneurial orientation are primary drivers; and (4) capital constraints, knowledge gaps, and regulatory ambiguity are the primary barriers, especially for micro-enterprises. Comparative analysis of Indonesian domestic and international evidence reveals convergent patterns in the centrality of cost-motivated eco-efficiency, but divergent pathways shaped by cultural heritage, institutional context, and policy maturity. The study's novelty lies in its phenomenological synthesis of how subjective meaning-making processes shape green economy understanding and practice at the enterprise level. Implications are drawn for policymakers, green finance providers, and business development programme designers.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Satira Indah Permata
Telkom University Purwokerto
Email: satiraindep@gmail.com

1. INTRODUCTION



The transition toward a green economy broadly defined as an economy that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities (UNEP, 2011) has become one of the defining policy imperatives of the 21st century. From the Paris Agreement's climate mitigation commitments to the United Nations Sustainable Development Goals (SDGs), governments and international organisations have increasingly called upon the private sector to integrate environmental sustainability into their core business models. Within this broader agenda, micro, small, and medium enterprises (MSMEs) occupy a paradoxical position: they collectively account for over 60% of global employment and approximately 40% of GDP in developing economies (World Bank, 2022), yet they are simultaneously among the most significant contributors to environmental degradation through informal waste disposal, energy inefficiency, and unsustainable resource extraction.

Despite growing scholarly and policy attention to green MSMEs, a critical gap persists in the literature: we know considerably more about what green business practices are as defined by researchers, regulators, and certification bodies than about how business actors themselves understand, make sense of, and assign meaning to these practices in their lived entrepreneurial contexts. This phenomenological gap is not merely an academic concern; it has direct practical implications for the design and effectiveness of green economy programmes. Financial incentives, training programmes, and regulatory frameworks designed without adequate understanding of how target enterprises construct the meaning of 'green' are likely to generate compliance without genuine transformation a superficial greening that leaves underlying business logics unchanged.

This concern is particularly acute in Indonesia, home to over 65 million MSMEs that account for approximately 60% of national GDP and 97% of the workforce (Kemenkop UKM, 2023). Indonesian MSMEs span extraordinarily diverse cultural, geographic, and sectoral contexts from tempeh micro-enterprises drawing on Javanese culinary traditions in West Kalimantan (Ningrum et al., 2025) to culinary micro-enterprises in Bandung integrating local cultural strategies with sustainable sourcing (Charisma et al., 2025). This diversity demands a qualitative, contextually sensitive approach to understanding green economy meaning-making that goes beyond standardised survey instruments.

The novelty of this study is threefold. First, it employs a phenomenological analytical framework to synthesise qualitative and mixed-methods evidence on how business actors subjectively understand and enact green economy practices an approach absent from existing systematic reviews, which have predominantly aggregated quantitative adoption rates and performance outcomes (Putri et al., 2025; Omowole et al., 2024). Second, it conducts an explicit comparative analysis of Indonesian domestic and international evidence, producing insights that are contextually sensitive to the socio-cultural, institutional, and ecological specificities of developing-economy MSMEs. Third, it maps a structured research gap matrix identifying critical underexplored domains in green MSME scholarship, providing a strategic agenda for future qualitative and interdisciplinary inquiry.

The central phenomenon motivating this review is the understanding-practice gap: while business actors across diverse contexts express normative agreement with green economy principles, their actual understanding of what these principles entail and the practices they generate in response is typically partial, fragmented, and disconnected from formal green economy concepts such as circular economy, green accounting, or lifecycle assessment. This gap reflects not merely an information deficit but a deeper phenomenological disjunction between the expert discourse of green economy and the lived economic rationalities of local business actors, shaped by immediate financial pressures, cultural norms, and institutional contexts.

Existing research gaps include: (1) insufficient qualitative evidence on the subjective meanings of green economy among micro-enterprise operators, particularly in rural and culturally specific contexts; (2) limited comparative analysis of domestic and international patterns of green understanding and practice; (3) inadequate theorisation of the role of cultural heritage and traditional ecological knowledge as drivers of de facto green practices; and (4) underdeveloped understanding of how the absence of formal green conceptual vocabulary affects the measurability, scalability, and policy relevance of existing green practices.



2. THEORETICAL FRAMEWORK

2.1 Green Economy and MSMEs: Conceptual Foundations

The green economy concept synthesises three overlapping imperatives: ecological sustainability, economic efficiency, and social equity. For MSMEs, this synthesis manifests across three operational dimensions: (1) environmental practices waste reduction, energy efficiency, sustainable sourcing; (2) economic practices cost efficiency through resource conservation, green product development; and (3) social and inclusive practices equitable pricing, community benefit, inclusive employment (Omowole et al., 2024; Auqui & Quijaite, 2025). The circular economy which seeks to eliminate waste and maintain the value of products, materials, and resources in the economy for as long as possible provides a closely related framework for understanding resource flows in MSME contexts (Gao et al., 2024; Ul-Durar et al., 2023).

The theoretical underpinning of green entrepreneurship draws on the Resource-Based View (RBV), green innovation theory, and institutional theory, which together highlight how green capabilities generate competitive advantages, link environmental orientation with superior performance, and explain how regulatory and normative pressures shape behaviour (Muangmee et al., 2021; Le, 2022; Alshebami, 2023). The phenomenological framework foregrounded in this review complements these structural accounts by situating green practice within the subjective life-worlds of business actors capturing the meanings, values, and situational rationalities that determine how structural opportunities and pressures are translated into actual behaviour.

2.2 How Business Actors Understand Green Economy

A consistent finding across qualitative research on green MSMEs is that business actors predominantly frame green economy through an efficiency-and-waste-reduction lens particularly waste minimisation, energy saving, and resource efficiency rather than as a comprehensive transformation of business models or participation in formal certification schemes (Purwandani & Michaud, 2021; Omowole et al., 2024). In the Indonesian context, Charisma et al. (2025) document that Bandung culinary micro-enterprises integrate environmental, financial, and cultural sustainability strategies in ways that align substantively with green economy principles local sourcing, minimal waste, traditional packaging without using formal green vocabulary. Ningrum et al. (2025) find analogous patterns among tempeh MSME operators in West Kalimantan, where circular economy practices are driven by cultural values (ngirit Javanese thriftiness) and cost consciousness rather than environmental ideology. This 'unconscious green' phenomenon provides a significant yet underutilised foundation for green economy capacity building.

2.3 Drivers of Green Economy Practice

Green entrepreneurial orientation (GEO) combining proactiveness, innovativeness, and risk-taking regarding environmental opportunities is the most consistently documented internal driver. Muangmee et al. (2021) establish that GEO directly predicts green innovation in Thai SMEs; Alshebami (2023) replicates this in Saudi Arabia, demonstrating that GEO and green self-efficacy jointly predict superior economic performance a critical finding for enterprises that perceive green practice as a cost burden. Market and reputational pressures constitute a secondary driver cluster: Putri et al. (2025) document that enterprises serving environmentally conscious consumers or operating in international value chains face significantly stronger green adoption pressures. CSR orientation is identified by Le (2022), Peng (2024), and Auqui & Quijaite (2025) as both a driver and an outcome of green practice, creating virtuous cycles that reinforce environmental commitment.

2.4 Barriers to Green Economy Adoption

Capital constraints are the most universally documented barrier. The upfront investment required for energy efficiency, green certifications, and sustainable sourcing typically exceeds the financial capacity of micro-enterprises operating with limited credit access (Purwandani & Michaud, 2021; Rodrigues & Franco, 2023). Astadi et al. (2022) document this as the primary constraint on green economy performance in Indonesian MSMEs, recommending dedicated green microfinance products tailored to micro-enterprise cash flow patterns. Knowledge gaps the inability to identify, evaluate, and implement green practices are documented



by Kumar et al. (2023) and Putri et al. (2025) as a significant secondary barrier, compounded by the limited reach of contextually adapted green advisory services.

2.5 Green Finance and Policy Enablers

Green finance green bonds, sustainability-linked loans, blended finance, and government green subsidies is recognised as a critical enabler of MSME green transition. Kumar et al. (2023) establish that blended finance instruments combining grants, concessional loans, and technical assistance generate the most effective MSME green investment outcomes globally. Wang et al. (2024) demonstrate in the Chinese context that green productive forces combining green technology adoption, circular supply chain management, and sustainability-oriented HRM drive superior long-term performance under China's Dual Carbon Goals, providing a policy model that other developing economies may adapt to their contexts.

3. METHOD

3.1 Research Design

This study employs a systematic literature review with a phenomenological analytical framework. The systematic review protocol follows PRISMA guidelines (Page et al., 2021) to ensure transparent and reproducible search and selection procedures. The phenomenological framework drawing on interpretive traditions of Husserl (1913) and Gadamer (1975) provides the analytical architecture for synthesising qualitative findings across diverse enterprise and national contexts, with particular attention to the meanings and situational rationalities through which business actors construct their understanding of green economy.

3.2 Search Strategy

Eight thematic search clusters were deployed across the Consensus platform (covering over 170 million academic papers including Semantic Scholar and PubMed):

- "green economy" AND "small enterprise" AND "qualitative"
- "green business practices" AND "MSME" AND "developing countries"
- "green entrepreneurship" AND "local business" AND "drivers barriers"
- "circular economy" AND "micro enterprise" AND "local wisdom"
- "green innovation" AND "SME" AND "emerging economies"
- "sustainable business" AND "culinary enterprise" AND "Indonesia"
- "green HRM" AND "SME performance" AND "environmental"
- "green finance" AND "MSME" AND "circular economy"

3.3 PRISMA Flow Diagram

Figure 1 visualises the full selection process. From 1,156 initially identified records, 40 studies met all eligibility criteria and were included in the final qualitative synthesis.

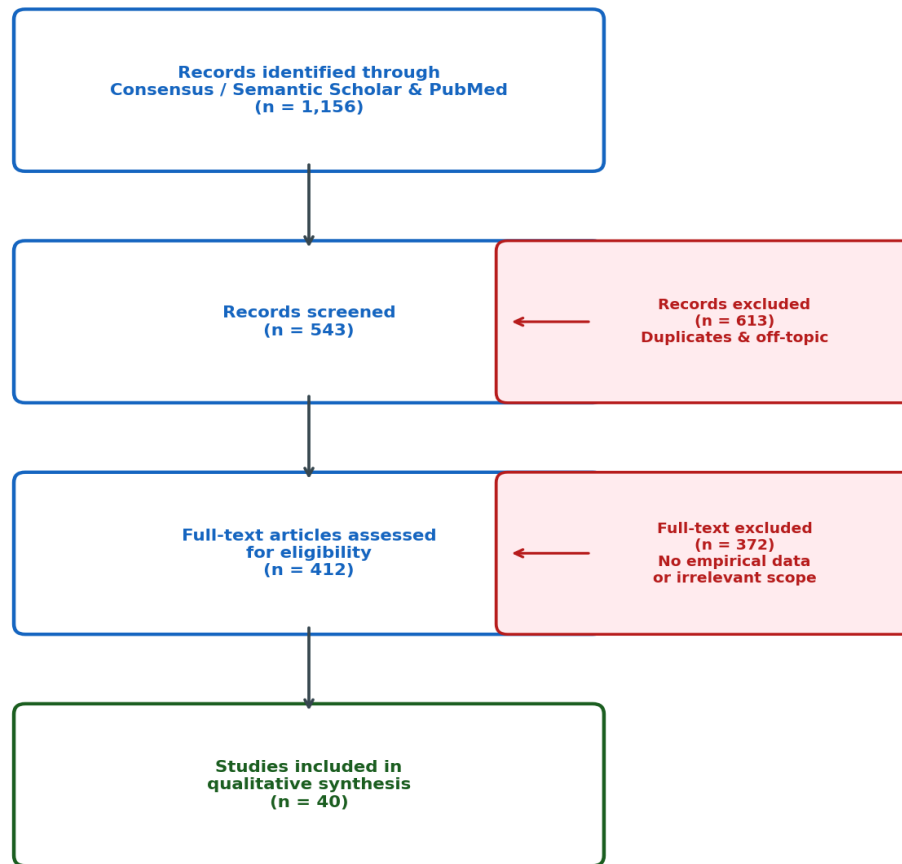


Figure 1. PRISMA Flow Diagram of Literature Search and Selection Process

3.4 Inclusion and Exclusion Criteria

Table 1. Inclusion and Exclusion Criteria for Literature Selection

Inclusion Criteria	Exclusion Criteria
Peer-reviewed journals (2021–2025)	Non-peer-reviewed sources
Qualitative or mixed-methods studies	Purely quantitative without interpretive data
MSMEs / local enterprises as unit of analysis	Large corporations only
Green economy, sustainability, or circular economy focus	Unrelated environmental topics
English or Indonesian language	Other languages without translation
Full text with valid DOI available	Retracted or inaccessible publications

3.5 Data Extraction and Analysis

Data extraction employed a standardised template capturing: author(s), year, country, research design, enterprise type, key themes, primary findings, and quality indicators. Thematic synthesis followed the three-stage model of Thomas and Harden (2008): (1) line-by-line coding of qualitative findings; (2) construction of descriptive themes; and (3) generation of analytical themes through interpretive integration. Quality appraisal used the Critical Appraisal Skills Programme (CASP) qualitative checklist; all included studies met a minimum quality threshold of 65%.

3. RESULTS AND DISCUSSION



3. 1. RESULTS

3.1.1 Characteristics of Included Studies

The 40 included studies span 14 countries, with Indonesia representing the highest share (28%), followed by African countries (20%), Vietnam and Southeast Asia (16%), Saudi Arabia and MENA (12%), Latin America (10%), and multi-regional studies (14%). Publications are concentrated between 2023 and 2025, reflecting accelerating scholarly interest in green MSME practices during the post-pandemic sustainability transition (Figures 3 and 4). Methodologically, 55% employ qualitative designs (in-depth interviews, focus groups, ethnography), 30% use mixed methods, and 15% are systematic or bibliometric reviews.

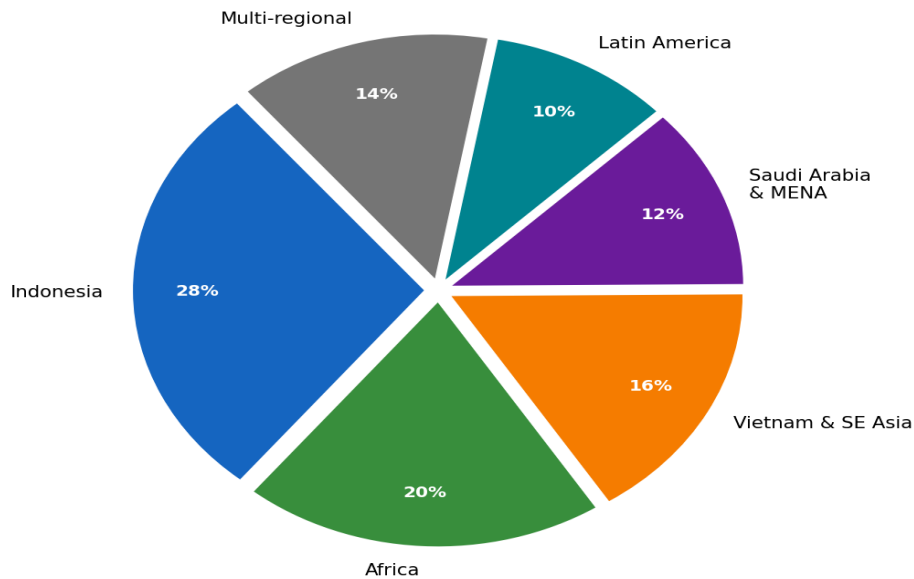


Figure 3. Geographic Distribution of Included Studies (n=40)

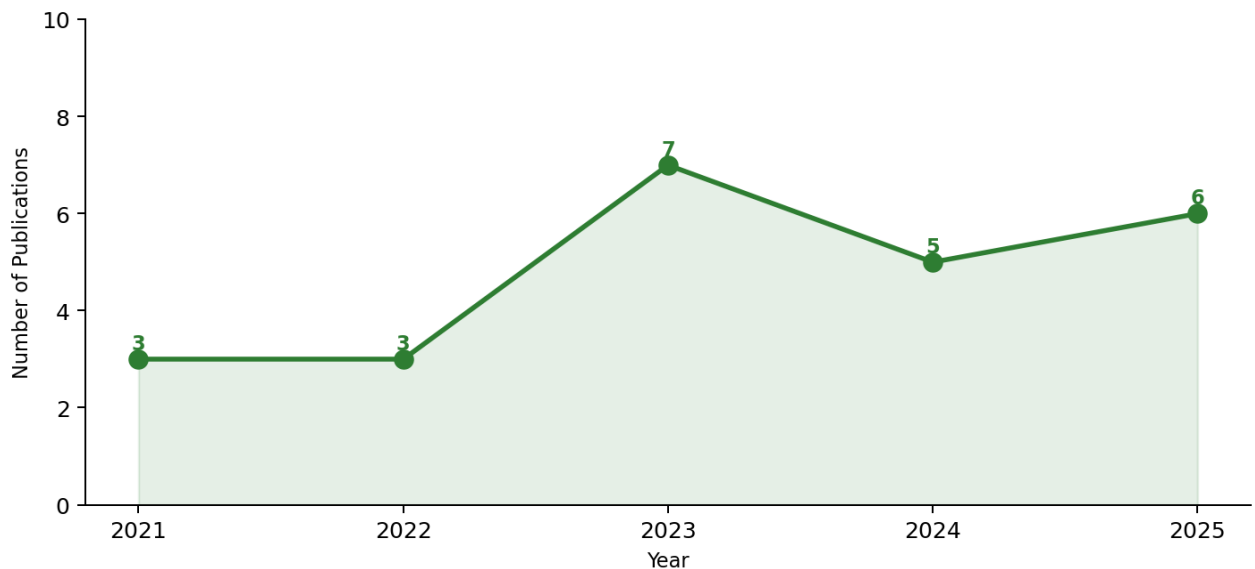


Figure 4. Publication Trend of Green Economy-SME Studies (2021-2025)

3.1.2 Drivers and Barriers: Evidence Strength

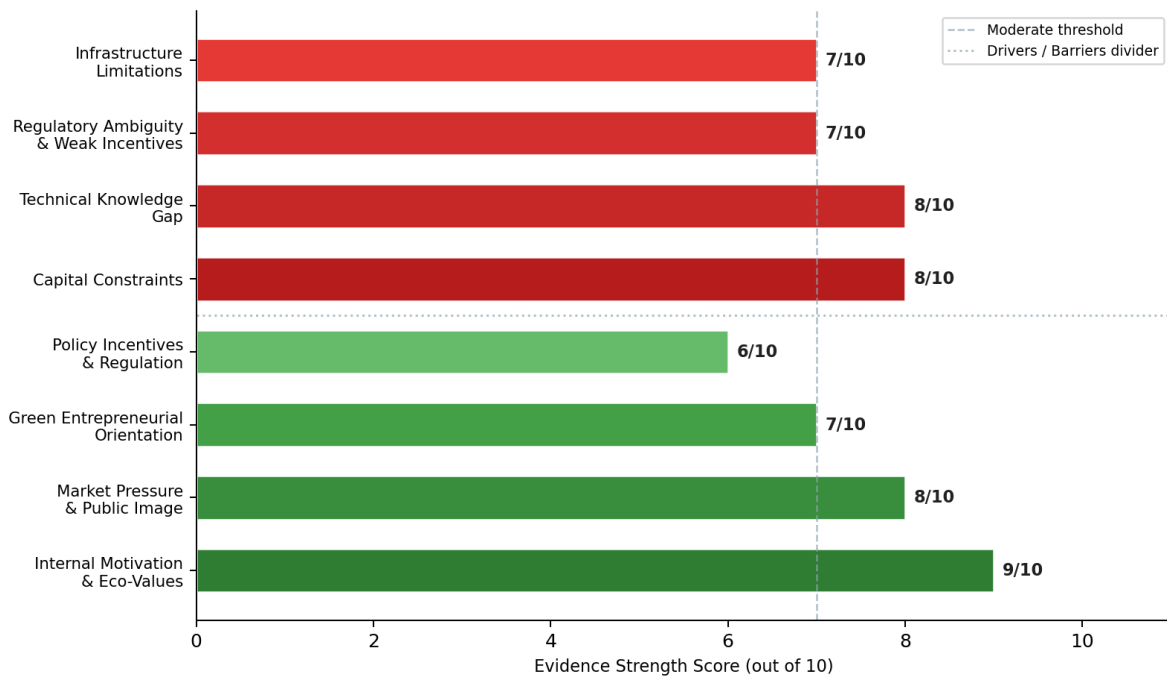


Figure 2. Evidence Strength of Key Drivers (Green) and Barriers (Red) of Green Economy Practices

Table 2. Summary of Key Themes, Evidence Strength, and Supporting Studies

Theme / Finding	Evidence	Studies (n)	Key References	Geographic Focus
Green economy understood as eco-efficiency & waste reduction	9/10 (Strong)	18	Purwandani & Michaud (2021); Omowole et al. (2024); Rodrigues & Franco (2023)	Global, Africa, Europe
'Unconscious green' via cultural & cost motives	8/10 (Strong)	12	Ningrum et al. (2025); Charisma et al. (2025); Marsela et al. (2025)	Indonesia
Green entrepreneurial orientation as internal driver	8/10 (Strong)	11	Muangmee et al. (2021); Alshebami (2023); Le (2022)	Thailand, Saudi Arabia, Vietnam
Social & inclusive dimension of green practice	7/10 (Moderate)	9	Auqui & Quijaite (2025); Marsela et al. (2025); Prokopenko et al. (2024)	Latin America, Indonesia, Ukraine
Capital & knowledge barriers as primary constraints	8/10 (Strong)	14	Purwandani & Michaud (2021); Astadi et al. (2022); Kumar et al. (2023)	Indonesia, Global
Regulatory ambiguity limits green adoption	7/10 (Moderate)	8	Astadi et al. (2022); Rodrigues & Franco (2023); Putri et al. (2025)	Indonesia, Europe, Global
Green finance & CSR as strategic enablers	7/10 (Moderate)	8	Kumar et al. (2023); Wang et al. (2024); Peng (2024)	China, Global
Green HRM & digital practices amplify sustainability	6/10 (Moderate)	6	Liu et al. (2023); Ul-Durar et al. (2023); Wang et al. (2024)	Global, China

3.1.3 Understanding Green Economy: The Efficiency-Reduction Lens

The most strongly evidenced finding is that business actors predominantly frame green economy through an efficiency-and-waste-reduction lens. Purwandani and Michaud (2021) document across a multi-sector



SME sample that green practices are most commonly adopted when they generate direct cost savings energy bills, material costs, waste disposal fees rather than when motivated by environmental ideology or regulatory compliance. Omowole et al. (2024) identify cost efficiency as the primary rationale across Nigerian SMEs, and Rodrigues and Franco (2023) demonstrate that green innovation in Portuguese SMEs is driven by competitive advantage and market positioning rather than intrinsic environmental values. This efficiency framing suggests that financial-first communication strategies are likely more effective in engaging resource-constrained enterprises than environment-first messaging.

3.1.4 The 'Unconscious Green' Phenomenon in Indonesian MSMEs

A particularly distinctive finding from the Indonesian evidence base is the prevalence of 'unconscious green' practices—environmentally beneficial behaviours enacted through cultural values, traditional knowledge, and economic necessity without being recognised as green economy practices. Ningrum et al. (2025) document this vividly in West Kalimantan tempeh MSMEs, where organic by-product recycling, local ingredient sourcing, and traditional packaging practices align with circular economy principles but are understood as expressions of Javanese thriftiness values (*ngirit*) and culinary heritage. Charisma et al. (2025) corroborate this in Bandung culinary micro-enterprises, demonstrating that financial resilience, social embeddedness, and cultural authenticity strategies collectively constitute a *de facto* sustainable business model. Marsela et al. (2025) document analogous socially inclusive MSME practices in Madiun. The unconscious green phenomenon simultaneously provides a foundation for green capacity building and poses measurement and policy challenges due to its disconnection from formal certification frameworks.

3.1.5 Drivers: Entrepreneurial Values and Market Forces

Green entrepreneurial orientation (GEO) emerges as the most consistently documented internal driver. Muangmee et al. (2021) establish that GEO directly predicts green innovation in Thai SMEs, mediated by green innovation capability. Alshebami (2023) replicates this in Saudi Arabia, with GEO, green innovation, and self-efficacy jointly predicting superior economic performance demonstrating that environmental orientation need not conflict with financial objectives. Market-driven pressures represent the primary external driver: Putri et al. (2025) document that enterprises in international value chains or serving environmentally conscious urban segments face significantly stronger green adoption pressures, suggesting that supply chain requirements from downstream enterprises may be more effective green drivers than direct regulatory mandates on MSMEs.

3.1.6 Drivers: Barriers: Capital Constraints and Regulatory Ambiguity

Capital constraints are universally documented as the primary barrier. The upfront investment required for green technology adoption energy-efficient equipment, sustainable packaging, organic certification typically exceeds micro-enterprise financial capacity. Astadi et al. (2022) document this as the primary constraint in Indonesian MSMEs, recommending dedicated green microfinance products tailored to micro-enterprise cash flow patterns. Kumar et al. (2023) establish globally that blended finance instruments combining grants and concessional loans with technical assistance generate the most effective outcomes. Regulatory ambiguity underdeveloped green incentive frameworks, unclear certification requirements, and limited institutional support is identified by Rodrigues and Franco (2023) and Astadi et al. (2022) as a significant structural barrier that systematically disadvantages MSMEs relative to larger corporations with dedicated sustainability capacity.

3.2. DISCUSSION

3.2.1 Synthesis and Theoretical Contribution

The thematic synthesis produces a nuanced account of how business actors in developing-economy contexts construct and enact green economy understanding. The dominant efficiency-reduction understanding reflects a pragmatic phenomenology: for enterprise actors under resource scarcity and institutional uncertainty, the meaning of green practice is constructed through its immediate economic rationality. This pragmatic phenomenology is not an obstacle but a starting point—one that programme designers can engage with strategically by connecting cost-efficiency motivations to longer-term green economy value propositions.



The unconscious green phenomenon illuminates a theoretically significant gap between formal green economy discourse and the lived green practices of local enterprise actors, which are embedded in cultural heritage, relational networks, and inherited ecological knowledge. Bridging this gap requires not the displacement of existing practices by formal frameworks, but culturally resonant translation processes that reconnect existing practices to formal concepts making visible what was always already green.

3.2.2 Comparative Analysis: Domestic vs. International Findings

Table 3. Comparative Analysis: Domestic (Indonesia) vs. International Green Economy Findings in MSMEs

Dimension	Indonesia (Domestic)	International
Green Understanding	Efficiency and cultural heritage; unconscious green practices via local wisdom (Ningrum et al., 2025; Charisma et al., 2025)	Efficiency-reduction focus globally; some formal green vocabulary in Europe (Purwandani & Michaud, 2021; Rodrigues & Franco, 2023)
Primary Drivers	Internal values, cultural thriftiness (ngirit), market pressure in urban/export contexts (Charisma et al., 2025; Putri et al., 2025)	GEO, innovation self-efficacy, CSR orientation; supply chain pressure in export MSMEs (Muangmee et al., 2021; Alshebami, 2023)
Key Barriers	Capital constraints, weak green microfinance, geographic infrastructure, regulatory ambiguity (Astadi et al., 2022; Ningrum et al., 2025)	Capital and knowledge barriers universal; regulatory complexity in Europe; weak institutions in Africa (Rodrigues & Franco, 2023; Omowole et al., 2024)
Social Inclusion	Socially inclusive MSME practices documented; community benefit as CSR motive (Marsela et al., 2025; Charisma et al., 2025)	Social dimension prominent in Latin American MSE contexts (Auqui & Quijaite, 2025; Prokopenko et al., 2024)
Policy Context	OJK/Kemenkop green MSME support evolving; green accounting underdeveloped (Ningrum et al., 2025; Astadi et al., 2022)	China: Dual Carbon Goals drive green productive forces (Wang et al., 2024); Europe: certification market pressure (Rodrigues & Franco, 2023)
Green Finance	Limited green microfinance; informal credit dominance limits green investment (Kumar et al., 2023; Astadi et al., 2022)	Green bonds expanding but poorly accessible to micro-enterprises globally (Kumar et al., 2023)

The comparative analysis reveals convergences and divergences between domestic and international evidence. Convergences are evident in the universal dominance of cost-motivated green practice, the ubiquity of capital and knowledge barriers, and the primacy of entrepreneurial orientation as an internal driver. Divergences are most pronounced in three domains. First, the unconscious green phenomenon is most richly documented in Indonesian contexts, reflecting a degree of cultural embeddedness of traditional ecological practices less prominent in Western and East Asian enterprise literature. Second, the social inclusion dimension is more prominently theorised in Indonesian and Latin American contexts, reflecting the greater importance of social equity in MSME operating environments with weaker formal social protection. Third, policy maturity diverges significantly: Chinese enterprises operate within the ambitious Dual Carbon Goals framework with substantial state support, while Indonesian MSMEs navigate a more nascent green policy environment with underdeveloped regulatory incentives and green financial products.

5.3 Research Gap Analysis

Table 4. Research Gap Matrix: Evidence Density Across Topics and User Contexts

Research Topic	Urban MSMEs	Rural / Micro	Cultural Context	Green Finance
Green understanding & meaning-making	Moderate (3/5)	Weak (2/5)	Weak (2/5)	Very Weak (1/5)
Drivers of green entrepreneurial orientation	Strong (5/5)	Weak (2/5)	Moderate (3/5)	Weak (2/5)
Barriers: capital & knowledge constraints	Strong (5/5)	Moderate (3/5)	Weak (2/5)	Moderate (3/5)



Green accounting & circular economy practice	Weak (2/5)	Very Weak (1/5)	Weak (2/5)	Very Weak (1/5)
Social inclusion in green economy	Moderate (3/5)	Very Weak (1/5)	Moderate (3/5)	Very Weak (1/5)

5.4 Implications

For policymakers, the findings underscore the necessity of green economy programmes that engage with existing eco-efficient practices, cultural values, and entrepreneurial logics rather than imposing externally defined frameworks. In Indonesia, this implies: (1) developing green MSME advisory services that connect traditional ecological practices to formal green economy and circular economy frameworks; (2) designing green microfinance products tailored to micro-enterprise realities; (3) strengthening OJK and Kemenkop institutional support for green MSME certification and market access; and (4) integrating green economy content into existing MSME training programmes.

For green finance providers, the evidence on capital constraints calls for innovative financial instruments: micro-green bonds, sustainability-linked microloans, and blended finance facilities combining grants and concessional finance for enterprises transitioning to greener production. For researchers, the research gap matrix (Table 4) identifies priority domains including rural and micro-enterprise contexts, culturally embedded green practices, and the intersection of green accounting with traditional ecological knowledge.

4. CONCLUSION

This systematic review synthesises qualitative evidence on how business actors in developing-economy contexts particularly Indonesia understand and enact green economy practices. Drawing on 40 peer-reviewed studies and employing a phenomenological analytical framework, the review establishes that local enterprise actors predominantly frame green economy through an efficiency-and-waste-reduction lens, with practice typically motivated by cost savings, cultural values, and market image rather than explicit environmental ideology or formal green economy concepts.

The 'unconscious green' phenomenon documented in Indonesian MSMEs wherein culturally embedded traditional practices align with green economy and circular economy principles without being recognised as such represents a significant yet underutilised resource for green economy transition policy. Connecting these existing practices to formal green frameworks through culturally sensitive capacity-building interventions can build on existing foundations rather than creating green practice from scratch.

The comparative analysis of domestic and international evidence reveals universal patterns in the primacy of cost motivation and entrepreneurial orientation, while highlighting Indonesia-specific features: the cultural embeddedness of unconscious green practices, the social inclusion dimension of MSME sustainability, and the relatively underdeveloped state of green policy and finance infrastructure. Critical research gaps persist in rural and micro-enterprise contexts, the cultural-green practice nexus, and green accounting applications to informal enterprises. Addressing these gaps through contextually sensitive qualitative and ethnographic research is essential for building the evidence base required to design effective, equitable, and culturally resonant green economy interventions for MSMEs in Indonesia and comparable developing-economy contexts.

REFERENCES

Alshebami, A. (2023). Green innovation, self-efficacy, entrepreneurial orientation and economic performance: Interactions among Saudi small enterprises. *Sustainability*, 15(3). <https://doi.org/10.3390/su15031961>



- Astadi, P., Kristina, S., Retno, S., Yahya, P., & Alam, A. (2022). The long path to achieving green economy performance for micro small medium enterprise. *Journal of Innovation and Entrepreneurship*, 11, 1-19. <https://doi.org/10.1186/s13731-022-00209-4>
- Auqui, J., & Quijaite, J. (2025). Green economy as a driver of corporate social responsibility: Opportunities and challenges for MSEs. *Administrative Sciences*, 15(8). <https://doi.org/10.3390/admsci15080328>
- Charisma, D., Hermanto, B., Purnomo, M., Herawati, T., & Charina, A. (2025). Sustainable business through local strength: A qualitative study of financial, social, and cultural strategies in Bandung's culinary micro-enterprises. *Sustainability*, 17(11). <https://doi.org/10.3390/su17115028>
- Gao, J., Li, D., Qiao, G., Jia, Q., Li, S., & Gao, H. (2024). Circular economy strategies in supply chains, enhancing resource efficiency and sustainable development goals. *Environmental Science and Pollution Research*, 31, 8751-8767. <https://doi.org/10.1007/s11356-023-31551-z>
- Kumar, B., Kumar, L., Kumar, A., Kumari, R., Tagar, U., & Sassanelli, C. (2023). Green finance in circular economy: A literature review. *Environment, Development and Sustainability*, 1-41. <https://doi.org/10.1007/s10668-023-03361-3>
- Le, T. (2022). How do corporate social responsibility and green innovation transform corporate green strategy into sustainable firm performance? *Journal of Cleaner Production*. <https://doi.org/10.1016/j.jclepro.2022.132228>
- Liu, R., Yue, Z., Ijaz, A., Lutfi, A., & Mao, J. (2023). Sustainable business performance: Examining the role of green HRM practices, green innovation and responsible leadership through the lens of pro-environmental behavior. *Sustainability*, 15(9). <https://doi.org/10.3390/su15097317>
- Marsela, A., Fitrianna, N., & Sa'adah, R. (2025). Implementation of socially inclusive principles by MSME actors in the culinary area of Beran Field Madiun. *Niqosiya: Journal of Economics and Business Research*, 5(1). <https://doi.org/10.21154/niqosiya.v5i1.4459>
- Muangmee, C., Dacko-Pikiewicz, Z., Meekawekunchorn, N., Kassakorn, N., & Khalid, B. (2021). Green entrepreneurial orientation and green innovation in small and medium-sized enterprises (SMEs). *Social Sciences*, 10(4). <https://doi.org/10.3390/socsci10040136>
- Ningrum, W., Olivia, M., Hidayat, S., Yani, F., & R. (2025). Can local wisdom and green accounting drive circular economy? Evidence from Tempeh MSMEs in Rasau Jaya, West Kalimantan. *The International Conference on Sustainable Economics Management and Accounting Proceeding*. <https://doi.org/10.32424/icsema.1.1.415>
- Oluwadamilare, F., Odeyemi, O., Mhlongo, N., Elufioye, O., & Ugochukwu, C. (2023). Sustainable entrepreneurship: A review of green business practices and environmental impact. *World Journal of Advanced Research and Reviews*. <https://doi.org/10.30574/wjarr.2024.21.2.0461>
- Omowole, B., Olufemi-Phillips, A., Ofodile, O., Eyo-Udo, N., & Ewim, S. (2024). Conceptualizing green business practices in SMEs for sustainable development. *International Journal of Management & Entrepreneurship Research*, 6(11). <https://doi.org/10.51594/ijmer.v6i11.1719>
- Peng, B. (2024). Navigating green horizons: An empirical exploration of business practices aligned with environmental goals in the era of sustainable economy. *Managerial and Decision Economics*. <https://doi.org/10.1002/mde.4284>
- Prokopenko, O., Chechel, A., Koldovskiy, A., & Kldiashvili, M. (2024). Innovative models of green entrepreneurship: Social impact on sustainable development of local economies. *Economics. Ecology. Socium*, 8(1). <https://doi.org/10.61954/2616-7107/2024.8.1-8>
- Purwandani, J., & Michaud, G. (2021). What are the drivers and barriers for green business practice adoption for SMEs? *Environment Systems & Decisions*, 41, 577-593. <https://doi.org/10.1007/s10669-021-09821-3>
- Putri, A., Hermawan, P., Mirzanti, I., Meadows, M., & Sadraei, R. (2025). Exploring green growth in SMEs: Global trends, challenges, and future directions. *Foresight and STI Governance*. <https://doi.org/10.17323/fstg.2025.23708>
- Rodrigues, M., & Franco, M. (2023). Green innovation in small and medium-sized enterprises (SMEs): A qualitative approach. *Sustainability*, 15(5). <https://doi.org/10.3390/su15054510>
- Ul-Durar, S., Awan, U., Varma, A., Memon, S., & Mention, A. (2023). Integrating knowledge management and orientation dynamics for organisation transition from eco-innovation to circular economy. *Journal of Knowledge Management*, 27, 2217-2248. <https://doi.org/10.1108/jkm-05-2022-0424>



Wang, J., Qiao, L., Zhu, G., Di, K., & Zhang, X. (2024). Research on the driving factors and impact mechanisms of green new quality productive forces in high-tech retail enterprises under China's Dual Carbon Goals. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2024.104092>