



(REVIEW ARTICLE)



Sustainable Entrepreneurship: Integration of Environmental and Corporate Social Responsibility in Developing Smart Bangladesh

Mohammed Imam Hossain ^{1,*}, H M Atif Wafik ², Mofrad Hossain ³ and Abu Talha ⁴

¹ BRAC Institute of Governance and Development, BRAC University, Dhaka, Bangladesh.

² Department of Business Administration, University of Scholars, Dhaka, Bangladesh.

³ Department of Business Administration, Rabindra Maitree University, Kushtia, Bangladesh.

⁴ Department of Government and Politics, Shanto-Mariam University of Creative Technology, Uttara, Dhaka, Bangladesh.

International Journal of Science and Research Archive, 2024, 11(02), 868–878

Publication history: Received on 20 February 2024; revised on 25 March 2024; accepted on 28 March 2024

Article DOI: <https://doi.org/10.30574/ijrsra.2024.11.2.0516>

Abstract

This paper explores the concept of sustainable entrepreneurship, focusing on how entrepreneurs integrate environmental and corporate social responsibility into their business ventures for developing smart Bangladesh. It examines the motivations behind sustainable entrepreneurship, the challenges faced by entrepreneurs in implementing sustainable practices, and the impact of such practices on business performance and societal well-being and corporate motives regarding sustainable entrepreneurship. Existing published literature and case studies were analyzed for developing the literature review of this study. This study identifies the current state of sustainable entrepreneurship and the extent to which environmental and corporate social responsibility are integrated into business ventures. This study evaluating the impacts and outcomes of sustainable entrepreneurship practices on business performance, environmental sustainability, and corporate social responsibility. This study also providing insights and recommendations for entrepreneurs, policymakers, and other stakeholders to promote and enhance sustainable entrepreneurship for developing smart Bangladesh.

Keywords: Sustainable Entrepreneurship; Integration; Environmental; CSR (Corporate Social Responsibility); Business Ventures and Smart Bangladesh

1. Introduction

Sustainable entrepreneurship plays a crucial role in developing a smart Bangladesh. The adoption of smart technologies (ASTs), paradoxical leadership (PL), and entrepreneurial bricolage (EB) are important factors in overcoming challenges faced by small and medium-sized textile enterprises (SMEs) in Bangladesh. The government of Bangladesh has taken initiatives to develop the country into a smart and sustainable nation through the concept of "Smart Bangladesh Vision 2041". In the agricultural sector, smart farming, which utilizes Internet of Things (IoT) technologies, has the potential to optimize productivity and contribute to sustainable development goals. Female entrepreneurship has been found to empower women and contribute to social and economic growth in Chittagong, Bangladesh. Entrepreneurship is also seen as a career option for reducing unemployment among the youth in Bangladesh and has the potential to contribute to socio-economic development.

Sustainable entrepreneurship has emerged as a pivotal force in contemporary business landscapes, representing a paradigm shift towards more responsible and ethical business practices. At the intersection of economic viability, environmental stewardship, and social equity, sustainable entrepreneurship seeks to address pressing global challenges while fostering long-term value creation. Central to this concept is the integration of environmental and

* Corresponding author: Mohammed Imam Hossain

social responsibility into business ventures, whereby entrepreneurs proactively consider the triple bottom line—profit, planet, and people—in their decision-making processes.

In this paper, we delve into the multifaceted realm of sustainable entrepreneurship, with a particular focus on assessing how entrepreneurs navigate the intricate terrain of environmental and corporate social responsibility within their ventures. By critically examining the motivations, challenges, strategies, and impacts associated with integrating sustainability principles into entrepreneurial endeavors, we aim to shed light on the dynamic interplay between profit-seeking objectives and corporate social responsibility.

As the urgency of environmental degradation and social inequality intensifies, the imperative for businesses to adopt sustainable practices becomes increasingly evident. However, the path towards sustainable entrepreneurship is rife with complexities and trade-offs, necessitating a nuanced understanding of the underlying mechanisms driving this phenomenon. Through empirical analysis and theoretical insights, this paper seeks to contribute to the scholarly discourse on sustainable entrepreneurship while providing practical implications for entrepreneurs, policymakers, and stakeholders alike.

Objectives of the Study

This study outlines the specific goals and aims which may include:

- Examining the current state of sustainable entrepreneurship and the extent to which environmental and corporate social responsibility are integrated into business ventures for developing smart Bangladesh.
- Identifying key drivers and barriers to the integration of environmental and corporate social responsibility in entrepreneurial endeavors.
- Evaluating the impacts and outcomes of sustainable entrepreneurship practices on business performance, environmental sustainability, and corporate social responsibility.
- Providing insights and recommendations for entrepreneurs, policymakers, and other stakeholders to promote and enhance sustainable entrepreneurship for developing smart Bangladesh.

2. Literature Review: Sustainable Entrepreneurship

Sustainable entrepreneurship, characterized by the integration of environmental and corporate social responsibility into business ventures, has garnered increasing attention from scholars and practitioners alike. This literature review of this study synthesizes key findings and insights from existing research on sustainable entrepreneurship, focusing on the assessment of the integration of environmental and corporate social responsibility in business ventures.

Sarah, Broccia., Álvaro, Dias., Leandro, Ferreira, Pereira (2022) explores the relationship between innovativeness and entrepreneurial self-efficacy (ESE) and social entrepreneurial self-efficacy (SESE) among sustainable entrepreneurs, and the mediating role of organizational capabilities and philanthropic corporate social responsibility (CSR) in enhancing performance. The findings suggest a positive relationship between innovativeness and ESE, organizational capabilities, and philanthropic CSR, with indirect relationships mediated by organizational capabilities. However, the relationship between philanthropic CSR and ESE was found to be negative. SESE was positively influenced in indirect relations.

Shirin, Khokhawala., Radha, Iyer. (2022) explores how sustainable entrepreneurship can achieve social, economic, and environmental outcomes by studying two Indian companies that focus on handmade leather footwear and fabrics for global fashion houses. The study finds that these companies' sustainability practices contribute to social upliftment and positive environmental impact, while also creating value-added products for long-term profitability and growth.

Rosa, Vilalta, Rovira., David, Urbano. (2023) proposes a theoretical process model for sustainable entrepreneurship based on a multiple case study conducted in Catalonia, Spain. The model suggests that sustainable entrepreneurship unfolds in three phases: opportunity recognition, development, and persistence. Sustainable entrepreneurs recognize opportunities in social or ecological problems and aim to achieve a hybrid nature of social/environmental and economic goals in the development phase. They manage to persist in the long-term through a participatory governance model and strong social networks. The study highlights the importance of sustainability education, encouraging future entrepreneurs in opportunity creation, and providing facilitated access to financing and support through adequate networking infrastructures for efficient policy making

Rajesh, Kumar., Govind, Swaroop, Pathak. (2022) explores the concept of sustainable corporate entrepreneurship and its role in achieving the United Nations' Sustainable Development Goals in India. It emphasizes the need for businesses to incorporate sustainability into their operations and adopt an entrepreneurial attitude to reduce negative environmental impacts and create shared benefits for themselves and society.

Dolores, Gallardo-Vázquez., Teresa, C., Herrador-Alcaide., Juan, de la, Cruz, Sánchez-Domínguez. (2023) combines entrepreneurship and corporate social responsibility (CSR) to develop a scale for assessing traits of corporate socially responsible entrepreneurs (CSRE) in corporate contexts. The validated CSRE scale consists of 6 entrepreneurship factors and 3 CSR dimensions (environmental, social, and economic), providing a framework for a sustainable development approach to entrepreneurship.

Karimi, S. (2022) focuses on sustainable entrepreneurship and its contribution to solving societal and environmental issues through successful businesses. It discusses the impact of green businesses on society and the environment, both within and outside India.

Mario, Biggeri., Domenico, Colucci., Nicola, Doni., Vincenzo, Valori. (2022) examines how commitment to sustainability practices by entrepreneurs can improve the social and environmental impact of market competition. The study conducted a market experiment involving two types of students with different prosocial attitudes, finding that while more prosocial individuals chose to produce with a focus on positive externalities, their actions did not necessarily lead to larger social impact.

Pal & Sarker (2023) discusses the concept of "Smart Bangladesh Vision 2041" which aims to develop Bangladesh into a sustainable and developed country by 2041. It highlights the key elements and pillars of this vision and the initiatives taken by the government to implement it. Smart Bangladesh Vision 2041 is a development plan initiated by the government of Bangladesh with the aim of transforming the country into a sustainable and developed nation by the year 2041. It is a continuation of the earlier "Digital Bangladesh Vision 2021" and seeks to build upon the advancements made in various sectors through the use of information and communication technology. The vision encompasses four main pillars: Smart Citizen, Smart Government, Smart Society, and Smart Economy. The government has implemented various initiatives and programs to achieve this vision, including the implementation of 40 megaprojects and the inclusion of 4IR-based soft skills in education. The ultimate goal is to create a high-income, equitable, and sustainable country that aligns with the United Nations' Sustainable Development Goals and meets the challenges of the 4th industrial revolution.

Rahaman (2023) explores the potential of entrepreneurship as a career option to address unemployment in Bangladesh. It evaluates the impact of entrepreneurship on career choices, unemployment challenges, and socio-economic development in the country. The study collects data from randomly selected undergraduates from reputed universities in Bangladesh who aspire to become entrepreneurs instead of relying on traditional employment. The research findings suggest that entrepreneurship encourages students to choose a career path after graduation and has a significant impact on career choices. The study also highlights the role of entrepreneurship in addressing the challenges of unemployment and contributing to the socio-economic development of the country.

Zarytska et al., (2017) discusses entrepreneurship as a catalyst for economic development in the smart economy, emphasizing the importance of comprehensive modernization and innovative updating of businesses based on new technologies. It proposes stimulating entrepreneurship to promote stable economic development by understanding the mechanism of increasing social concerns about working conditions, social welfare, and environmental security. The paper highlights the positive impact of socially responsible companies with clear social commitments, such as the construction company EO Dent and its partners, on business security and confidence. It also mentions the importance of setting measurable goals aligned with the mission, following the SMART framework for goals, in order to achieve business success.

3. Theoretical Framework

The theoretical framework of sustainable entrepreneurship provides a conceptual lens through which to analyze the integration of environmental and corporate social responsibility in business ventures for developing smart Bangladesh. Drawing from diverse disciplines such as economics, management, and sociology, several theoretical perspectives offer valuable insights into the motivations, mechanisms, and outcomes of sustainable entrepreneurship.

3.1. Triple Bottom Line (TBL) Approach

The TBL framework, introduced by John Elkington, posits that businesses should not only measure their success in terms of financial profit but also consider their environmental and social impacts. This approach emphasizes the interconnectedness of economic, environmental, and social dimensions, guiding entrepreneurs to pursue sustainable practices that generate value across all three domains.

3.2. Resource-based View (RBV) of Sustainable Entrepreneurship

Within the RBV framework, sustainable entrepreneurship is viewed through the lens of strategic management, focusing on the distinctive resources and capabilities that enable firms to integrate environmental and social responsibility into their competitive strategies. By leveraging unique assets such as eco-friendly technologies, stakeholder relationships, and organizational culture, entrepreneurs can create sustainable competitive advantages in the marketplace.

3.3. Institutional Theory and its Influence on Sustainable Entrepreneurship

Institutional theory examines how societal norms, regulations, and institutional pressures shape organizational behavior and decision-making. In the context of sustainable entrepreneurship, institutional pressures play a significant role in influencing entrepreneurs' adoption of environmentally and socially responsible practices. Entrepreneurs may conform to institutional expectations, such as sustainability certifications or industry standards, to legitimize their ventures and gain stakeholder acceptance.

By synthesizing these theoretical perspectives, this paper seeks to elucidate the underlying mechanisms driving sustainable entrepreneurship and provide theoretical foundations for assessing the integration of environmental and corporate social responsibility in business ventures. Through empirical investigation and theoretical refinement, we aim to advance our understanding of sustainable entrepreneurship and its implications for both theory and practice.

Certainly! Below is a simple pictorial diagram representing the title "Sustainable Entrepreneurship: Assessing the Integration of Environmental and Corporate Social Responsibility in Business Ventures":

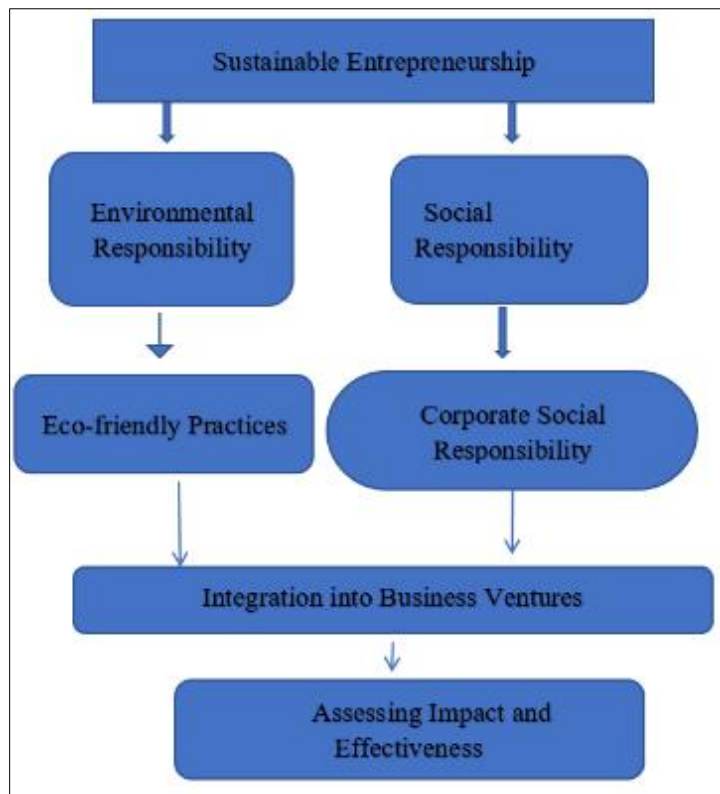


Figure 1 Conceptual Framework

This diagram visually illustrates the central theme of the title, showing the interconnectedness between sustainable entrepreneurship, environmental responsibility, corporate social responsibility, and their integration into business

ventures for developing smart Bangladesh. It also highlights the assessment aspect, indicating the evaluation of the impact and effectiveness of these integrated practices.

4. Methodology

4.1. Research Design and Approach

The research design of this study is qualitative in nature. The reason for choosing this approach is that the objectives and purposes of this study justify qualitative approach. For developing the framework of this study, the researchers analyzed different theoretical approach of sustainable entrepreneurship and also analyzed content analysis. The proposed theoretical framework helps to investigate the integration of environmental and corporate social responsibility in business ventures.

4.2. Data Collection Methods

The procedures and methods used to collect data for the study is secondary. The data from the literature and databases were used to collect the data of this study. Document and case study analysis were used to collect the data of this study.

5. Discussion

5.1. Motivations for Sustainable Entrepreneurship

Numerous studies have identified various motivations driving entrepreneurs to embrace sustainability practices. Economic incentives, such as cost savings through resource efficiency and access to green markets, have been cited as primary drivers (Schaltegger & Wagner, 2011). Additionally, ethical considerations and a sense of social responsibility play a significant role, with entrepreneurs seeking to align their business activities with values of environmental stewardship and social justice (Hockerts, 2017). Regulatory pressures and stakeholder expectations further contribute to the adoption of sustainable practices among entrepreneurs (Scherer & Palazzo, 2007).

5.2. Challenges in Implementing Sustainable Practices

Despite the growing awareness and support for sustainable entrepreneurship, entrepreneurs face numerous challenges in implementing environmental and social responsibility initiatives. Financial constraints, including the perceived high costs of sustainable technologies and practices, often pose significant barriers to adoption (Kraus et al., 2020). Moreover, a lack of awareness and expertise, coupled with the complexity of sustainability issues, can hinder effective implementation (Cohen & Winn, 2007). Resistance from stakeholders, particularly shareholders and suppliers, may also impede progress towards sustainability goals (Bansal & Roth, 2000). Balancing short-term profitability with long-term sustainability objectives presents a persistent challenge for entrepreneurs (Dean & McMullen, 2007).

While the benefits of integrating sustainable practices into business operations are well-documented, entrepreneurs encounter various challenges in effectively implementing these initiatives. Understanding and addressing these challenges are crucial for fostering widespread adoption of sustainability and overcoming barriers to progress.

5.3. Financial Constraints

One of the most significant challenges for entrepreneurs is the perceived high cost of implementing sustainable practices. Investments in renewable energy, energy-efficient technologies, waste management systems, and sustainable supply chains often require substantial upfront capital, which may be prohibitive for small and medium-sized enterprises (SMEs) with limited financial resources (Kraus et al., 2020). Moreover, the return on investment (ROI) for sustainability initiatives may not always be immediate or easily quantifiable, making it difficult for entrepreneurs to justify the upfront costs to investors or shareholders.

5.4. Lack of Awareness and Expertise

Many entrepreneurs lack the knowledge, expertise, and technical know-how required to implement sustainable practices effectively. The complexity of sustainability issues, including environmental regulations, carbon footprint calculations, and lifecycle assessments, can be overwhelming for inexperienced entrepreneurs (Cohen & Winn, 2007). Moreover, access to reliable information, training programs, and technical assistance on sustainable technologies and practices may be limited, particularly in developing countries or rural areas.

5.5. Resistance from Stakeholders

Implementing sustainable practices often requires changes in organizational culture, processes, and stakeholder relationships, which can encounter resistance from various stakeholders. Shareholders may prioritize short-term financial returns over long-term sustainability goals, leading to reluctance to invest in green technologies or initiatives (Bansal & Roth, 2000). Suppliers may resist changes in procurement practices or sustainability standards, fearing increased costs or disruptions to existing supply chains. Additionally, employees may be resistant to changes in work routines or job roles associated with sustainability initiatives, especially if they perceive them as burdensome or unrelated to their core responsibilities.

5.6. Balancing Short-term Profitability with Long-term Sustainability Goals

Entrepreneurs often face the challenge of balancing short-term profitability with long-term sustainability objectives. While sustainable practices may yield long-term benefits in terms of cost savings, brand reputation, and market differentiation, they may require upfront investments or sacrifice short-term profits (Dean & McMullen, 2007). This tension between immediate financial priorities and long-term sustainability goals can create dilemmas for entrepreneurs, particularly in competitive industries or economic downturns.

5.7. Regulatory and Policy Uncertainty

The regulatory landscape surrounding sustainability is constantly evolving, with new laws, regulations, and policies being introduced at the national, regional, and international levels. Entrepreneurs may struggle to navigate this complex regulatory environment, particularly if regulations are inconsistent, ambiguous, or subject to frequent changes (Scherer & Palazzo, 2007). Policy uncertainty can deter entrepreneurs from making long-term investments in sustainable practices, as they may fear regulatory backlash or compliance costs in the future.

5.8. Strategies for Integrating Environmental and Social Responsibility

Entrepreneurs employ various strategies to integrate environmental and social responsibility into their business ventures. Sustainable innovation and product design, encompassing eco-friendly materials, energy-efficient technologies, and waste reduction measures, enable entrepreneurs to develop environmentally friendly offerings (Hart, 1997). Effective supply chain management practices, such as sourcing from ethical suppliers and reducing carbon emissions throughout the supply chain, contribute to the sustainability of business operations (Seuring & Müller, 2008). Engagement with stakeholders, including employees, customers, and communities, fosters trust and collaboration, driving positive social impact (Dyllick & Hockerts, 2002). Corporate social responsibility initiatives, encompassing philanthropy, employee volunteering, and community development projects, further reinforce the integration of social responsibility into business practices (Carroll, 1999).

Integrating environmental and social responsibility into business operations requires a strategic approach that addresses the diverse challenges and opportunities associated with sustainability. Entrepreneurs can employ various strategies to effectively integrate environmental and social responsibility into their ventures, thereby creating value for both stakeholders and society at large. Here are some key strategies:

5.9. Sustainable Innovation and Product Design

Entrepreneurs can incorporate sustainability principles into the design and development of products and services, aiming to minimize environmental impacts throughout the product lifecycle. This may involve using eco-friendly materials, reducing energy and resource consumption, designing for recyclability or biodegradability, and considering the social implications of product use (Hart, 1997). Sustainable innovation enables entrepreneurs to differentiate their offerings in the marketplace, attract environmentally conscious consumers, and drive positive environmental outcomes.

5.10. Supply Chain Management

Sustainable supply chain management involves fostering environmentally and socially responsible practices among suppliers, manufacturers, distributors, and logistics partners. Entrepreneurs can work collaboratively with their supply chain partners to assess and mitigate environmental and social risks, promote ethical sourcing and fair labor practices, and enhance transparency and traceability (Seuring & Müller, 2008). By integrating sustainability criteria into procurement processes and supplier contracts, entrepreneurs can ensure the integrity and sustainability of their supply chains.

5.11. Stakeholder Engagement and Partnerships

Engaging with stakeholders, including employees, customers, investors, communities, and non-governmental organizations (NGOs), is essential for fostering trust, collaboration, and shared value creation. Entrepreneurs can solicit feedback from stakeholders, involve them in decision-making processes, and communicate transparently about their environmental and social performance (Dyllick & Hockerts, 2002). Collaborating with external partners, such as NGOs, academia, and government agencies, can also facilitate knowledge sharing, capacity building, and collective action towards common sustainability goals.

5.12. Corporate Social Responsibility (CSR) Initiatives

Corporate social responsibility encompasses a range of voluntary initiatives aimed at addressing societal and environmental challenges beyond legal compliance. Entrepreneurs can implement CSR initiatives such as philanthropy, employee volunteering programs, community development projects, and impact investing to contribute positively to the communities in which they operate (Carroll, 1999). By aligning CSR activities with their core business values and objectives, entrepreneurs can enhance their reputation, build stakeholder trust, and create shared value for society.

5.13. Circular Economy Practices

Embracing circular economy principles entails designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. Entrepreneurs can adopt circular business models such as product-as-a-service, remanufacturing, and resource sharing to maximize resource efficiency, minimize environmental impact, and create new revenue streams (Ellen MacArthur Foundation, 2013). By shifting from a linear 'take-make-dispose' model to a circular 'reduce-reuse-recycle' model, entrepreneurs can contribute to the transition towards a more sustainable and regenerative economy.

Integrating environmental and social responsibility into business ventures requires a holistic and multi-faceted approach that encompasses sustainable innovation, supply chain management, stakeholder engagement, CSR initiatives, and circular economy practices. By adopting these strategies, entrepreneurs can create value for their businesses, society, and the environment, while contributing to the achievement of the Sustainable Development Goals (SDGs) and fostering a more sustainable and equitable future.

5.14. Impact on Business Performance

Research suggests that integrating environmental and social responsibility can yield tangible benefits for business performance. Financial implications, including cost savings from resource efficiency and enhanced brand value from sustainability differentiation, contribute to improved profitability (Wagner, 2010). Sustainable practices can also enhance market differentiation and brand reputation, attracting environmentally and socially conscious consumers (Porter & Kramer, 2011). Moreover, investments in employee satisfaction and well-being, driven by social responsibility initiatives, result in higher levels of employee engagement and productivity (Gibbs, 2009). Access to capital and investment opportunities may be enhanced for businesses with strong environmental and social performance, as investors increasingly prioritize sustainability criteria in their decision-making (Clark, 2020).

The literature on sustainable entrepreneurship underscores the importance of integrating environmental and corporate social responsibility into business ventures for both ethical and strategic reasons. While entrepreneurs face numerous challenges in implementing sustainable practices, the potential benefits for business performance and societal well-being are substantial. By adopting innovative strategies, engaging with stakeholders, and prioritizing sustainability in decision-making, entrepreneurs can contribute to the transition towards a more sustainable and inclusive economy.

6. Case Studies

6.1. Successful Examples of Sustainable Entrepreneurship

- **Patagonia:** Patagonia is a renowned outdoor apparel company that has become a symbol of sustainable entrepreneurship. The company has implemented a range of initiatives to minimize its environmental impact, including using recycled materials in its products, reducing water and energy consumption in manufacturing processes, and advocating for environmental conservation. Patagonia's commitment to sustainability is reflected in its mission statement, "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis." The company's transparency, authenticity, and activism have earned it a loyal customer base and industry recognition for its environmental leadership.

- **Ecover:** Ecover is a Belgium-based manufacturer of eco-friendly cleaning and household products. The company was founded on the principles of sustainability and has been a pioneer in green chemistry and product innovation. Ecover's products are made from plant-based ingredients, biodegradable and non-toxic, minimizing harm to the environment and human health. The company has also implemented sustainable packaging solutions, such as using recycled and recyclable materials, to reduce waste and carbon footprint. Ecover's commitment to sustainability has resonated with consumers seeking environmentally friendly alternatives to conventional cleaning products, driving its success in the market.
- **Interface:** Interface is a global carpet tile manufacturer that has demonstrated a strong commitment to sustainability and corporate responsibility. The company's Mission Zero initiative, launched in 1994, aims to eliminate negative environmental impacts from its operations by 2020. Interface has made significant progress towards this goal, including reducing greenhouse gas emissions, water consumption, and waste generation, and increasing the use of renewable energy and recycled materials in its products. Interface's sustainability efforts have not only reduced costs and improved operational efficiency but also enhanced its brand reputation and market competitiveness.

6.2. Analysis of Key Strategies and Outcomes

- **Triple Bottom Line Approach:** Successful sustainable entrepreneurship often involves adopting a triple bottom line (TBL) approach, balancing economic, environmental, and social considerations. Companies like Patagonia, Ecover, and Interface have integrated sustainability into their business models, recognizing that long-term success requires not only financial profitability but also environmental stewardship and social responsibility.
- **Innovation and Product Design:** Sustainable entrepreneurs differentiate themselves through innovative products and solutions that minimize environmental impact and meet consumer demand for eco-friendly alternatives. Companies like Ecover have invested in research and development to create effective and sustainable cleaning products, leveraging plant-based ingredients and biodegradable formulations to offer products that are both environmentally friendly and high-performing.
- **Supply Chain Management:** Sustainable entrepreneurs recognize the importance of responsible sourcing and supply chain management in reducing environmental and social risks. Companies like Patagonia and Interface have implemented supply chain transparency and accountability measures to ensure ethical sourcing, fair labor practices, and environmental stewardship throughout their supply chains. By partnering with suppliers that share their commitment to sustainability, these companies have been able to minimize supply chain risks and enhance brand credibility.
- **Stakeholder Engagement and Partnerships:** Successful sustainable entrepreneurship requires collaboration and partnerships with stakeholders across sectors. Companies like Patagonia have engaged with customers, employees, NGOs, and policymakers to advance sustainability goals and drive positive change. By listening to stakeholders' concerns and priorities, these companies have built trust, fostered dialogue, and mobilized collective action towards shared sustainability objectives.
- **Corporate Social Responsibility (CSR) Initiatives:** Sustainable entrepreneurs go beyond compliance to proactively address social and environmental challenges through CSR initiatives. Companies like Interface have implemented corporate citizenship programs that contribute to community development, environmental conservation, and social justice. By investing in CSR initiatives, these companies have enhanced their reputation, strengthened stakeholder relationships, and created shared value for society.

In conclusion, successful examples of sustainable entrepreneurship demonstrate the importance of integrating environmental and social responsibility into business strategies and operations. By adopting a triple bottom line approach, fostering innovation, managing supply chains responsibly, engaging stakeholders, and implementing CSR initiatives, sustainable entrepreneurs can create value for both business and society while driving positive environmental and social outcomes.

7. Future Research Directions and Recommendations

As sustainable entrepreneurship continues to evolve in response to shifting societal, environmental, and economic dynamics, it is imperative to consider future directions and provide recommendations to support the growth and impact of this important field. This section outlines emerging trends, policy implications, and practical recommendations for aspiring sustainable entrepreneurs.

7.1. Emerging Trends in Sustainable Entrepreneurship

Sustainable entrepreneurship is a dynamic and evolving field, shaped by emerging trends and technological advancements which leads to smart Bangladesh. Some key emerging trends include:

- **Tech-enabled Sustainability:** Leveraging technology such as artificial intelligence, blockchain, and Internet of Things (IoT) to enhance sustainability practices, streamline operations, and track environmental and social impact.
- **Circular Economy Innovation:** Embracing circular economy principles to redesign products, services, and business models for resource efficiency, waste reduction, and closed-loop systems.
- **Impact Investing:** Growing interest from investors in supporting businesses that generate positive social and environmental impact alongside financial returns, leading to increased opportunities for sustainable entrepreneurs.
- **Collaborative Entrepreneurship:** Fostering partnerships, networks, and ecosystems to drive collective action, share resources, and scale impact across sectors and industries.

7.2. Policy Implications and Regulatory Frameworks

Governments play a crucial role in shaping the regulatory environment and providing incentives to promote sustainable entrepreneurship and developing smart Bangladesh. Policy implications and regulatory frameworks may include:

- **Incentive Mechanisms:** Providing tax breaks, grants, subsidies, and other financial incentives to support sustainable entrepreneurship, encourage innovation, and offset the costs of adopting green technologies.
- **Regulatory Standards:** Establishing clear and consistent environmental and social standards, certifications, and reporting requirements to guide businesses and ensure accountability for sustainable practices.
- **Public Procurement:** Incorporating sustainability criteria into public procurement processes to create market demand for sustainable products and services, stimulate innovation, and drive market transformation.
- **Capacity Building:** Investing in education, training, and capacity-building programs to equip entrepreneurs with the knowledge, skills, and resources needed to pursue sustainable business opportunities.

7.3. Practical Recommendations for Aspiring Sustainable Entrepreneurs

For aspiring sustainable entrepreneurs, practical guidance and recommendations can help navigate the challenges and capitalize on opportunities in the field. Some key recommendations include:

- **Start with Purpose:** Define a clear mission and purpose that aligns with environmental and social values, and integrate sustainability into the core of your business model and operations.
- **Collaborate and Co-create:** Build partnerships with stakeholders, including suppliers, customers, investors, and communities, to co-create solutions, share resources, and amplify impact.
- **Embrace Innovation:** Embrace innovative technologies, business models, and approaches to sustainability, and continuously seek opportunities for improvement, adaptation, and disruption.
- **Measure and Communicate Impact:** Implement robust monitoring, evaluation, and reporting mechanisms to track environmental and social impact, and transparently communicate your performance to stakeholders.
- **Stay Resilient and Adaptive:** Recognize that sustainable entrepreneurship is a journey filled with challenges and uncertainties, and cultivate resilience, agility, and adaptability to navigate change and overcome obstacles.

In conclusion, by embracing emerging trends, engaging with policy frameworks, and following practical recommendations, aspiring sustainable entrepreneurs can drive positive change, create value, and contribute to a more sustainable and inclusive economy. Collaborative efforts from governments, businesses and civil society.

8. Conclusion

Implementing sustainable practices poses numerous challenges for entrepreneurs, including financial constraints, lack of awareness, resistance from stakeholders, balancing short-term profitability with long-term sustainability goals, and regulatory uncertainty. Addressing these challenges requires collaborative efforts from policymakers, industry associations, financial institutions, and civil society organizations to provide financial support, technical assistance, capacity-building programs, and regulatory clarity to empower entrepreneurs to embrace sustainability effectively. By overcoming these barriers, entrepreneurs can drive positive environmental and social impact while ensuring the long-term viability and resilience of their businesses. In conclusion, the integration of environmental consciousness and

corporate social responsibility within the framework of sustainable entrepreneurship presents an unparalleled opportunity for fostering a smarter, more resilient Bangladesh. By prioritizing ethical practices, environmental stewardship, and social welfare, entrepreneurs can drive positive change, not only within their own enterprises but also across the broader socio-economic landscape. Through collaborative efforts and innovative solutions, a sustainable entrepreneurial ecosystem can be cultivated, paving the way for long-term prosperity while safeguarding the planet for future generations. Embracing this holistic approach is not just a responsibility; it is an imperative for building a thriving and inclusive society in Bangladesh and beyond.

Compliance with ethical standards

Disclosure of conflict of interest

No conflict of interest to be disclosed.

References

- [1] Bansal, P., & Roth, K. (2000). Why companies go green: A model of ecological responsiveness. *Academy of Management Journal*, 43(4), 717-736.
- [2] Carroll, A. B. (1999). Corporate social responsibility: Evolution of a definitional construct. *Business & Society*, 38(3), 268-295.
- [3] Clark, G. L. (2020). The green paradox: A supply-side approach to global warming. *Journal of Environmental Economics and Management*, 104, 102374.
- [4] Cohen, B., & Winn, M. I. (2007). Market imperfections, opportunity and sustainable entrepreneurship. *Journal of Business Venturing*, 22(1), 29-49.
- [5] Dean, T. J., & McMullen, J. S. (2007). Toward a theory of sustainable entrepreneurship: Reducing environmental degradation through entrepreneurial action. *Journal of Business Venturing*, 22(1), 50-76.
- [6] Dolores, Gallardo-Vázquez., Teresa, C., Herrador-Alcaide., Juan, de, la, Cruz, Sánchez-Domínguez. (2023). Developing a measurement scale of corporate socially responsible entrepreneurship in sustainable management. *Review of Managerial Science*, doi: 10.1007/s11846-023-00658-5
- [7] Dyllick, T., & Hockerts, K. (2002). Beyond the business case for corporate sustainability. *Business Strategy and the Environment*, 11(2), 130-141.
- [8] Gibbs, D. (2009). Sustainability entrepreneurs, ecopreneurs and the development of a sustainable economy. *Greener Management International*, 2009(58), 57-67.
- [9] Hart, S. L. (1997). Beyond greening: Strategies for a sustainable world. *Harvard Business Review*, 75(1), 66-76.
- [10] Hockerts, K. (2017). Determinants of social and environmental entrepreneurs' success. *Business Strategy and the Environment*, 26(1), 19-36.
- [11] Karimi, S. (2022). A Study on Sustainable Entrepreneurship. doi: 10.31674/book.2022se.016
- [12] Kraus, S., Clauss, T., Breier, M., Gast, J., Zardini, A., & Tiberius, V. (2020). The economics of COVID-19: Initial empirical evidence on how family firms in five European countries cope with the corona crisis. *International Journal of Entrepreneurial Behavior & Research*.
- [13] Mario, Biggeri., Domenico, Colucci., Nicola, Doni., Vincenzo, Valori. (2022). Sustainable Entrepreneurship: Good Deeds, Business, Social and Environmental Responsibility in a Market Experiment. *Sustainability*, 14(6):3577-3577. doi: 10.3390/su14063577
- [14] Pal, S., & Sarker, Pramath C. (2023). *SMART Bangladesh Vision 2041: Concept of a Sustainable Developed Country*. 12(1). <https://doi.org/10.5296/emsd.v12i1.20666>
- [15] Porter, M. E., & Kramer, M. R. (2011). Creating shared value. *Harvard Business Review*, 89(1/2), 62-77.
- [16] Rajesh, Kumar., Govind, Swaroop, Pathak. (2022). Corporate Entrepreneurship in the Pursuit of Sustainable Development: Creating a More Sustainable Future. *Problemy Ekorozwoju*, 17(2):166-177. doi: 10.35784/pe.2022.2.18

- [17] Rahaman, H. (2023). Entrepreneurship as a Career: A Solution to Unemployment in Bangladesh. 23. <https://doi.org/10.53461/ijbr.v23i.7>
- [18] Rosa, Vilalta, Rovira., David, Urbano. (2023). A Process Model for Sustainable Entrepreneurship: Evidence from a Highly Entrepreneurial European Region. *Journal of Social Entrepreneurship*, 1-32. doi: 10.1080/19420676.2023.2221262
- [19] Sarah, Broccia., Álvaro, Dias., Leandro, Ferreira, Pereira. (2022). Sustainable Entrepreneurship: Comparing the Determinants of Entrepreneurial Self-Efficacy and Social Entrepreneurial Self-Efficacy. *Social Sciences*, 11(12):537-537. doi: 10.3390/socsci11120537
- [20] Schaltegger, S., & Wagner, M. (2011). Sustainable entrepreneurship and sustainability innovation: Categories and interactions. *Business Strategy and the Environment*, 20(4), 222-237.
- [21] Scherer, A. G., & Palazzo, G. (2007). Toward a political conception of corporate responsibility: Business and society seen from a Habermasian perspective. *Academy of Management Review*, 32(4), 1096-1120.
- [22] Seuring, S., & Müller, M. (2008). From a literature review to a conceptual framework for sustainable supply chain management. *Journal of Cleaner Production*, 16(15), 1699-1710.
- [23] Shirin, Khokhawala., Radha, Iyer. (2022). Sustainable Entrepreneurship in India: A Comparative Case Study of Social, Economic and Environmental Outcomes. *South Asian Journal of Business and Management Cases*, 11(1):10-26. doi: 10.1177/22779779221082766
- [24] Wagner, M. (2010). The role of corporate sustainability performance for economic performance: A firm-level analysis of moderation effects. *Ecological Economics*, 69(7), 1553-1560.
- [25] Zarytska, I., Зарицька, І. А., Зарицкая, И. А., Strelnyk, S., Стрельник, С. О., & Стрельник, С. А. (2017). The concept of entrepreneurship in the smart economy. [https://doi.org/10.33987/VSED.1\(62\).2017.16-22](https://doi.org/10.33987/VSED.1(62).2017.16-22)