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A REVIEW OF THE LITERATURE ON ENTREPRENEURSHIP AND THE ENVIRONMENT: OPPORTUNITIES FOR RESEARCHING ON THE GREEN ENTREPRENEURIAL ORIENTATION

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Abstract

Nowadays, identifying appropriate and scientific knowledge related to environmental issues and topics represents an instrument for providing a clean environment. In the field of entrepreneurship, researchers have accepted the correlation between the scopes of business and the environment because entrepreneurship activities have been acknowledged as a significant driving force for economic, social, and environmental sustainability. A review shows that the entrepreneurship literature has experienced rapid growth recently, with many developments reported on a broad spectrum of topics. Nevertheless, one of the main concerns of the authors of the present contribution is the nexus of entrepreneurship and the environment. In the present study, a review of the literature and studies on the nexus of entrepreneurship and the environment is presented. The results indicate that none of the existing studies had clearly focused on the concept of green entrepreneurial orientation and the factors affecting this concept. So in the meantime, the complex, mysterious concept of green entrepreneurial orientation has become a very attractive research topic. On this basis, the present paper covers this subject matter as well. It is doubtless that entrepreneurship, as an independent field of science, requires further theoretical and empirical research in relation to the environment. Indeed, recognition of research opportunities in relation to the green entrepreneurial orientation concept can largely contribute to the theoretical development and empirical studies in entrepreneurship and environmental science. We believe that the present study brings about significant advantages for the development of the research in the field of green entrepreneurship orientation.

Keywords: green entrepreneurial orientation, green entrepreneurship, sustainability

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