

PalArch's Journal of Archaeology
of Egypt / Egyptology

IDENTIFYING THE FACTORS AFFECTING ENVIRONMENTAL
ENTREPRENEURSHIP WITH AN EMPHASIS ON THE TRADITIONAL TEXTURES OF
HISTORICAL CITIES

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Sara Jamshidi: Identifying the factors affecting environmental entrepreneurship with an emphasis on the traditional textures of historical cities -- Palarch's Journal Of Archaeology Of Egypt/Egyptology 18(4),ISSN 1567-214x

Keywords: Entrepreneurship, Environmental Entrepreneurship, Traditional Textures, Historical Cities

ABSTRACT

The aim of present study was to identify the factors affecting environmental entrepreneurship with an emphasis on the traditional textures of historical cities. The research method was descriptive-survey. Statistical population of study included 260 experts of Cultural Heritage, Handicrafts and Tourism Organization, Iranian Department of Environment, municipalities of Hamedan. In the present study, 152 subjects were randomly selected using stratified random sampling method. A researcher-made questionnaire was used to collect research data. The validity and reliability of questionnaire were examined and confirmed by the researcher during the research process. Research data were collected based on research questions and analyzed using exploratory factor analysis and confirmatory factor analysis in SPSS19 and LISREL software. The results revealed that 6 economic, environmental, cultural, social, political and personal factors had a positive and significant impact on environmental entrepreneurship with an emphasis on the traditional textures of historical cities.

INTRODUCTION

In today's communities, with the rapid growth of technology and the increase of social ties, emergence of individual and social problems such as personal and social trauma, environmental problems and citizenship issues have also increased (Lannelongue et al., 2017). Many of the many environmental problems of today's communities are a reflection of individual issues and abnormalities emerged in a community (Sarvestani, 2015). Since the health of environment at any part of the world is affected by the health of the environment in other parts of the world. Concerning environmental protection and the survival of God-given resources, the main condition for using information and public participation in communication and information distribution in communities is strengthening of entrepreneurial programs and activities related to environment (Durach and Wiengarten, 2017). In fact, gaining accurate knowledge of the nature of environmental entrepreneurship and investigating their capabilities and

positive functions plays a major role in development of knowledge, culture, skills and individual and social attitudes of human beings to protect the environment. Paying attention to this important issue is an undeniable necessity for government officials, planners and activists in the area of collective environment (Ilhan-Nas et al., 2013).

Great and extensive changes that occur every day in all areas of social life and even the values and culture governing communities have made entrepreneurship an effective strategy for economic development and sustainable employment (Turner et al., 2014; Yoon et al., 2015). In this regard, the need to develop a new generation of entrepreneurs who can recognize and take advantage of green business opportunities (Gurau and Dana, 2017) has been examined. In this regard, Morris et al (2008) state that a new generation of entrepreneurship has emerged as a job, which combines environmentalism with entrepreneurial spirit and the potential to move towards identifying an ecological community. One of the goals of sustainable development of communities is reviewing of natural resource consumption and energy production with the aim of reducing environmental degradation (Meek et al., 2010). In this regard, environmental entrepreneurs play a key role as agents of change in identifying the opportunities (Borin et al., 2011). Topics related to environmental entrepreneurship is an emerging field in entrepreneurship studies and various definitions have been provided for environmental entrepreneurship. In fact, environmental entrepreneurs are innovative people who look at their business through environmental protection perspective, so that creates a competitive advantage for them in the market (Moghimi and Alam Beighi, 2013). The new type of entrepreneurship, expressed as green entrepreneur or environmental entrepreneur, has combined the concept of businesses with awareness of sustainability and other principles of environmental movement (Barzegar and Zamani, 2013). An environmental entrepreneur refers to someone who shows entrepreneurial behavior and identifies, introduces and encourages environmental protection by protecting and preserving the environment and preferring it to personal interests (Ulsu et al., 2015). Pursuing the potentials in the market and accepting the risk of successful businesses, environmental entrepreneurship is committed to observe environmental principles (Bilge and Bal, 2015). By creating environmentally safe jobs, it enhances association between the economy, society and environmental values. Accordingly, environmental entrepreneurship quickly strengthens the sustainable economic development of communities (Rezaei et al., 2017). In the last half century, environment protection problems have become of the development priorities in developed countries.

Despite extensive economic growth and increasing quality of life in the last century, there are concerns in the era of industrialization that have had significant negative effects on the natural environment and these effects have reduced the strength and sustainability of economic systems. The emergence of environmental issues and problems has raised the question of whether the environment can withstand current human behavior. It is growingly recognized that world's natural resources can no longer be used as in the past, and signs of environmental bottlenecks have become apparent around the world. Population growth, abundance of consumer

products, increasing living standards and increasing demand of people, development of technology, weakness of governments' executive organizations in implementing ecological programs and projects to protect the environment, exploitative and unprincipled use of natural environment by capitalists and ultimately irresponsible human actions have resulted in unfavorable consequences and damages, and these consequences and damages are exacerbated increasingly. Some of them include destruction of environment and agricultural lands, global warming, air pollution, water and soil contamination, reduction of natural resources and destruction of forests and pastures, reduction of energy production sources and the occurrence of various diseases.

Hence, human beings with their behaviors in environment and the changes that they make in the environment, such as destruction of forests to build roads and dams, redirecting the rivers, pouring waste to natural environment, high energy consumption, excessive use of natural resources, etc., destroy the environment and pose a worrying threat to environment. The role of entrepreneurship in solving such environmental problems, formed as a result of the pressure-tension relationship between technology and ecology, is vital. It should be noted that achieving the ideals of sustainable development of country to use the capacities and potentials of textures of historical cities of country provide a worthy status for the country's economy, and solving current problems of community and the government in line with solving environmental crises is possible only by implementing the strategy of environmental entrepreneurship development. Without a comprehensive environmental entrepreneurship development plan, achieving this goal is not possible and with continuation of current status, resources are wasted complexity of problems increases. Also, in the process of development and evolution of the Iranian city in today's world, the main strategy of urban management of historical cities should be based on cultural, historical and natural advantages and use of these opportunities for growth and development, since establishment of new facilities, land uses and spaces according to this strategy can give an additional role to city along with historical, residential, tourism or agricultural roles. In addition, it can interact with effective features in defining the advantage and role of city and can be used to create added value. Valuable cultural and historical textures and buildings in the process of preservation and continuity of life and re-use provide many unique opportunities for surrounding spaces, cities and even the region and pave the way for social, economic, physical and tourism development in the city. Given what was stated above, this study seeks to answer the question of what are the factors affecting environmental entrepreneurship with an emphasis on traditional textures of historical cities.

Research questions

1. What are the factors affecting environmental entrepreneurship with an emphasis on the traditional textures of historical cities?
2. What is the ranking of the factors affecting environmental entrepreneurship with an emphasis on the traditional textures of historical cities?

RESULTS

The present study is applied in terms of aim and is a descriptive survey in terms of collecting research data. Statistical population of study included 260 experts of Cultural Heritage, Handicrafts and Tourism Organization, Iranian Department of Environment, municipalities of Hamedan. In the present study, 152 subjects were randomly selected using stratified random sampling method. A researcher-made questionnaire was used to collect research data. In the first stage, to design the questionnaire items, by studying and reviewing theoretical sources and experimental background, the factors affecting environmental entrepreneurship were identified and accordingly questionnaire items were designed. After designing the questionnaire items based on theoretical and experimental texts, the items that assess the factors affecting environmental entrepreneurship were sent to management experts (urban management, executive management, entrepreneurial management) and they were asked to determine their importance. After collecting the data in the first stage, identified components were ranked and a questionnaire which contained the ranking obtained from the survey in the first stage based on the opinions of experts was developed and it was sent to the experts again and they were asked to give their opinions on the ranking. According to the results, the initial questionnaire had 89 items, which was reduced to 66 items with the opinion of experts. The final questionnaire included six factors, including economic (commercialization of ideas, economic intelligence, monetary and financial mechanisms, redefining environmental jobs), environmental (dynamism, generosity), cultural (group participation, collective identity, redefining values), social (education, social communication network, social learning), political (laws and regulations, government support) and personal factors (motivation, individual characteristics). The mentioned questionnaire consists of 66 questions answered on a five-point Likert scale.

The results were analyzed by exploratory factor analysis and Friedman using SPSS19 software.

Exploratory factor analysis was used to identify the factors affecting environmental entrepreneurship with an emphasis on the traditional textures of historical cities. The results of data normality and Cronbach's alpha coefficient of the questionnaire are presented in Table 1.

Table 1: Kolmogorov-Smirnov test results for normal distribution of data and Cronbach's alpha coefficient

Variable	Zvalue	sig	Reliability coefficient
Economic factor	0.86	0.44	0.87
Environmental factor	1.96	0.10	0.86
Cultural factor	0.92	0.35	0.89
Social factor	1.29	0.08	0.79
Political agent	1.24	0.09	0.88
Personal factor	1.08	0.18	0.86

Based on the results of Kolmogorov-Smirnov test in Table (1), it can be stated that the variables of all research variables are normal, since significance level of all Z values in each of the variables is greater than 0.05

($p > 0.05$). Therefore, it is concluded that parametric tests can be used to analyze research questions and hypotheses. Table 2 presents the dimensions and factors affecting environmental entrepreneurship with an emphasis on the traditional textures of historical cities to provide a basis for a better understanding of the results of the present study.

Table 2: Indicators and dimensions of the environmental entrepreneurship questionnaire

factors	dimensions	items
Economic factors	Commercialization of ideas	Holding entrepreneurship exhibitions at city level
		Introducing products and achievements of entrepreneurs in environment area
		Purchasing products of entrepreneurs in the area of environment by related organizations
		Exploitation of new urban ideas in the area of environment
		Identifying new markets
	Economic intelligence	Development of micro and macro investments in environmental areas entrepreneurship
		Exploitation of production and service units in environmental areas entrepreneurship
		Development of knowledge-based companies
		Supporting creative industries in the area of environment
		Targeting investments in the area of environment
		Using foreign investors in the area of environment
	Monetary and financial mechanisms	Monitoring the use of employment-generating loans in the area of environment
		Making tax and insurance system flexible
		Targeted use of stagnant home savings
		Strengthening banks and establishing financial institutions to support entrepreneurial activities
		Tax exemptions for entrepreneurial activities in environmental areas
		Reducing the risk of using capital in environmental areas
	Redefining environmental jobs	Identifying and developing job skills in the area of environmental activities
		Eliminating false and speculative businesses
		Redefining economic activities and jobs in environmental areas
Development of activities with comparative advantage in environmental areas		
Support of municipalities and local organizations from entrepreneurial activities		
Environmental factors	Dynamics	The trend of environmental changes in line with geographical issues
		Rapid industrial innovations in the area of environmental issues
		Development of technology and human knowledge in properly use of environmental issues

Cultural factors	Generosity	Existence of diverse environmental resources
		Existence of historical attractions
		Access to sufficient information in line with geographical resources and historical monuments
	Group participation	Group desire of people in the community to participate in environmental activities
		culture of teamwork among citizens
		culture of flexibility at the community level
	Collective identity	an interest in preserving and protecting urban environment among citizens
		Interest in the comprehensive development of the city among the citizens
		Respect for the environmental elements around the living environment
	Redefining values	Introducing and injecting new values in line with the importance of environmental issues
		progressive behavioral norms on protecting and proper using of environmental resources
		Developing a common worldview on responsibility for environmental resources

Social factors	Education	Increasing the experiences and skills of citizens on entrepreneurial activity in the environment areas
		Holding short-term and mid-term specialized courses
		Providing educational packages on knowledge transfer in the environmental entrepreneurship activities areas
		Cooperation and interaction of responsible organizations with the mass media to provide educational programs on environmental entrepreneurship activities
		Training manpower for development of environmental entrepreneurship
	Social communication network	Using growing virtual social networks to develop people knowledge of environmental entrepreneurship
		Developing social trust among citizens
		Development of communication beds between investors and idea owners through establishment of specialized cooperatives and workers
		Communication with specialized consultants
	Social learning	Providing opportunities for modeling successful people in the area of environmental entrepreneurship activities
		Providing opportunities for communication between people to transfer their experiences and knowledge in the area of environmental entrepreneurship
		Designing and implementing of specialized panels in line with environmental entrepreneurship for exchange of ideas and views
Political factors	Rules and Regulation	Establishing rules to provide supportive insurance to entrepreneurs in the environmental areas
		Establishing rules on tax discounts in creating new workshops and jobs in the environmental entrepreneurship area

	Government support	Policy-making for development of environmental entrepreneurship
		Supporting the union and handicrafts and empowering them
		Creating information networks for environmental entrepreneurship activists to be aware of the exhibition and new technologies
		Holding sessions by the government to address problems
		Support of cooperatives and NGOs by the government
		Holding free educational courses
personal factors	Motivation	Existence of individual transcendent goals for proper development of productivity of environmental potentials
		Existence of economic movements and motivations on individual growth
		Having motivation to succeed in new activities and jobs
	Personality characteristics	Success-seeking
		Risk-taking
		Independence
		Creativity
		Serious will and determination
		Internal control center

Before performing inferential analysis, it was necessary to ensure the assumptions of exploratory factor analysis, including adequacy of sampling and fir of data for factor analysis. Sampling adequacy index was 0.602. When KMO index is closer to 1, sampling adequacy in the selection of observed variables will be better. The cut-off point of the KMO index for "sampling adequacy" is 0.6, meaning that if the KMO index is higher than 0.6, the criterion of "sampling adequacy" has been met, and if it is lower than 0.6, the criterion of "sampling adequacy" has not been met. Therefore, the sample size is sufficient to perform factor analysis. Also, the value of Bartlett test (7365.00) is significant at the level of 0.01, indicating that the correlation matrix in the population is not equal to zero. Therefore, the criteria for factor analysis have been met. Table 3 shows the results of these two tests.

Table 3: Sampling adequacy index and Bartlett sphericity test

Sampling adequacy index	0.602
Bartlett Chi-square test	7365.00
Degrees of freedom	2145
significance level	0.000

Table 4 presents the factor loads of each of the factors affecting environmental entrepreneurship with emphasis on the traditional textures of historical cities. Studies have reported different values for accepting items in factor analysis, but there is a consensus on the value of 0.30. Accordingly, in propositions that factor could not explain more than 0.30 of their changes should be modified or deleted. Therefore, the minimum acceptable level for accepting items in the underlying factors was

considered to be 0.30. Based on the results of Table 4-78 times, factor load of all items were higher than 0.30 and acceptable.

Table 4: Factors load of items affecting environmental entrepreneurship

item	Factor load	item	Factor load	item	Factor load	item	Factor load
1	0.65	18	0.61	35	0.88	51	0.67
2	0.60	19	0.64	36	0.74	52	0.87
3	0.72	20	0.54	37	0.85	53	0.83
4	0.67	21	0.53	38	0.90	54	0.72
5	0.57	22	0.66	39	0.82	55	0.81
6	0.66	23	0.71	40	0.85	56	0.80
7	0.80	24	0.64	41	0.75	57	0.81
8	0.58	25	0.60	42	0.83	58	0.86
9	0.68	26	0.80	43	0.85	59	0.82
10	0.62	27	0.73	44	0.87	60	0.87
11	0.54	28	0.81	45	0.73	61	0.72
12	0.67	29	0.79	46	0.69	62	0.81
13	0.63	30	0.53	47	0.76	63	0.54
14	0.79	31	0.68	48	0.68	64	0.80
15	0.77	32	0.80	49	0.81	65	0.65
16	0.80	33	0.80	50	0.90	66	0.64
17	0.56	34	0.72	-	-	-	-

In the next stage of factor analysis, the eigenvalues of the factors by principal component analysis method and explanatory power of variance and cumulative percentage of variance of the test were determined. As shown in Table 5, 6 economic, environmental, cultural, social, political and personal factors in the form of 16 dimensions with an eigenvalue of more than one explain 73.19% of the total variance, which is a relatively good explanatory power.

Table 5- Sum of squares of extracted factor loads

factor	eigenvalue	Percentage of variance explained	Eigenvalue after rotation
Commercialization of ideas	4.49	6.81	6.81
Economic intelligence	4.19	6.36	13.17
Monetary and financial mechanisms	3.57	5.41	18.59
Redefining environmental jobs	3.49	5.29	23.88
Dynamics	3.37	5.12	29.00
Generosity	3.28	4.98	33.98
Group participation	2.98	4.52	38.51
Collective identity	2.95	4.47	42.98
Redefining values	2.94	4.46	47.44
Education	2.85	4.33	51.77
Social communication network	2.83	4.28	56.05
Social learning	2.69	4.07	60.13

Regulations and rules	2.57	3.89	64.03
Government support	2.39	3.62	67.65
Motivation	2.11	3.19	70.85
Individual characteristics	1.54	2.34	73.19

Scree plot shows the results of Table 5 and the conclusions of the domain slope test. It shows 16 dimensions for the development of environmental entrepreneurship.

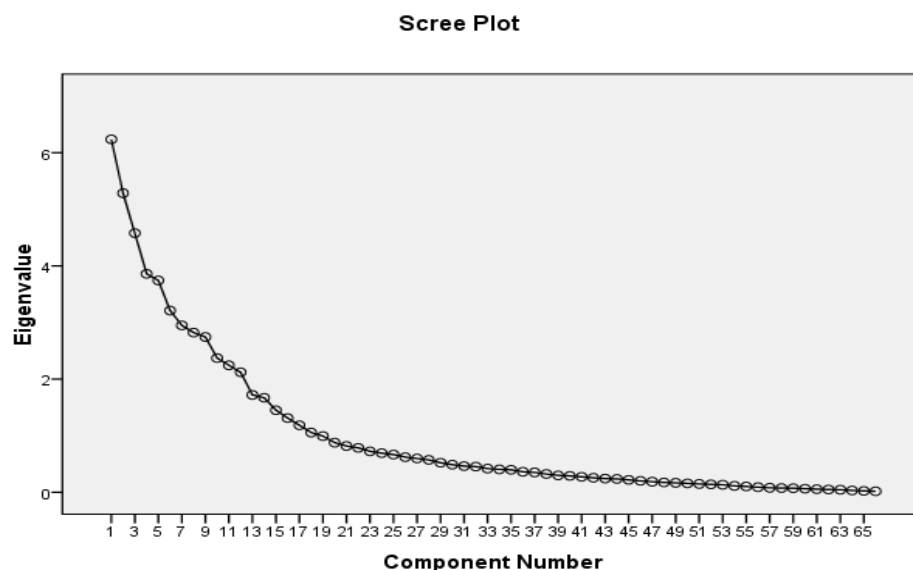


Diagram 1: Scree plot to determine the number of factors affecting environmental entrepreneurship

Table 6: rotated matrix of items and factors affecting environmental entrepreneurship

items	Dimensions							
	Commercialization of ideas	Economic intelligence	Monetary and financial mechanism	Redefining jobs	Dynamics	Generosity	Group participation	Collective identity
1	0.58							
2	0.64							
3	0.58							
4	0.62							
5	0.65							
6		0.62						
7		0.87						
8		0.67						
9		0.78						
10		0.66						
11		0.58						

12			0.69					
13			0.38					
14			0.85					
15			0.84					
16			0.82					
17			0.42					
18				0.72				
19				0.76				
20				0.70				
21				0.60				
22				0.77				
23					0.53			
24					0.69			
25					0.72			
26						0.84		
27						0.77		
28						0.88		
29							0.62	
30							0.39	
31							0.76	
32								0.86
33								0.85
34								0.80

Continuation of Table 6: rotated matrix of items and factors affecting environmental entrepreneurship

items	Dimensions							
	Redefining values	education	Social communication network	Social learning	Rules and regulations	Government support	motivation	Individual characteristics
35	0.89							
36	0.81							
37	0.87							
38		0.92						
39		0.86						
40		0.86						
41		0.82						
42		0.87						
43			0.91					
44			0.91					
45			0.82					
46			0.79					
47				0.36				
48				0.53				
49				0.52				
50					0.91			
51					0.73			
52					0.89			

53						0.82		
54						0.78		
55						0.87		
56						0.87		
57						0.88		
58							0.86	
59							0.86	
60							0.89	
61								0.80
62								0.84
63								0.42
64								0.84
65								0.47
66								0.70

The results of Friedman test to rank the factors affecting environmental entrepreneurship are presented in Tables 7 and 8.

Table 7: Statistical data obtained from Friedman test

Calculated chi-square	df	sig	Error level
156.03	5	0.000	0.05

The results of Table 7 show that there is a significant difference between the mean ranks of pairs of factors affecting environmental entrepreneurship.

Table 8: Ranking of factors affecting environmental entrepreneurship

factors	mean	rank
Economic factor	2.88	5
Environmental factor	2.82	6
Cultural factor	3.56	2
Social factor	5.11	1
Political agent	3.46	3
personal factor	3.17	4

The results of Table 8 show that the social factor is ranked first, followed by cultural factor, political factor, personal factor, economic factor, and environmental factor, respectively.

DISCUSSION AND CONCLUSION

Studies conducted in the area of environmental entrepreneurship show environmental entrepreneurship is well welcomed around the world, especially in developed countries. Its reasons are increased concerns about pollution of basic resources, health of food, humans and animals. However, considering an increase in profits and maintaining the interests of the entrepreneur by increasing quality along with increasing production and productivity of environmental and historical ecosystems, in addition to environmental and economic benefits, environmental entrepreneurship is socially associated with many benefits, including the use of cheap and non-imported inputs and more reliance on labor, increased job opportunities and it can play an effective role in strengthening social cohesion. The benefits

of developing environmental entrepreneurship with an emphasis on historical textures of cities is the ability to create cultural competition among cities to identify and bridge the gap between what is expected and what is currently being offered. Environmental entrepreneurship can have the most important impact on economic development, so in explaining the theory of economic development, one of the main roles is attributed to entrepreneurship and environmental entrepreneurship. Other impacts of environmental entrepreneurship considering historical textures include improving the quality of life of urban communities, appropriate distribution of income, followed by peace of mind, exploitation of historical resources and their activation for great national productivity. It also brings social benefits through the government. As a result, it can be stated that learning environmental entrepreneurship will increase the likelihood of success in starting a new business.

Analysis of research results revealed that 6 economic, environmental, cultural, social, political and personal factors in the form of 16 dimensions (commercialization of ideas, economic intelligence, monetary and financial mechanisms, redefining environmental jobs, dynamism, generosity, group participation, collective identity, redefining values, education, social networking, social learning, rules and regulations, government support, motivation, individual characteristics) affect environmental entrepreneurship. These results are consistent with those of past research. In the study conducted by Shan et al (2018), it was found that development of environmental businesses in the technology and new information area can play a significant role in the economic and social development of country. Gurau and Dana (2017) showed that the relationship between natural environment, local community and entrepreneurship and natural environment capacity and potential can play an effective role in the development of environmental entrepreneurship. In the study conducted by Hoppe et al (2017), it was found that it is necessary to create strategic goals based on a desirable vision for future and to create analytical structures that can be used for business and green entrepreneurship approach to education and learning to develop green entrepreneurial approaches in higher education. These results are in line with those of present study, because they achieved similar results.

In line with the obtained results, it can be stated that when conditions are provided so that entrepreneurial ideas are commercialized in environmental areas, economy intelligently develops micro and macro investments in environmental entrepreneurship areas, monetary and financial mechanisms are considered and jobs in environmental entrepreneurship areas are defined, economic factors will have an impact on environmental entrepreneurship. In addition, environmental dynamics, innovation in of industry and technology area along with the existence of natural and historical attractions provide a condition in which the environmental factor is effective in development of environmental entrepreneurship. Moreover, group participation and desire of people to participate in environmental activities can provide a condition in which cultural factors can be effective in environmental entrepreneurship, strengthening of collective identity in the ethnic and national areas,

presentation and development of new values in line with the importance of environmental issues.

It should be noted that training and providing educational packages on knowledge transfer in the area of environmental entrepreneurial activities, creating social networks and providing opportunities for modeling successful people in the area of entrepreneurship to form a learning community are all effective factors that can lead to influence of social factors on development of environmental entrepreneurship. It should be also noted that regulations and rules supporting environmental entrepreneurship activities and government support of people through policy-making and forming cooperatives provide the condition in which political factors affect the development of environmental entrepreneurship. Finally, at the individual level, the existence of motivation and personality abilities and skills are factors that can be effective in development of environmental entrepreneurship.

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