

Green Entrepreneurship in Emerging Markets

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Abstract

This review examines green entrepreneurship in emerging markets. The organizing question is how finance, institutions, infrastructure, capabilities, and local demand shape venture formation and impact. Ten related scholarly sources are synthesized through a decision-centered framework spanning problem definition, mechanism, measurement, evaluation, implementation, and governance. The review does not invent experiments, pooled estimates, or unreported quantitative results. It instead evaluates the strength and transferability of the available evidence, with particular attention to importing ecosystem models without accounting for institutional and distributional context. The resulting framework links technical or empirical performance to explicit use conditions and identifies tests that should precede wider adoption in sustainable enterprise and regional development.

Keywords: green entrepreneurship, emerging markets, innovation, institutions, sustainable development

Synthesis lens	Principal question
Mechanism	the chain connecting evidence inputs, green entrepreneurship in emerging markets, intermediate outputs, and downstream decisions
Evaluation	construct validity, comparative performance, uncertainty, transfer across settings, and decision utility
Primary risk	importing ecosystem models without accounting for institutional and distributional context

1. Introduction

Research on green entrepreneurship in emerging markets sits at the boundary between a promising component and a consequential decision. The core question is how finance, institutions, infrastructure, capabilities, and local demand shape venture formation and impact. Answering it requires more than assembling favorable results. It requires a chain of evidence that makes the problem boundary, mechanism, measurement, comparator, uncertainty, and accountable decision visible to the reader.

This article presents a structured narrative review of ten related publications. Sources were selected for topical relevance, traceable publication metadata, and complementary coverage of technical, empirical, and governance questions. No meta-analytic pooling is attempted because the included studies differ in designs, populations, system boundaries, and outcomes. The purpose is decision-oriented synthesis: to identify what each source can support, where transfer remains uncertain, and which evidence would justify the next stage of use.

The central risk is importing ecosystem models without accounting for institutional and distributional context. A top-line metric or broad policy label can appear decisive while concealing the conditions that produced it. Accordingly, the synthesis separates observation from interpretation and implementation from validation. This separation is especially important when the same system creates benefits for one user or institution while transferring cost, risk, or administrative burden to another.

2. Evidence Base and Problem Boundary

A defensible review begins by defining the unit of analysis. For the present topic, the relevant boundary includes inputs, institutional or technical context, the mechanism producing an output, the person or system acting on that output, and the downstream outcome. Evidence falls outside the boundary when it measures only an intermediate proxy yet is used to claim an end-to-end benefit.

Lotfi et al. (2018) addresses "The Effect of Emerging Green Market on Green Entrepreneurship and Sustainable Development in Knowledge-Based Companies." In this synthesis, that work is used as a source on problem definition within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

Misztal and Kowalska (2023) addresses "Factors of green entrepreneurship in selected emerging markets in the European Union." In this synthesis, that work is used as a source on conceptual boundary within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

Demirel et al. (2017) addresses "Born to be green: new insights into the economics and management of green entrepreneurship." In this synthesis, that work is used as a source on measurement within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

Together, these works provide complementary entry points, but their conclusions should not be flattened into a single ranking. Differences in data generation, setting, temporal horizon, and outcome definition may be substantively meaningful. A review should therefore preserve those differences and state where analogy, rather than direct replication, connects one domain to another.

3. Mechanism and System Design

The operative mechanism is the chain connecting evidence inputs, green entrepreneurship in emerging markets, intermediate outputs, and downstream decisions. This formulation discourages component-only reasoning. A model, platform, policy, assay, or infrastructure service acquires practical meaning only when its interfaces and use conditions are specified. The evidence chain should describe what information is available, what transformation occurs, which assumptions make that transformation credible, and who is authorized to act.

Mrkajic et al. (2017) addresses "Is green the new gold? Venture capital and green entrepreneurship." In this synthesis, that work is used as a source on system mechanism within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

O'Neill and Gibbs (2016) addresses "Rethinking green entrepreneurship – Fluid narratives of the green economy." In this synthesis, that work is used as a source on representation choice within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

Hoogendoorn et al. (2017) addresses "Sustainable Entrepreneurship: The Role of Perceived Barriers and Risk." In this synthesis, that work is used as a source on failure analysis within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

These studies also show why modular claims require interface tests. A component may perform well while the complete pathway fails because inputs drift, users interpret outputs differently, recovery semantics are ambiguous, or institutional incentives change. Design documentation should therefore include not only the intended pathway but also foreseeable deviations, degraded modes, and conditions under which the system should stop or defer.

4. Evaluation and Uncertainty

Evaluation should center on construct validity, comparative performance, uncertainty, transfer across settings, and decision utility. Average performance remains useful, but it should be accompanied by distributions, error categories, relevant subgroups or operating regimes, and uncertainty at the point where a decision changes. Comparators must isolate the value of the proposed addition rather than compare a mature intervention with an intentionally weak baseline.

Odeyemi et al. (2023) addresses "Sustainable entrepreneurship: A review of green business practices and environmental impact." In this synthesis, that work is used as a source on comparative evaluation within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it

does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

Sadiq et al. (2021) addresses "Does green finance matter for sustainable entrepreneurship and environmental corporate social responsibility during COVID-19?" In this synthesis, that work is used as a source on uncertainty within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

External validation should introduce meaningful shifts in setting, time, population, workload, market structure, or environmental conditions. A nominally independent sample can still be too similar to test transfer. Conversely, a failed transfer is scientifically informative when the changed conditions are measured and the mechanism of failure is examined rather than hidden in an aggregate score.

5. Translation and Governance

Translation to sustainable enterprise and regional development depends on more than technical readiness. Decision rights, documentation, maintenance, monitoring, appeal, and recovery are part of the intervention. The governance requirement is traceable evidence, named responsibility, version control, monitoring, appeal, and explicit revalidation. Each control should be connected to a named failure mode and should identify an owner, evidence source, review interval, and escalation path.

Lüdeke-Freund (2019) addresses "Sustainable entrepreneurship, innovation, and business models: Integrative framework and propositions for future research." In this synthesis, that work is used as a source on implementation within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

Machado et al. (2019) addresses "Sustainable manufacturing in Industry 4.0: an emerging research agenda." In this synthesis, that work is used as a source on governance within green entrepreneurship in emerging markets. The connection is deliberately bounded: the cited study informs the evidence map, but it does not by itself establish readiness for sustainable enterprise and regional development. That distinction keeps the review close to the published record and prevents an adjacent result from being converted into a broader causal claim.

A credible implementation plan also defines sunset and revalidation conditions. New data, software updates, institutional restructuring, population change, or shifts in incentives can invalidate previously reasonable assumptions. Monitoring should therefore test the validity of the evidence chain, not merely whether a service remains online or a headline metric remains stable.

6. Research Agenda

Future studies should preregister or otherwise predefine the intended decision, principal outcomes, exclusions, and analysis plan when feasible. They should report missingness, sensitivity analyses, negative or null findings, and the cost of errors to differently situated stakeholders. Reproducible artifacts should include sufficient metadata to reconstruct data provenance, model or analytical versions, parameter choices, and the sequence from evidence to conclusion.

Cross-disciplinary work needs a shared object of explanation rather than a collection of adjacent vocabularies. For green entrepreneurship in emerging markets, that shared object is the complete decision pathway. Technical, clinical, social, environmental, or economic expertise should each change the design or interpretation of the study. When evidence remains incomplete, the useful output is a bounded hypothesis, a transparent uncertainty statement, or a request for additional measurement.

7. Conclusion

The literature supports a disciplined approach to green entrepreneurship in emerging markets: define the decision, preserve system boundaries, test consequential failure modes, connect uncertainty to action, and assign accountable control. The strongest conclusion is not that one method is universally superior. It is that credible use in sustainable enterprise and regional development requires an auditable link from source evidence to design choice, evaluation result, and governed decision.

Declarations

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