Index

Ability, Motivation, and Opportunity Theory (Amo), 288-295 Access to capital, 69 Accessibility to capital for green entrepreneurship, 55-56 Achievement, need for, 291 Ad hoc environmental entrepreneur, 49 - 50Adds value, 313-314 Afternoon tea, 117-118 Air pollution, 78-79 Ascription of responsibility (AR), 221 Asia, 165-166 business sustainability, 168-170 future directions, 174 green innovation, 166-168 green technology, 168 recommendations, 173-174 sustainable business model innovation, 170-172 Attitude, 222 Author citation analysis, 309 Autonomous motivation, 7-8 Average Variance Extracted (AVE), 204-205, 252 Awareness of consequences (AC), 221 Banks, 301 Behavioural intention, 222, 226, 230 Beliefs, 221 Bibliography analysis, 24–40 Bibliometric analysis, 310–312 Bintulu Port, 93 Bioenergy, 165 Bloggers, 184 Blogging, 184 Blogosphere, 186-187 Blogs, 184 BMW, 98-99

Burger King, 14 Businesses, 300 sustainability, 168-170 Challenges, 22 Chlorofluorocarbons (CFCs), 95 Citation analysis, 308–310 author, 309 journal, 310 City Development Limited (CDL), 242 - 243Coca-Cola, 13 Compatibility, 80 Competitive pressure, 270 Composite reliability (CR), 252 Connecticut Green Bank, 300 Consumer choice theory, 225-226 Consumer intention, 221–222 attitude, 222 beliefs, 221 Consumer variety seeking behaviour, 222-223 Controlled motivation, 7-8 Corporate social irresponsibility (CSIR), 230-231 Corporate social responsibility (CSR), 111-112, 220-221 linking stakeholder theory to CSR practice, 229 perspective, 227-229 Cosy bungalows, 108 COVID-19 pandemic, 194–195 Cronbach's Alpha, 204-205 Cross Loading, 205-206 Culinary tourism, 113 Culture, 248-249 Customer willingness direct effect of CSR image, 230-231 direct effect of trust, 231

indirect effect of CSR image, 231 indirect effect of green marketing mix, 231-232 proposed constructs of, 230-232 Database Research Protocol, 303 Developed countries, 22 Diffusion of Innovations theory (DOI theory), 79, 83, 223–224 Digitalisation, 8 Disney, 13 Dunkin, 14 **EBSCO**, 302 Eco-design, 132 Eco-design and packaging (EDP), 133-134 Eco-responsible entrepreneur, 52-53 Eco-tourism, 107-108, 112 Economic and Social Commission for Asia and The Pacific (ESCAP), 93 Economic gain, 142 Economy, 107–108 Educational support, 290 Elsevier Science Direct, 302 Emerald, 302 Employee Green Behaviour (EGB), 4-5, 251 historical background, 6-7 instruments, 12 leadership and, 8-10 literature review, 7-8 measuring, 12 multilevel model for, 5-6 organizational benefits, 11 organizational EGB strategies, 7 personality factors influencing, 8 real-time examples, 13-14 theoretical framework, 10-11 End of Life Vehicles (ELV), 149 Energy crisis, 78-79 Entrepreneur motivation, 56-57, 66 Entrepreneurial education, 195 Entrepreneurial intention, 195–196

Entrepreneurial knowledge as mediator. 199-200 Entrepreneurial skills, 54, 63, 66 Entrepreneurs, 48-49 Entrepreneurship, subjective vision of, 51 Environmental, social, and governance (ESG), 22-23 lack of information on, 42 Environmental degradation, 142-143, 240 Environmental entrepreneur, 49, 52–53 Environmental laws, 173 Environmental marketing, 271-272 Environmental outcomes, 131 Environmental performance, 131, 170 Environmental Protection Agency (EPA), 286 Environmental Quality Act, 130 Environmental regulations, 167-168 Environmental sustainability, 226-227, 248 Environmental transformational leadership (ETFL), 9 Environmentalism, 300 Environmentally friendly entrepreneur, 49 Equator Principles for Project Finance, 300 Ethical and managerial perspective of stakeholder theory, 228-229 External barriers, 149-151 of green concept implementation, 152 - 154identification of. 144-145 inadequate academic research, 151 inadequate environmental administrative support, 150 lack of green collaborative practices, 150-151 lack of stakeholder's interest, 149-150 Extra-role green behaviour, 5

Facebook, 184 Federal ports and authorities, 94 in Malaysia, 93 operators, 94 Financial constraints, 147-148 Financial development, 21–22 Financial institutions, 21, 102 Five-point Likert scale, 187-188 Foreign tourists factors affecting tea preferences of foreign tourists in India, 118-119 tea preferences, 115-120 Fornell-Larcker method, 252 Fornell-Larcker's Criterion, 205-206 4th Party Logistics (4PL), 95-96 Fresh tea, 108 Gastronomy tourism, 112-113 GE, 13 Geographical indications (GI), 117 - 118Geothermal energy, 165 Global Footprint Network, 240 Global warming, 78-79 Go Green, 164, 300 Governmental pressure, 269 Green access practices, 280-281 Green banking, 300 adoption of green banking classification, 308 adoption of green banking practices, 301-302 analysis by research method and methodology, 306-307 articles by country studied, 308 bibliometric analysis, 310–312 citation analysis, 308-310 distribution based on journal, 307 distribution based on publication year, 304 findings from systematic literature review, 313-314 methodology, 302-303

results and analysis, 303-308 system, 39 Green behaviour (GB) (see also Employee Green Behaviour (EGB)), 3-5, 186-187, 246, 248-249, 252, 254 in-role and extra-role, 5 Green blogging (GB), 185-188 literature review, 185-187 moderating role of perceived trust in social media, 187 research implications and limitations, 189-190 research methodology, 187-188 results, 188-189 Green Business Model, 286–287 Green businesses, 294-295 Green climate (GClim), 252-254 Green Climate Fund (GCF), 21-22 Green concepts, 143 external barriers, 149-151 identification of internal and external barriers, 144-145 internal barriers, 145-149 solutions to barriers and action plans. 151-155 Green Consumers, 268 Green consumption, 184 Green creativity (GC), 248-249, 251-252, 254 Green culture, 8 Green energy, 164 Green entrepreneurial intention, 197-198 Green entrepreneurial knowledge, 197-198 Green entrepreneurial practices, 50 Green entrepreneurs, 48 intentions for, 290-292 typology, 49–50 Green entrepreneurship, 48-49, 196, 198, 286 accessibility to capital for, 55-56 Amo, 288–295 case study, 292-294 chances for, 54-55

characteristics. 288 data analysis, 60 data collection, 59 drawbacks, 295 green entrepreneurship-related factors, 54-57 hurdles for, 294-295 incentives schemes for. 56 limitations of study, 73 literature review, 48-57 need of research, 287-288 objectives of study, 53 participant companies, 60-61 percentage of SMEs, 61-69 possibilities for, 66 process, 289-290 recommendations, 73-74 research design, 57-58 research methodology, 57-60 research methodology and design, 296 research problem, 52-53 sampling design, 58–59 scope of study, 53 study population, 58 Green Finance, 313 Green financing, 21-22 initiatives, 42 Green Growth, 288 Green Human Resource Management (GHRM), 5, 8 Green Information, 280 Green initiatives, 142-143, 148 Green innovation (GI), 164-166, 168, 252, 254 climate, 248-249, 251 Green Innovative Practices (GIP), 165-166 Green Innovative Work Behaviour, 4 Green management, 93 challenges for Malaysia's seaports, 100-101 evolution, 94-95 at Malaysian seaports, 95-98

opportunities and future, 101-103 ports in Malaysia, 93 positive outcomes, 98–99 system, 243-244 Green marketing, 220, 268 literature review, 221-229 perspective, 221-229 proposed constructs of customer willingness, 230-232 strategies, 220 Green Marketing Campaigns, 279 Green marketing mix (GMM), 268-269, 271-272 case study, 272, 278-279 competitive pressure, 270 developing sides of world and role of, 278–279 elements, 273 factors, 269-270 governmental pressure, 269 issues of cost and profit, 270 methodology and design, 278-281 need of developing sides and sustainability, 270 need of research, 270-271 purpose and significance of study, 271 revolutionizing of own business activities, 270 in service industry, 272 social responsibility, 269 Green Oil Energy Sciences, 293 association and explanation, 293 Green packaging, 132 Green performance appraisal, 5 Green perspective of transformational leadership, 245-246 Green Place, 275 Green Politics, 300 Green practices, 8, 78-79, 83, 144 conceptual research framework, 83 literature review and hypotheses formulation, 79-83

relationship between technological, organizational, and green practice implementation, 79-81 theoretical foundation, 79 Green price, 274 Green process innovation, 167 Green procurement (GP), 131, 133-134 Green product development (GPD), 244, 251-252, 254 analysis and results, 252-255 hypothesis development, 245-249 limitations and future research, 256 - 257literature review. 242–245 material and methods, 250-252 measures, 250-252 population and sample, 250 practical implications, 256 theoretical research and research implications, 255-256 Green products, 184, 226-227, 273 group characteristics, 273 innovation, 170 Green Promotions, 275–276 Green publicity, 170 Green purchase, 226 Green purchase intention (GPI), 185-186 Green recruitment, 5 Green rewarding, 5 Green rewards, 69 Green solution, 279-280 Green supply chain management (GSCM), 94-95, 130-132, 143 Green technology, 164-166, 168 innovation. 168 Green Technology Master Plan (GTMP), 102–103 Green Technology Master Plan Malaysia 2017-2030, 197 Green tourism (see also Sustainable tourism), 107-108 background, 109-110

factors affecting tea preferences of foreign tourists in India, 118-119 foreign tourist's tea preferences, 115 - 120limitations and future research agendas, 120 practical implications, 120 sustainability strategies for growth of green tourism, 111-112 tea and ecotourism, 112 tea and gastronomy tourism, 112-113 tea and sustainable tourism, 112 tea tourism, 110-111 tourism and tea integration and impacts on sustainable livelihood, 113–114 tourism and tea marketing, 113 Green training, 5 Green transformational leadership (GTL), 246, 250-252, 254 and follower green behaviour, 246 and innovative climate, 247 Green value practices, 280 Green-SIVA Marketing Mix, 271 elements, 279 Greenhouse gases, 78–79 Heterotrait-Monotrait Criterion (HTMT Criterion), 205 Hewlett Packard, 14 High tea, 117–118 Higher education institutions (HEIs), 195 Hydropower, 165 IKEA, 98–99 In-role green behaviour, 5

Incentives schemes for green entrepreneurship, 56 Intel, 13 Internal barriers, 145–149 acceptance of advanced technology, 148 ambiguous economic gains, 148–149 financial constraints, 147–148 of green concept implementation, 152–154 identification of, 144–145 management commitment, 146–147 International organizations, 21–22 Investment recovery (IR), 131–134

Johor Port, 93 Journal citation analysis, 310

Karachi, 48 Kemaman Port, 93 Knowledge application, 199 Knowledge management (KM), 195, 198, 200 knowledge application, 199 knowledge revision and conceptual change, 198–199 Knowledge revision and conceptual change, 198–199 Knowledge Spiral SECI Model, 198 Kuantan Port, 93

Landfills, 78–79 Leader–Member–Exchange theory (LMX theory), 245–246 Leadership, 8, 10, 244 Logistics, 78, 95 Logistics services providers (LSPs), 78–79 Low-income countries (LICs), 41

Malaysia, 92–93 Malaysia SMEs' sustainability, 130 Malaysian Investment Development Authority (MIDA), 95–96 Malaysian Logistics Council (MLC), 95–96 Malaysian ports, 92–93 Management commitment, 146–147 Marketing managers, 220–221 Marketing mix for services, effective designing of, 272 McDonald, 14 Mediation analysis, 207 Mitti Cool Clay Creations, 292 association and explanation, 292–293 Multinational companies (MNCs), 135–136 Multiple regression analysis, 131, 134–135

National Action Plan (NAP), 243 National governments, 21–22 National Green Technology Policy (NGTP), 102–103 Natural hazards, 78–79 Natural resources, 241 New Environmental Paradigm (NEP), 221 New York Green Bank, 300 Nike, 13 Non-ecological fuel, 48 Norm activation theory, 226 Normative environmental preferences (NEP), 221

Organizational climate, 247 Organizational EGB strategies, 7 Organizational factors, 81 Organizational performance, 82–83

Packaging, 132 Pakistan, 48, 165–166 empirical evidence from, 274-276 green entrepreneurship in, 293-294 perspective of green marketing mix with reference to, 277-278 Pakistan Green Building Council (PGDC), 243 Paris agreement of 2015, 184 Partial Least Squares Structural Equation Modelling (PLS-SEM), 201 Patagonia, 13 Path analysis, 205, 207 Pearson correlation analysis, 133-134 Penang Port, 93

People, 276–277 value orientation, 221 Personal norms (PN), 221 Personality factors influencing EGB, 8 Persuasive leadership, 9 Physical evidence, 277 Ports, 91–92 competitive values, 97 Klang, 93 in Malaysia, 93 management, 93, 95 of Tanjung Pelepas, 93 Preference uncertainty, 222-223 PRISMA, 303 Prius, 14 Process innovation, 167 Processes, 276 Product innovation, 167 Public and private partnership processes (PPPs), 39

Quality of human resources, 82

Rational choice theory, 224–225 Recycling, 170 Reduce, Reuse, and Recycle (three 'R's'), 5 Relative advantage, 80-81 Reliability analysis, 133 Repair, Reconditioning, Reuse, Recycling, and Remanufacturing (5Rs), 273 Resource dependence theory, 51 Resource-based theory, 130, 248 Resource-Based View theory (RBV theory), 79, 83 Responsible Business Alliance (RBA), 135-136 Responsible leadership, 170 Responsible marketing, 271–272 Restriction of Hazardous Substances (RoHS), 142, 149 Reverse logistics, 132 Risk Aversion, 291

Scopus database, 303 Sea cargo transport, 92 Seaborne trade, 91-92 Self-determination theory, 7-8 Self-efficacy towards green entrepreneurial intentions, 291 Servant leadership, 9 Service industry, GMM in, 272 Service marketing, 271 Silk Road, 110-111 SIVA Marketing Mix Elements, 279 SIVA-green marketing mix, 271 Skills, Incentives, and Entrepreneurial Education (SIE), 288-289 Small-and medium-sized enterprises (SMEs), 50-51, 78-79, 130, 244, 287 data, sample, and analysis, 132-135 environmental performance, 131 GSCM, 131-132 Malaysia SMEs' sustainability, 130 in Pakistan, 50-51 percentage of, 61-69 practical implications, and future research, 135-137 Social enterprises, 285-286 Social entrepreneurship, 285-286 Social media, 184 moderating role of perceived trust in, 187 trust, 185 Social media usage, 185 influence of, 186 Social responsibility, 170, 269 Solar energy, 165 Sony, 135-136 Stakeholder pressure, 166 Stakeholder theory, 227–228 ethical and managerial perspective of, 228-229 linking stakeholder theory to CSR practice, 229 Structural model, 188 assessment, 252–255

Structure–Action Model, 52 Subjective norms, 291 Substitution effect, 225-226 Supportive peer groups, 9 Sustainability, 48-49, 170, 194, 219-220, 244 in asset operations and pollution prevention, 165 history of, 22-23 strategies for growth of green tourism, 111-112 Sustainable acts. 4 Sustainable business model innovation (SBMI), 170-172 Sustainable business models (SBMs), 166 Sustainable business practices, factors influencing, 63 Sustainable development, 96, 107-108, 164 Sustainable Development Growth (SDG), 300 Sustainable finance, 22–23 background, 22-24 challenges, 40 disparities in financial access, 41 green financing initiatives, 42 inadequate risk management, 41 lack of information on environmental, social, and governance, 42 methodology, 24 policy implications, 42-43 political obstacles, 41-42 rationale of study, 23-24 regulatory obstacles, 41 results and findings, 24-43 Sustainable financing, 22 Sustainable marketing (see Green marketing) Sustainable performance, 168 Sustainable practices, 302 Sustainable tourism, 112, 194, 196 data collection and analysis methods, 201

demographic characteristics, 202-203 development, 107-108 findings, 201-209 literature review, 196-200 measurement development, 201 measurement model evaluation, 204 - 205mediation analysis, 207 path analysis, 205 research design and sample, 200 - 201research methodology, 200-201 Systematic literature review adds value, 313-314 dominance of survey research, 313 emerging topic, 313 findings from, 313-314 lack of inter-country research, 313 statements and declarations, 315 Systematic review, 302-303 Taste misprediction, 222–223 Tea Horse Road, 110–111 Tea marketing, 113 Tea plantation community, 108–109 Tea tourism, 108, 110-112 Technological factors, 79-80 Technology, 49 Theory of green purchase behaviour (TGPB), 226 Theory of Planned Behaviour (TPB), 189, 222 Theory of reasoned action, 189 Theory of value-belief-norm, 221 Third Party Logistics companies (3PLs), 78-79, 95-96 Top management support, 81-82 quality of human resources, 82 Tourism and tea integration and impacts on sustainable livelihood, 113-114 and tea marketing, 113 Tourists, 107–108

Transformational leadership, 248–249 green creativity, 247–248 green perspective of, 245–246 Transformative innovation solutions, 195 Transition economies, 22 Transportation, 78–79 'Triple bottom line' framework, 171 Trust in social media (TSM), 187–188 Trust transfer theory, 187 Twitter, 184

UN Principles for Responsible Investment (UNPRI), 300 Unilever, 9–10, 13 United Nation World Tourism Organization (UNWTO), 194 United Nations Conference on Trade and Development (UNCTAD), 95, 98 United Nations Environment Programme-Finance Initiative (UNEP-FI), 300 United Nations' Sustainable **Development Goals** (SDGs), 23-24, 242 SDG12, 243 Universities, 198 University business students, 198–199 US Green Building Council (USGBC), 242 Use of social media (SMU), 187-188 Validation of measurement model, 252 Value-belief-norm model (VBN), 221 Values, 221, 280 Variance inflation factor (VIF), 133-134, 204-205 Variety seeking behaviour, 222 Verdant tea gardens, 108 Walmart, 13-14 Waste electrical and electronic

equipment (WEEE), 142, 149 Water pollution, 78–79 Wind energy, 165