

# ENTREPRENEURSHIP AND GREEN FINANCE PRACTICES



Avenues for  
Sustainable Business  
Start-ups in Asia

Edited by

SYED ALI RAZA • MUHAMMAD NAWAZ TUNIO  
MUHAMMAD ALI • CHIN-HONG PUAH

# **Entrepreneurship and Green Finance Practices**

# **Entrepreneurship and Green Finance Practices: Avenues for Sustainable Business Start-ups in Asia**

EDITED BY

**SYED ALI RAZA**

*Iqra University, Pakistan*

**MUHAMMAD NAWAZ TUNIO**

*University of Sufism and Modern Sciences, Pakistan*

**MUHAMMAD ALI**

*UCSI University, Malaysia*

AND

**CHIN-HONG PUAH**

*University Malaysia Sarawak, Malaysia*



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INVESTOR IN PEOPLE

*We dedicate this book with sincere gratitude and deep admiration to our families,  
whose unfailing love and support served as the cornerstone of our journey.*

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# Contents

List of Contributors	<i>xi</i>
Preface	<i>xiii</i>
Acknowledgement	<i>xv</i>

## Part 1: From Business Perspective

<b>Chapter 1 The Grass Is Greener Where You Water It!</b>	<b>3</b>
<i>Tehzeeb Sakina Amir and Rabia Sabri</i>	
<b>Chapter 2 Challenges of Sustainable Finance in Transitions Economy</b>	<b>21</b>
<i>Mehwish Bhatti, Saba Shaikh and Nazish Baladi</i>	
<b>Chapter 3 Green Entrepreneurial Practices Among Small and Medium Enterprises in Karachi, Pakistan</b>	<b>47</b>
<i>Zahid Hussain</i>	
<b>Chapter 4 Green Practice Implementation Among SME's Logistic in Malaysia: A Conceptual Research Model of Determinants, Outcome, and Opportunities for Future Research</b>	<b>77</b>
<i>Sasidharan Raman Nair, Mohd Rushidi bin Mohd Amin, Vinesh Maran Sivakumaran and Shishi Kumar Piaralal</i>	
<b>Chapter 5 Green Management Execution at Malaysian Federal Seaports: Challenges and Opportunities</b>	<b>91</b>
<i>Prashanth Beleya and Geetha Veerappan</i>	

<b>Chapter 6 Green Tourism Dependency Towards Promoting Tea Tour</b>	107
<i>Shuvasree Banerjee</i>	

<b>Chapter 7 SMEs' Sustainability: Green Supply Chain Practices and Environmental Performance</b>	129
<i>Bak Aun Teoh, Yu Qing Soong and Jia Le Germaine Chee</i>	

<b>Chapter 8 Barriers and Challenges in Green Concepts Implementation</b>	141
<i>Naveed R. Khan, Muhammad Rahies Khan, Wasim Ahmad and Rana Muhammad Sohail Jafar</i>	

<b>Chapter 9 The Importance of Green Innovation and Technologies for Sustainable Business in Asia: Issues and Challenges of the Contemporary Sustainable Business Models</b>	163
<i>Eman Zameer Rahman and Syed Haider Ali Shah</i>	

## **Part 2: From Academic and Behavioural Perspective**

<b>Chapter 10 Does Green Blogging Affect Consumer Green Behaviour? Moderating Role of Green Psychology Variable</b>	183
<i>Wasim Ahmad, Rana Muhammad Sohail Jafar, Naveed R. Khan, Irfan Hameed and Noshin Fatima</i>	

<b>Chapter 11 Are Knowledge Management and Green Entrepreneurial Knowledge the Rescuer of Sustainable Tourism Post COVID-19 Pandemic?</b>	193
<i>Mcxin Tee, Lee-Yen Chaw and Sadia Mehfooz Khan</i>	

<b>Chapter 12 Green Marketing Strategies and CSR: Are They Relevant to Consumer Willingness to Purchase Green Products?</b>	219
<i>Jagathiswary Ravichandran, Choi-Meng Leong, Tze-Yin Lim, Eva Lim and Lee-Yen Chaw</i>	

<b>Chapter 13 Green Organizational Practices for Green Product Development: The Green Influence of Transformational Leadership</b>	239
<i>Abdul Samad, Salman Bashir and Sumaiya Syed</i>	



<b>Chapter 14 Green Marketing Mix From the Perspective of Service Sector: Leveraging Marketing of Services With Green-SIVA Marketing Mix Elements</b>	267
<i>Muhammad Faisal Sultan, Muhammad Nawaz Tunio, Ghazala Shaukat and Muhammad Asim</i>	
<b>Chapter 15 Understanding Green Entrepreneurship: Concept Implications and Practices</b>	285
<i>Muhammad Faisal Sultan, Muhammad Furqan Saleem, Sadia Shaikh and Erum Shaikh</i>	
<b>Chapter 16 Green Banking Practices: A Bibliometric Analysis and Systematic Literature Review</b>	299
<i>Ahsan Riaz, Nimra Riaz, Hamad Raza and Farhan Mirza</i>	
<b>Index</b>	319

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## List of Contributors

<i>Wasim Ahmad</i>	UCSI University, Malaysia
<i>Syed Haider Ali Shah</i>	Bahria University, Pakistan
<i>Tehzeeb Sakina Amir</i>	Bahria University, Pakistan
<i>Muhammad Asim</i>	Karachi University Business School, Pakistan
<i>Nazish Baladi</i>	National University of Modern Languages, Pakistan
<i>Shuvasree Banerjee</i>	Chandigarh University, India
<i>Salman Bashir</i>	Shaheed Benazir Bhutto University, Pakistan
<i>Prashanth Beleya</i>	INTI International University, Malaysia
<i>Mehwish Bhatti</i>	National University of Modern Languages, Pakistan
<i>Lee-Yen Chaw</i>	UCSI University, Malaysia
<i>Noshin Fatima</i>	UCSI University, Malaysia
<i>Irfan Hameed</i>	UCSI University, Malaysia
<i>Zahid Hussain</i>	Shaheed Benazir Bhutto University, Pakistan
<i>Naveed R. Khan</i>	UCSI University, Malaysia
<i>Muhammad Rahies Khan</i>	Bahria University, Pakistan
<i>Sadia Mehfooz Khan</i>	Iqra University, Pakistan
<i>Jia Le Germaine Chee</i>	Peninsula College Georgetown, Malaysia
<i>Choi-Meng Leong</i>	UCSI University, Malaysia
<i>Eva Lim</i>	UCSI University, Malaysia
<i>Tze-Yin Lim</i>	Swinburne University of Technology, Malaysia
<i>Farhan Mirza</i>	University of Management and Technology, Pakistan

<i>Sasidharan Raman Nair</i>	Open Universiti Malaysia, Malaysia
<i>Shishi Kumar Piaralal</i>	Open Universiti Malaysia, Malaysia
<i>Eman Zameer Rahman</i>	Bahria University, Pakistan
<i>Jagathiswary Ravichandran</i>	UCSI University, Malaysia
<i>Hamad Raza</i>	Government College University, Pakistan
<i>Ahsan Riaz</i>	Government College University, Pakistan
<i>Nimra Riaz</i>	Government College University, Pakistan
<i>Mohd Rushidi bin Mohd Amin</i>	INTI International College, Malaysia
<i>Rabia Sabri</i>	IOBM, Pakistan
<i>Muhammad Furqan Saleem</i>	Iqra University, Pakistan
<i>Abdul Samad</i>	Shaheed Benazir Bhutto University, Pakistan
<i>Erum Shaikh</i>	Shaheed Benazir Bhutto University, Pakistan
<i>Saba Shaikh</i>	National University of Modern Languages, Pakistan
<i>Sadia Shaikh</i>	Benazir Bhutto Shaheed University, Pakistan
<i>Ghazala Shaukat</i>	University of Sindh, Pakistan
<i>Vinesh Maran Sivakumaran</i>	INTI International College, Malaysia
<i>Rana Muhammad Sohail Jafar</i>	Guangzhou University, China
<i>Yu Qing Soong</i>	Universiti Sains Malaysia, Malaysia
<i>Muhammad Faisal Sultan</i>	Khadim Ali Shah Bukhari Institute of Technology (KASBIT), Pakistan
<i>Sumaiya Syed</i>	Shah Abdul Latif University, Pakistan
<i>Mcxin Tee</i>	INTI International University, Malaysia
<i>Bak Aun Teoh</i>	Universiti Teknikal Malaysia Melaka (UTeM), Fakulti Pengurusan Teknologi Dan Teknousahawanan (FPTT), Centre of Technopreneurship Development (CTeD), Malaysia
<i>Muhammad Nawaz Tunio</i>	University of Sufism and Modern Sciences, Pakistan
<i>Geetha Veerappan</i>	Universiti Tunku Abdul Rahman, Malaysia

# Preface

Hello and welcome to the fascinating world of Asia's sustainable business. To promote sustainable economic growth and environmental stewardship, this book attempts to explore the critical junction between green finance and entrepreneurship.

The need for companies to implement environmentally friendly practices has become increasingly pressing in today's quickly changing global environment. With the introduction of creative and sustainable business models, entrepreneurs have emerged as major change-makers, driven by their passion and vision. This book aims to shine attention on green entrepreneurship's enormous potential as a driver of favourable environmental and social change.

This book shed light on how financial systems and institutions can effectively support the expansion of sustainable start-ups as we delve into the world of green finance practices in the book chapters. This book offers entrepreneurs the knowledge and resources they need to successfully negotiate the complex financial landscape and secure funding for their sustainable ventures by highlighting the importance of specialized financing options, funding mechanisms and investment strategies for green businesses.

This book is equipped with a thorough examination of the Asian business environment, with a focus on start-ups with a sustainable business model. This book also stresses the value of cooperation and information exchange among participants in the ecosystem of green entrepreneurship. The book chapters emphasize the need of building partnerships and gaining access to mentorship to promote growth, innovation and sustainability. This applies to incubators, accelerators, industry networks and organizations that focus on sustainability. This book also discusses the difficulties and barriers experienced by green business owners, offering solutions and doable plans of action. We examine the difficulties involved in starting a sustainable company and provide recommendations for long-term success, covering everything from risk management and securing funding to interacting with moral clients and developing a sustainable brand.

In the end, the mission is to motivate and enable business leaders, financiers, policymakers and academics to adopt green business and green finance practices as the cornerstones of Asia's sustainable growth. The editors do not doubt that

the knowledge from this book can create a greener, more inclusive and affluent future for future generations if the world harnesses the force of entrepreneurship and matches financial systems with environmental objectives.

Let's work together to create a future for our planet and our communities that is more robust and sustainable.

# Acknowledgement

We want to express our sincere gratitude to the distinguished chapter authors for their essential contributions to this book. Your knowledge, commitment and enthusiasm have changed the information and contributed a variety of viewpoints that contribute to a deeper understanding of green entrepreneurship and sustainable business methods.

Your knowledge and perceptions have shed light on a variety of topics in the industry, including sustainable business practices, supply chain management, green marketing, innovation, etc. A thorough and stimulating resource for readers interested in sustainable business start-ups has been made possible thanks to the amount of information and research given in each chapter.

We would also like to thank the reviewers for their thorough analysis of the chapters, thoughtful criticism and insightful recommendations. Your thorough review procedure was crucial in making sure the content was accurate, coherent and pertinent. Your knowledge and critical thinking skills have made a significant impact on this book's overall quality.

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We appreciate your efforts and participation in this critical journey towards a greener and more sustainable future.