

Chapter 3

The Influence of Entrepreneurial Orientation on Supply Chain Carbon Footprint Reduction

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ABSTRACT

This article explores the influence of Entrepreneurial Orientation (EO) on supply chain carbon footprint reduction, examining how innovative and proactive approaches drive sustainability in various industries. Through case studies of Patagonia, Interface, Unilever, Mahindra Group, and Ørsted, the research highlights the role of EO in reducing carbon footprints and advancing sustainable practices. Key findings emphasize the importance of fostering an entrepreneurial culture, implementing supportive policies, and ensuring strong leadership and organizational support. The study identifies best practices, policy recommendations, and leadership strategies for enhancing EO in supply chains. Future research directions are proposed, focusing on digital transformation, sector-specific approaches, organizational culture,

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and stakeholder engagement. This article provides valuable insights into how EO can transform supply chain sustainability and contribute to achieving long-term environmental goals.

INTRODUCTION

The rising urgency of the issue of climate change puts immense pressure on businesses to reduce their environmental impact, particularly in the context of global supply chains. Equally, the supply chain could be so complex and extended over a number of regions that it accumulates significant value for carbon emissions; thus, the reduction of carbon footprint will become a critical focus for both practitioners and scholars. In this respect, Entrepreneurial Orientation (EO) has been developed as one cornerstone that guides new, innovative, and proactive strategies meant to solve environmental problems. EO, in the context of this paper, refers to such a strategy as the extent to which a firm is innovative and proactive in terms of taking risks—that has come to be seen very highly today because of its potential in terms of affecting sustainable practices among organizations (Kharub et al., 2022). Organizations with strong EO are more likely to identify and capture the opportunities that can lead to the reduction of carbon emissions across their supply chains. In fact, it has the ability to promote a culture in the organizations where the solutions for innovation and possibilities brought about through new technological adoptions can provide better competitive advantages in the market (Liu, 2024).

The chapter teases out how the entrepreneurial orientation interacts with SSF initiatives of carbon footprint reduction and spells out how the EO could be a catalyst to bring in sustainability of the environmental kind. The theoretical underpinning of EO is reviewed, particularly regarding its application in a supply chain management context and the specific ways through which EO may stimulate effective strategies for reduction in carbon footprints. This chapter attempts to provide a deep conceptual understanding, through a mix of literature review and empirical studies drawn from the real world, of how entrepreneurial practices are contributing to creating greener and sustainable supply chains (Setia et al., 2022; Liu, 2024).

THEORETICAL FRAMEWORK

In general, the influences of EO on the reduction circularity of supply chain carbon footprints are mainly based on the relationship between EO and practice during supply chain sustainability. In this section, some of the main theories and concepts underlying the interaction between EO and the practice are discussed to

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