


Chapter 6

Green Entrepreneurship and Digital Transformation for Sustainable Development: A Systematic Review

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ABSTRACT

The book chapter discusses the use of digitalization in climate management as a foundation for enhancing the effectiveness of environmentally-oriented entrepre-

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neurship. Green Entrepreneurship through Digital Transformation emphasizes ecologically friendly business practices and increases sustainable development. This is to assess the effect of the implementation of digital technologies on the effectiveness of entrepreneurial activities. The objective examines the connection between digital transformation and green entrepreneurship for promoting environmental sustainability and economic growth. The discussions support the idea that digital economic transformation significantly improves green entrepreneurship and arbitrates the link between rural revitalization and digital economic changes. This chapter encompasses the opportunities and challenges of green entrepreneurship, which contributes to digital economic transformation and sustainable growth and development. Therefore, digital transformation and green entrepreneurship have impacted sustainable relationships in this chapter.

INTRODUCTION

Green entrepreneurship, defined as the integration of profit-seeking with environmental stewardship, represents an emerging approach to sustainable business. According to Hayat and Qingyu (2024), green entrepreneurship addresses pressing environmental challenges, including climate change and resource depletion, by prioritizing eco-friendly products, services, and processes. Examples like Patagonia and local waste-to-energy startups illustrate how green ventures contribute to reducing carbon emissions, conserving resources, and promoting renewable energy. Scholars emphasize the urgency of these initiatives in achieving global sustainability targets, such as the United Nations Sustainable Development Goals (SDGs), particularly in regions facing severe environmental degradation (Li et al., 2024).

According to Stinson and Rouge (2022), producing innovative goods and solutions with an eye toward solving environmental problems is known as green entrepreneurship. The basis of this concept lies in the fusion of environmental sustainability and enterprise. Fundamentally, green entrepreneurship blends the essential components of conventional entrepreneurship—risk-taking, creativity, and innovative company concepts to environmental and social responsibility in corporate operations (Hayat & Qingyu, 2024). Consequently, green entrepreneurship can be described as a new form of entrepreneurship focused on environmental sustainability. Green entrepreneurship is a form of social action aimed at protecting and preserving the natural environment rather than merely pursuing business objectives (Tekala et al., 2024).

A green entrepreneur is someone who operates in the environmental sectors, aiming to steer industries towards sustainability through green innovations, which encompass eco-friendly processes, products, and services (Popkova, 2023). These entrepreneurs are characterized by their willingness to take significant risks to realize

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