


Chapter 10


Investment Strategies' Effect on Sustainable Product and Service Design by Mediation of Green Entrepreneurship in the Horn of Africa

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ABSTRACT

This investigation investigates the inter associations among strategies for investment, Eco-friendly Entrepreneurship, and Product sustainability and Design of a service, highlighting their significance in advancing organizational sustainability. Through regression analysis, the investigation reveals that influence strategies for investment noteworthy augment eco-friendly entrepreneurial start-ups, evidenced by a high regression coefficient (0.863) indicating a resilient affirmative association. Also, the outcomes demonstrate that eco-friendly entrepreneurship affirmatively influences the growth of product sustainability and services (coefficient of 0.324), manifesting that entrepreneurial start-ups focused on sustainability lead to idea incubation resolutions that assimilate to client demands for eco-friendly offerings. Also, a direct link among Strategies for investment and Product sustainability and Design of a service (coefficient of 0.956) underscores the necessity of financial backing in achieving influence sustainability outcomes.

INTRODUCTION

In recent years, the global significance of sustainable growth has gained noteworthy attention, particularly as society's faces with the urgent challenges posed by climate change, resource depletion, and environmental degradation (Lievens & Blažević, 2021). Due to endangered species and complex societal conditions, socio-economic development in Eastern Africa has engendered incubation efforts pertaining to idea incubation approaches to product sustainability and design of a service (Guyo et al., 2024). Eco-friendly business development strategies for investment proves that green entrepreneurial activities are critical to the development of sustainable economy in this region and such investment initiative can serve as a key enabler to enhance eco-friendly entrepreneurial spirit (Jabo et al., 2024). In general, the origin of sustainable design can be linked with the general discussion of sustainability that started in the twentieth century. For instance, the famous Brundtland Report of 1987, brought out the need for growth to satisfy the current generation needs without apprehending the needs of the generation that is yet to come in the society (Sciarelli et al., 2021). This notion has developed as a result, along with entrepreneurship to create this new concept of "green" or "sustainability" entrepreneurship. Eco-friendly entrepreneurship in the framework of the Eastern

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