



## Exploring Business Ethics Study in Social Entrepreneurship to Foster Sustainable Green Resource Innovation: A Literature Review

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### Abstrak

Penelitian ini bertujuan untuk memeriksa etika bisnis yang terkait dengan inovasi sumber daya hijau yang berkelanjutan dalam konteks social entrepreneurship. Data sekunder diperoleh dari literatur yang ada di sciencedirect.com dari 10 tahun terakhir. Pendekatan deskriptif digunakan untuk menggambarkan fenomena yang terjadi, dengan fokus pada etika bisnis dan inovasi sumber daya hijau. Artikel ini membahas konsep kewirausahaan sosial dan kewirausahaan berkelanjutan, serta pentingnya teknologi untuk mendukung inovasi yang ramah lingkungan. Etika bisnis dalam konteks social entrepreneurship, kolaborasi, tanggung jawab, dan inovasi sumber daya hijau menjadi fokus pembahasan dalam artikel ini. Etika bisnis dalam social entrepreneurship sangat penting untuk menumbuhkan inovasi green resource yang berkelanjutan. Inovasi ramah lingkungan semakin penting dalam bisnis karena meningkatnya minat bisnis terhadap keberlanjutan dan kesadaran pelanggan tentang masalah lingkungan.

**Kata kunci:** Etika bisnis, *Social Entrepreneurship*, inovasi, sumber daya hijau, keberlanjutan

### Abstract

*This research aims to examine the business ethics associated with sustainable green resource innovation in the context of social entrepreneurship. Secondary data was obtained from existing literature on sciencedirect.com from the last 10 years. A descriptive approach was used to describe the phenomenon, with a focus on business ethics and green resource innovation. This article discusses the concepts of social entrepreneurship and sustainable entrepreneurship, and the importance of technology to support green innovation. Business ethics in the context of social entrepreneurship, collaboration, responsibility, and green resource innovation are the focus of discussion in this article. Business ethics in social entrepreneurship is essential to foster sustainable green resource innovation. Green innovation is increasingly important in business due to increasing business interest in sustainability and customer awareness of environmental issues.*

**Keywords:** *Business ethics, social entrepreneurship, innovation, green resources, sustainability.*

## **INTRODUCTION**

As pollution and natural resource depletion continue to escalate, companies must take immediate action to preserve the environment. Therefore, in order to understand how the mediation of green innovation affects sustainable performance and corporate environmental ethics, we must examine how environmental strategy moderation influences the relationship between the two (Aftab et al., 2022). In recent years, there has been a global increase in attention to environmental issues. This phenomenon has become increasingly evident with the growing awareness of the adverse effects caused by human actions on the Earth. Global warming, climate change, depletion of natural resources, and environmental pollution are some of the most common phenomena. One of the most prominent phenomena is global warming. Scientific data indicates that the increase in the Earth's average atmospheric temperature correlates with the increase in greenhouse gas emissions from human activities such as fossil fuel combustion and deforestation. Consequently, glaciers are melting, sea levels are rising, and weather patterns are becoming more extreme. This impacts human life as a whole, as well as ecosystems on land and in the sea.

Climate change also brings various problems, including more frequent occurrences of extreme weather. More frequent and severe storms, floods, droughts, and forest fires have resulted in significant economic, social, and environmental losses in many regions of the world. The global community experiences its impacts both directly and indirectly, affecting aspects of food security, health, and access to clean water. Furthermore, the depletion of natural resources is also a major concern. Unsustainable exploitation of natural resources, such as unsustainable forestry, uncontrolled mining, and other environmentally unfriendly resource uses, has led to environmental degradation, loss of biodiversity, and inevitable changes in ecosystems.

The concept of social entrepreneurship, also known as social entrepreneurship, has emerged in the midst of these issues. It is an approach that combines business aspects with a focus on social or environmental objectives. In addition to achieving financial profits, social entrepreneurs or social businesses aim to create social and environmental value. Ethical aspects in the field have gained increasing attention in entrepreneurship literature. Nevertheless, there is still a lack of knowledge about how situations influence the moral judgments of entrepreneurs (Vallaster et al., 2019). Furthermore, many recent initiatives have emerged to support sustainable business concepts. Startups and large companies compete to create environmentally friendly solutions such as eco-friendly technology, sustainable products, or funding platforms offering funds for environmental projects.

To promote sustainable green resource innovation, it is important to discuss the phenomenon of business ethics in social entrepreneurship from various relevant and important perspectives in the development of the economy, environment, and society. This phenomenon becomes important due to the increasing awareness of the importance of conventional business practices and their negative effects on the environment. The global community has begun to recognize in recent decades that business models focused solely on profitability without considering their social and environmental impact have negative consequences. Climate change, environmental degradation, and social inequality demonstrate that business must change. Although it appears to be directly related to corporate actions in the industries discussed, the issue of geological heritage remains unanswered. Although the level of "greening" of business ethics ranges from moderate to high, many leading corporate codes of ethics need improvement (Ruban & Yashalova, 2021).

It is important to discuss business ethics in the context of social entrepreneurship and green resource innovation because they seek to bridge the gap between economic needs and societal well-being while maintaining environmental sustainability. Social entrepreneurs and green resource innovators aim to create positive change by harnessing business opportunities to address environmental and social issues. Business ethics enhances the impact of corporate environmental ethics on environmental-friendly innovation. The results show that corporate environmental-friendly practices can be explained from the perspective of the internal organizational culture, and that sustainable social factors are essential (Guo et al., 2020).

Research on business ethics in social entrepreneurship should demonstrate how technology drives change and creates sustainable solutions. Technology helps businesses innovate in an environmentally friendly manner, accelerate the adoption of more sustainable business practices, and provide solutions to environmental issues. To drive larger-scale transformation, it is important to understand how technology can be used in the context of sustainable business. The emergence of AI policies has shifted democratic input values in industry-oriented ethical guidelines, while democratic outcomes, such as accountability and transparency, receive less attention in AI policies (Carlsson & Rönnblom, 2022). In this context, it is also important to discuss how sustainable business practices affect society and the environment. Responsible and sustainable business practices have a positive impact on the environment, in addition to influencing environmental conditions. They also create jobs, improve societal well-being, and alleviate poverty.

## **Literature Review**

### **Business Ethics**

Business ethics is the study of morality and principles used in business, such as decision-making, behavior, and relationships between companies, employees, consumers, and society, and it can also encompass corporate social responsibility and how business affects society and the environment (Sholihin et al., 2020). According to other research, business ethics can be defined as a set of principles, values, and standards that customers use to make business decisions (Ferrell et al., 2019). From a normative perspective, business ethics explains what should be done to evaluate and improve ethics. On the other hand, a descriptive or positive perspective describes, explains, and predicts phenomena that occur in business ethics. Organizational behavior is related to business ethics, which can impact internal and external stakeholders. In this regard, business ethics also includes a company's commitment to environmental protection and efforts to reduce the negative impact caused by mining activities. The results show that business ethics includes standards, principles, and corporate commitment to social and environmental responsibility and how companies strive to reduce their negative impact on the environment.

### **Social Entrepreneurship**

Social entrepreneurship is a branch of entrepreneurship that focuses on creating benefits for society and influencing the economy in various complex situations (Ibarra-Vazquez et al., 2023). Using social cognition theory as a research tool in the field of entrepreneurship makes entrepreneurs more aware of how they make decisions in situations where they interact with situations and other people. In the field of social entrepreneurship, cognition emphasizes entrepreneurial cognition and highlights the importance of focusing on building entrepreneurial decision-making mechanisms driven by entrepreneurial cognition (Xiaobao et al., 2023). In recent years, research on social entrepreneurship and sustainable entrepreneurship has grown rapidly, and researchers have repeatedly conducted literature reviews on these topics (Bonfanti et al., 2024). The focus of social entrepreneurship is to generate double value by creating positive social impact as the primary goal of social entrepreneurship (Hogenstijn & Cuypers, 2023). Social entrepreneurs seize opportunities to address social (such as poverty or hunger) or environmental (such as access to clean water and renewable energy) problems. They do not always look for gaps in the market but seek "gaps in society" in the market. The theory that social entrepreneurs use digital entrepreneurship research to help them create and share meaning and gain legitimacy and resources is crucial in distinguishing entrepreneurship research from previous research (Zhao et al., 2023). Digital research constructs meaning in various ways, both temporally and interactively. This may be part of a broader social narrative that spreads existing ideas and principles. However, not many researchers focus on the relationship between sense-making and social entrepreneurship.

### **Green Resource**

The term "green resource" refers to the sustainable and environmentally friendly utilization of natural resources such as oil, ore, metals, and renewable energy to promote sustainable development and reduce negative environmental impacts (Anser et al., 2020). This includes responsible resource management and development to support environmental goods, the digital mobilization of resources in specific energy projects, and the

### **METHODS**

The purpose of this study is to examine the business ethics related to sustainable green resource innovation. Social entrepreneurship is a business concept that combines business endeavors with societal good. Green resource innovation, on the other hand, is innovation that utilizes natural resources in an environmentally friendly and sustainable manner to become renewable resources. This article provides an update by discussing business ethics in the context of social entrepreneurship, which is a crucial part of sustainable business transformation. Secondly, the research focuses on the concept of business ethics and green resource innovation. This research also highlights the importance of technology in supporting environmentally friendly innovation. Secondary data was obtained from literature available on sciencedirect.com from the past 10 years. In this research, a descriptive approach is used to depict the phenomena at hand. The phenomenon described in this study is business ethics related to the development of sustainable green resources. To gather secondary data, a literature search method is used to search for keywords such as "business ethics," "social entrepreneurship," "technology," and "green resource innovation." The collected secondary data will be analyzed qualitatively. This will involve thematic analysis, which identifies and analyzes themes that emerge in the data.

### **RESULTS AND DISCUSSION**

**Business Ethics in the Context of Social Entrepreneurship**  
In the business world, the traditional focus has been on maximizing profits for shareholders. However, in recent years, a new trend has emerged in the form of social entrepreneurship. This approach combines business principles with a social mission, aiming to create positive change in society while still generating profits. Social entrepreneurship businesses that explicitly address social and environmental issues have emerged alongside various discussions and highly interconnected academic research on social entrepreneurship and sustainable entrepreneurship phenomena (Bonfanti et al., 2024). However, existing literature reviews on social entrepreneurship or sustainable entrepreneurship do not encompass research that systematizes the relationships and differences between sustainable entrepreneurship and social entrepreneurship. Social entrepreneurship aims to

address social issues. Therefore, even though it is still a relatively new field of research, the role of social entrepreneurship and social innovation in addressing energy poverty is gaining attention (Manjon et al., 2022).

Social entrepreneurship is an important policy instrument for addressing social and environmental issues. Among the younger generation, including millennials, social entrepreneurship has become an increasingly popular career choice (Chandra, Man Lee, et al., 2021). However, there is limited research investigating predictors of intention to engage in social entrepreneurship as a means of serving one's self-interest and creating public good. In this context, ethics become a crucial component for achieving success. Social entrepreneurship requires a unique set of values and principles that go beyond financial gain. It involves a deep understanding of the social and environmental issues at hand and a commitment to addressing them in a sustainable and impactful manner. Social entrepreneurship is highly regarded in the literature for its ability to solve problems that cannot be solved by current governments, given the challenges and issues present in modern society (Muldoon et al., 2022). However, social entrepreneurs also face the challenge of justifying behavior that may be deemed unethical as they engage in problem-solving. This requires a strong sense of responsibility and accountability to stakeholders, including customers, employees, suppliers, and the wider community.

Key indicators of the ethics dimension include financial business transparency, ethics in the use of vital resources, and human resource management (Soleymani et al., 2021). This means being open and honest about operations, finances, and company impact. It involves sharing information with stakeholders in a clear and accessible manner, as well as being willing to answer questions and address issues. Transparency builds trust and credibility, which are essential for social entrepreneurs working to address complex social issues. Another important principle is collaboration. In countries like Indonesia, the younger generation, including Millennials/Generation Z, is leading the development of entrepreneurship. Social entrepreneurship plays a significant role in addressing youth unemployment and environmental crises in the country, with around 67% of social entrepreneurs in Indonesia founded and led by young people. The desire of young people to become social entrepreneurs has been on the rise during the past COVID-19 pandemic (Chandra, Tjiptono, et al., 2021). Social entrepreneurs recognize that they cannot solve social problems alone and seek partnerships with organizations, businesses, and other stakeholders to achieve greater impact. Collaboration enables the sharing of resources, expertise, and knowledge, as well as pooling resources to address larger-scale issues. Collaboration also helps build networks and relationships that can support ongoing efforts.

Responsibility is another key principle of social entrepreneurship. It involves taking ownership of the company's actions and decisions and being accountable for their impact on society and the environment. Social entrepreneurs strive to minimize negative impacts and maximize positive impacts, realizing that their actions have wide-ranging consequences beyond their operations. This requires a long-term perspective that goes beyond short-term profits. The government encourages entrepreneurship as the best way to improve people's employability. The results show that these programs are successful and can improve the psychological growth of less privileged people in terms of self-esteem, career self-efficacy, development, self-esteem, resilience, skills and desire to be entrepreneurial, and overall self-perception. professional ability (Tam et al., 2024).

Finally, innovation is crucial for social entrepreneurs working to address complex social issues. Although research findings indicate that the relationship between social innovation and social entrepreneurship is still very new, it is complex and not yet clear (Grilo & Moreira, 2022). Therefore, it is essential to look into the direction this field is heading. The goal is to provide an initial understanding of social entrepreneurship and social innovation from an integrated and collective perspective, as well as to explain the various perspectives found in the literature. These issues often require new solutions that have never been tried before. Social entrepreneurs are willing to take risks and experiment with new ideas, knowing that failure is often an essential part of the learning process. They also seek opportunities to collaborate and partner with others who can provide new perspectives and ideas.

### **The Concept of Business Ethics and Green Resource Innovation**

Businesses face challenges in maintaining and growing in an environment filled with increasing environmental and social concerns (Le, 2022). Along with growing concerns about environmental degradation and resource depletion, companies are realizing the need to adopt more sustainable practices. Businesses that operate sustainably or address environmental issues are known as environmental entrepreneurship, and despite the increasing interest in environmental entrepreneurship, academic literature analysis on the topic is still needed (Piwowar-Sulej et al., 2021). This has led to the emergence of a new concept: environmental ethics, or the integration of environmental responsibility and business ethics. Eco-ethics is a framework that guides businesses in making decisions that balance economic, social, and environmental considerations. It acknowledges that sustainability is not just about reducing negative impacts but also about creating positive impacts. Researchers have argued that environmental entrepreneurship is crucial for creating new

business opportunities in sustainable development (Mondal et al., 2023). However, despite recent research conducted in this field, there is still a lack of research studying how the supporting components of environmental entrepreneurship can help businesses and society make progress toward a circular economy. Regardless of the orientation of social entrepreneurship, especially social innovation entrepreneurship, which is a relatively new field of study, there is still little empirical research on how social entrepreneurship employees in an organization and specific management decisions of top management where they work (Cheng & Shiu, 2022). This requires a holistic approach that considers the long-term consequences of actions on all stakeholders, including customers, employees, suppliers, and the wider community.

Entrepreneurs have many exceptional skills and abilities, such as being innovative and creative, being good leaders, being self-aware and socially conscious, identifying opportunities, taking risks, and they can also commercialize their resources by producing products and services that meet current market needs (Agarwal et al., 2020). Due to the importance of social and environmental activities carried out by businesses, the concept of sustainable entrepreneurship has become increasingly important in recent years (Bajdor & Pawełszek, 2020). Currently, these activities are a crucial part of a company's operations, and their relationship with traditionally understood entrepreneurship has helped develop a broader concept of sustainable entrepreneurship. There is research that green innovation helps regulate the relationship between business environmental ethics and sustainable (social, economic, and environmental) performance with environmental leadership helping to regulate the relationship between business environmental ethics and green innovation making environmental strategies enhance the impact of green innovation on economic and environmental performance (Aftab et al., 2022).

Several key factors influencing environmentally friendly innovation are environmental competition, followed by formal and informal institutions, and consumer desire for environmentally friendly products. The awareness of top management of environmental issues plays a mediating role in the relationship between environmentally friendly innovation practices and external factors (Chen & Liang, 2023). Increased business interest in sustainability and increased consumer awareness of environmental issues have prompted multinational companies to adopt environmentally friendly procedures, with examples of textile industry companies still facing issues such as increased emissions, water pollution, and carbon footprint, leading to an increasing need for more environmentally friendly products or the use of environmentally friendly materials, and researchers are still unclear about the predictors and outcomes of this industry's innovation (Sharma et al., 2021). By engaging in such activities, it

provides a strong foundation for companies and other businesses to achieve cleaner production and for the government to formulate policies for a circular economy and sustainable development (Peng et al., 2021).

### **The Importance of Technology to Support Environmentally Friendly Innovation**

Digitalization and technology have become central subjects for researchers in various disciplines, from engineering and humanities to economics and management, such as the Internet of Things, big data, cloud computing, artificial intelligence, and various digital technology-based platforms, digital innovation affects business and other ways, even beyond entrepreneurship and innovation practices (Si et al., 2023). In the modern era, innovation has played a vital role in economic growth, but the rapid advancement of technology has also led to sustainability issues and environmental damage. Therefore, environmentally friendly and sustainable innovation has become increasingly important. In the field of digitalization, there is also Transnational Digital Entrepreneurship (TDE), which is the establishment of digital companies by combining domestic and host country value creation to serve customers domestically and internationally, which aims to understand the role of entrepreneurs in the effectiveness of transnational digital companies (Sufyan et al., 2023).

Firstly, digital technology has significant potential to enhance collaboration, design, and implementation of business initiatives (Yáñez-Valdés et al., 2023). Digital Social Entrepreneurship (DSE) has increased as a result of the global lockdown caused by the COVID-19 pandemic. DSE is an important way to respond to social needs using digital technology. Technology plays a crucial role in enabling environmentally friendly innovation by providing the tools and resources needed for sustainable development. For example, the use of renewable energy sources such as wind, solar, and hydropower has become increasingly popular in recent years due to technological advancements. These technologies enable the more efficient and cost-effective utilization of resources, making them more accessible to businesses and individuals. Additionally, innovation in environmentally friendly areas such as green chemistry, biotechnology, and nanotechnology has led to the development of more sustainable and environmentally friendly products and processes.

Secondly, technology can help reduce the environmental impact of existing products and processes by making them more efficient and resource-efficient. These methods have led to the addition of the current framework and by using basic theory in this context, it is possible to define the most comprehensive new technology entrepreneurship ecosystem (Maysami & Mohammadi Elyasi, 2020). For example, the use of smart networks and energy

management systems can help optimize energy consumption by monitoring and controlling energy usage in real-time. This not only reduces energy waste but also lowers operational costs for businesses. Similarly, innovation in waste management, such as recycling technology and the circular economy model, can help minimize waste generation and promote resource conservation.

Thirdly, technology can facilitate collaboration and knowledge sharing among stakeholders involved in environmentally friendly innovation. These stakeholders include businesses, governments, NGOs, and academics. For example, the use of digital platforms like social media, online communities, and collaborative tools can facilitate communication and knowledge exchange among stakeholders. This not only fosters innovation but also helps address sustainability challenges more effectively by leveraging diverse perspectives and expertise. Previous research has emphasized the role of social media in the relationship between digital entrepreneurship education and digital entrepreneurship intention, as well as the mediating role of entrepreneurial intuition in this relationship (Wibowo et al., 2023). Therefore, they concluded that social media has the ability to mediate the relationship between entrepreneurial intuition and digital entrepreneurship intention. As a result, they believe that social media has the potential to mediate the relationship between entrepreneurial intuition and digital entrepreneurship intention. Due to this, the entrepreneurship capability of companies can become more creative, proactive, and up-to-date by using social media strategically (Martín-Rojas et al., 2023). Organizational resilience has become an important factor in dealing with uncertainty and facing external challenges in today's uncertain environment.

However, despite the importance of technology in supporting environmentally friendly innovation, it is not without challenges. One of the biggest challenges is the high cost of implementing new technology, which can be a barrier for small businesses and developing countries. Additionally, there are concerns about the potential environmental impact of new technologies, such as electronic waste generation and resource depletion during the production process. Therefore, it is important to ensure that new technologies are developed with a focus on sustainability principles such as resource conservation, pollution prevention, and life cycle assessment. Companies should proactively seek advanced foreign knowledge and technology while actively engaging in market competition to promote environmentally friendly innovation and accelerate the transition to environmentally friendly practices (Tian et al., 2023). With this, social entrepreneurship will focus on the development of social innovation, which requires the involvement of various sectors, with the end result of social innovation being

institutional or systemic transformation and real social impact (Lewandowski, 2023). In previous research, the term "entrepreneurship and innovation ecosystem" was used to describe the cultural, economic, social, and political environment that supports productive entrepreneurship, so they have studied the relationship between the ecosystem and innovation in recent years, and agree that the interaction between entrepreneurial actors, institutions, and culture drives the formation of new businesses and productive entrepreneurship (Chaudhary et al., 2024).

## **CONCLUSION**

This research indicates that business ethics in the context of social entrepreneurship is of paramount importance in driving sustainable green resource innovation. The concepts of social entrepreneurship and sustainability entrepreneurship are also the focal points of discussion, with an emphasis on the significance of technology in supporting environmentally friendly innovation. Furthermore, environmentally friendly innovation is increasingly vital in business due to the growing business interest in sustainability and consumer awareness of environmental issues. Digital technology is also recognized as a critical tool in facilitating environmentally friendly innovation, despite challenges such as the cost of implementing new technology and potential environmental impacts. Therefore, this study underscores the importance of understanding business ethics, social entrepreneurship, green resources, and technology within the context of sustainable business. The primary focus of this research is on how business ethics, collaboration, responsibility, and green resource innovation can serve as primary drivers in sustainable business. Additionally, digital technology is acknowledged as a crucial tool in supporting environmentally friendly innovation, although challenges such as the cost of implementing new technology and potential environmental impacts must also be considered. Thus, this research underscores the significance of comprehending business ethics, social entrepreneurship, green resources, and technology within the realm of sustainable business.

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