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Shabbir, Muhammad ORCID:

<https://orcid.org/0000-0002-0796-0456>, Sulaiman, Mohammed Ali

Bait Ali, Asad, Muzaffar, Shabbir, Muhammad Salman ORCID:

<https://orcid.org/0000-0002-0796-0456> and smail, Mohammed

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**SUPPORT FACTORS AND GREEN ENTREPRENEURIAL INCLINATIONS FOR SUSTAINABLE COMPETENCIES: EMPIRICAL EVIDENCE FROM OMAN**

**Mohammed Ali Bait Ali Sulaiman<sup>A</sup>, Muzaffar Asad<sup>B</sup>, Muhammad Salman Shabbir<sup>C</sup>,  
Mohammed Yousoof Ismail<sup>D</sup>**



ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p><b>Received</b> 15 May 2023</p> <p><b>Accepted</b> 07 August 2023</p>	<p><b>Purpose:</b> The primary purpose of this paper is to investigate the green entrepreneurial inclination of youth and sustainable development in Sultanate of Oman. It has a secondary objective of stimulating more research in areas identified as still being under-explored.</p>
<p><b>Keywords:</b></p> <p>Green Entrepreneurial; Sustainable Competencies; Inclinations of Youth; Perceived Support of Universities; Oman.</p>	<p><b>Theoretical framework:</b> Researchers in the field of entrepreneurial intentions identified that certain personality traits as mentioned by META which are crucial for entrepreneurial intentions. Afterwards, Entrepreneurial Potential Model (EPM), which focused over innovative skills was introduced to measure entrepreneurial intentions.</p> <p><b>Design/methodology/approach</b> The paper is discursive using quantitative research methodology, based on analysis and synthesis of green entrepreneurial literature the framework was developed. The data has been collected from 384 students studying in Dhofar University and University and Technology and Applied Sciences, Salalah. Structural Equation modelling has been conducted to test the model.</p>
	<p><b>Findings:</b> Despite a broad spectrum of disciplines that investigate green entrepreneurial inclination and despite this special issue in the area of entrepreneurship, there are still areas open for research into green entrepreneurial intentions. The paper develops a model to explain green entrepreneurial inclination.</p> <p><b>Research, Practical and Social implications:</b> As empirical research, the study offers the benefit of new research directions for researchers/ universities in understanding and promoting the culture of green entrepreneurship among university students. Originality/Value; The paper links a significant body of literature within a unifying theoretical framework and identifies under-researched areas of green entrepreneurial inclination of youth in an entrepreneurship context.</p> <p><b>Originality/vale :</b> The research over sustainability has been conducted rarely in GCC region. however, particularly linking it with green entrepreneurial intentions with the help of universities has failed to get attention by the researchers as well as academicians.</p> <p>Doi: <a href="https://doi.org/10.26668/businessreview/2023.v8i8.2724">https://doi.org/10.26668/businessreview/2023.v8i8.2724</a></p>

<sup>A</sup> PhD. Assistant Professor. Department of Marketing and Entrepreneurship, College of Commerce and Business Administration, Dhofar University. Salalah, Oman. E-mail: [msulaiman@du.edu.om](mailto:msulaiman@du.edu.om)  
Orcid: <https://orcid.org/0000-0003-1626-8362>

<sup>B</sup> PhD. Assistant Professor. Department of Marketing and Entrepreneurship, College of Commerce and Business Administration, Dhofar University. Salalah, Oman. E-mail: [masad@du.edu.om](mailto:masad@du.edu.om)  
Orcid: <https://orcid.org/0000-0001-5620-9282>

<sup>C</sup> PhD. Assistant Professor. Department of Management, College of Commerce and Business Administration, Dhofar University. Salalah, Oman. E-mail: [mshabbir@du.edu.om](mailto:mshabbir@du.edu.om) Orcid: <https://orcid.org/0000-0002-0796-0456>

<sup>D</sup> PhD. Assistant Professor. Department of Management Information System, College of Commerce and Business Administration, Dhofar University. Salalah, Oman. E-mail: [mismail@du.edu.om](mailto:mismail@du.edu.om)  
Orcid: <https://orcid.org/0000-0003-0741-7952>

## FATORES DE APOIO E INCLINAÇÕES EMPRESARIAIS VERDES PARA COMPETÊNCIAS SUSTENTÁVEIS: EVIDÊNCIAS EMPÍRICAS DE OMÃ

### RESUMO

**Propósito:** O objetivo principal deste documento é investigar a inclinação empresarial verde dos jovens e o desenvolvimento sustentável no Sultanato de Omã. Tem como objetivo secundário estimular mais pesquisas em áreas identificadas como ainda subexploradas.

**Estrutura teórica:** Pesquisadores no campo das intenções empresariais identificaram que certos traços de personalidade mencionados pelo META são cruciais para as intenções empresariais. Posteriormente, o Modelo de Potencial Empresarial (EPM), que se concentrou em habilidades inovadoras, foi introduzido para medir as intenções empreendedoras.

**Design/metodologia/abordagem:** O artigo é discursivo usando metodologia de pesquisa quantitativa, com base na análise e síntese da literatura empresarial verde que o quadro foi desenvolvido. Os dados foram coletados de 384 estudantes que estudam na Universidade de Dhofar e na Universidade e Tecnologia e Ciências Aplicadas, em Salalah. A modelagem por Equação Estrutural foi realizada para testar o modelo.

**Constatações:** Apesar de um amplo espectro de disciplinas que investigam a inclinação empresarial verde e apesar desta questão especial na área do empreendedorismo, ainda há áreas abertas para a pesquisa em intenções empresariais verdes. O jornal desenvolve um modelo para explicar a inclinação empresarial verde.

**Pesquisa, implicações práticas e sociais:** Como pesquisa empírica, o estudo oferece o benefício de novos rumos de pesquisa para pesquisadores / universidades na compreensão e promoção da cultura do empreendedorismo verde entre os estudantes universitários. Originalidade/valor; O artigo vincula um corpo significativo de literatura dentro de um quadro teórico unificador e identifica áreas subpesquisadas de inclinação empreendedora ecológica dos jovens em um contexto de empreendedorismo.

**Originalidade/valor:** A pesquisa sobre sustentabilidade tem sido realizada raramente na região do CCG. No entanto, particularmente, vinculá-la com intenções empresariais ecológicas com a ajuda das universidades não conseguiu chamar a atenção dos pesquisadores, bem como acadêmicos.

**Palavras-chave:** Empreendedorismo Ecológico, Competências Sustentáveis, Inclinações da Juventude, Apoio Percebido das Universidades, Omã.

## FACTORES DE APOYO E INCLINACIONES EMPRESARIALES ECOLÓGICAS PARA LAS COMPETENCIAS SOSTENIBLES: EVIDENCIA EMPÍRICA DE OMÁN

### RESUMEN

**Propósito:** El propósito principal de este trabajo es investigar la inclinación emprendedora verde de los jóvenes y el desarrollo sostenible en el Sultanato de Omán. Tiene el objetivo secundario de estimular más investigación en áreas que se consideran aún poco exploradas.

**Marco teórico:** Los investigadores en el campo de las intenciones empresariales identificaron que ciertos rasgos de personalidad mencionados por META son cruciales para las intenciones empresariales. Posteriormente, se introdujo el Modelo de Potencial Empresarial (EPM), que se enfocó en las habilidades innovadoras para medir las intenciones emprendedoras.

**Diseño/metodología/enfoque:** El trabajo es discursivo utilizando la metodología de investigación cuantitativa, basada en el análisis y síntesis de la literatura empresarial verde en la que se desarrolló el marco conceptual. Los datos se han recogido de 384 estudiantes de la Universidad de Dhofar y de la Universidad y Tecnología y Ciencias Aplicadas de Salalah. Para probar el modelo se ha realizado un modelado de ecuaciones estructurales.

**Hallazgos:** A pesar de un amplio espectro de disciplinas que investigan la inclinación emprendedora verde y a pesar de este número especial en el área de emprendimiento, todavía hay áreas abiertas para la investigación de intenciones emprendedoras verdes. El artículo desarrolla un modelo para explicar la inclinación emprendedora verde.

**Investigación, implicaciones prácticas y sociales:** Como investigación empírica, el estudio ofrece el beneficio de nuevas direcciones de investigación para los investigadores / universidades en la comprensión y promoción de la cultura de emprendimiento verde entre los estudiantes universitarios. Originalidad/Valor; El trabajo vincula un cuerpo significativo de literatura dentro de un marco teórico unificador e identifica áreas poco investigadas de inclinación emprendedora verde de los jóvenes en un contexto de emprendimiento.

**Originalidad/valor:** La investigación sobre sostenibilidad se ha llevado a cabo raramente en la región del CCG, sin embargo, en particular vinculándola con las intenciones empresariales verdes con la ayuda de universidades no ha logrado atraer la atención de los investigadores, así como de los académicos.

**Palabras clave:** Emprendimiento Verde, Competencias Sostenibles, Inclinationes de los Jóvenes, Apoyo Percibido de las Universidades, Omán.

## INTRODUCTION

Current business activities have generated enormous wealth and have improved the economic conditions of millions of people throughout the world, however, there are various unfavorable consequences of these business activities such as depletion of natural resources, pollution, and increase in poverty (Umar, Ji, Kirikkaleli, Shahbaz, & Zhou, 2020). Consequently, the survival of future generations is at risk due to the existing business practices. Hence, there is a need for implementing sustainable approach, which ensures efficient utilization of resources for current population, while leaving enough resources for the survival generations coming ahead (França, Broman, Robèrt, Basile, & Trygg, 2017). One of the ways to achieve sustainability is through green entrepreneurial inclination among the youth. Green entrepreneurial practices addresses both economic and environmental aspects of the businesses (Majali, Alkaraki, Asad, Aladwan, & Aledeinat, 2022). Innovative venture creation is the hallmark of entrepreneurs (Asad, Asif, Bakar, & Sheikh, 2021) but, now involving green practices is becoming a necessity. After the worldwide economic crisis due to COVID-19 entrepreneurship is supposed to be the most suitable way for resolving environmental as well as market issues (Zhang, Hao, & Morse, 2020). The surging intensification of diversified entrepreneurial activities has created several challenges for promoting sustainable development while addressing the issues of environment as well as economic aspects. Green entrepreneurial activities generate wealth, employment, and solve the existing problems, while saving the planet and leaving enough natural resources for the survival of future generations, which calls for development of sustainable competencies .

Research into entrepreneurial intentions is not new. Majority of researchers focused over personality traits of the entrepreneurs as influencing factors for entrepreneurship (Qazi, Qureshi, Raza, Khan, & Qureshi, 2020; Yi, 2021). However, the role of universities has hardly been addressed (Qazi, Qureshi, Raza, Khan, & Qureshi, 2020) and green entrepreneurial inclinations especially for achieving sustainability has hardly been addressed by the researchers especially in the context of GCC in general and Oman in particular. For studying the factors influencing entrepreneurial intentions or green entrepreneurial intentions, majority of the authors have taken the underpinning support of theory of planned behavior (Yi, 2021; Hussain, et al., 2021; Santika, Wardana, Setiawan, & Widagda, 2022) or institutional support theory,

however, the synergetic approach addressing personality and institutional support together has been ignored and sustainability competence as an output has also hardly been measured before (Al-Sarayrah et al., 2021).

Despite the importance of green entrepreneurial inclination, in actual green entrepreneurship is hardly practiced in majority of the countries (Ramayah, Rahman, & Taghizadeh, 2019) and Sultanate of Oman has no exception to it. The reviewed literature revealed that there is scarcity of research regarding the support of dynamics to create inclination towards green entrepreneurial ventures. Addressing the current research gaps, the current research focused over exploring the perceived support of universities towards green entrepreneurial inclination for achieving sustainability by utilizing the underpinning support of Theory of Planned Behavior (TPB) and linking it with institutional support (Hunt, 2015; Stephan, Uhlaner, & Stride, 2015).

Universities throughout the world are focusing over development of entrepreneurial intentions among the graduates of any discipline (Yi, 2021) to make them job providers instead of job seekers. At the same time issues related to sustainability are also becoming serious concerns for the higher education institutions (Radwan & Khalil, 2021). Therefore, focus of this research is to address green entrepreneurial inclination of youth and sustainable development in Sultanate of Oman. For achieving the objective of green entrepreneurial inclination and sustainable development it is necessary to identify the factors that influence youth of the country in development of green entrepreneurial inclination. In this regard universities play a significant role. Universities in Sultanate of Oman are focusing over entrepreneurship as well as sustainability to achieve visions 2040 of the government of Sultanate of Oman.

Thus, the purpose of the current study is to unveil the role of perceived educational support, perceived concept development support, university green entrepreneurial support, perceived business development support, and perceived institutional support for the development of green entrepreneurial inclinations which leads sustainable competencies. The study has been conducted in the Sultanate of Oman as green entrepreneurship is in its evolving stages (Salem, Elbaz, Al-alawi, Alkathiri, & Elkhwesky, 2022). The government of Oman is trying to develop green practices for achieving sustainable development goals.

Therefore, for developing the trends towards green entrepreneurship, universities are emphasizing green entrepreneurship in the country. Hence, it is pivotal to expose the green entrepreneurial inclination among the youth which is certainly a spin-off for developing green

sustainable economy. Hence, the study focused precisely over identifying the mediating role of green entrepreneurial inclination between perceived educational support, perceived concept development support, perceived business development support, perceived institutional support and development of sustainable competencies among Youth of Oman. The study is significant in two ways primarily it analyze the role of support factors towards the development of sustainable competence and likewise it also analyze the mediating role of green entrepreneurial inclination. Green entrepreneurship and sustainable development have earned the interest of policy makers, researchers and environmental activists in the past few decades (Domańska, Żukowska, & Zajkowski, 2018; Radović-Marković & Živanović, 2019; Umar, Ji, Kirikkaleli, Shahbaz, & Zhou, 2020). Hence, paying close attention to sustainable competencies through green entrepreneurial intentions is a need of the hour. Results of the study will help in understanding the impact of support culture over sustainability approach while considering the importance of green entrepreneurial inclinations of youth. The results will help in creating awareness about green entrepreneurship and its importance for the future of the planet.

## **THEORETICAL FRAMEWORK**

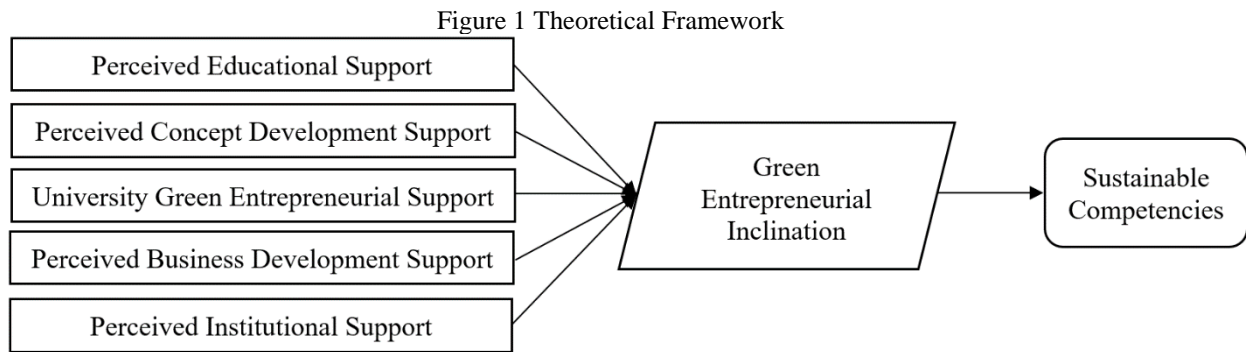
Previous literature indicated that the twenty-first century is facing many challenges and one of the prominent challenges is related to sustainable development. The contrasting nature of economic growth has presented a dilemma for policy makers, academics, researchers, and governments around the globe. Economic growth has enhanced living standards of people on the one hand; but on the other hand, it has caused long-term damage to the ecosystem as well. Economic activities have created environmental and sustainable development issues for generations to come (Demirel, Li, Rentocchini, & Tamvada, 2019) such as high levels of pollution and rapid consumption of natural resources (Umar, Ji, Kirikkaleli, Shahbaz, & Zhou, 2020) leading to serious challenges to sustainability.

Sustainable development is explained as the development that meets the necessities of the existing generation; however, it does not compromise the capability of future generations to fulfill their own (Cillo, Petruzzelli, Ardito, & Giudice, 2019). The concept of sustainable development addresses economic, social, and environmental issues at a single platform (Khan & Agha, 2015). Nowadays, the idea of sustainable development has gained popularity in the area of entrepreneurship among several other fields of research (Aboelmaged & Hashem, 2019).

Green entrepreneurship is closely related to the sustainable business development and is regarded as a platform to protect environment (Majali, Alkaraki, Asad, Aladwan, & Aledeinat, 2022). Green business objectives that enhance the value of an organization should be integrated with an organization's fundamental culture and vision (Demirel, Li, Rentocchini, & Tamvada, 2019). It has become a survival necessity to cater the environmental problems under the umbrella of "green entrepreneurship" (Makhloufi, Laghouag, Meirun, & Belaid, 2021). Thus, environmental policies of firms and systems of external stakeholders are contributing factors towards sustainable development (Iqbal & Ahmad, 2021).

Entrepreneurial intentions have been measured using different models. Despite that there are different theories and models in the literature to explain factors influencing entrepreneurial intention, yet it is hard to find a consensus, as all the theories focused over different factors (Chen & Tseng, 2021). Theory of Planned Behaviour (TPB) is the most commonly used theoretical lens for gauging entrepreneurial intentions (Ajzen, 1991), though it is not meant for measuring entrepreneurial intentions but, intentions in general. The first theory in the field of entrepreneurial intentions was published in 1982 by Shapero and Sokol commonly known as entrepreneurial event model focusing desirability and feasibility for catering the opportunities (Shapero & Sokol, 1982).

Afterwards, Entrepreneurial Potential Model (EPM), which focused over innovative skills was introduced to measure entrepreneurial intentions (Krueger & Brazeal, 1994). Greve and Salaff (2003) identified the importance of social networks using the theoretical lens of Social Networking Theory (SNT) for obtaining resources, information, and business contacts, which are the most critical resources for the success of an entrepreneurial ventures, thus, availability of these networks boosts entrepreneurial intentions. Afterwards, Veciana and Urbano (2008) explained institutional approach to entrepreneurship according to the theoretical lenses of Institutional Economic Theory (IET) and identified attitudes and norms as informal factors whereas, policies, laws, regulations, and government support as formal factors influencing entrepreneurial intentions. Most recently, (Almeida, Ahmetoglu, and Chamorro-Premuzic (2014) launched Measures of Entrepreneurial Tendencies and Abilities (META) as the most pertinent measure for gauging entrepreneurial intentions. However, in all the above mentioned theories, the missing element is collection of personality and institutional support. Hence, in this study, the researchers used the theoretical underpinning of TPB, IET, and META for the development of theoretical framework as mentioned in figure 1.



Source: results of the experimental analysis.

The framework is based on the support that is received by the institutions and the network (Ajzen, 1991; Almeida, Ahmetoglu, & Chamorro-Premuzic, 2014; Chen & Tseng, 2021). Researchers in the field of entrepreneurial intentions identified that certain personality traits as mentioned by META (Almeida, Ahmetoglu, & Chamorro-Premuzic, 2014) which are crucial for entrepreneurial intentions, however, the support of the institutions towards green practices nurturing the skills of the young generation and helps in the development of green entrepreneurial intentions (Hunt, 2015; França, Broman, Robèrt, Basile, & Trygg, 2017; Santika, Wardana, Setiawan, & Widagda, 2022). Likewise, sustainability education among young generation, which is promoted by the universities, helps in inculcating green entrepreneurial inclination (Yi, 2021). Young generation inclination towards green entrepreneurial intentions is highly dependent over the perceived university support which covers educational support, concept development support, green entrepreneurial orientation support, business development support, and institutional support (Kraaijenbrink, Bos, & Groen, 2009). Universities from social perspective and in order to meet the Sustainable Development Goals (SDGs) are promoting green practices not only in their practices, but also among the young generation (Stephan, Uhlaner, & Stride, 2015).

At the same time universities are promoting entrepreneurial inclinations among the student for the promotion of green entrepreneurial inclinations which are a must towards approaching sustainability in the businesses and economies (Bae, Qian, Miao, & Fiet, 2014; Giacomini, Janssen, & Shinnar, 2015; Karimi, Biemans, Lans, Chizari, & Mulder, 2016). Along with promoting entrepreneurial intentions among the young generation, universities are also promoting the concept of sustainability for achieving the targets of green economies and implementing the policies derived for the achievement of SDGs (Altenburg & Rodrik, 2017). Therefore, universities create awareness not only for the incorporation of green businesses, but



also motivate the young generation to pursue green career, which certainly has high chances of success in the current era because of the informed consumers (Ayuso & Navarrete-Báe, 2018).

Furthermore, business development support is required for the success of the newly initiated setups which require incubation centres promoting green businesses, which will certainly promote not only the entrepreneurial intentions but also green entrepreneurial inclinations (Mrkajic, Murtinu, & Scalera, 2017; Potluri & Phani, 2020). At the same time entrepreneurial inclinations are also influenced by certain cultural and institutional factors. Development of environment friendly laws also promote green entrepreneurial inclinations. For the young generation, major hurdle in incorporating their own businesses is shortage of funds, which can be catered by providing green financing (Demirel, Li, Rentocchini, & Tamvada, 2019; Mrkajic, Murtinu, & Scalera, 2017). If the students get encouragement by universities, institutions, and their tendencies are nurtured by the universities, green entrepreneurial inclinations can be promoted.

Based on the abovementioned discussion and the framework developed with the help of TPB, IET, and META the influence of perceptual support regarding education, concept development, green entrepreneurship, business development, and institutions, green entrepreneurial inclination can be achieved among the young generation, which will certainly lead to development of sustainable competencies.

## **METHODOLOGY**

This research used quantitative methodology to analyze the causal relationship between independent, dependent, and outcome variables (Al Dulaimi & Al Hindawy, 2023; Alsuwaidi, 2023; Elareshi et al., 2023; Pasha et al., 2023; Sarwar et al., 2023). Target population of this research was the young population including college students from Oman (Dhofar University and University of Technology and Applied Sciences). Survey questionnaires will be circulated online among the target population to collect responses. Partial Least Squares Structural Equation Modeling (PLS-SEM) method has been employed to assess the relationship between independent, dependent and outcome variables (Al Olaimat et al., 2022; Habes et al., 2022; Habes, Alghizzawi, et al., 2023; Habes, Elareshi, et al., 2023; Tahat et al., 2022; Wang et al., 2022). Green entrepreneurial inclinations will be taken as dependent variable for this research, while perceived educational support, perceived concept development support, university green entrepreneurial support, perceived business development support, and perceived institutional support were taken as independent variables, whereas sustainable competencies were taken as

outcome variable (Habes, Ali, & Pasha, 2021; Habes, Ali, Khalid, et al., 2021; Salloum et al., 2019). The items for measuring dependent variable which is green entrepreneurial intentions are adopted from Ahmad, Halim, Ramayah, and Rahman (2015). The items for measuring perceived educational support, perceived concept development support, perceived business development support, and perceived institutional support are adapted from Saeed, Yousafzai, Yani-de-Soriano, and Muffatto (2015) and for measuring University green entrepreneurial support the items are adopted from Hameed, Zaman, Idrees Waris, and Shafique (2021). Finally for the outcome variable, which is sustainability competence, the items are adopted from Ramadani, Agarwal, Caputo, Agrawal, and Dixit (2022). The research study assessed the possible positive or negative influence of independent variables on the green entrepreneurial inclinations among young generation of the Sultanate of Oman.

## RESULTS AND DISCUSSION

For conducting the analysis SMART PLS 3 has been used. In order to be sure about the hypothesis tested the reliability and validity of the instrument is important. Initially, reliability and validity of the instrument has been measured, for reliability and validity, item loadings have been calculated and any item having a loading value below 0.7 has been removed, during the analysis only 2 items were removed. Afterwards, Cronbach's alpha, composite reliability, and average variance extracted were calculated. The calculated values are above the threshold levels and ensures that the instrument is reliable and valid. The results of reliability and validity are mentioned in table 1 below:

Table 1 Reliability and Validity

Variables	Items	Loading	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Green Entrepreneurial Intentions	GEI1	0.920	0.878	0.911	0.675
	GEI2	0.869			
	GEI3	0.765			
	GEI4	0.818			
	GEI5	0.718			
Perceived Business Development Support	PBDS1	0.948	0.912	0.945	0.851
	PBDS2	0.951			
	PBDS3	0.866			
Perceived Concept Development Support	PCDS1	0.809	0.846	0.895	0.683
	PCDS2	0.779			
	PCDS3	0.912			
	PCDS4	0.798			
Perceived Educational Support	PES1	0.869	0.917	0.938	0.754
	PES2	0.932			
	PES3	0.908			

	PES4	0.781			
	PES5	0.842			
	PIS1	0.935			
	PIS2	0.705			
Perceived Institutional Support	PIS3	0.961	0.938	0.954	0.807
	PIS4	0.926			
	PIS5	0.939			
	SC1	0.861			
	SC2	0.785			
	SC3	0.881			
	SC4	0.807			
Sustainable Competence	SC5	0.905			
	SC6	0.843	0.952	0.958	0.676
	SC7	0.843			
	SC8	0.815			
	SC9	0.777			
	SC10	0.740			
	SC11	0.773			
	UGEI1	0.907			
University Green Entrepreneurial Support	UGEI2	0.911	0.936	0.954	0.839
	UGEI3	0.968			
	UGEI4	0.876			

Source: results of the experimental analysis.

After ensuring item loadings along with reliability and validity of the instrument used to collect the data from the students at University of Technology and Applied Sciences and Dhofar University, discriminant validity has been calculated to make sure that items taken in one construct are discriminant from the items in the other construct. Discriminant validity has been established using the Fornell Larcker Criterion. According to Fornell Larcker Criterion, the square root of AVE of a given construct should be larger than its correlation with any other construct (Henseler, Ringle, & Sarstedt, 2015). The results of the Fornell Larcker Criterion for establishing the discriminant validity are mentioned in the table 2:

Table 2 Discriminant Validity

Variables	Green Entrepreneurial Intentions	Perceived Business Development Support	Perceived Concept Development Support	Perceived Educational Support	Perceived Institutional Support	Sustainable Competence	University Green Entrepreneurial Support
Green Entrepreneurial Intentions	0.821						
Perceived Business Development Support	0.668	0.923					
Perceived Concept Development Support	0.645	0.523	0.826				

Perceived Educational Support	0.504	0.535	0.520	0.868			
Perceived Institutional Support	0.650	0.534	0.617	0.712	0.898		
Sustainable Competence	0.660	0.509	0.610	0.741	0.784	0.822	
University Green Entrepreneurial Support	0.735	0.609	0.466	0.532	0.567	0.626	0.916

Source: results of the experimental analysis.

In order to be sure that no similar variable is taken and there is no inflation of the variables VIF has also been calculated which confirmed that there is no chance of variable inflation in the model. The results of VIF are mentioned in table 3:

Table 3 Multicollinearity Diagnosis

Variables	Variable Inflation Factor
Perceived Business Development Support	1.891
Perceived Concept Development Support	0.778
Perceived Educational Support	2.218
Perceived Institutional Support	2.587
University Green Entrepreneurial Support	1.859

Source: results of the experimental analysis.

After ensuring that the instrument is reliable and valid, structural equation modelling has been conducted using a bootstrapping sample of 5000. Initially the impact of Perceived Business Development Support, Perceived Concept Development Support, Perceived Educational Support, Perceived Institutional Support, and University Green Entrepreneurial Support has been analysed over development of green entrepreneurial inclinations. The results revealed that all the variables except perceived educational support have shown a significant positive impact. Perceived educational support has shown a negative impact but the impact is insignificant as shown in table 4.

Table 4 Direct Effects

Paths	Original Sample	Sample Mean	Standard Dev	T Statistics	P Values	Confidence Interval	
						Lower	Upper
						2.5%	97.5%
PBDS->GEI	0.229	0.219	0.094	2.436	0.015	0.005	0.363
PCDS->GEI	0.262	0.230	0.119	2.194	0.029	-0.013	0.439
PES->GEI	-0.140	-0.116	0.107	1.312	0.190	-0.360	0.074
PIS->GEI	0.229	0.223	0.105	2.174	0.030	0.047	0.467
UGES->GEI	0.418	0.439	0.126	3.305	0.001	0.218	0.688
GEI->SC	0.660	0.611	0.115	5.737	0.000	0.383	0.837

Source: results of the experimental analysis.

As per the current findings perceived business development has a significant impact over development of green entrepreneurial inclinations ( $\beta = 0.229$ ,  $t = 2.364$ ,  $p = 0.015$ ), because when the young generation get a feel that their business development is based on the market opportunity, it strengthen their belief, they get more support from their network and their intentions can then easily be translated into behaviours as prescribed by the prior literature (Chen & Tseng, 2021; Giacomini, Janssen, & Shinnar, 2015). In the same concept perceived concept development has also shown a significant positive impact ( $\beta = 0.262$ ,  $t = 2.194$ ,  $p = 0.029$ ) which is in consistent with the prior studies (Hussain, et al., 2021), it deals with the notion that concept development is critical for any innovative activity. When the concept development got support it nurtures the intentions and especially the green entrepreneurial inclinations need a lot of support, because being considered to be challenging in the current era of consumption based economies.

Perceived educational support has shown a negative but insignificant impact ( $\beta = -0.140$ ,  $t = 1.312$ ,  $p = 0.190$ ) which is in contrast with the findings of the prior studies (Nuringsih, Nuryasman, Prasodjo, & Amelinda, 2019). This is perhaps due to the culture of the region because, here people who study prefer to do job and consider it very prestigious for being employed at a good managerial post. Secondly, perceived institutional support, especially in the current era is critical for the development of entrepreneurial inclinations (Alvarez-Risco, Młodzianowska, García-Ibarra, Rosen, & Del-Aguila-Arcenales, 2021; Yi, 2021). The findings of the current study also revealed the same findings as that of the prior authors that perceived institutional support has a significant positive impact over green entrepreneurial inclination ( $\beta = 0.229$ ,  $t = 2.174$ ,  $p = 0.030$ ). When the young generation perceive that their creative ideas are being acknowledged and supported by the government institutions they feel more encouraged towards the practical aspects of the green venture. At the same time University green entrepreneurial support has also shown a significant positive impact ( $\beta = 0.418$ ,  $t = 3.305$ ,  $p = 0.001$ ) which is in accordance with the prior literature (Yi, 2021). When the youth feels that their ideas are being acknowledged and supported by their university where their teachers who have trained them are showing interest in the proposed venture they feel encouraged which further leads to the development of entrepreneurial inclinations.

After ensuring the direct effect of the independent variables over the dependent variable an outcome variable was also analysed which has shown a significant positive impact ( $\beta = 0.660$ ,  $t = 5.737$ ,  $p = 0.000$ ) which confirmed the green entrepreneurial inclination leads to sustainable competence, which is the need of the time. Green practices are the basis for the

development of sustainable competencies. Especially green entrepreneurial inclinations have shown very strong impact over sustainable competencies which confirms the prior literature because green entrepreneurial inclinations can lead to achieving business, society and plant the triple bottom line approach (Nuringsih, Nuryasman, Prasodjo, & Amelinda, 2019). Finally, in order to be further sure about the findings of the study and estimation power of the framework, predictive relevance has been calculated. The findings of the predictive power of the model is mentioned in table 5 below.

Table 5 Predictive Relevance

Endogenous Variables	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Green Entrepreneurial Inclination	495	282.351	0.430
Sustainable Competence	1089	803.212	0.262

Source: results of the experimental analysis.

The results mentioned in Table 5 shows that the Q<sup>2</sup> value is greater than zero for green entrepreneurial intentions (0.430); this suggests a substantial predictive relevance of the model, likewise, when it comes to the overall model including the outcome variable which is sustainable competencies (0.262); which is also greater than zero, further ensures the strength of the model. The calculated values are in line with suggested Q<sup>2</sup> values as they are greater than zero. The calculated value indicates that the model has good predictive relevance, but if the calculated value of Q<sup>2</sup> is less than zero, then the model lacks predictive relevance (Henseler, Ringle, & Sarstedt, 2015).

## CONCLUSIONS

Sustainable Development Goals (SDGs) by United Nations present a comprehensive set of goals that would help in addressing the economic, political, and environmental issues faced by the world. Achieving SDGs is important for providing a safe planet to future generations. Current economic activities are utilizing scarce natural resources at an alarming rate. High levels of pollution, depletion of natural resources, global warming, change in weather patterns, tons of un-recycled waste in water resources are some of the main challenges faced by the planet as a consequence of rapid economic growth. It is important for businesses to adopt environmentally friendly approaches to save the planet, and entrepreneurs can play a significant role in this regard.

At the same time globalization has developed businesses rapidly and the available resources are being exploited on a large scale posing a grave danger of paucity of resources

needed for future generations to sustain. Hence, it is imperative to equip universities to train graduates with the concepts and methods needed to embark on green entrepreneurship. Green entrepreneurship is aimed at the achieving UN sustainability goals which ensures quality of life to each and every individual living on this planet. The current research is based on the university students and green entrepreneurial inclination among the students of Sultanate of Oman has been investigated in the current study which leads to development of sustainable competence.

The study has been carried out to find the role of educational institutions in the growth of green entrepreneurship among the learners in Oman. The study is significant as it aligns well with the Oman Vision 2040 statement where the national priorities include diversification of oil dependent economy and one of the avenues identified for this diversification is the growth of SMEs which is fostered by the entrepreneurial activity among the local citizens. Moreover, Oman is working hard on zero carbon rating which results in protecting the environment. Oman also aims and to achieve significant levels in this target by 2040. The two national priorities in Oman 2040 document clearly makes this study important to see the current mind set of the students with regard to inclination towards green entrepreneurship and possible significant changes needed from the universities to handle the challenges and obstacles that come underway of the goal of green entrepreneurship which directly results in sustainable development.

This study has made it clear that the role played by universities in achieving green entrepreneurship inclination is crucial and this role will help achieve the sustainability goals of UN as well the national priorities set in the Oman visions 2040 document. Oman has introduced a course on entrepreneurship for all the university graduates from the year 2017. The MOHERI has mandated that this course on entrepreneurship to all the graduates to enrich the graduates with the skills for entrepreneurship as well the Oman Government has started to provide financial assistance to start SMEs for the graduates through Al Rafd Fund and Riyada. The number of SMEs are growing every year since the advent of this effort to encourage SMEs.

Small and Medium Enterprises registered in the Authority for Small and Medium Enterprises Development (ASMED) till the end of August 2021 stood at 56,687, compared to 45,706 in August 2020. This increase is remarkable as it is more than 24 percent increase. This data is based on NCSI (National Center for statistics and information), Oman. It is also to be noted that the current area of study, which is Dhofar Governate, also registered an increase of 23.8% which indicates the growing interest in and inclination towards entrepreneurship.

However, the effectiveness of this growth level of SMEs is still unable to reduce the growing level of unemployment.

Moreover, Green entrepreneurship is very relevant to Dhofar region as it is one the ecologically diverse and complex biosphere region in Oman. The Government of Oman is embarking on the rapid growth of SMEs and to achieve these various agencies like banks, universities etc. are roped to play their role. The number of SMEs registered is increasing mode, whereas the successful small entrepreneurship is not increasing with the same trend. Hence it shows that there are some challenges with the graduates in terms of their skills and abilities to excel as entrepreneurship.

The research could establish that perceived university support which includes perceived educational support, perceived concept development support, green entrepreneurial support, perceived business development support, and perceived institutional support are vital in nurturing and creating young graduates as successful green entrepreneurs. Based on our study, we could find that the four independent variables namely perceived educational support, perceived concept development support, university green entrepreneurial support, perceived business development support and perceived institutional support are significant to develop the green entrepreneurial inclination which is an independent variable in the study. All the dependent variables are based on the environment, or the support provided by the university to foster the inclination towards green entrepreneurship.

### **SIGNIFICANCE OF THE STUDY**

The research over sustainability has been conducted rarely in GCC region (Khan & Agha, 2015), however, particularly linking it with green entrepreneurial intentions with the help of universities has failed to get attention by the researchers as well as academicians. Therefore, the research help in creating awareness about green entrepreneurship among the young generation of Sultanate of Oman. Focusing on green entrepreneurship instead of entrepreneurship only is essential for the policy makers as it can reverse the damage already done to the environment and can make the region a benchmark for the same. It can also help in generating wealth and employment while preserving the ecosystem at the same time.

Understanding the green entrepreneurial inclinations of the young generation is important for creating awareness about sustainable economic behavior. A sustainable economic approach may be adopted by youth, if they are inclined to embrace green entrepreneurial activities after



completing their education, which can have a significant positive impact over development of sustainable competencies. Furthermore, green entrepreneurial inclinations can help in achieving the Sustainable Development Goals of United Nations in the Sultanate of Oman. Hence, creating awareness among university students and young generation about green entrepreneurship with the help of perceived educational support, perceived concept development support, university green entrepreneurial support, perceived business development support, and perceived institutional support can help the vigorous economic growth in the long-run and increase the academic and research credibility in the field.

### **LIMITATIONS OF THE STUDY**

The study is focused only on university students based in Dhofar region and the institutions that took part in the study namely Dhofar university and UTAS Salalah. So the result and conclusions are based only a part of the total population of Oman. The results may vary from region to region in Oman. Hence this study needs to be extended further to all Governates of Oman and it will yield better results.

### **RECOMMENDATIONS**

This study should help the universities to realize their important role in developing green inclination among the students at university. The universities can start embarking on curricular changes which may be based on pedagogy and teaching methods. Innovative curriculum methods like experiential learning and immersion may be adopted embedding along with the elements of sustainability. This strategic approach to enrich the content and methods of learning specific to green entrepreneurship will result in producing graduates who are fully inclined to be green entrepreneurs.

Promoting green entrepreneurship in the country can have multiple benefits including provision of unique solutions to problems, employment creation, alleviation of poverty, while providing safe and healthy planet to current and future generations. Assessing green entrepreneurial inclinations of young generation can prove beneficial for universities and the government of Oman. It will create awareness about green entrepreneurship in youth with the help of sustainable education, sustainable orientation, and sustainable behavior. Thus, the younger

generation of entrepreneurs inclined towards green economy may prove a useful asset in saving the planet and having the sustainable economic development.

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