


#3098 Summary

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Submission

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Title	ENVIRONMENTAL ENTREPRENEURSHIP SUSTAINABILITY: EXPLORING ARTIFICIAL INTELLIGENCE, KNOWLEDGE AND FRUGAL INNOVATION	
Original file	3098-9316-1-SM.DOCX 2024-09-25	
Supp. files	None	ADD A SUPPLEMENTARY FILE
Submitter	Dwi Novitasari 	
Date submitted	September 25, 2024 - 02:24 PM	
Section	ARTICLES (English)	
Editor	None assigned	

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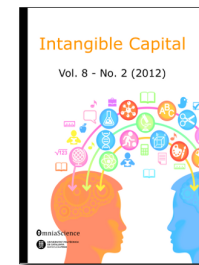
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Status Awaiting assignment
Initiated 2024-09-25
Last modified 2024-09-25

Submission Metadata


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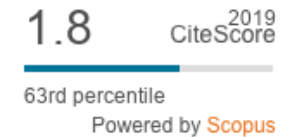


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Title and Abstract

Title ENVIRONMENTAL ENTREPRENEURSHIP SUSTAINABILITY: EXPLORING ARTIFICIAL INTELLIGENCE, KNOWLEDGE AND FRUGAL INNOVATION

Abstract **Purpose:** The purpose of this study is to examine the impact of knowledge source, Artificial Intelligence (AI), and Frugal Innovation (FI) on Green Entrepreneurial Sustainability (GES). The study also explores the mediating role of FI in the relationship between Sources of Knowledge (SoK) and AI on GES, and the moderating influence of personality traits.

Design/methodology/approach: A sample of 314 respondents was used, with a quantitative cross-sectional design and Structural Equation Modeling (SEM) analysis.

Findings: Results indicate that SoK, AI, and FI have a positive impact on GES, with FI acting as a partial mediator. Personality traits, however, do not moderate the relationship between SoK, AI, and FI on GES. These findings suggest that leveraging knowledge resources and AI can enhance sustainability through frugal innovation, especially in resource-constrained environments.

Research limitations/implications: Limitations include a focus on a specific demographic, and future research should explore other industry sectors and external factors like government policies

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Practical implications: This research has implications for prospective entrepreneurs and business actors to be able to develop a culture of sharing knowledge sources and implementing AI to accelerate innovation for sustainability.

Originality/value: While there has been substantial research on sustainable entrepreneurship, studies that comprehensively integrate artificial intelligence, knowledge resources, frugal innovation, and entrepreneurial personality traits remain scarce. Previous research tends to isolate the role of each of these variables in more specific contexts. This study aims to fill this gap by constructing a more holistic model that accounts for the complex interplay among these various factors in driving business sustainability.

Indexing

Subject classification	L26, M00, M, 54, O10, O30, O32, Q01
Keywords	Knowledge, Artificial intelligence, Frugal Innovation, Entrepreneurship Sustainability
Language	en

Supporting Agencies

Agencies —



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Intangible Capital, 2004-2024

Online ISSN: 1697-9818; Print ISSN: 2014-3214; DL: B-33375-2004

Publisher: [OmniaScience](https://www.omnia-science.com/)