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A Conceptual Framework for Green Entrepreneurship Success Among Medium-Sized Tourism Service Enterprises in Malaysia

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ABSTRACT

The topic of green entrepreneurship has been gaining more momentum as it plays a crucial role in driving sustainable business development and environmental sustainability. Although numerous studies have been published, limited efforts have been made to build an integrated conceptual framework to explain the green entrepreneurship success among medium-sized enterprises in the tourism sector in Malaysia. Nowadays, most research has been conducted in the manufacturing sector, in general small and medium enterprises, or in developed countries, and there is a lack of context and theory on the factors influencing the success of green entrepreneurship in the tourism sector in Malaysia. Hence, this conceptual paper focuses on proposing an integrated model that looks into how dynamic capability, green influencers, green logistics management, and environmental management practices affect green entrepreneurship success. The proposed framework has been designed, reviewed, and synthesized from literature relevant to the study, which is supported by several theories. The study adds value to the literature by providing an extensive theoretical framework that can be used at the base of future empirical studies while providing valuable insights for policymakers and tourism companies in the promotion of sustainable entrepreneurship and long-term competitiveness of the business.

1. Introduction

Over the last year, more companies have been extensively pressed to use more environmentally friendly methods because the citizens of the world express increased concern towards the environment, and the necessity of sustainable development is becoming more pronounced (Chuong et al., 2025). Tourism is a

large component of the Malaysian economy, but it is very easy to destroy the environment. It means that the sector will have to employ sustainable practices to remain competitive and viable over time (Rassiah et al., 2024). Green entrepreneurship is a viable approach in this regard because it can bring a balance between economic growth and environmental sustainability (Anant, 2025).

In 2022, tourism contributed to the GDP of Malaysia in the amount of RM86.14 billion. Much of this growth was sustainable tourism (MOT, 2024). The Malaysia Investment Development Authority (MIDA, 2025) indicates that the majority of the travelers within the country, 76.8%, are interested in beaches and islands, 57.8% in ecotourism, and 45.7% in green environments. Johor also recorded the highest number of domestic tourists, with over 8.92 million visitors in 2023. Pahang was the next one, with 8.54 million visits (MOT, 2024; Statista, 2023). However, despite the efforts by the government and the increased awareness of the environment, the success rate of the green business projects among the Malaysian medium-sized enterprises in the tourism sector is not very high and is rather unstable (Chong & Kaliappen, 2025).

Establishing green tourism enterprises in the Malaysian tourism sector is not an easy task because medium-sized enterprises are fraught with numerous issues. Not being able to utilize green technologies, a lack of enough dynamic capability, and not possessing the proper green management practices are some of these problems (Teruel-Sanchez et al., 2025).

Furthermore, the available literature does not address the contextual and sectoral issues that medium-sized enterprises appear to have when they are implementing green business practices (Souissi, 2025). Although the environmental awareness, commitment of leaders, and pressures by the regulatory forces are well established, their practical impact on green entrepreneurship success in the Malaysian tourism sector, with references to dynamic capability and environmental management practices, is underexamined.

Although the concept of green entrepreneurship is growing in importance, the current research has largely been conducted in the manufacturing sector, general small and medium-sized enterprises (SMEs) or in developed economies, with limited knowledge of the factors influencing the success of green entrepreneurship in medium-sized enterprises in the tourism sector in emerging economies such as Malaysia). The tourism sector is a significant economic player in the country, and it also creates harmful effects on natural resources and environmental sustainability (S. Wang & Cheablam, 2025). Therefore, it is necessary to develop a contextually specific framework for tourism businesses, rather than simply implementing models established in other industrial environments, which depend on environmental quality, stakeholder involvement, and sustainable service delivery (Lisovska et al., 2025; Velasco-Muñoz et al., 2025).

Thus, this paper aims to develop a comprehensive conceptual framework to explain the influence of dynamic capability, green influencers, green logistics management, and environmental management practices on green entrepreneurship success among medium-sized enterprises in the tourism sector in Malaysia. This study aims to fill theoretical and contextual gaps in previous studies and strengthen the base for future empirical studies and sustainable tourism policies by using the constructs in a single context.

2. Literature Review

In developing nations, green entrepreneurship is concerned with introducing sustainable processes into the business model to address the challenges of environmental protection (AlQershi et al., 2023; Khezri & Mamkhezri, 2025). Khezri & Mamkhezri (2025) argue that although there are existing inequities, especially in third-world nations, the recent study has shown that green entrepreneurship is more dominant on an international scale. The earliest attempts to grow organic food and use renewable energy date back to the early 1900s, and they were the first to establish green entrepreneurship (Ismael, 2026). Green businesses,

in which the products and activities were oriented toward recycling and sustainable products, emerged in the 1970s, at a time when environmental movements were in fashion (Deshmukh & Tare, 2023).

Green entrepreneurship was also developed in the 1980s and 1990s throughout the world because people were more concerned about the environment, and businesses were more environmentally conscious. Sustainable design and green financing were included in business (Miraz, 2026). According to Olubusola Odeyemi et al. (2023), green business has emerged in the 21st century due to clean technology and sustainable business practices. Asia has already improved, and Malaysia and Singapore are at the forefront of investing in climate technologies and sustainable business (Sibghatullah et al., 2025).

Although some level of success has been achieved, further research is required to understand the social and cultural factors contributing to the rise of green entrepreneurship and its impacts on sustainable business operations, concerning the effects of digital transformation (Anghel & Anghel, 2022). Thus, the issues of green entrepreneurship raise some challenges that remain to be addressed and the necessity to increase regulations and allocate more finances by organizations.

Green entrepreneurship is the case when companies are concerned about being environmentally friendly and, at the same time, can make profits as well as be socially responsible (H.Wang & Guo, 2025). The concept closely resembles the triple bottom line: people, planet, and profits. The spread of green entrepreneurship in the global arena is a reaction to climate change, environmental harm, and more sustainable development (OECD, 2025). The use of international frameworks, including the Paris Agreement and the Sustainable Development Goals (SDGs) of the United Nations, has made the process of converting corporations to more sustainable practices easier (SDG, 2024).

According to Sun et al. (2025), green entrepreneurs are essential to delivering market-focused solutions to the pressing problems of the environment, as well as creating economic opportunities (Wicaksono, 2025; Zhang et al., 2025). Green entrepreneurship, although growing in global significance, as a research area is mainly concentrated on developed economies, and thus the studies do not cover the establishment of the practice, its issues, and the impact on the lives of developing countries such as Malaysia (Salaheldeen et al., 2024). This, in turn, results in a lack of understanding of how the local institutions, socio-economic conditions, and policies impact the success of green entrepreneurs in Southeast Asia (J. Sun & Nasrullah, 2024).

Green entrepreneurship in Malaysia is becoming more popular, and it is believed to be a prudent approach to becoming economically prosperous in the long term (Shaoxue et al., 2024). The government of Malaysia is interested in transforming the country into a green hub on a regional level with national plans, such as the Twelfth Malaysia Plan (12MP) and the Green Technology Master Plan (2017-2030) (GTMP, 2025; RMK12, 2021). New firms and environmentally friendly small businesses include ecotourism, organic farming, solar energy, and recycling, just to mention a few (Maheshwari & Schrage, 2025). The issues that entrepreneurs deal with are the lack of financial resources, lack of awareness among the population, and complicated legal regulations (Anghel & Anghel, 2022; Kunjiapu et al., 2025).

These problems do not negate that SME Corp and various international organizations, such as the GEP Small Grants Program of the UNDP, are attempting to attract individuals to this area and invest in it (SMECorp, 2013). Such initiatives indicate that Malaysia holds great potential in green entrepreneurship, particularly the necessity to strike a balance between environmental protection and the needs of the local economy, particularly companies that serve tourists and residents (Mawardi et al., 2025).

Furthermore, empirical research on the relationship between green entrepreneurship and sustainable development outcomes, and in particular, SDGs, is lacking. When applied to the Malaysian context, it is

worth investigating how green businesses can assist the nation to achieve its objectives, including poverty alleviation, job creation, and acting against climate change.

Malaysia must know the mechanism of green entrepreneurship in case it desires to enjoy a better and more sustainable economy. Of importance is knowing the impact of green influencers on the purchasing behavior of people, how to implement green logistics to achieve less harmful supply chains, and the application of environmental management strategies to become environmentally friendly and remain compliant. These are significant attributes, and there is insufficient research on them in Malaysia to be aware of how they influence the success of green entrepreneurship.

Therefore, the examination of these items will give medium-sized enterprises much valuable data, plans, and policies that will make green companies thrive and be compatible with the objectives of sustainability both at home and globally. The businesses that are medium-sized enterprises should correct those issues to ensure that the firms generate targeted policy frameworks, render green enterprises easier to assist, and promote increased and equitable green economic development.

3. Research Gaps

Although many articles have been published on green entrepreneurship, there are still some important research gaps to be addressed. First, previous research has tended to focus on manufacturing sector, general SMEs or developed economies, with scarce focus on medium-sized enterprises in the context of the Malaysian tourism sector (Qatanani et al., 2025). However, because of the importance of environmental quality and sustainable destination management by tourism businesses, results from other sectors may not be directly transferable (Seow et al., 2026).

Second, existing studies have mainly examined these constructs independently rather than integrating them into a single framework that explains green entrepreneurship success among tourism enterprises. There has been a limited integration of variables in one framework that explains the success of green entrepreneurship, such as dynamic capability, green influencers, green logistics management, and environmental management practices (Mondal et al., 2025). The overall effect of these organizational and environmental factors is therefore not understood enough.

Third, existing theories primarily focus on resources of the business or environmental capabilities, without providing a detailed explanation of the contribution of these three factors together to the success of green entrepreneurship (Tekala et al., 2024; Wang et al., 2025a). This suggests that there is a need to develop a more unified and integrated theoretical framework within which more than one complementary theory could be integrated.

This study is filling the gap in the research with the development of a combined conceptual framework integrating the dynamic capability theory, stakeholder theory, emotional contagion theory, and the natural resources-based view theory, which aims to explain the success of green entrepreneurship among medium-sized enterprises in the service tourism sector in Malaysia

4. Underpinning Theory

The recent interest in the success of green entrepreneurship is explained by its influence on the sustainable development objective (Dita, 2025). To fully understand and forecast the success of green entrepreneurship, it will be required to be a multi-theoretical framework that integrates tangibles, including resources and policies, and intangibles, including capabilities and influence (Abdelfattah et al., 2025; Akter et al., 2025; Maisaroh et al., 2024; Putri et al., 2025).

4.1 Dynamic Capability Theory

In this research, the dynamic capability theory will be applied with the combination of environmental management approaches and green logistics serving as the flexibility mechanisms. Green entrepreneurship will have the potential to succeed only when there are sufficient resources and the business can solve environmental and stakeholder problems. Dynamic capability theory uses the already available theories, such as the resource-based view and the natural resource-based approach, but focuses on the improvement of capabilities as an alternative to simply ownership (Teece et al., 1997). Green entrepreneurs should be flexible, open-minded, and willing to learn new ideas (Mondal et al., 2022, 2023a, 2023b, 2025) so that they can be successful in the long term. The dynamic capability theory presents a strategy model that Malaysian tourist SMEs can use to support competitiveness, environmental sustainability, and economic sustainability despite external and inherent challenges (Salama et al., 2024).

4.2 Emotional Contagion Theory

This present study claims that the relevance of the green influencers in the effectiveness of green entrepreneurship is based on emotional contagion theory (Azhar et al., 2025; Kai Qing et al., 2024; Melwater, 2024). It shows how trust, identity, and shared values affect communal approval of green companies (Abate et al., 2025; Wu & Yu, 2025). The above discussion has shown that the other theories, such as the resource-based view theory and the natural resource-based theory, are focused on the structural resources or internal capabilities (Barney et al., 2021; Barney Jay, 1991). The emotional contagion theory, on the other hand, examines behavior and individuals (Pettersen et al., 2025). In this research, the emotional contagion theory helps to explain the socio-emotional factors that facilitate or obstruct green entrepreneurship (Ma & Peng, 2025; Pettersen et al., 2025). In developing countries, where people are still educated about the environment, emotional contagion can fuel environmental activities and improve tourism companies, as well as their performance (Liu et al., 2024; Olbermann et al., 2024; Vijayalakshmi & Bhattacharyya, 2012).

4.3 Stakeholder Theory

The stakeholder is used to discuss governmental support and environmental factors. These represent formal and informal stakeholders that make an impact on green tourism businesses (Fahmy et al., 2024; Fan et al., 2023; Pham et al., 2025; Marsuki et al., 2025). Green influencers touch on what people do and comprehend and what society accepts (Arzo & Hong, 2024; Cui, 2025). This present study employs the stakeholder theory to explain the contribution of external stakeholders to enhancing the success of green entrepreneurship. This study applies the dynamic capability theory and emotional contagion theory to explain the effect of stakeholders in green entrepreneurship, thus filling its gaps.

4.4 Natural Resources-Based View Theory

The present study demonstrates that the natural resources-based perspective can be used in managing the environment and green logistics management because the internal sustainability process is tied to successful green entrepreneurship. These indicators at the firm level align with the concept of the natural resource-based approach to reduce the number of emissions, ensure that supply chains are less harmful to the environment, and ensure the responsible consumption of the products (Ali et al., 2022; Aslam et al., 2021). The natural resource-based view justifies such steps as competitive advantages in a sustainable business model (Alkaraan et al., 2024; Meirun et al., 2020; Paulraj et al., 2024).

5. Proposed Conceptual Framework

The dynamic capability approach explains the sources of competitive advantages because it shows how companies create and maintain advantages in dynamic environments, therefore facilitating the prosperity of green entrepreneurship (Teece et al., 1997). The effectiveness of green entrepreneurship in an emerging economy like Malaysia is less researched, especially in terms of tourism (Yusof, 2024). Most of the studies on dynamic talents that can be attributed to the success of green entrepreneurship are carried out in industrialized nations, and little has been done to examine the socio-environmental factors (Hällerstrand et al., 2023). The given research will show how dynamic capability can contribute to the prosperity of the tourism sector in green entrepreneurship. It is possible that the dynamic capability hypothesis can explain the connection between dynamic capability and achieving success in green entrepreneurship.

The second conceptual variable of this proposed study is the green influencers. Green influencers are gradually becoming more common in companies. They are individuals who turn to social media to create a forceful campaign that will help reduce or eliminate the damage of human actions on the environment (Jacobson & Harrison, 2022). They achieve this through the emotional contagion theory, demonstrating how they participate in the success of green entrepreneurship. The trend is growing towards more and more businesses collaborating with green influencers to create content, though the advantages and disadvantages still remain uncertain to both parties (Giambastiani et al., 2025). The green influencers may be engaged in a campaign that will assist the company in being more explicit about what should be considered to determine whether green entrepreneurship is effective (Ding et al., 2024; Le et al., 2025).

Thirdly, it is green logistics management, implying the application of environmentally friendly solutions to all spheres of the logistics process (Nicoletti & Appolloni, 2024). The past research has mainly focused on the manufacturing companies that utilize generic environmental variables. Nevertheless, the number of studies involving the analysis of the logistics industry with specific green logistics management variables is limited (Ebinbritto & Subburaj, 2025). To fill this gap, the importance of green logistics management in the success of green entrepreneurship is investigated in medium-sized enterprises. Previous studies have mainly focused on examining the relationship between green management and green entrepreneurship, whereas limited attention has been given to the role of green logistics management in explaining green entrepreneurship success among medium-sized enterprises in the tourism sector (Chen & Rojniruttikul, 2025).

This study employs the stakeholder theory to explain why green logistics management is linked with the effectiveness of green entrepreneurship. Most of the publications written in 2005 showed a positive relationship (Yongrok & Ning, 2011). In an effort to counter the impact of increasing environmental awareness, global companies have been establishing new strategies to manage the environment (Ren & Ren, 2024). Literature has revealed that industrial firms are major contributors to the degradation of the environment. Due to this fact, various strategies are being examined by regulators, industry leaders, and even researchers to resolve these challenges (Sendawula et al., 2024; Sulich & Sołoducho-Pelc, 2025). The world of global business is made complex at the moment, and it is difficult to believe that companies can outrun the competition and remain in the business without considering the rules of environmental protection and all the needs of stakeholders (Anwar et al., 2024). The scholars believe that the effectiveness of green entrepreneurship can be improved by applying environmental management methods strategically, and therefore, encouraging the changes in environmental, social, and governance outcomes (de Andrade et al., 2025).

The proposed conceptual framework is developed by synthesising findings from previous literature and integrating relevant theoretical perspectives. Similar to other conceptual studies published in the sustainability and green innovation literature, the framework identifies the key constructs, explains their theoretical relationships, and illustrates how they collectively contribute to organizational success. The proposed conceptual framework, therefore, serves as a theoretical foundation for future empirical validation (Qatanani et al., 2025)

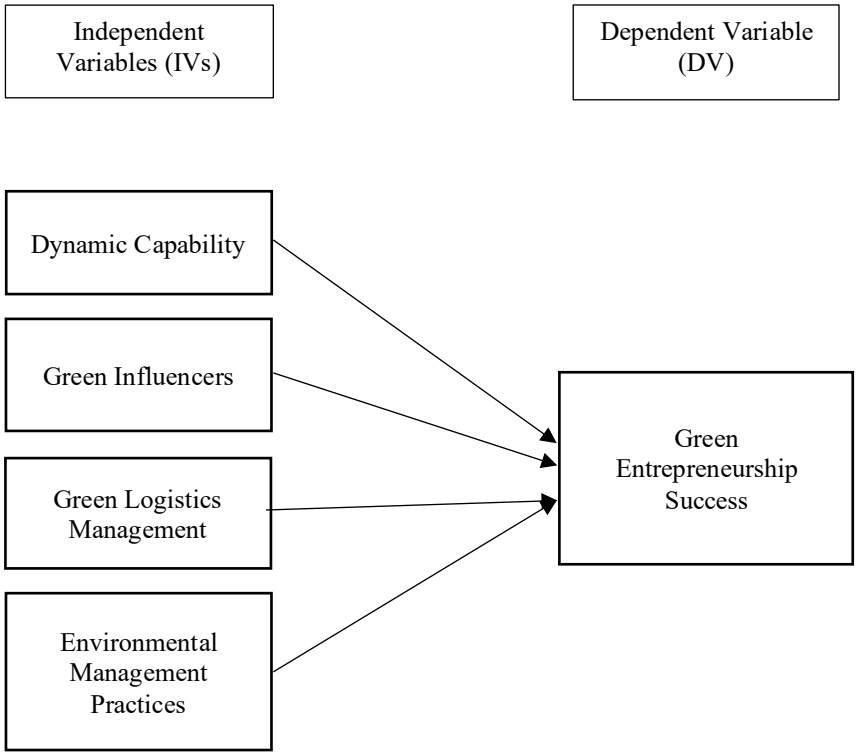

Figure 1. Proposed Conceptual Framework for Green Entrepreneurship Success

Figure 1 illustrates the proposed conceptual framework of this study. Dynamic capability, green influencers, green logistics management, and environmental management practices are conceptualized as the independent variables, where green entrepreneurship success represents the dependent variable. The framework proposes that these organizational and environmental factors collectively influence green entrepreneurship success among Malaysian medium-sized enterprises in the service tourism sector.

6. Hypotheses Development

Green businesses manage their resources more effectively by implementing them in a manner that allows them to develop and modify routines more effectively (Andersén, 2023; Novianty, 2024; H. Wang et al., 2025b). When the green enterprises succeed, dynamic capability can assist the firm to better handle changes in the environment. This provides firms with an opportunity to earn more money and save money after operating their operations more effectively (Borah et al., 2025). Accordingly, the following hypothesis is proposed:

H1: There is a significant relationship between dynamic capability and green entrepreneurship success.

The possible benefits of cooperation between green influencers and enterprises and of such associations are disputable as more and more enterprises and environmental activists are involved in cooperation (Koch & Denner, 2025; Migkos et al., 2025). According to a study, followers consider influencers to be more authentic and open when they work with sponsored content. This may increase the chances of people listening to what the influencers say, which may contribute to the success of green businesses (Musiyiwa & Jacobson, 2023). Their hypothesis implies that there is a correlation between green influencers and the organizational success of green entrepreneurship in which they collaborated. Thus, the following hypothesis is proposed:

H2: There is a significant relationship between green influencers and green entrepreneurship success.

The management of green logistics is thus expected to improve the environmental and firm performance, which in turn will affect the overall success of the organization positively (Anh et al., 2025). Various elements of how certain components of green logistics management can influence such areas as packaging, warehousing, transportation, loading, and unloading, logistics networking, and logistics emissions have been discussed in the literature (Trivellas et al., 2020; Yongrok & Ning, 2011; Yongrok Choi, 2012). Accordingly, the following hypothesis is proposed:
H3: There is a significant relationship between green logistics management and green entrepreneurship success.

Of great concern to stakeholders in Malaysia, such as investors, creditors, government agencies, and environmental groups, is how firms contribute towards green entrepreneurship (G. Sun et al., 2025). The Malaysian government has established several environmental regulations that businesses are supposed to adhere to. The regulations will contribute to the prosperity of the environment and transform the industrial sector into a larger portion of the success of the country in green entrepreneurship (GTMP, 2025; Khaddage-Soboh et al., 2024; MIDA, 2025). An analysis of Malaysian companies revealed that there is no significant impact of the general environmental management strategy on green entrepreneurship (Ali et al., 2022). Nonetheless, it has been proven that new environmental management and green initiatives have a beneficial effect on sustainable performance and success in green entrepreneurship (Krishnan et al., 2024). According to this argument, there is a need to analyze how environmental management practices affect the efficacy of green entrepreneurship and determine the superiority of the beneficial environmental management practices. Accordingly, the following hypothesis is proposed:
H4: There is a significant relationship between environmental management practices and green entrepreneurship success.

7. Methodology

7.1 Research Design

This study uses a conceptual research design, which is suitable for developing an integrated framework to explain the green entrepreneurship success of medium-sized enterprises in the service tourism sector in Malaysia. Conceptual papers, unlike empirical papers that use primary data, are intended to synthesise the knowledge and to establish theoretical relationships between constructs. For this reason, this study synthesises and builds on findings from the previous research to determine the critical factors of green entrepreneurship success from the organizational, environmental, and stakeholder perspectives. This proposed framework is a theoretical basis for empirical testing and the development of the tourism and green entrepreneurship literature in Malaysia.

7.2 Literature Search Strategy

The conceptual framework that was proposed was the result of a literature review of peer-reviewed academic articles that were conducted in a structured manner. Four primary academic databases (Scopus, Web of Science, Science Direct, and Emerald) were selected to ensure a broad range of high-quality and recent literature that was relevant to the research. The literature search was limited to publications between 2020 and 2025; this period was selected because it encompasses current trends and developments in the field of green entrepreneurship and sustainable tourism. Various keywords and Boolean operators were used in the research process, such as green entrepreneurship, green entrepreneurship success, dynamic capability, green influencers, green logistics management, environmental management practices, tourism sector, medium enterprises, and Malaysia.

After the initial search, similar records and irrelevant publications were deleted by title and abstract screening. Full-text articles which fulfilled the inclusion criteria were then reviewed to identify the common construct, theoretical underpinnings and empirical findings concerning the subject of green entrepreneurship success. The process of the development of the overall framework in this study is shown in Figure 2.

7.3 Literature Search Strategy

The literature was reviewed, and explicit inclusion and exclusion criteria were defined before the literature screening process was carried out to ensure that the literature was of high quality and relevant. The only literature included was peer-reviewed journal articles in English published from 2020 to 2025. Studies related to green entrepreneurship, sustainability, environmental management practices, green logistics management, dynamic capability, and tourism-related enterprises were covered. Articles not related to entrepreneurship, tourism or environmental sustainability, conference papers, dissertations, books, editorials, and non-English publications were excluded.

The articles which were selected were assessed in terms of their theoretical contribution, empirical relevance and applicability in the Malaysian tourism context. The systematic screening process ensured that only high-quality and contextually relevant literature was used to develop the proposed conceptual framework.

Table 1. Inclusion and Exclusion Criteria

Inclusion Criteria	Exclusion Criteria
Peer-reviewed journal articles	Conference papers
English language	Non-English publications
Published between 2020–2025	Published before 2020
Green entrepreneurship and sustainability	Unrelated business topics
Tourism and medium-sized enterprises	Studies outside the research context

The application of explicit inclusion and exclusion criteria ensures that only relevant and high-quality literature contributes to the conceptual framework. This process minimises selection bias while improving the validity, transparency, and replicability of the literature review process, thereby strengthening the theoretical foundation of the proposed study (Khasni et al., 2025).

7.4 Conceptual Framework Development

After the literature review and literature synthesis process, the conceptual framework was created by incorporating constructs that appeared across all of the literature and were both theoretically and empirically relevant to the topic of green entrepreneurship success. It was found that four independent variables, dynamic capability, green influencers, green logistics management, and environmental management practices, exist. The constructs were chosen because they have been reported as being significant in previous studies in relation to the promotion of organizational sustainability, environmental performance, and competitive advantages.

Four complementary theories were incorporated to add strength to the theoretical basis of the framework, which are dynamic capability theory, stakeholder theory, emotional contagion theory, and natural resource-based view theory. Theories give a different angle when it comes to explaining how the

capabilities of organizations, the influence of stakeholders, environmental management, and the resources that are pro-sustainability interact to produce green entrepreneurship success.

The final conceptual framework was conceptualized through the synthesis of the findings obtained from the literature review and the linkage of the selected constructs with the theoretical perspectives. The framework suggests that the four variables are predictors of green entrepreneurship success for medium-sized enterprises in the service tourism sector in Malaysia.

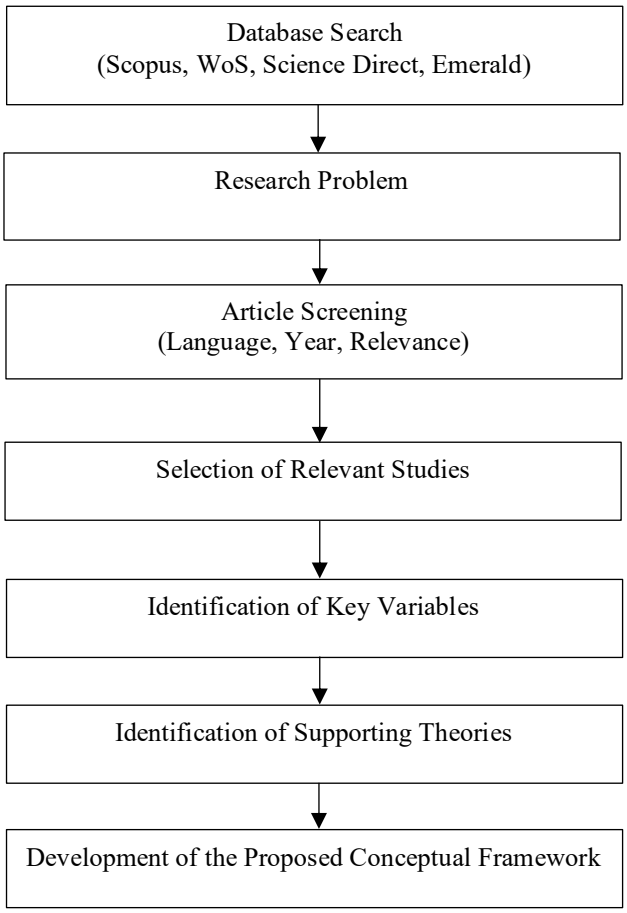

Figure 2. Framework Development Process

Figure 2 illustrates the process adopted in developing the proposed conceptual framework. The framework was developed through a structured review of the literature, beginning with the literature search, identification of the research problem, followed by article screening, synthesis of relevant studies, identification of key constructs and underpinning theories, and, finally, the development of the proposed conceptual framework.

Table 2. Summary of Theory

Construct	Supporting Theory	Key References	Justification
Dynamic Capability	Dynamic Capability Theory	Teece et al. (1997); Mondal et al. (2025)	Enables firms to adapt and sustain competitive advantage.
Green Influencers	Emotional Contagion Theory	Jacobson & Harrison (2022); Ding et al. (2024)	Shapes stakeholders' environmental attitudes and behavioral intentions.
Green Logistics Management	Natural Resource Based-View Theory	Trivellas et al. (2020); Nicoletti & Appolloni (2024)	Improves environmental performance through sustainable logistics practices.
Environmental Management Practices	Stakeholder Theory	Rassiah et al. (2024); Ali et al. (2022)	Supports compliance with stakeholder expectations and environmental sustainability.

8. Conclusion

This conceptual paper proposed an integrated conceptual framework to explain green entrepreneurship success among Malaysian medium-sized enterprises in the tourism sector by synthesising existing literature and integrating multiple theoretical perspectives. The proposed framework addresses important theoretical and contextual gaps while providing a stronger foundation for future research on green entrepreneurship. The framework also offers practical insights for policymakers and tourism enterprises in promoting sustainable business practices, strengthening organizational competitiveness, and supporting Malaysia's sustainability agenda. As this study is conceptual in nature, future empirical research is recommended to validate the proposed framework across different tourism settings and organizational contexts to enhance its generalisability and practical applicability.

Data Availability

Data are available upon request from the corresponding author.

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Ethics Approval

Not applicable.

Conflict of Interest

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare the absence of conflicting interests with the funders.

Author Contributions

Nur Syahirunnisaa' Raden Azlane @ Zaidey: Conceptualization, Data collection, Formal Analysis, Funding acquisition, Investigation, Methodology, Project administration, Resources, Software Validation, Visualization,Writing – original draft,

Mohd Najib Saad: Supervision, Writing – review & editing.

Disclosure of AI Use

AI tools were not used in the preparation of this manuscript.

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