

**Work, Employment and Social Movements**

**Examining Young and Green Entrepreneurship in Indonesia**

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## ABSTRACT

Young entrepreneurship and green - environmentally friendly - business have been viewed as a solution for social, economic and environmental challenges. This study examines the relationship between entrepreneurship characters, institutional environment and young entrepreneurs' innovativeness. By exploring these factors we expect to provide a better understanding on how to promote green entrepreneurship, especially in a developing country like Indonesia, where institutional support is an issue. Indonesia is the world's fourth largest populated country, with a large portion of its population being young. Large gaps in institutional development, economic growth, social and environmental wellbeing are all massive challenges for a country with a huge geographical spread. Entrepreneurship is being promoted as a way to reduce economic and social gaps which currently exist. A web-based survey was designed and sent to young entrepreneurs across Indonesia. Data collection is in process and the results will be used to provide a framework of young and green entrepreneurship in Indonesia.

**Key words:** Young entrepreneurship, environmentally friendly, eco business, institution, Indonesia

## 1. Introduction

The younger generation count for twenty five percent of the world population (Population Reference Bureau, (2013). The age range for these men and women is 15-24 and should act as the engine of economic growth. However, the participation rate of these young people in the labour market is relatively low, ranging from 41% (female) to 56% (male). In the less developed countries the participation rate is even lower, around 30% (Gunawan & Fraser, 2013). The United Nations has declared that youth entrepreneurship is one of its social economic development strategies (International Labour Organization, 2012), but further operationalised research is needed to improve our understanding of how

entrepreneurship can act as an alternative for employment (Tolbert, David, & Sine, 2011).

Besides the social challenges the world also faces environmental issues, such as climate change, global warming, energy requirements, and decreasing resources due to increasing consumption. While these challenges may be seen in a negative light by many, for entrepreneurs they present opportunities (Bruton, Ahlstrom, & Li, 2010). Such challenges allow the development of green or eco entrepreneurs. These are individuals who offer an environmental friendly product or process with profit-maximising intent, while motivated to operate under ethical and social values (Walley & Taylor, 2002). Enterprises are facing increasing pressure to meet social, environmental and economic standards (Plieth, Bullinger, & Hansen, 2012).

Theoretically, businesses that strive to be environmentally friendly or socially advancing should grow and prosper but empirical studies show that translating these concepts into reality is challenging. A longitudinal study of green entrepreneurs found that green business may not have lasting success (Holt, 2011). Entrepreneur success depends on various issues, such as the entrepreneurial spirit of the business owner, the innovation of the product/business, the market characteristics, to name a few. Studies have tried to understand the motivation, problems, and challenges of these entrepreneurs (Perri & Chu, 2012). Holt (2011) suggests further research is needed to investigate both internal and external challenges for green entrepreneurs so that problems can be detected early and solved. There is a strong link between entrepreneurship and the environment, in which

future study should be undertaken to investigate the contribution of entrepreneurship to sustainable development (Hall, Daneke, & Lenox, 2010). The OECD (2011b) has identified that further empirical research is needed on both green entrepreneurship and young entrepreneurs.

This study aims to investigate the relationship between entrepreneur characters, their assessment of the environmental situation, and innovative behaviour. Three main literature frameworks are used: entrepreneurship, institutional and innovation theory. The theory on entrepreneurship is used to understand the individual characters of entrepreneurs, while institutional theory is used to demonstrate how a given institution, with its associated regulation, norms and values, may affect the way a business grows. Firms may need to decide on how to balance social missions and business goals while securing its social and commercial commitments over time (Smith, Gonin, & Besharov, 2013). According to Bruton, Ahlstrom and Li (2010), institutional theory makes a major contribution to understanding entrepreneurial behaviour, but there are limited studies that link institutions with entrepreneurship (Tolbert et al., 2011) and the environment (Sine & David, 2003). Lastly, innovation theory is used to demonstrate various types of innovation generated by young green entrepreneurs. By understanding individual characters, their view of the environment and the way they manage their business may provide us with a better understanding on how to promote and support green young entrepreneurs of the future.

## **2. Literature Review and Hypothesis Development**

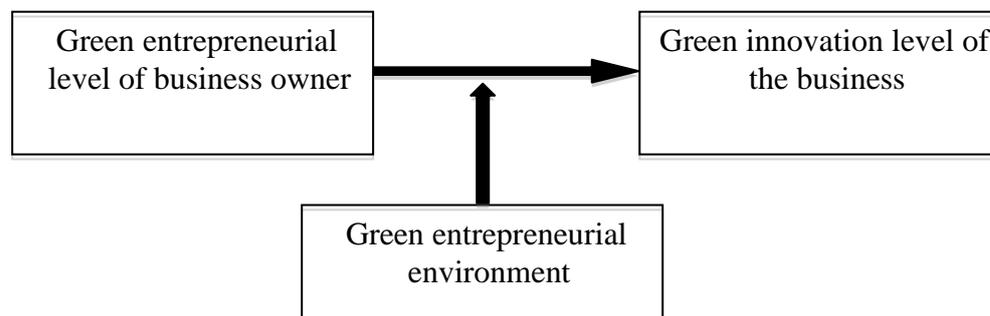
Entrepreneurs have been defined differently by a number of authors due to their research focus, such as the goal, motivation, and process of enterprise establishment and development (Misra & Kumar, 2009; Nasution, Mavondo, Matanda, & Ndubisi, 2011; Rusu, Isac, Cureteanu, & Csorba, 2012). They exist due to various reasons including economic freedom, personal development, family requirements, and environmental pressures (Langevang, Namatovu, & Dawa, 2012; Perri & Chu, 2012), with age and size of the firm being important (Coombs, Sadrieh, & Annavarjula, 2009).

Previous studies focused on the firm's age, rather than individual entrepreneurs (Coombs et al., 2009). The objective of this study is to examine whether entrepreneurship can provide an employment alternative, and if creating a green business is of interest to young entrepreneurs. This study expands entrepreneurial research by examining the age of entrepreneurs, with the focus on young entrepreneurs and their operational areas.

The term 'young' is defined differently across institutions and countries. The International Labour Organisation (ILO, 2011) defines young as people aged between 15-24 years, while the European Commission defines young as people aged between 15-29 years (Green, 2013). At a country level, variance also exists. For example in Indonesia, young is defined as people aged between 15-30 years (Republic of Indonesia, 2009). In order to accommodate these differences this study will use the broader definition of young as man and woman between 15-30 years.

Green entrepreneurs is defined as “... an entrepreneurs who operate in the green sectors which include someone who seek to transform a sector towards sustainability such as through green innovation (green product design, green processes, and/or green services) that either reduce resources or improve efficiency toward zero waste...” (OECD, 2011b). They people tend to have an environmental sensitive mindset, which may involve different characteristic in finding ideas, managing operations, solving problems, and identifying opportunities. Thus, there is a linkage between individual characters, the way they operate the business and the environment under consideration. Figure 1 illustrates the framework model being used in this study.

Figure 1: Research framework for study



Green entrepreneurs exist due to various reasons, it ranges from individual to environmental pressure, such as the intention to solve the environment issues, improve the efficiency of processes, and comply with government regulations (Schick, Marxen, & Freimann, 2002). Importantly, entrepreneurship studies found that it is entrepreneurial

characters that help new entrepreneurs to create wealth through innovation and exploitation of opportunities (Nasution et al., 2011). The characteristics of an individual in taking ownership and being proactive make the business exist. Caggese (2012) believes that entrepreneurs' responsibility is shown by their innovation. Similarly, this study agrees with previous studies that similar situation happens in the green entrepreneur, and proposes the following hypotheses:

H1a: Generally, the higher the level of entrepreneurship of young entrepreneurs, the higher the innovation level of their business.

H1b: Specifically, the higher the level of green entrepreneurship of young entrepreneurs, the higher the green innovation level of their business.

Firms operate within a regulatory, normative and cognitive environment (Scott, 1987), and they analyse the situation at a micro, meso and macro level (Tracey, Phillips, & Jarvis, 2011), sometimes unconsciously. At the micro level, entrepreneurs consider their individual experience and background in guiding their business decisions and actions. This includes the way they frame problems and think counterfactually. At the meso level, entrepreneurs try to find solution for their problems, re-design it, while ensuring that their solution is logical. At the macro level, entrepreneurs try to confirm and legitimise their solution.

The institutional environment provides the boundary for the firm, either legally or

virtually, to operate and find solutions. Wicks (2001) stresses that institutional setting shape individual entrepreneur's thinking and how they manage their operations (Dickson & Weaver, 2008).

At the operational level, entrepreneurs are market makers who deal with suppliers and customers to realise the opportunities (Casson, 2005). The boundary of the firm defines how entrepreneurs determine the scope of operations, such as their search for suppliers and customers to support their operations. As the boundary of the firm is defined by the entrepreneur's mind, the environment where the firm operates defines the scope of a firm's operations. It can enhance or limit the firm's operations. The environment mediates the relationship between the entrepreneur and its operation.

At the strategic level, Tracey, Phillips and Jarvis (2011) claim that entrepreneurs find legitimacy to exist through regulation and/or government direction. In a developing country where the institutional environment changes rapidly, Sine and David (2003) found that entrepreneurs try to maintain its existence by being adaptive to their continuous changing environment. Such entrepreneurs consider the inputs from the environment to direct its business and operations. These institutional believers consider that environment may strengthen or weaken the strategic position of the business. Therefore, the following is proposed:

H2a: In general, the more entrepreneurial the environment, the more positive the

relationship between young entrepreneurs and their level of innovation.

H2b: Specifically, the more green entrepreneurial the environment, the more positive the relationship between young entrepreneurs and their green innovation.

A serious problem faced by entrepreneurs is access to finance (Perri & Chu, 2012). Entrepreneurs have limited reference to show their capability to repay loans, and Blanzenko, Pavlov and Eddy-Sumeke (2012) state that finance for a new start-up is more riskier than for an established business. Researchers argues than financing green business is important to promote low carbon economy (Gujba, Thorne, Mulugetta, Rai, & Sokona, 2012), however, Lerner (2010) found that financial institutions reluctantly provide financial support for innovative firms, which may include green business. Green businesses and/or industries are in this innovative group, where they introduce something new, where limited references exist in which to evaluate the feasibility of finance or a loan. Therefore the following is proposed:

H3a: In general, long established entrepreneurs have fewer problems accessing finance than newly established entrepreneurs.

H3b: Specifically, green entrepreneurs face greater problems accessing finance when compared to non-green entrepreneurs.

The nature of entrepreneurship characters to find solution, may lead green entrepreneurs to explore other channels to access the finance. Perry (1989) indicates that new start ups may

be able to link to venture capital to support the development and growth of their business, while Zachary and Mishra (2013) argue that new start ups does not give up on formal financial institutions when they face challenges, and may link to informal financial institution or individuals (Menkhoff & Rungruxsirivorn, 2011). Therefore, this study argue that:

H4a: In general, the young entrepreneurs access to informal financial service.

H3b: Similarly, the new green young entrepreneurs' access to informal financial service.

### **3. Methodology**

#### **3.1. Sample and Instrument**

Indonesia is selected as a sample for this study, as it is a country with more than 25% of labour population are youth, and these youth unemployment is five times than adult unemployment. This situation may reflect most of developing countries in Asia and Africa. Furthermore, Indonesia is a country that politically committed to reducing carbon emission by 26% (or 41 percent with external support) by 2020. The commitment was announced by the Indonesia president in a speech for the United Nations Framework Convention on Climate Change (UNFCCC) in Copenhagen in 2009, and included the establishment of several councils to operate it, such as the National Climate Change Council, the National Energy Council (DEN) and the National Innovation Committee. Entrepreneurship has become an Indonesia national economic development policy since 2007, through the

Presidential Instruction No. 06 / 2007, and as a component in the youth development program through Law No. 40 / 2009. However, the implementation of Indonesia's economy toward a greener economy is not an instant process. Part of the challenge is that Indonesia shifted their governance from a centralised to a decentralised system in 2001. With a population of around 247 million residing in more than 5,000 islands, (with around 50% of them living in the main island of Java), selecting Indonesia as a sample country may represent youth, green and dynamics of developing countries.

The data for this study was collected via a web-based survey, emailed to young entrepreneurs, students and graduates of senior high school and universities in Indonesia. Web-based surveys are increasingly being adopted as it provides a timely and cost effective way of doing empirical research (Sauermann & Roach, 2013). In Indonesia, where email and the internet is the most efficient way of engaging the country's youth, this method is considered appropriate.

Questionnaire were developed using existing measures and in the English language, which were translated into Bahasa Indonesia and back translated into English to maintain the consistency of meaning as suggested by Douglas and Craig (2007). The web questionnaires were also designed to accommodate Indonesia's greeting customs, and participants were offered non-financial incentives in the hope of improving response rates, as suggested by Sauermann and Roach (2013).

Independent T-test and regression analysis will be conducted to test the hypothesis. Data collection is in the process, and expectedly this study can contribute to a better understanding of young green entrepreneurship in developing country, such as Indonesia.

### 3.2. Measures: Dependent, independent, mediating and control variables

The study employed regression analysis to investigate the hypothesised relationships, using existing scales from literatures. The study focused on the manufacturing sector, to avoid the variance that may exist between manufacturing and the service sectors.

Participants were asked whether their business fell within the definition of a green business or not, based on the classification made by OECD (2011b). These categories are used to assess generic and specific hypotheses of this study. Table below illustrates the dependent, independent, mediating and control variables of the study.

Figure 2: Construct and measures of variables

Construct & Measures	References
<p>Independent variable: (Green) entrepreneurial level of business owner.</p> <p>Likert scale (1= strongly disagree, 5 = strongly agree)</p> <p>Autonomy dimension</p> <ul style="list-style-type: none"> <li>• I take responsibility for my work</li> <li>• I am supposed to get the job done with minimum supervision</li> <li>• I prioritise my work</li> </ul> <p>Risk taking dimension</p> <ul style="list-style-type: none"> <li>• I treat uncertainty as a challenge</li> <li>• My business is open into unexploring the unexplored territories</li> </ul>	<p>(Dickson &amp; Weaver, 2008; Nasution et al., 2011)</p>

<ul style="list-style-type: none"> <li>• I can accept that certain suggestions may fail when implemented</li> <li>• My venture emphasises opportunity for success rather than chances for failure</li> <li>• In this organization new venture failure is viewed as a learning experience</li> </ul> <p>Proactiveness</p> <ul style="list-style-type: none"> <li>• We constantly seek new (green) opportunities related to the present operations</li> <li>• We are usually the first to introduce new (green) product / services in the industry</li> <li>• We constantly seek opportunities to improve our business performance</li> </ul>	
<p>Mediating variable: (Green) entrepreneurial environment</p> <p>Likert scale (1= strongly disagree, 5 = strongly agree)</p> <p>Regulatory dimension:</p> <p>Regulatory 1: Government organizations in this district assist individuals with starting their own (green) businesses.</p> <p>Regulatory 2: The government sets aside government contracts for new and small (green) businesses.</p> <p>Regulatory 3: Local and national governments have special support available for individuals who want to start a new (green) business.</p> <p>Regulatory 4: The government sponsors organizations that help new (green) businesses develop.</p> <p>Regulatory 5: Even after failing in an earlier business, the government assists (green) entrepreneurs in starting again.</p> <p>Cognitive dimension</p> <p>Cognitive 1: Individuals know how to legally protect a new (green) business.</p> <p>Cognitive 2: Those who start new (green) businesses know how to deal with much risk.</p> <p>Cognitive 3: Those who start new (green) businesses know how to manage risk.</p> <p>Cognitive 4: Most people know where to find information about markets for their (green) products.</p> <p>Normative dimension</p> <p>Normative 1: Turning new ideas into (green) businesses are an admired career path in this district.</p> <p>Normative 2: In this district, innovative and creative thinking is</p>	<p>(Manolova, Eunni, &amp; Gyoshev, 2008)</p>

<p>viewed as a route to success.  Normative 3: (Green) Entrepreneurs are admired in this district.  Normative 4: People in this district tend to greatly admire those who start their own (green) business.</p>	
<p>Dependent variable: (Green) Innovation</p> <p>Likert scale (1= strongly disagree, 5 = strongly agree)</p> <p>Process innovation dimension</p> <ul style="list-style-type: none"> <li>• We constantly benchmark our operating systems to world class standards</li> <li>• Work practices are constantly updated to increase productivity</li> <li>• We constantly use (green) technology to enhance product /service quality</li> <li>• Our organization invests heavily in developing new (green) operating systems</li> <li>• We continuously train our people in emerging (green) industry technologies</li> </ul> <p>Product innovation dimension</p> <ul style="list-style-type: none"> <li>• Our organization has introduced many new (green) products/services to the market</li> <li>• Our organization has introduced many modifications to the existing (green) products / services</li> <li>• Our organization constantly seeks find new (green) products / services</li> <li>• Our organization has introduced more new (green) products/services than our competitors</li> <li>• The new (green) products/ services we introduced have caused significant changes in the industry</li> </ul> <p>Administrative innovation dimension</p> <ul style="list-style-type: none"> <li>• We constantly introduce new ways of managing our (green) business</li> <li>• Our organization invests in updating administrative procedures</li> <li>• Management constantly seeks new ways to improve administrative systems</li> <li>• Our organization empowers employees to take initiatives</li> <li>• Our competitors use our administrative systems as a benchmark</li> </ul>	<p>(Nasution et al., 2011)</p>
<p>Independent variable: (Green) Business challenges</p> <p>Likert scale (1= strongly disagree, 5 = strongly agree)</p> <ol style="list-style-type: none"> <li>1. There is lack of awareness for green products</li> <li>2. We have limited access to information, knowledge and</li> </ol>	<p>(OECD, 2010; Perri &amp; Chu, 2012)</p>

<p>technology</p> <ol style="list-style-type: none"> <li>3. Inability to follow regulatory changes</li> <li>4. Lack of skills and qualified personnel</li> <li>5. Limited access to finance</li> <li>6. Inability to enter and maintain position in the markets</li> <li>7. Inability to engage in global value chain</li> <li>8. Limited infrastructure to support the company growth</li> <li>9. High cost of transport to support the company growth</li> </ol>	
<p>Independent variable: (Green) Business Source of Funding</p> <p>What is the source of funding for your business?  Saving, Parents, Family, Friends, Informal Sources, Commercial Banks, Grant, Angel investor</p>	(United Nations, 2013)
<p>Control variable 1. Age</p> <p>How old are you?</p>	(Dickson & Weaver, 2008)
<p>Control variable 2. Marriage</p> <p>Are you married? Yes/No</p>	(United Nations, 2013)
<p>Control variable 3. Gender</p> <p>Are you: Male / Female</p>	(Dickson & Weaver, 2008)
<p>Control variable 4. Education</p> <p>What is your highest level of education?</p>	(United Nations, 2013)
<p>Control variable 5. Location</p> <p>Where is your business located?</p>	(Pacheco, Dean, & Payne, 2010)
<p>Control variables 6. Level of technology in the industry.</p> <p>Which industry is your business operating?  High: Aircraft and spacecraft (H1, Pharmaceutical (H2), Office, accounting and computing machinery (H3), Radio, TV, communication equipment (H4), Medical, precision, optical instruments (H5)</p> <p>Medium-High Electrical machinery, apparatus, nec (MH1), Motor vehicles, trailers and semi trailers (MH2), Chemicals excluding pharmaceuticals (MH3), Railway equipment and transport equipment, nec (MH4), Machinery and equipment, nec (MH5)</p> <p>Medium-Low: Building and repairing of ships and boats (ML1),</p>	(OECD, 2011)

<p>Rubber and plastic products (ML2), Coke, refined petroleum products and nuclear fuel (ML3), Other non metallic mineral products (ML4), Basic metals and fabricated metal products (ML5)</p> <p>Low Manufacturing nec including recycling (L1)  Wood, pulp, paper, paper product, printing and publishing (L1)  Food products, beverage and tobacco (L3), Textile, textile products, leather and footwear (L4)</p>	
<p>Control variables 7. Green business</p> <p>Is your main business environmental related? Yes/No.  If yes, please indicate the business sector</p> <p>The company is producing equipment and/or specific materials for air pollution control, wastewater management, solid waste management, remediation and clean-up of soil and water, noise and vibration abatement, environmental monitoring, analysis and assessment.</p> <p>The company is providing services for air pollution control, wastewater management, solid waste management, remediation and clean-up of soil and water, noise and vibration abatement, environmental research and development, environmental contracting and engineering, analytical services, data collection, analysis and assessment, education, training, information.</p> <p>The company is a constructing and installation company for air pollution control, wastewater management, solid waste management, remediation and clean-up of soil and water, noise and vibration abatement, environmental monitoring, analysis and assessment.</p> <p>The company produces equipment, technology, specific materials or services for cleaner/resource-efficient technologies and processes, cleaner/resource-efficient products.</p> <p>The company produces equipment, technology, specific materials, and / or provide services, construction and installation for indoor air pollution control, water supply, recycled materials, renewable energy plant, heat/energy saving and management, sustainable agriculture and fisheries, sustainable forestry, natural risk management, eco-tourism</p>	<p>(OECD, 2011b)</p>

#### **4. Data Collection and Analysis**

This study receives 30 responses, in which 70% of them are male and 30% female, in average the company operates 5.5 days per week with 10 working hours per day, while the entrepreneurs spend 6 hours per day for their business. 16% of them are married, and all of the respondents have at least completed their secondary school education. About 30% of the respondents started their business before 2010. 64% of respondents operate in trade, hotel & tourism sector, and 64% of respondents claim that the business is solely owned.

While this study aims to test the hypothesis using T-test regression analysis, however, a small number of responses has not allow conduct statistical testing. Therefore, tentative qualitative results are presented.

65% of respondents have no experience in the business before the establishment of the company, and they assess themselves to have entrepreneurial skills, such as willingness to take responsibility and effort for the business, except in the innovation aspect. They also recognise that government has not fully support their business. They found that community at large does not give extra value for new product and innovation. The positive findings of this study is that these young entrepreneurs indicate that there is no sex and age discrimination in promoting their business. High cost of transport is the main burden of doing business for these young entrepreneurs. Importantly, 100% respondents indicate that they want to continue to be entrepreneurs.

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