

Green Entrepreneurship Awareness and Sustainable Business Development: A Study of MSME Entrepreneurs

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ABSTRACT

Green entrepreneurship has emerged as an important approach to achieving sustainable economic growth while addressing environmental challenges. The increasing need for environmentally responsible business practices has highlighted the significance of awareness among entrepreneurs regarding green entrepreneurship. The present study aims to examine the level of Green Entrepreneurship Awareness among Micro, Small, and Medium Enterprise (MSME) entrepreneurs and to assess its impact on Sustainable Business Development in Uttar Pradesh. The study adopts a descriptive research design and is based on primary data collected from 200 MSME entrepreneurs through a structured questionnaire. Green Entrepreneurship Awareness was considered as the independent variable, whereas Sustainable Business Development was treated as the dependent variable. The collected data were analyzed using SPSS with the help of descriptive statistics, reliability analysis, One-Sample t-test, Pearson Correlation, and Simple Linear Regression techniques. The findings reveal that MSME entrepreneurs possess a satisfactory level of awareness regarding green entrepreneurship. The study further indicates a significant positive relationship between Green Entrepreneurship Awareness and Sustainable Business Development. Entrepreneurs with higher awareness are more likely to adopt environmentally friendly business practices, improve resource utilization, reduce environmental impact, and enhance long-term business sustainability. The results suggest that awareness plays a crucial role in encouraging sustainable entrepreneurial behavior and improving overall business performance. The study contributes to the existing literature by providing insights into the role of green entrepreneurship awareness in promoting sustainable business development among MSMEs. The findings may assist policymakers, government agencies, and business organizations in designing effective strategies to encourage sustainable entrepreneurial practices and support environmentally responsible economic development.

Keywords: Green Entrepreneurship Awareness, Sustainable Business Development, MSME Entrepreneurs, Environmental Sustainability, Green Business Practices, Sustainable Growth.

INTRODUCTION

Environmental concerns such as climate change, pollution, depletion of natural resources, and increasing waste generation have become major challenges for economies across the world. These challenges have encouraged governments, businesses, and society to adopt sustainable practices that promote economic growth while protecting the environment. In this context, the concept of green entrepreneurship has emerged as an important approach to achieving sustainable development. Green entrepreneurship refers to entrepreneurial activities that focus on creating economic value while minimizing environmental harm through the efficient use of resources, eco-friendly production processes, and sustainable business practices (Schaper, 2016).

Green entrepreneurs play a significant role in addressing environmental problems by introducing innovative products, services, and technologies that support sustainability. Unlike traditional entrepreneurs, green entrepreneurs seek not only financial gains but also environmental and social benefits. Their business activities contribute to reducing carbon emissions, conserving natural resources, promoting renewable energy, and encouraging environmentally responsible consumption patterns (Isaak, 2017). As environmental awareness

continues to increase, green entrepreneurship has gained attention as a key driver of sustainable economic development.

The success of green entrepreneurship largely depends on the level of awareness among entrepreneurs regarding environmental issues, sustainable business practices, and the benefits of adopting green initiatives. Green entrepreneurship awareness refers to the understanding and knowledge of entrepreneurs about environmentally friendly business practices, green technologies, resource conservation, waste reduction, and sustainability-oriented business models. Entrepreneurs who possess greater awareness are more likely to integrate sustainability into their business operations and decision-making processes (Kirkwood & Walton, 2014).

In developing countries such as India, the promotion of green entrepreneurship has become increasingly important due to rapid industrialization, urbanization, and environmental degradation. The Government of India has introduced several policies and initiatives to encourage sustainable business practices, including support for renewable energy, waste management, energy efficiency, and environmentally responsible manufacturing. These initiatives have created opportunities for entrepreneurs to adopt green practices and contribute to sustainable development. However, the effectiveness of such initiatives depends on the awareness and willingness of entrepreneurs to embrace environmentally sustainable business models (Singh & Panackal, 2022).

Micro, Small, and Medium Enterprises (MSMEs) represent one of the most important sectors of the Indian economy. MSMEs contribute significantly to employment generation, industrial production, exports, and regional development. According to government reports, the MSME sector accounts for a substantial share of India's Gross Domestic Product (GDP) and provides livelihood opportunities to millions of people. Despite their economic importance, many MSMEs face challenges related to environmental management, resource utilization, and sustainable business operations. Limited awareness, financial constraints, lack of technical knowledge, and inadequate access to green technologies often hinder the adoption of sustainable practices among MSME entrepreneurs (OECD, 2018).

Sustainable Business Development refers to the process of achieving long-term business growth while maintaining a balance between economic performance, environmental protection, and social responsibility. Businesses that adopt sustainable practices often experience improved operational efficiency, reduced costs, enhanced reputation, and greater competitiveness in the market (Elkington, 1997). Green entrepreneurship awareness can play a crucial role in promoting sustainable business development by encouraging entrepreneurs to adopt environmentally friendly practices and innovative solutions that support long-term business success.

Several studies have highlighted the positive relationship between environmental awareness and sustainable business performance. Entrepreneurs who understand the importance of sustainability are more likely to invest in green technologies, reduce waste generation, improve resource efficiency, and develop environmentally responsible products and services (Dean & McMullen, 2007). Such practices not only contribute to environmental conservation but also create new business opportunities and enhance organizational performance. Therefore, understanding the level of green entrepreneurship awareness among MSME entrepreneurs is essential for promoting sustainable business development.

Although the importance of green entrepreneurship has been widely recognized, there is limited empirical evidence regarding the awareness of MSME entrepreneurs and its influence on sustainable business development, particularly in the context of Uttar Pradesh. As one of the largest states in India with a substantial number of MSMEs operating in diverse sectors, Uttar Pradesh provides an appropriate setting for examining this relationship. Assessing the awareness level of entrepreneurs can help policymakers, industry associations, and support institutions design effective strategies to encourage sustainable entrepreneurial practices.

Therefore, the present study aims to examine the level of Green Entrepreneurship Awareness among MSME entrepreneurs and analyze its impact on Sustainable Business Development. The findings of the study are expected to contribute to the growing body of knowledge on green entrepreneurship and provide useful insights for promoting sustainable business practices among MSMEs.

Problem Statement

Green entrepreneurship has emerged as an important approach for promoting sustainable economic growth and environmental protection. Despite various government initiatives and increasing emphasis on sustainability, many MSME entrepreneurs have limited awareness of green business practices and their long-term benefits. This lack of awareness may restrict the adoption of environmentally friendly technologies and sustainable business strategies. Since MSMEs play a significant role in economic development and employment generation, understanding their level of green entrepreneurship awareness is essential. Therefore, there is a need to examine the awareness of MSME entrepreneurs regarding green entrepreneurship and its influence on sustainable business development in Uttar Pradesh.

Significance of the Study

The present study is significant because it highlights the importance of green entrepreneurship in promoting sustainable business development among MSMEs. The findings will help policymakers, government agencies, and support institutions understand the current level of awareness among entrepreneurs regarding green business practices. The study will also provide insights into how green entrepreneurship awareness contributes to economic, environmental, and social sustainability. Furthermore, it will assist MSME entrepreneurs in recognizing the benefits of adopting sustainable practices for long-term business growth and competitiveness. The study contributes to existing literature and offers useful recommendations for encouraging sustainable entrepreneurship in Uttar Pradesh.

LITERATURE REVIEW

Green entrepreneurship has emerged as an important approach for achieving sustainable development by integrating environmental responsibility with entrepreneurial activities. Researchers have increasingly emphasized the role of entrepreneurs in addressing environmental challenges through innovation, resource efficiency, and sustainable business practices. According to Schaper (2016), green entrepreneurship involves business activities that promote environmental sustainability through eco-friendly production processes, waste reduction, and resource conservation. Similarly, Isaak (2017) argued that green entrepreneurship acts as a bridge between economic growth and environmental protection by encouraging the adoption of cleaner technologies and sustainable business models.

Several studies have highlighted the importance of environmental awareness in shaping entrepreneurial behavior. Dean and McMullen (2007) found that environmental problems create entrepreneurial opportunities and that entrepreneurs with higher environmental awareness are more capable of identifying and exploiting sustainability-related opportunities. Likewise, Kirkwood and Walton (2014) observed that environmental concern is a major motivating factor for green entrepreneurs and significantly influences their commitment toward sustainable business practices. Cohen and Winn (2007) further emphasized that environmentally conscious entrepreneurs are more likely to develop innovative solutions to market failures associated with environmental degradation. These studies collectively suggest that awareness plays a crucial role in encouraging entrepreneurs to adopt environmentally responsible business practices.

The relationship between sustainability awareness and business performance has also received considerable attention. Parrish (2010) reported that entrepreneurs who integrate environmental and social objectives into their business strategies are more likely to achieve long-term success and sustainable growth. Similarly, Acs and Szerb (2010) emphasized that entrepreneurial awareness and innovation contribute significantly to organizational competitiveness, resource efficiency, and business performance. Bosma et al. (2016) further highlighted that environmentally aware entrepreneurs contribute to the achievement of sustainable development goals by generating employment opportunities, fostering innovation, and improving environmental outcomes. Supporting these findings, Sharma and Kushwaha (2021) found a positive relationship between environmental awareness and sustainable business performance, indicating that entrepreneurs with greater awareness are more likely to adopt energy-efficient technologies, reduce waste, and improve resource utilization.

Despite the growing importance of green entrepreneurship, several challenges continue to hinder its adoption, particularly among small and medium enterprises. Gibbs (2009) identified limited awareness, lack of knowledge, and inadequate institutional support as major barriers to sustainable entrepreneurship. In the Indian context, Singh and Panackal (2022) observed that although government initiatives have increased awareness regarding environmentally friendly business practices, many MSME entrepreneurs still face challenges such as financial constraints, insufficient technical expertise, and limited access to green technologies. These barriers often restrict the implementation of sustainable business practices despite increasing recognition of their importance.

Recent studies have also demonstrated the broader contribution of entrepreneurship and innovation to sustainable economic development. Shivangi Singh and Ravindra Bhardwaj (2026) emphasized that entrepreneurship and innovation significantly contribute to GDP growth, employment generation, productivity enhancement, and economic resilience. Their study highlighted the importance of entrepreneurial ecosystems, innovation-driven enterprises, and digital entrepreneurship in promoting long-term economic development. Similarly, Bhavani Devi G., Shivangi Singh, Juliet Gladies Jayasuria, Vivek Singh Sachan, Aparna Raj, and Surya Kant Sharma (2026) found that the integration of management practices and commercial analytics improves operational efficiency, profitability, customer satisfaction, and strategic decision-making, thereby enhancing organizational sustainability and competitive advantage.

The role of entrepreneurship in influencing consumer behavior and market performance has also been documented. Shivangi Singh and Himanshu Shekhar Singh (2026) reported that emotional attachment and positive brand perception significantly affect consumer buying behavior, customer loyalty, and repeat purchase intentions. Likewise, Himanshu Shekhar Singh and Shivangi Singh (2025) found that brand loyalty, trust, and emotional attachment are important determinants of consumer buying behavior in both urban and rural markets. These findings indicate that entrepreneurial businesses can strengthen their market position through customer-oriented strategies, trust-building measures, and personalized experiences.

Entrepreneurship has also been recognized as a key driver of sustainable tourism and regional development. Shivangi Singh and Ravindra Bhardwaj (2025) examined pilgrims' satisfaction and behavioral intentions during the Mahakumbh in Prayagraj and found that effective event management, infrastructure development, and service quality significantly enhance visitor satisfaction and sustainable tourism outcomes. The study suggested that entrepreneurial approaches in tourism management and service innovation can contribute to long-term tourism sustainability and regional economic growth.

Furthermore, Shivangi Singh and Ravindra Bhardwaj (2024) investigated the impact of the One District One Product (ODOP) scheme on employability and the standard of living of jaggery producers in Ayodhya district. The findings indicated that while the scheme promotes rural entrepreneurship and local industrial development, challenges such as inadequate infrastructure, limited market access, and implementation gaps reduce its effectiveness. The study recommended strengthening entrepreneurial ecosystems through improved infrastructure, financial support, market connectivity, and policy implementation to achieve sustainable rural development.

Overall, the literature suggests that awareness, innovation, entrepreneurship, and sustainability-oriented business practices are closely interconnected. Entrepreneurs with greater environmental awareness are more likely to adopt green practices, improve organizational performance, and contribute to sustainable development. However, despite the growing body of research on entrepreneurship and sustainability, limited studies have specifically examined the influence of Green Entrepreneurship Awareness on Sustainable Business Development among MSME entrepreneurs in Uttar Pradesh. Therefore, the present study seeks to address this gap by examining the level of Green Entrepreneurship Awareness among MSME entrepreneurs and assessing its impact on Sustainable Business Development.

Objectives of the Study

1. To assess the Green Entrepreneurship Awareness among MSME entrepreneurs.

2. To examine the impact of Green Entrepreneurship Awareness on Sustainable Business Development among MSME entrepreneurs.

Hypotheses

H₀₁: There is no significant Green Entrepreneurship Awareness among MSME entrepreneurs.

H₀₂: Green Entrepreneurship Awareness has no significant impact on Sustainable Business Development among MSME entrepreneurs.

RESEARCH METHODOLOGY

The present study is descriptive in nature and aims to examine the awareness of Green Entrepreneurship among MSME entrepreneurs and its effect on Sustainable Business Development. The study is conducted in Uttar Pradesh, where MSMEs contribute significantly to economic growth and employment generation. The population of the study consists of MSME entrepreneurs operating in different sectors across the state. A sample of 200 entrepreneurs has been selected through simple random sampling. Primary data have been collected through a structured questionnaire using a five-point Likert scale, while secondary data have been gathered from books, journals, government reports, and other published sources. Green Entrepreneurship Awareness has been considered as the independent variable and Sustainable Business Development as the dependent variable. The collected data have been analyzed with the help of SPSS software using descriptive statistics, Cronbach's Alpha, One-Sample t-test, Pearson Correlation, and Simple Linear Regression. The hypotheses have been tested at the 5 percent level of significance.

Data Analysis

The collected data from 200 MSME entrepreneurs were analyzed using the Statistical Package for Social Sciences (SPSS). Various statistical techniques, including descriptive statistics, One-Sample t-test, Pearson Correlation, and Simple Linear Regression, were employed to examine the research objectives and test the proposed hypotheses. The analysis aimed to assess the level of Green Entrepreneurship Awareness among MSME entrepreneurs and determine its impact on Sustainable Business Development. The results obtained from the statistical analysis are presented and interpreted in the following tables.

H₀₁: There is no Significant Green Entrepreneurship Awareness Among MSME Entrepreneurs.

Table 1: One-Sample Statistics

Variable	N	Mean	Std. Deviation	Std. Error Mean
Green Entrepreneurship Awareness	200	3.87	0.62	0.044

Interpretation

Table 1 presents the descriptive statistics for Green Entrepreneurship Awareness among MSME entrepreneurs. The results show that the mean score of Green Entrepreneurship Awareness is 3.87, which is higher than the neutral value of 3.00 on the five-point scale. This indicates that the respondents possess a relatively good level of awareness regarding green entrepreneurship practices. The standard deviation of 0.62 suggests moderate variation in the responses, indicating that the opinions of the entrepreneurs are fairly consistent. The standard error mean of 0.044 further reflects the reliability of the sample mean. Overall, the findings suggest that MSME entrepreneurs are reasonably aware of green entrepreneurship concepts and related sustainable business practices.

Table 2: One-Sample Test, Test Value = 3

Variable	T	df	Sig. (2-tailed)	Mean Difference
Green Entrepreneurship Awareness	19.77	199	0.000	0.87

Interpretation

Table 2 presents the results of the One-Sample t-test conducted to examine the level of Green Entrepreneurship Awareness among MSME entrepreneurs. The calculated t-value is 19.77 with 199 degrees of freedom. The significance value ($p = 0.000$) is less than the prescribed level of 0.05, indicating that the observed mean score differs significantly from the test value of 3. The mean difference of 0.87 shows that the awareness level of the respondents is considerably higher than the average benchmark. Therefore, the null hypothesis (H_{01}), stating that there is no significant Green Entrepreneurship Awareness among MSME entrepreneurs, is rejected. It can be concluded that MSME entrepreneurs possess a significant level of Green Entrepreneurship Awareness.

H02: Green Entrepreneurship Awareness has no significant impact on Sustainable Business Development among MSME entrepreneurs.

Table 3: Correlations

Variables	Green Entrepreneurship Awareness	Sustainable Business Development
Green Entrepreneurship Awareness	1	.648**
Sustainable Business Development	.648**	1
N	200	

Correlation is significant at the 0.05 level (2-tailed).

Interpretation

Table 3 presents the Pearson Correlation analysis between Green Entrepreneurship Awareness and Sustainable Business Development among MSME entrepreneurs. The correlation coefficient ($r = 0.648$) indicates a strong positive relationship between the two variables. This suggests that higher levels of Green Entrepreneurship Awareness are associated with higher levels of Sustainable Business Development. The positive coefficient implies that entrepreneurs who are more aware of green entrepreneurship practices are more likely to adopt sustainable business approaches. The relationship is statistically significant at the 0.01 level, indicating that the association is unlikely to have occurred by chance. Therefore, the findings provide evidence that Green Entrepreneurship Awareness plays an important role in promoting Sustainable Business Development among MSME entrepreneurs.

Table 4: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.748	0.620	0.617	0.514

Interpretation

Table 4 presents the Model Summary of the regression analysis conducted to examine the impact of Green Entrepreneurship Awareness on Sustainable Business Development among MSME entrepreneurs. The correlation coefficient ($R = 0.748$) indicates a strong positive relationship between the two variables. The R Square value of 0.620 shows that Green Entrepreneurship Awareness explains 62.0% of the variation in

Sustainable Business Development. The Adjusted R Square value of 0.617 further confirms the good explanatory power of the model after adjusting for sample size. The standard error of estimate is 0.514, indicating an acceptable level of prediction error. These findings suggest that Green Entrepreneurship Awareness is an important factor influencing Sustainable Business Development among MSME entrepreneurs.

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	38.120	1	38.120	144.28	0.000
Residual	52.310	198	0.264		
Total	90.430	199			

Interpretation

Table 5 presents the ANOVA results of the regression model examining the impact of Green Entrepreneurship Awareness on Sustainable Business Development among MSME entrepreneurs. The F-value of 144.28 is highly significant, with a p-value of 0.000, which is less than the 0.05 level of significance. This indicates that the regression model is statistically significant and provides a good fit to the data. The regression sum of squares (38.120) is substantial compared to the residual sum of squares (52.310), suggesting that Green Entrepreneurship Awareness explains a considerable portion of the variation in Sustainable Business Development. Therefore, the overall regression model is significant and suitable for predicting Sustainable Business Development among MSME entrepreneurs.

Table 6: Coefficients

Model	Unstandardized B	Std. Error	Beta	T	Sig.
Constant	1.254	0.196	-	6.40	0.000
Green Entrepreneurship Awareness	0.582	0.048	0.648	12.01	0.000

Interpretation

Table 6 presents the regression coefficients for examining the impact of Green Entrepreneurship Awareness on Sustainable Business Development among MSME entrepreneurs. The regression coefficient for Green Entrepreneurship Awareness is positive ($B = 0.582$), indicating that an increase in awareness leads to a corresponding increase in Sustainable Business Development. The standardized beta coefficient ($\beta = 0.648$) shows a strong positive influence of Green Entrepreneurship Awareness on the dependent variable. The t-value of 12.01 is statistically significant, and the p-value (0.000) is less than 0.05, confirming the significance of the relationship. The constant value of 1.254 indicates the baseline level of Sustainable Business Development when awareness is absent. Therefore, the null hypothesis (H_{02}), stating that Green Entrepreneurship Awareness has no significant impact on Sustainable Business Development among MSME entrepreneurs, is rejected. The findings conclude that Green Entrepreneurship Awareness has a significant positive impact on Sustainable Business Development.

DISCUSSION

The findings of the study indicate that MSME entrepreneurs possess a significant level of Green Entrepreneurship Awareness. The mean score obtained for awareness was higher than the neutral value, suggesting that entrepreneurs are increasingly familiar with environmentally responsible business practices and the importance of sustainability. The One-Sample t-test further confirmed that the level of awareness among respondents was statistically significant. The correlation and regression analyses revealed a strong positive relationship between Green Entrepreneurship Awareness and Sustainable Business Development. The results

suggest that entrepreneurs who are more aware of green business concepts are more likely to adopt sustainable practices, improve resource efficiency, reduce environmental impact, and support long-term business growth. The regression model demonstrated that Green Entrepreneurship Awareness explains a substantial proportion of the variation in Sustainable Business Development, highlighting its importance in business sustainability. These findings are consistent with earlier studies that emphasized the role of environmental awareness in encouraging sustainable entrepreneurial behavior. The study therefore suggests that increasing awareness through training programs, policy support, and awareness campaigns can help MSME entrepreneurs adopt green practices more effectively. Such initiatives can contribute not only to business success but also to environmental protection and sustainable economic development.

CONCLUSION

The present study examined the level of Green Entrepreneurship Awareness among MSME entrepreneurs and its impact on Sustainable Business Development. The findings revealed that MSME entrepreneurs possess a significant level of awareness regarding green entrepreneurship and environmentally responsible business practices. This indicates a growing recognition among entrepreneurs of the importance of sustainability in achieving long-term business success. The study further found a significant positive relationship between Green Entrepreneurship Awareness and Sustainable Business Development. Entrepreneurs with greater awareness were more likely to adopt sustainable business practices, utilize resources efficiently, reduce environmental impacts, and enhance overall business performance. The regression analysis confirmed that Green Entrepreneurship Awareness is an important factor influencing sustainable business outcomes among MSMEs. The results highlight the need for policymakers, government agencies, and business support organizations to strengthen awareness programs, training initiatives, and policy measures that encourage the adoption of green entrepreneurial practices. Promoting environmental awareness among entrepreneurs can help create businesses that are both economically viable and environmentally responsible. Overall, the study concludes that Green Entrepreneurship Awareness plays a crucial role in fostering Sustainable Business Development. Enhancing awareness and encouraging green business practices among MSME entrepreneurs can contribute to sustainable economic growth, environmental conservation, and long-term business competitiveness in Uttar Pradesh and beyond.

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