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Impact of Sustainable Entrepreneurship on Sustainable Development: The Moderating Role of Green Innovation in Service Companies in Palestine

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Abstract

This paper aims to understand the impact of sustainable entrepreneurship on sustainable development through the moderating role of green innovation in Service companies in Palestine. The descriptive and analytical approach was used in order to achieve the objectives of the study and answer its questions. The study population consisted of all administrative workers in the service companies in Palestine. The statistical package for social sciences program was used to examine the data after obtaining it using the questionnaire (SPSS). The paper shows that there is a statistically significant effect at the level (α≤0.05) of Sustainable entrepreneurship on sustainable development in the service companies in Palestine through the moderating impact of green innovation."

"Here comes the role of entrepreneurship, which is a key tool for sustainable development. The growth of entrepreneurship also is an important factor in achieving and stimulating sustainable development, and it has thus become imperative for entrepreneurs to achieve sustainable growth and secure a future for entrepreneurship in a manner that protects the environment in entrepreneurial projects."

"The study's distinctiveness comes in its presentation of a cutting-edge theory regarding the function of sustainable entrepreneurship in sustainable development. The model shown here indicates how green innovation can be utilized to address a variety of social, economic, and environmental problems."

Keywords: *Sustainable Entrepreneurship, Sustainable Development, Green Innovation, Palestine.*

1. Introduction

The concept of sustainable development has received a lot of attention in international development literature and reports from international organizations as an important axis in building countries' public policies (Tsalis et al., 2020). Sustainability is a development pattern that is distinguished by rationality and deals with economic activities that correspond to economic expansion on the one hand, and assessments to safeguard the environment and natural resources on the other. The term sustainable development first appeared in contemporary development literature, where it has been used frequently (Montiel et al., 2021). However, the most important factor for achieving sustainable development is entrepreneurship (Sun et al., 2020).

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There is no assumption that the term "entrepreneurship" has received a lot of attention recently, not only throughout the world but also in Palestine (Al Shobaki et al., 2018). In addition, all countries have become very interested in the field of entrepreneurship, which is reflected in their achievements in sustainable development (Dhahri & Omri, 2018). In this context, entrepreneurialism has become an influential and expressive field for promoting sustainable development, due to its potential to have a positive impact on the worldwide business sector (Johnson & Schaltegger, 2020). In addition to the importance of entrepreneurship and its role in achieving sustainable development, as it is one of the important and promising fields that provide a new framework for innovation and development in the economies of developed and developing countries alike (Filser et al., 2019).

In order to achieve sustainable development, various companies are working to invest in everything that would contribute to achieving it (Florini & Pauli, 2018). There are companies that learn to invest in green innovation due to the importance of this type of innovation and its role in contributing to environmental protection (Rehman et al., 2021). Additionally, green innovation enables businesses to strengthen their strategic position, increase productivity, and utilize their technology and commercial expertise to realize sustainable development goals, lessen adverse environmental effects, and rationalize the use of resources (Soewarno et al., 2019).

In this context, many academics have concentrated on defining particular methods that businesses should implement in order to safeguard the natural resources and recognizing the advantages and disadvantages of doing so. There have been several case studies undertaken to determine the (favorable or unfavorable) relationships between environmental performance and business economic performance (Tsalis et al., 2020).

According to the above, this study aims to address the following question: "What is the impact of sustainable entrepreneurship on sustainable development through the moderating role of green innovation in Service companies in Palestine?"

The strategy pursued by sustainability in the development of cities and societies, which is primarily through business, plays a role in fostering entrepreneurship aspirations and aspirations. Its main goal is to meet the goals and needs of society through the use of available resources without compromising global needs, which have an impact on future generations. One of the most important things that we must take into account is innovation, which many countries are working to encourage and increase support for young people by coming up with innovative ideas and patterns. No similar studies have been conducted in Palestine. Many studies have shown the impact of sustainable development, sustainable business management, and green innovation and their impact on companies in different countries.

Thus, we show the moderating role of green innovation in the impact of sustainable entrepreneurship on sustainable development in service companies in Palestine. The theoretical background of our research model is examined in the next section.

2. Literature review

Sustainable Entrepreneurship

Entrepreneurship can be defined as "new ideas or methods that enable the establishment of a company or the development of an existing company by mixing risk with innovation and creativity and promoting it to the top (Muñoz & Cohen, 2018)." It can be concluded that entrepreneurship is relying on small or medium-sized projects with limited capital. The ideas of these projects are characterized by creativity, and the basis for them is the entrepreneur, who is characterized by personal talent, his skills, and his ability to discover the opportunity and turn it into a project that achieves profit and is capable of growth,

while taking risks and taking risks under conditions of uncertainty (Abu Amuna, 2019). In addition to providing opportunities for growth and achievement, contributing to community service, and encouraging industrialization.

Sustainable development is based on the expansion of communities and cities as well as businesses, and it necessitates the use of environmental assets to improve people's living conditions in a manner that does not tolerate waste (Terán-Yépez et al., 2020). One of the most important things that must be worked on to achieve sustainability in entrepreneurship is to possess the means of knowledge in a programmed manner that works on investment with high efficiency and effectiveness. Which leads to economic development in the current developmental stage that we live in at the present time (Haldar, 2019). At the forefront of this approach is "innovation", which many countries are working to encourage and increase support for coming out with innovative ideas and patterns (Muñoz & Cohen, 2018). Therefore, entrepreneurship is a necessary tool for sustainable development, and its development has a big part to play in bringing about and enacting sustainable development, especially if it is focused in that direction (Bansal et al., 2019).

Sustainable Development

The concept of development is a broad one that is represented by a number of procedures as a way to face the rapid changes that it faces in terms of culture and civilization that affect its life in terms of economy, politics, society, culture, and others (Brousseau et al., 2018).

The sustainable development goals bring a connected understanding of human needs and concerns in the areas of economic, social, and environmental factors (Mensah, 2019). In the 2030 Agenda for Sustainable Development, reference is made to terms such as "deep interconnectedness and many cross-cutting elements across the goals and targets." Furthermore, addressing poverty, as well as concerns like educational, healthcare, economics, and employment—all crucial for the advancement of humanity—promotes a more thorough and long-lasting method of satisfying human need (United Nations, 2015).

Between 2012 and 2016, the International Federation of Social Workers, the International Association of Schools of Social Work, and the International Council on Social Welfare also collaborated to launch a global agenda. A broad consultation process began in 2010 in Hong Kong with a joint conference and culminated in specific commitments for action. A joint publication titled "The Global Agenda for Social Work and Work-Based Commitment to Social Development" was created (IFSW, 2014).

Hence, it can be concluded that the most obvious problem in this field is the excessive growth of human activities to exploit nature's resources in exchange for the limited ability of natural biological systems to fulfill these activities (Tomislav, 2018). Therefore, one of the most appropriate practical definitions of "sustainability" could be represented in "achieving the highest level of economic efficiency for human activity within the limits of what is available from renewable resources and the ability of natural biological systems to absorb it," while linking it to the needs of the current and future generations (Elum & Momodu, 2017). Given that those requirements don't seriously jeopardize the natural, physical, chemical, or biological processes (Saravanan et al., 2021).

That is, there is a double constraint on sustainable development: one side is related to the performance of natural processes, and the other is related to the fulfillment of objective needs, as well as current and future human needs whenever possible (Hák et al., 2016). In order to achieve this, it is necessary to work on maximizing the productivity of resources on the one hand, and reducing the burden borne by the environment (whether in terms of resources or energy) on the other hand (Bos & Gupta, 2019).

Economic Development Dimension:

Various experiences and studies have indicated that the theory of economic and social development holds that capital is one of the most important elements needed to achieve a degree of development, taking other elements into account (Malecki, 2018). This is done by improving the level of efficiency and bringing about a radical change in lifestyle and consumption patterns that threaten biodiversity (Seifi et al., 2021). Economic development objectives are represented by increasing national income, improving human standard of living, and closing the internal gap, while reshaping the national economy to favor industry and trade. And those goals are like a cure for the problems caused by the basic characteristics of poor countries' economies, which are countries that produce raw materials, some of which can be exhausted (Streimikiene et al., 2021).

The Social Dimension of Development:

According to this dimension, the core principle of sustainable development is to prioritize meeting the needs and requirements of the current generation while also ensuring the capacity of future generations in order to ensure a comfortable and opulent lifestyle for all current generation members as well as members of future generations (Dhahri & Omri, 2018). This is achieved through the equitable distribution of wealth and support for civil society, the fight against poverty, providing work and employment opportunities for all members of society, and the provision of social security requirements for all (Peltola et al., 2018).

The Environmental Dimension of Development:

The environmental dimension of development is represented in the ability of the planet to bear the human element by absorbing the waste and radiation left by man in order to provide him with all the resources he needs in return from natural resources and energy sources (Sarkodie & Owusu, 2021). The principle of environmental sustainability is rooted on leaving the earth in better condition than it was for subsequent generations. This activity is naturally sustainable if the person maintains his or her activity and performance without depleting natural resources or wasting the surrounding ecosystems (Holmberg & Sandbrook, 2019).

Green Innovation

In its classic terms, innovation refers to the multi-stage organizational process through which concepts are turned into new or improved goods, services, or procedures with the intention of boosting market competition and segmentation (Gurca et al., 2021). Green innovation or environmental innovation is considered as a basis for supporting and upgrading institutions in view of the development they have known, after they aimed to achieve performance or economic effectiveness, it became necessary for them to adhere to achieving environmental performance as a result of the emergence of what is known as the environmental responsibility that rests with these institutions (Hizarci-Payne et al., 2021). It should also be noted that due to the important role that environmental protection plays in the promotion of enterprises, as well as the latter's growing interest in the environment, environmental protection has become one of the most important competitive priorities among enterprises (Awan et al., 2019).

As a consequence, green innovation is described as the introduction of unique, competitive goods, services, methods, and systems that improve quality of life while making the best use of the environment. Green innovation is also notable, particularly at the level of products, materials, and manufacturing processes that respect the sustainability of nature and future generations while also contributing to the development and renewal of nature (Abbou & Namouni, 2023).

3. Research model and hypotheses

3.1 Sustainable entrepreneurship and green innovation

Due to its favorable effects on employment and economic well-being, economic growth is one of the key goals of economic policy. The research done over the previous few decades has shown how important innovation and entrepreneurship are to achieving this goal. However, the environmental damage brought on by policies put in place to promote growth has prompted people to think about other goals that are more conducive to environmental protection, such sustainable development (Galindo-Martn et al., 2020).

Baeshen et al. (2021) deals with how to obtain sustainable development (SD) through green innovation (GRIN). The primary goal of this study is to create a comprehensive model by fusing the Tripartite Action Framework with the Natural Resource Based Vision (NRBV) (TBL). We looked at the effects of three precedents—Green Carrying Capacity (GAC), Sustainable Human Capital (SHC), and Organization Support (OS)—on GRIN for SMEs in the industrial industry. According to the findings, GRIN inside SMEs is positively impacted by GAC, SHC, and OS. Furthermore, the findings demonstrated that GRIN significantly affected each of the three sustainable performance metrics. The MGA results showed evidence of substantial group differences, with a higher association between GAC and GRIN in medium-sized organizations than in small-sized companies, according to the study's conclusion. Similar to this, medium-sized businesses showed a larger correlation between GRIN and environmental performance than small businesses. According to Urbaniec (2018), the notion of sustainable entrepreneurship has come into existence as a result of the rising relevance of environmental challenges and sustainable development. The link between environmental and social issues can be viewed as an opportunity for company development methods through sustainable entrepreneurship. Through creative initiatives in the sustainability sector, businesses are increasingly enhancing their competitive position. This makes it possible to claim that sustainable entrepreneurship offers fresh chances for the growth of corporate responsibility, taking into consideration social and environmental concerns. Additionally, according to the findings of Ebrahimi & Mirbargkar (2017), there is a considerable link between the development of SMEs and green innovation, with green entrepreneurship playing a mediating role. Regarding the mediating function of green entrepreneurship, there is a considerable association between green innovation and SMEs development in the context of market instability. The results also demonstrated that, when considering the mediating function of green entrepreneurship, there is no meaningful association between green innovation and the emergence of new industries under times of market volatility.

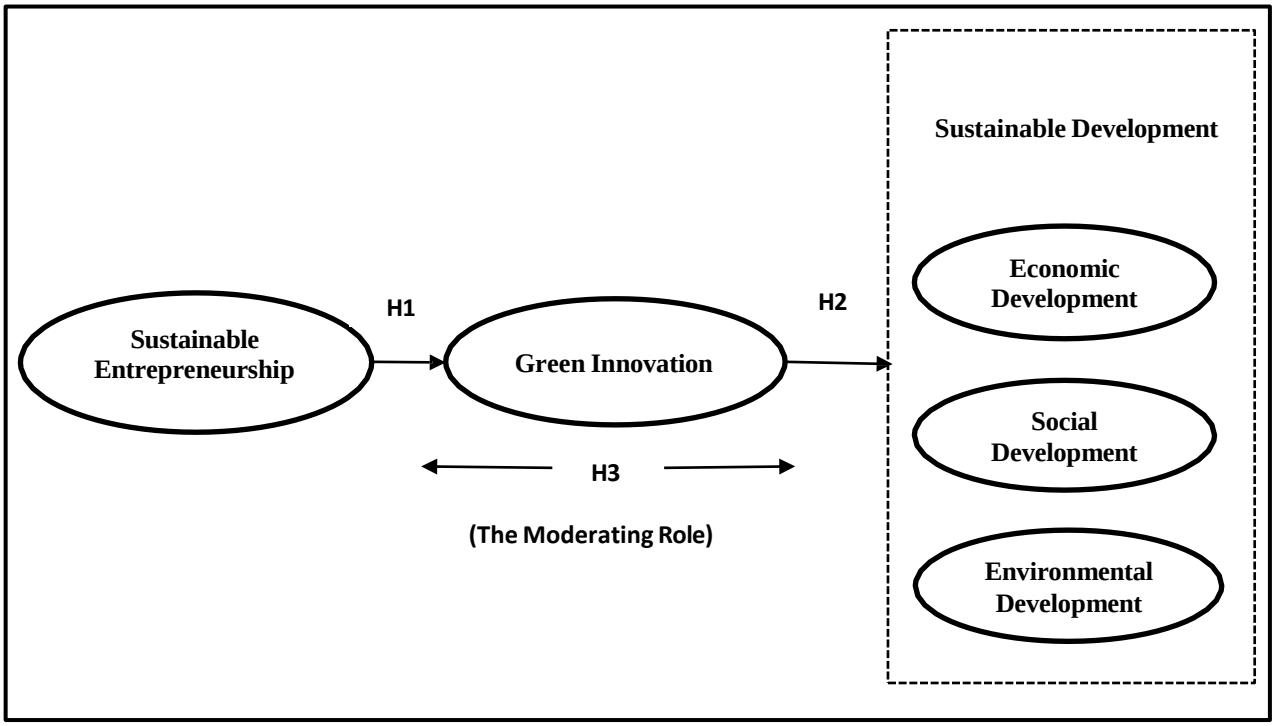

Figure (1): Research model

Consistent with these studies, the following hypothesis is proposed:

H1: Sustainable entrepreneurship has positive impact on green innovation in the service companies in Palestine.

3.2 Green innovation and sustainable development

In light of the increasingly serious environmental issues, examining how green innovation affects businesses' capacity for sustainable development can not only broaden the scope of research on the factors that affect this capacity as well as the economic effects of green innovation. It can also serve as a guide for listed companies' decision-making. The findings of Liao et al. (2022) illustrate how green innovation results significantly improve a company's ability to maintain development. This discovery is significant economically. Sustainability practices and green innovation are mostly driven by institutional factors, including as governance pressure, consumer demand, and competitive pressure, claim Alyahya et al. (2022). They also suggested that green innovation is significantly influenced by sustainable development methods (i.e., environmental sustainability, social sustainability, and economic environmental sustainability). This research leads to suggest that external forces and sustainable development principles have an impact on green innovation. When CSR performance or scientific research capacity are poorer than they should be, there is a stronger correlation between green innovation output and a company's capacity for sustainable development. Results from a number of robustness tests indicate the reliability of the conclusions. More research demonstrates that green innovation is more crucial in enhancing the capacity for sustainable development of businesses in non-state-owned firms. In contrast, research by Ullah et al. (2021) demonstrates how SDGs, economic development, and environmental practices are all greatly impacted by green innovation. Government funding greatly improves the connection between green innovation and environmental behaviors but does not moderate the relationship between green innovation and community development.

Consistent with these studies, the following hypothesis is proposed:

H2: Green innovation has positive impact on sustainable development in the service companies in Palestine.

4. Sustainable entrepreneurship, sustainable development, and green innovation

Both forms of entrepreneurship have a favorable link with sustainable development, with social entrepreneurship having a higher path coefficient, according to the estimate Galindo-Martn et al. (2020) made for the instance of 20 OECD nations. As a result, it's critical to adopt appropriate policies to promote such sustainable development, which entails identifying the variables that have an impact on the goal. In this paper, two factors—entrepreneurship and innovations—have been taken into consideration. However, behavioral changes in these factors have also taken place, much like economic growth, and tend to take more sustainability and environmental issues into account. While Alwakid et al. (2021) showed employed corporate economics as a theoretical foundation to investigate how green entrepreneurial activity affects sustainable development. The key findings demonstrate that sustainable development's economic, social, and environmental components are all positively impacted by green entrepreneurship. These findings demonstrate a quantifiable outcome indicator for sustainable development, demonstrating how businesses can connect their entrepreneurial endeavors with a beneficial triple bottom line impact. Mamani et al. (2022) revealed a positive correlation between entrepreneurship and intentions for green innovation and sustainable development. Additionally, the data showed that inclusive leadership moderates the association between entrepreneurship, green innovation intention, and SD. By concentrating business owners' attention on green innovation, the article aids decision-makers in developing SD-related legislation. The research by Khan et al. (2022) showed a positive correlation between environmental sustainable development goals and the negative effects of social sustainable development goals on corporate performance. However, the results differed depending on the degree to which green innovation was balanced with the objectives of sustainable development and economic profitability.

Consistent with these studies, the following hypothesis is proposed:

H3: Sustainable entrepreneurship has positive impact on sustainable development in the service companies in Palestine through the moderating impact of green innovation.

5. Research Methodology

The descriptive and analytical approach was used in order to achieve the objectives of the study and answer its questions. The descriptive approach was used depending on the study of the subject of the research, relying on an appropriate tool used in collecting data and information. With the aim of studying the relationship between the dimensions of the study and its variables, and using the analytical method to process and analyze the collected data and test hypotheses to reach the results of the study. Moreover, provide appropriate recommendations for those results.

The study population consisted of all administrative workers in the service companies in Palestine, as the population is referred to as the group to which the researcher wants to generalize the results of the study, and it includes all people who have specific specific characteristics (Fraenkel et al., 2018). The data was collected by a random sample of administrative workers in service companies, estimated at 300 male and female employees, and a questionnaire that was specially developed to suit the current research was relied upon as a tool for the study, and it was distributed electronically through Google forms, where 248 questionnaires (82%) were retrieved. percent of the total study

sample. The statistical package for social sciences program was used to examine the data after obtaining it using the questionnaire (SPSS).

Through the demographic analysis of the study sample individuals, it was found that the majority of workers in the Service companies in Palestine are males, and in the average age group, the most frequent age group (from 30 to 40 years), and they hold a university degree for the bachelor's level, and they enjoy average years of experience, and this indicates that The respondents have the necessary knowledge, knowledge and experience to answer the questionnaire and achieve the study objective.

6. Result and analysis

- Normal Distribution

Skewness and kurtosis statistics are employed to determine the normality of a distribution. A distribution's symmetry is tested using skewness statistics. On the other hand, the Kurtosis statistic is used to assess how hefty the distribution tails are (Pandian, 2003). The research variables in Table 1 are normally distributed because their skewness is between -2 and 2. (West et al., 1995).

Table No. (1): Results of testing the normality of the distribution

Variables	Skewness	Kurtosis
Sustainable Entrepreneurship	-0.472	0.979
Sustainable Development	-0.767	0.816
Green Innovation	-0.344	0.846

- Multi-collinearity:

"We verify that the independent variable dimensions do not show multicollinearity using the Variance Inflation Factor (VIF) and the Tolerance Variant Statistics. Table (2) showed that the tolerance coefficient was higher than (0.05) and lower than (1), and that all three VIF values were less than (10). These numbers indicate that there is no multi-collinearity among all dimensions, according to Hair et al. (2017), suggesting that multiple regression analysis can be utilized to assess study hypotheses."

Table No. (2): Tolerance and VIF

Dimension	"Collinearity – Statistics"	
	Tolerance	"VIF"
Sustainable Entrepreneurship	0.586	1.706
Sustainable Development	0.483	2.070
Green Innovation	0.562	1.781

- The Hypothesis of the study

To test the hypothesis of the study, multiple simple regression analysis was performed for the first and second hypotheses, and hierarchical regression analysis was tested for the third hypothesis.

The First hypothesis of the study was as follows:H1: "There is a statistically significant effect at the level ($\alpha \leq 0.05$) of Sustainable entrepreneurship on green innovation in the service companies in Palestine".

The Second hypothesis of the study was as follows:H2: "There is a statistically significant effect at the level (α≤0.05) of Green innovation on sustainable development in the service companies in Palestine.".

Table (3): Impact test results H1 & H2

D.V	Model Summery		ANOVA		Coefficients			
	R=	R^2=	F=	Sig F*=	B=	standard error=	T=	Sig T*=
green innovation	0.661	0.437	151.637	0.000	0.694	0.056	12.314	0.000
sustainable development	0.808	0.652	365.978	0.000	0.660	0.035	19.131	0.000

"*The effect is statistically significant at the level (α ≤ 0.05)"

"Table (3) shows that the R-value of the first dimension was (0.661), which indicates a positive correlation between the dimension (Sustainable entrepreneurship) and the dimension (green innovation). It turns out that the result of the coefficient of determination is (R^2 = 437), which means that the (Sustainable entrepreneurship) domain explained (43.7%) of the variance in (green innovation) when all other variables remain constant. It was also proved that at the level of confidence (sig = 0.000), the value of (F) reached (151.637), which confirms the importance of the regression at the level of significance (α ≤ 0.05). This finding has been supported by a number of studies. Baeshen et al. (2021) showed a higher association between GAC and GRIN in medium-sized organizations than in small firms, according to the conclusion of the study. Similarly, medium-sized firms showed a greater association between GRIN and environmental performance than small firms. According to Urbaniec (2018), the concept of sustainable entrepreneurship emerged as a result of the rising importance of environmental challenges and sustainable development. This makes it possible to claim that sustainable entrepreneurship provides new opportunities for the development of corporate responsibility, taking into account social and environmental concerns. In addition, according to the findings of Ebrahimi & Mirbargkar (2017), there is a significant link between SME development and green innovation, where green entrepreneurship plays a mediating role".

"Also, shows that the R-value of the first dimension was (0.808), which indicates a positive correlation between the dimension (green innovation) and the dimension (sustainable development). It turns out that the result of the coefficient of determination is (R^2 = 652), which means that the (green innovation) domain explained (65.2%) of the variance in (sustainable development) when all other variables remain constant. It was also proved that at the level of confidence (sig = 0.000), the value of (F) reached (365.978), which confirms the importance of the regression at the level of significance (α ≤ 0.05). The results were supported by Liao et al. (2022) that the output of green innovation significantly enhances a company's ability to sustain development. Alyahya et al. (2022) also argue that green innovation is greatly influenced by sustainable development methods (i.e. environmental sustainability, social sustainability, and eco-economic sustainability). Whereas Ullah et al (2021) results show that green innovation significantly affects the goals of sustainable development, community development, and environmental activities. While the relationship between green innovation and community development is not modified by government funding, it does greatly enhance the relationship between green innovation and environmental practices."

The Third hypothesis of the study was as follows:H3: "There is a statistically significant effect at the level ($\alpha \leq 0.05$) of Sustainable entrepreneurship on sustainable development in the service companies in Palestine through the moderating impact of green innovation.".

Table No. (4) Hierarchical multiple regression analysis of the modified role statement

DV	IV	First model			second model		
		B	T	Sig*	β	T	Sig*
sustainable development	Sustainable entrepreneurship	0.641	12.715	0.000	-		
	green innovation × Sustainable entrepreneurship	-			0.374	4.717	0.000
	R	0.661			0.701		
	R^2	0.437			0.492		
	ΔR^2	0.435			0.487		
	Δ F	161.683			100.228		
	Sig. Δ F	0.000			0.000		

Table (4) presents the results of the hierarchical multiple regression analysis based on two models, as the results of the first model showed that the correlation value was (R = 0.661), and this indicates a positive correlation between sustainable entrepreneurship and

sustainable development. The results also showed that there is a statistically significant effect of the green innovation variable on sustainable development, where the value was (F = 161.683) and the significance level (Sig = 0.000), which is less than (0.05).

The value of the determination coefficient was (R^2 = 0.437), meaning that the value of (0.437) changes in sustainable development results from the change in sustainable entrepreneurship. The impact score value was (B=0.641), which means that an increase of one degree in the level of interest in sustainable entrepreneurship leads to an increase in sustainable development with a value of (0.641), which indicates that sustainable entrepreneurship explains (64.1%) of the variation. In sustainable development.

In the second model, the modified variable (green innovation) was introduced to the regression model, as the value of the correlation coefficient increased to become (R = 0.701), as well as the value of the determination coefficient R2, which increased by (48.7%), and this percentage is statistically significant, as the change in the value of F (100.228) and the level of significance (Sig = 0.000), which is less than (0.05).

The effect score value β was (0.374) for the modified variable (green innovation), and the calculated T value was (T = 4.717) with a significance level (Sig = 0.000), and this confirms the significant role of the modified variable (green innovation) in improving the impact of sustainable entrepreneurship in Sustainable development, as the rate of interpretation of the discrepancy in sustainable development improved by (48.7%), rising from (43.7%) to (49.2%). Studies have supported these findings. At the discretion of Galindo-Martn et al. (2020) It is crucial to adopt appropriate policies to promote this sustainable development, which necessitates identifying variables that have an impact on the goal. In this paper, two factors—entrepreneurship and innovation—were taken into account. While Alwakid et al. (2021) reported that green entrepreneurship contributes positively to the economic, social and environmental components of sustainable development. Mamani et al. (2022) also indicated that there is a positive relationship between entrepreneurship, green innovation intentions, and sustainable development. The results of Khan et al. (2022) showed a positive relationship between environmental SDGs

and the detrimental impact of social SDGs on business performance. However, green innovation moderate change on the SDGs and the financial success of the business has led to mixed results.

7. Managerial implications

Our findings provide suggestions about the importance of green innovation practices in supporting sustainable entrepreneurship and their impact on sustainable development, especially in service companies in Palestine. The basic matter of sustainable development is preserving the environment and not being extravagant or causing harm, such as environmental pollution or the depletion of scarce resources.

Economic growth, social development, environmental preservation, and economic resource management are some of the issues and topics that sustainable development focuses on. Here comes the role of entrepreneurship, which is a key tool for sustainable development. The expansion of business also plays a key role in obtaining and encouraging sustainable development. In this context, it is now required of entrepreneurs to achieve sustainable growth and to secure their future through entrepreneurship in a way that protects the environment in entrepreneurial projects.

According to researchers and innovation management scholars, it is one of the most important motivators for implementing the green innovation management approach, which has mobilized all governmental and private institutions and individuals in one direction to achieve it, prompting us to innovate and take risks rather than focusing on unsustainable quick returns.

The environmental challenges and policies imposed on developed countries under the agreements have reconsidered the need to shift towards a world in which people and nature coexist in all its details, as the changing business environment and community preferences have forced both large and small companies to turn green, as many large companies in countries the company evaluates its internal processes to enhance the environmental aspect of the life cycle of its products, from purchasing raw materials to final use and disposal in a manner that does not harm the environment. As a result, green innovation is crucial to sustainable development and can give businesses an edge over their competitors.

8. Conclusion and future research directions

The current study integrates the literature on green innovation in supporting sustainable entrepreneurship and its impact on sustainable development, especially in-service companies in Palestine. Despite its contributions, our study has limitations. The results are based on data collected from administrative employees working in service in Palastin in 2023. As a result, in order to determine the generalizability of our findings, our framework must be replicated in other developing and emerging economies, as well as industries such as industrial firms. Future studies should also combine data from multiple sources to reduce the issue of cross bias. The use of historical study to establish the causal relationship between the independent and dependent variables is another promising area of future research. Furthermore, the lack of support for the alleged effects of corporate policies, the role of leaders, employee performance, and organizational culture on pro-environmental behavior necessitates additional research. To that end, we propose that future research take into account the various relevant factors as potential coordinators of these relationships.

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