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Greening the future: analyzing green entrepreneurial orientation, green knowledge management and digital transformation for sustainable innovation and circular economy

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Abstract

Purpose – Green innovation, digitization and sustainability have attracted considerable attention in recent years due to their transformative potential in organizations. This study, grounded in the resource-based view, explores the intricate relationship among green entrepreneurial orientations, sustainability-oriented innovation, and the circular economy, employing green knowledge management as a pivotal mechanism.

Design/methodology/approach – The proposed model and hypotheses were tested using Partial Least Squares (PLS) structural equation modeling (SEM) with a sample of 274 valid questionnaires collected from manufacturing firms in Saudi Arabia.

Findings – Results unveil positive relationships between green entrepreneurial orientations and sustainability-oriented innovation, as well as the circular economy, along with a positive mediation of green knowledge management in these relationships. In addition, these relationships exhibit heightened strength with increased levels of digital transformation.

Originality/value – The contributions of this research extend to both theoretical and practical realms, offering valuable insights for startups and traditional businesses as they explore the landscape of green innovation and digitization.

Keywords Entrepreneurship, Knowledge management, Digital transformation, Innovation, Circular economy, Sustainability

Paper type Research paper

1. Introduction

Climate change poses a challenging threat to the delicate balance of natural resources, exerting unprecedented pressures on ecosystems globally (Dwivedi *et al.*, 2022). The

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