

TOWARDS SUSTAINABLE CITIZENSHIP BEHAVIOR: THE LITERATURE STUDY FOR SUSTAINABLE ENTREPRENEURSHIP EDUCATION

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ABSTRACT

In line with the sustainable development goals (SDGs), the entrepreneurial development model improves sustainability through sustainable entrepreneurship. The targeted segment to understand sustainability issues is entrepreneurs because their activities exacerbate the risk to environmental sustainability. Thus, the target achieved is community behavior towards sustainable development so that the emphasis of this concept is in the scope of citizenship behavior to build awareness of sustainable development. Therefore, a model was developed to foster sustainable entrepreneurial citizenship behavior (SECBs) among candidate entrepreneurs in Kulon Progo region, Daerah Istimewa Yogyakarta. This research is designed as a literature study that involves journals and articles in constructing the research model in line with sustainability issues. It involves seven constructs e.g., regional government support, sustainability entrepreneurial orientation, sustainability value, sustainability attitude, recognize opportunity, sustainable entrepreneurial intention, and SECBs. Totally 56 indicators are identified as tools for measuring seven constructs which will be followed up as instruments in the next study. The result serves as a foundation for the next study and information in developing entrepreneurship education. It relates to achieving the SDGs-4 in ensuring quality education and SDGs-8 in fostering decent work and economic growth.

Keywords: *Entrepreneurship Education, Sustainable Entrepreneurship, SDGs, SECBs*

1. INTRODUCTION

Sustainable development is realized through economic growth by ensuring social justice, protection of local wisdom, and nature conservation. In the process of realizing development, decision-makers do not neglect the welfare of future generations. The target for achieving the sustainable development goals (SDGs) is only in the next few years, so to ensure it requires a commitment between the government, the private sector, and the community in integrating policies that are relevant to sustainable development. The targeted segment is entrepreneurs because their activities pose a risk to environmental.

Therefore, the target achieved is the behavior of the community towards sustainable development so that the emphasis on this concept is in the scope of citizenship behavior. This behavior aims to create awareness for the development of sustainability society [1]. According to Siddiqui defines "a sustainable society as one that ensures the health and vitality of human life and cultures and natural capital for present and future generations" [2]. In line with this statement, the relationship between social and cultural domain is as part of the triple bottom line so that it is hoped that sustainable behavior will be reflected in the entrepreneurial activities.

To understand the perception among entrepreneurs or SMEs on this issue so it is a modified model in the "environmental citizenship behavior" (ECBs) as the "sustainability entrepreneurial citizenship behavior" (SECBs) approach. The model can be prototyped in the SMEs and its

surrounding such as tourism and creative industry in one region. For instance, it is implied in the one county in Yogyakarta province. It will be a foundation in the next study on the sustainability of the entrepreneurial concern.

The stages are as follows: Firstly, the model considers some factors in shaping the prior awareness of sustainability behavior through the role of regional government support (RGS), sustainability entrepreneurial orientation (SEO), and sustainability value (SV) in shaping a sustainability attitude (SA). The mechanism is expected to encourage the attitude toward sustainability such as [3],[4],[5].

Secondly, involving relationship between sustainability attitudes to recognize opportunity (RO), and entrepreneurial intention, specifically through sustainable entrepreneurial intention (SEI). Prior studies used the impact sustainability attitudes and recognize opportunity in order to understand entrepreneurial intention e.g., [4],[6],[7],[8],[9],[10]. Thirdly, placing the impact of the recognize opportunity and sustainable entrepreneurial intention to form the sustainability entrepreneurial citizenship behaviors (SECBs). Lastly, the goal of the model makes relationships under entrepreneur citizenship behavior as mechanisms in sustaining future environmental in a region.

Based on these relationships, it is applied rightly at the level of region or county, because entrepreneurial development is a part of the regional economic development. It will be as information in modeling sustainability entrepreneurship. This approach will be studied in one region at *Daerah Istimewa Yogyakarta* (DIY) province, namely Kulon Progo. This is in line with regional policies to reduce poverty levels by involving an entrepreneurial approach in encouraging regional economic growth. The study identifies the perception of entrepreneurs toward supporting regional government until the shaping intention in sustainability business and creating a mindset of SECBs that relevantly with selecting sector in SMEs and its surroundings. By lining with the citizenship behavior so it is a novelty in the study.

It involves some contracts in building the modeling of SECBs including RGS, SEO, SV, SA, RO, and SEI. The goal is to identifies some prior studies to construct indicators in measuring variables in this model. Further, it is as an early stage in the understanding of the citizen entrepreneurial behavior which is suitable with sustainability issues with the case on the Kulon Progo' entrepreneurs. Lastly, this result of study relates to achieving SDGs-4 in ensuring quality education and SDGs-8 in decent work and economic growth.

The theoretical background in the study of sustainable entrepreneurship is reinforced by the Triple Bottom line (TBL) theory from Elkington in the 1997-2004 era. It introduces the conceptual of 3Ps which synergies among profit, people, and planned. Relate to Slange [11] proposed sustainable entrepreneurship theory including: (1) external dimensions, namely market choice, structural influences, geography, market and regulation, developing structural support, government legislation, stakeholder engagement, recognize opportunities, favorable markets, and formal networking. (2) Internal dimensions including priority of environmental business goals, orientation of entrepreneurial mindset, and entrepreneurs' desires. Both are as foundation to ensure the new model of entrepreneurship.

Further, the concept of desire is understood through the theory of planned behavior (TPB) into intention. Relate to the field of entrepreneurship is adopted as entrepreneurial intention [12], while in Indonesian case was studied by [13]. It is extended through sustainable entrepreneurial intention

e.g., [7],[14],[15]., and others. Generally, this theory pointes on the role of intention in order to shape the behavior. Otherwise, it is also exposing some antecedents which forming of the intention such as attitude, subjective norms, and perceived behavior control. This study prefers attitude as a stage in forming intentions.

In line with the Report of WCED in 1987 defined as "sustainable is a development that meets the need of the present without compromising the ability of future generations to meet their own needs" [16]. Efforts to realize these expectations through collaboration so that the global community can respond to the program. The target achieved is the community, not the individual. The research orientation targets community behavior (or citizenship behavior) so that every element of society pays attention to sustainable development, so a sustainable society is formed [1],[2]. The idea is in line with business ethics so that a sustainable social order also appreciates the quality of life of the community, for example in the practice of sustainable marketing it should avoid consumerism to respect environmental sustainability and community welfare [1]. This behavior prevents the destruction of the order of human life, socio-cultural and prioritizes conservation.

The process to frame the research model seen in Figure 1. Aligning with TPB, this study prefers attitude as a stage in forming intentions. Therefore, in the first stage highlights the antecedents of sustainability attitudes.

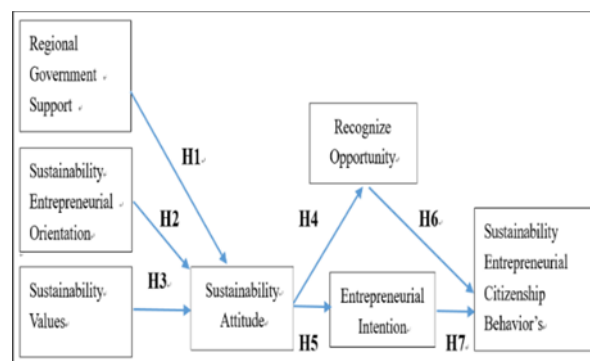


Figure 1. The Framework of SECBs Model
 Source: created by authors

The mechanism is as follows: Turker & Selcuk [17] introduced an entrepreneurial support model (ESM) where one of the elements is government supporting. It is also conveyed by other studies such as [3],[18],[19] which place this variable as a determinant of sustainable intention. Aligning with the studies, the role of government support is transformed in the regional government support (RGS) for depicting the power of regional regulation in encouraging attitude people in entrepreneurship. These will be seen in local innovations that resulted from the regional government in line with sustainable issues. Based on these studies, the designing of the first hypothesis (H1): RGS influences to sustainability attitude.

Further factor shapes attitude toward entrepreneurship depends on entrepreneurial orientation. It is an important variable that consists of risk-taking, pro-activeness, and innovativeness [20]. Its impact forms the intention in entrepreneurship [21]. In designing the framework of the study is transformed in the sustainability issue to become sustainability entrepreneurial orientation (SEO) which has a role to improve the attitude among entrepreneurs toward sustainable entrepreneurship. To foster the impact of RGS at a regional level so the growth of SEO is needed to understand sustainability. It will be seen on arriving ideas relevantly to the sustainable development goals

specifically from young entrepreneurs. Based on this mechanism, the designing of the second hypothesis (H2): SEO influences to sustainability attitude.

One of the specific goals of the entrepreneurial process is creating value. Theoretically, value is a basic conviction of the specific modus so it becomes an important goal in the stages of entrepreneurship through developing ideas, gathering resources, and operating and managing the business. Aligning with sustainability issues, these values transform to be sustainability values (SV) so entrepreneurs must be more aware of socio-cultural and environmental values in surrounding their business. Shaping sustainability value encourages sustainability attitude so will impact positively to sustainable intention [4]. Psychologically, value impacts pro-environmental behavior [22], green value has a significant effect on green entrepreneurship [23], or as motivator effect for ecopreneurs [24]. These reasons are used to elaborate the relationship between sustainable value and the sustainable attitude.

Sustainability attitude is a bridge in understanding the value of sustainability become a behavior. The mechanism perfects the role of RGS and SEO in encouraging attitude toward sustainability at the regional level. It will be seen on the results of the entrepreneurial process driving by entrepreneurs. Based on this mechanism, the designing of the third hypothesis (H3): SV influences to sustainability attitude. Seen in Figure 1, it is a first part that shaping of sustainability attitude from RGS, SEO, and SV.

Actually, the attitude impacts sustainable entrepreneurial intention (SEI). Observed through the TPB, attitude as an antecedent of intention including subjective norms and perceived behavior control. Aligning with a new paradigm on environmental conservation, the attitude transforms to become a sustainable attitude (SA) so it has a role in shaping sustainable intention [7],[4],[25]. Under the mechanism, RGS, SEO, and SV can shape the sustainability attitude and impact the ability to recognize opportunity [26],[10]. It will be seen on the ability to grab an opportunity in the green business or other benefits in cultivating local wisdom. Based on this mechanism, the fourth hypothesis (H4): SA influences to recognize the opportunity.

At the same time, by having a sustainability attitude, entrepreneur owns the positive or negative valuation toward sustainable entrepreneurship [6],[4]. It impacts to the mindset of economic, socio-cultural, and ecological goals. The designing of fifth hypothesis (H5): SA influences sustainable entrepreneurial intention. It is a second part that follows the RO and SEI by using SA.

Harmonizing with TPB [27], the growth of attitude impact positively to the intention, then actually in behavior. Based on the framework, the power of attitude collaborated with intention entrepreneur in sustainable entrepreneurship and recognize opportunity (RO) effect on the behavior among communities and supply chains. This community behavior deploys in three domains called with the TBL. Shaping awareness among communities will form a new habit that fostering sustainable behavior among entrepreneurs.

It involves many parties so it can move the citizenship behavior with the term of sustainability entrepreneurship citizenship behavior (SECBs). More having ability in recognizing opportunity and desire in running the sustainable business so the entrepreneurs will behave in line with sustainability issues and respect to the SDGs.

It will be seen on change of entrepreneur's behavior, the rate of social welfare, and ecological conservation in the region. Actually, it will be seen on increasing amount achieving of SDGs which resulted by the regional government. Based on this mechanism, the designing of the sixth

hypothesis (H6): RO influences to SECBs, while the seventh hypothesis (H7): SEI influences to SECBs. It is as the third part that follows the SECBs through RO and SEI. This study emphasizes on constructing some indicators for measuring seven constructs. The statements in the hypothesis refer to the main problem of entrepreneurship development which is in line with sustainable development.

2. RESEARCH METHOD

This research is designed as a literature study that involves many journals and articles in constructing the research model in line with sustainability issues. It includes seven constructs as follows: Regional government support (RGS), sustainable entrepreneurial orientation (SEO), sustainability value (SV), sustainability attitude (SA), recognize opportunity (RO), sustainable entrepreneurial intention (SEI), and sustainability entrepreneurial citizenship behaviors (SECBs).

The study uses secondary data such as the Regulation of “Bela & Beli Kulon Progo”, Regional Regulation Number 1-year 2012 (period 2012-2032), and the Middle of Regional Development Planning 2017-2022 with vision “*Terwujudnya masyarakat Kulon Progo yang sejahtera, aman, tenteram, berkarakter, dan berbudaya berdasarkan iman dan taqwa*” with the mission is “*Menciptakan sistem perekonomian berbasis kerakyatan*”. The study uses the primary data so in ensuring the content of validity involves source persons and experts related to the entrepreneurial development. Selecting respondents come from entrepreneurial students who are studying in campus in Kulon Progo with using convenience sampling method.

3. RESULTS AND DISCUSSIONS

Stated by [11], stated the external dimension as a framework in the sustainable entrepreneurship theory. Government legislation is as supporting mechanisms for entrepreneurs. Government support impacts to encourage intention student in entrepreneurial activities e.g., [17],[18]. A study by [4] found the government legislation impact the sustainability attitude and then impacts intention. Priorly, [28] noted that the introduction of sustainability is given to the newcomers for building start-ups and given to incumbent entrepreneurs for transforming to be sustainability business. These supports relate to the regulation, credit access, license, training facility, infrastructure, technology, and access market information for managing sustainability business Indicators are as follows:

Table 1. Indicators of RGS
 Source: developed from [17]

Statement
Regional government pays attention
Regulation provides facilities
Economic condition provides economic opportunities
Regulation provides training/funding/licensing facilities

Entrepreneurial orientation (EO) as an important factor in company performance so that it is related to strategy. [29] identify the effect of sustainable orientation on sustainable intention. According to [21] entrepreneurship orientation consists of pro-activeness, innovativeness, and risk taking so that it has a significant influence on entrepreneurial intentions. [20] provides an overview of sustainability entrepreneurial orientation (SEO) by attaching to three domains which are related to the triple bottom line. Indicators are as follows:

Table 2. Indicators of SEO
 Source: developed from [21]

Statement
Innovativeness:
Prefers a quirky and unique approach
Supports experimentation and original approaches
Trying new and unusual activities
Trying unique ways to innovate
Risk-taking:
Act boldly against uncertainty
Investing times/money in something that yields high returns
Take bold action by venturing into the unknown
Pro-activeness:
Making forward-looking plans on environmentally oriented projects
Prefers to step up and get things done
Act to anticipate future problems

As a formal organization, the existence of the organization is required to be sustainable so that in running its business it will be oriented towards creating economic value (profits) and creating value for the environment or social value (or both). The value creation will be multi-dimensional between economic, social and environmental or known as sustainable value [30].

The definition of sustainable value refers to Hart and Milstein in 2003 with the term “creating sustainable value”. It is defined as “sustainable value as strategies and practices that contribute to a more sustainable world while simultaneously driving shareholder value” [31]. It means that sustainability values are strategies and practices that contribute to a more sustainable global society while driving shareholder value. Thus, the objectives remain in line with the company’s goal to provide welfare to its shareholders. Indicator are as follows:

Table 3. Indicators of SV
 Source: developed from [31]

Statement
Economic value:
Cost reduction
Product differentiation
Product/service innovation in eco-friendly manner
Ecological value:
Reduce consumption of natural resources
Reduce waste
Reduce emissions
Social values:
Reduce unemployment
Empowering the community through CSR
Maintaining local cultural wisdom

The definition of attitude in the context of entrepreneurship in general by Linan & Chen [32] is defined: "Attitude toward the behavior refers to the degree to which the individual holds a positive or negative personal valuation about a young entrepreneur". In the context of sustainable entrepreneurship, it shows the level of individual confidence in assessing sustainable entrepreneurship. Indicators are as follows:

Table 4. Indicators of SA
 Source: developed from [7]

Statement
Anticipating natural damage by minimizing the negative impact of business activities
If not maintained properly, nature is easily damaged
Limiting the right to use natural resources
Provide space for flora and fauna to breed
Destroying the environment wreaks havoc
Natural disasters as a valuable lesson
The news about the environmental crisis is considered too excessive
Earth has limited space and natural resources
Humans as the subject of nature conservation regulations
Humans over explore natural resources
The number of humans on earth is approaching the maximum limit
There is bad environmental abuse
Earth has unlimited natural resources
Learn a lot from how nature works
Creating the earth as a good place for life

Some previously studies detected that determinant of attitude is significant as a predictor of pro-environment intention [32] or relate to sustainability management [33]. Study of [7] concluded that a sustainable attitude affects the propensity for sustainable entrepreneurship. Based on [4] SA affects SEI. Otherwise, [10] is not significant. In preparing these indicators also consider the instruments from New Ecological Paradigm (NEP) as a parameter of attitude towards environmental conservation [8]. It is adopted as an environmental attitude instrument. Some previous studies noted the gap between environmental attitudes and environmental behavior in small enterprises so that education and training programs were needed to overcome the problem. Subsequent research developments found a significant relationship between sustainable attitude and sustainable entrepreneurial intention.

With the formation of a sustainable attitude, entrepreneurs can identify, assess and take advantage of opportunities in a sustainable manner or the term recognize sustainable development opportunities is used [35]. The process must be aligned between orientations on economic, environmental, social, and local wisdom aspects. In line with Cohen and Winn [36] and Dean and McMullen [37] the realization of opportunities into outcomes must be following social, environmental, and economic objectives. Thus, entrepreneurs participate to overcome environmental, market failures, and social problems. Currently, this opportunity is in line with the green economy and circular economy which is an acceleration in achieving the SDGs. Entrepreneurs must recognize these new opportunities.

According to Patzelt and Shepherd [35], sustainable development opportunities are defined as: "opportunities that sustain the natural and/or communal environment as well as provide development gain for others". What is meant by development gain emphasizes on the domain of TBL include (1) Economic gain: employment, consumption, economic welfare, (2) Environmental gain: diminished air pollution, increased quality of drinking water, and (3) Social gain: increased child survival, life expectancy, education, equal opportunity for society. Indicators are as follows:

Table 5. Indicators of RO
 Source: developed from [35]

Statement
This business creates jobs for the community
This business provides welfare for the community
Exposing local wisdom/culture as a business opportunity
Take advantage of local potential as a business opportunity
Environmental conservation as part of business activities
Environmentally-friendly business is becoming a business trend today

According to [6] sustainable entrepreneurship intention is defined as "an intention to tree the objectives of economic, social, environmental, and cultural equality in an entrepreneurial business". Interest is the core value in appreciating sustainability between the interests of current entrepreneurs and future generations through four domains. Sustainability attitude has a significant effect on sustainable entrepreneurial intention [7]. Basically, [32] constructed some items as indicators of entrepreneurial intention. Moreover, [25] identifies the domain of sustainable entrepreneurship related to the regulation and best practice at Kulon Progo, including local wisdom preservation, ensuring social equity, environmental responsibility, and economic viability. Indicators are as follows:

Table 6. Indicators of SEI
 Source: developed from [32]

Statement
Ready to become an entrepreneur who cares about the preservation of natural or appreciation to local cultural
Have goal to maintain a balance between profits and environmental sustainability or social welfare
Avoiding adverse effects on the environment as well as conflicts with local culture
Capture business opportunities through wisely use of natural resources
Thinking seriously about contributing to sustainable development

The SECBs construct is measured based on the dimensions of a sustainable society in the [20]. It is defined that a sustainable society: "is one that ensures the health and vitality of human life and cultures and natural capital for present and future generations. In line with this definition, social life tries to prevent activities that can damage human life, culture, natural resources and encourage people to conserve and maintain a better life in the future.

According to [20] is elaborated the SECBs measurements, then to choose the specific some indicators which represents the SECBs. The process of elaboration is as follows:

- 1) "Economic goals consist of job creation, equitable income distribution, economic stabilization, technology exchange, economic self-sufficiency at community, the sufficiency of consumption concerning conservation and preservation of natural capital".
- 2) "Social and cultural goals consist of equity and justice, appreciation for gender, maintenance of cultural diversity, strengthened communities through participation, and revitalization of sustainable rural and urban communities".
- 3) "Ecological goals consist of waste reduction, zero toxins in producing process, maintaining biodiversity, and stabilizing the population".
- 4) "Political goals consist of political security, strategic security, and environmental balance".

In preparing the instrument, only choose the indicators that are most relevant to the respondent's situation so that not all indicators in the prior study is considered in measuring the construct. The selection of indicators is summarized in table below.

Table 7. Indicators of SECBs
 Source: developed from [2]

Statement
Economic goals
Job creation
Eco-friendly technology exchange
Adequate consumption by taking into account the preservation of natural capital
Social and cultural goals
Respect for gender
Maintenance of cultural diversity
Sustainable revitalization of rural and urban communities
Ecological goals
Waste reduction
Zero poison in production process
Protecting biodiversity

The indicators formed during the research period will be developed into instruments for further research. The total number of indicators that can be identified at this stage is 56 indicators with sustainability-based development. Based on references, indicators are constructed in second-order and single- order model.

Discussion with source-persons to ensure that each sentence in the questionnaire is easily understood by respondents and reflects the socio-cultural situation of the people in Kulon Progo. In line with this process, the number of indicators can be reduced due to adjusting the geography and conditions of the analysis unit. The results serve as foundation for entrepreneurship education model.

4. CONCLUSIONS AND SUGGESTIONS

This study produced 56 indicators to measure variables such as RGS, SEO, SV, SA, RO, SEI, and SECBs. These various indicators are developed from second-order models, but some are directly in the form of indicators. The next study will generate the indicators to be instruments to measure the seven constructs and improve the current references in the progress of sustainable entrepreneurship. To validate the instruments, use the triangulation approach with considering e.g., research methods, researchers discussion, data sources, and theory comparison.

The result utilizes to understand the citizen entrepreneurial behavior which is relate to the sustainability in Kulon Progo. This result relates to achieving SDGs-4 in ensuring quality education and SDGs-8 in pursuing decent work and economic growth.

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