ASSESSING THE EFFECTS OF ENDOGENOUS CULTURE, LOCAL RESOURCES, ECO-FRIENDLY ENVIRONMENT AND MODERN STRATEGY DEVELOPMENT ON ENTREPRENEURIAL DEVELOPMENT

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ABSTRACT

Entrepreneurship is currently a global concern because of its great contribution and key solutions to the economy by providing more job opportunity, income generation area, the basis for technology transfer and development and non-economic with regard to sustaining political and social activities, increasing intention of equal resource sharing and active participation in economic development is gradually increasing. This significant contribution became challenged with many key determinant factors directly or indirectly with the power of influencing entrepreneurship development. This paper aims to assess the effect of indigenous culture, local resources, eco-friendly environment, and modern development strategies on entrepreneurial development. As the nature of this study is exploratory, extensive review of literature through systematic, clear, and reproducible design for detecting, evaluating, and inferring the existing body of recorded 106 documents from published and unpublished journal articles, international reports and books related to issues was used as a secondary data source. The study pointed out that indigenous culture like indigenous leadership culture, indigenous team working, and indigenous skills have a significant effect on entrepreneurial development; local resources such as infrastructure, local human capital and finance limitation, environmental marketing, innovation and distinctive competitive advantage have a significant impact on entrepreneurial development. The study implicates a distinctive gap between eco-friendly environmental theory and the practical application of green products for entrepreneurial development. Further empirical research will be needed for future studies. Finally, the study forwards future concern areas and recommends the value of this work with its limitations.

Keywords: Entrepreneurship; Indigenous Culture; Eco-Friendly Environment; Local Resources; Modern Development Strategy; Innovation; Distinctive Competitive Advantage; Entrepreneurial Development.

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INTRODUCTION

Entrepreneurial development is the sequence of boosting skill, ability, and knowledge of entrepreneurs through institution building programs. Entrepreneurial development gives attention for individuals those wishes join new business, expand existing business and innovative ideas (Ataman et al., 2018). The productivity and growth of economy comes through innovations and by developing entrepreneurs (Uvarova, 2021). Entrepreneurial enlargement wants an entrepreneurial culture with vagueness and competent of be familiar with prospects (Ebabu Engidaw, 2021). Entrepreneurial expansion behavior usually involves a convinced quantity of disregarded preliminary costs for obtaining necessary abilities (Fan & Zhang, 2017).

Indigenous financial control system plays key role for the growth of entrepreneurship activities emanating from within group of indigenous cultural values (Ojera, 2019). Similarly, local resources such as human capital, infrastructure, finance and technology and social resources are used for entrepreneurial development, but insufficient provision of these resources may lead to improperly developed entrepreneurship (Ohanu, 2021). Local resources such as raw materials, infrastructure, local workforce, and local finance used as input are key needs now and in the future that contributes to entrepreneurial development (Dewulf et al., 2021).

Eco-familiar entrepreneurs are concentrated and focus to start green commerce or construction to prevent their environmental damage (McEwen, 2013). The development caused by entrepreneurship has to be balance the need to preserve the opportunity for sustain environment by boosting environmentally friendly entrepreneurship (Alwakid et al., 2021). Therefore, green businesses under environmentally suited used for promoting and encouraging a green entrepreneurial spirit and the delivery of greener business.

Innovation and entrepreneurship depend primarily on innovative peoples, those create knowledge-intensive innovative strategy to fulfill needs of buyers/customers in a new way. Innovation and technology development can increase and driving the growth potential of firms that used for entrepreneurial development (Calza & Goedhuys, 2016). Innovation as development strategy is the long-term aims used to build a strategic advantage for entrepreneurial development (Borowski, 2021).

PROBLEM STATEMENT

According to the study conducted in South Africa by Robertson et al. (2021), indigenous culture is used to promote respect for culture that enforces economic, social, and cultural rights and freedoms of an entrepreneur. Study by Grace & Smith (2015) reported that indigenous cultural practices like indigenous leadership and indigenous knowledge are not enough to

access the effects of entrepreneurial development. As the study conducted by Sule et al. (2020) in Nigeria, shows that some entrepreneurs lacked the practical indigenous knowledge which is crucial to the growth of enterprise. As per the European commission report (2012) and Scheyvens et al. (2017) study, entrepreneurs must have an understanding of local resources and effectively managing natural resources. The study conducted by Sule et al. (2020) stated that inadequate capital and lack of competent and skilled management are the major hindrance to entrepreneurial development. The accessibility of local resources challenged sustainable resource management that influences entrepreneurial development (Dewulf et al., 2021). According to the Frankel (2012) indigenous knowledge has more contribution for indigenous innovation. The study conducted by Coplin (2002) and Meirun et al. (2020) argued that entrepreneurial firms seek to achieve distinctive competitive advantages under uncertain business environments to select, manage, and create eco-friendly strategic environment. Additionally, the study by Makhlou et al. (2020) revealed that environmental entrepreneurs focus on eco-friendly chance for reducing pollution and keeping sustainable environmental developments. So, from reviewed literatures researchers found that space and knowledge gap as a whole between the explored variables and explained variables. Thus, this study is evitable in nature.

RESEARCH OBJECTIVE

The main objective of this paper is to assess indigenous culture, local resource utilization, eco-friendly environment and modern entrepreneurship strategy development determinant factors and their effect of on entrepreneurial development.

LITERATURE REVIEW

Entrepreneurship and Its Development

Entrepreneurship is an act of showing better creativity and development by seeking opportunities and integrating the existing resources in an efficient way to contribute in the productivity and development (Bezabih, 2020). Entrepreneurship concurrently creates economic growth with creating and developing an economic profiting activity through innovation and exploiting opportunities (Kumdana, 2020).

Entrepreneur is one who combines and effectively utilize resource and opportunity to makes value greater by taking the risk to start and run a business (Briggs, 2009). Entrepreneurs are individuals who use its knowledge and skills to work in a team for goals achievement and for society benefit for the economic development (Amiruddin et al., 2020). Therefore, entrepreneurship is the capability of innovation, investment, employment opportunities and

new market strategy while entrepreneur is an individual who changes the above opportunity to profit.

Indigenous Culture and Entrepreneurial Development

Indigenous culture plays an important role in framing how people receive and utilize knowledge to solve problems. Cultures of the developing countries are more traditional, and gives less attention for entrepreneurship due to lower living standard and political instability (Todorovic & McNaughton, 2007). The cultural background of the entrepreneurs such as social transmitted information and heritage influences the way they create their enterprises, recognize and capture entrepreneurial opportunities (Thai & Anh, 2016). Indigenous culture can shape an individual's cognitive attitudes towards entrepreneurship by encouraging set of values and beliefs those influence basic entrepreneurial traits such as risk-taking, productivity, independent judgment, and desire to become an entrepreneur for entrepreneurial development (Çelikkol et al., 2019). Indigenous cultural and social norms by cultural encouragement for self-reliance and individual success leads to be success full entrepreneur (Pilková & Rehák, 2017).

Indigenous leadership faced challenging conditions such as seeking external resources, avoiding incoming problems that enables entrepreneurs to influence physical, human or institutional and capital innovatively. Indigenous Leaders basically pursued innovation to ensure that a variety of employees and resources to bear on a given challenge that support and lead entrepreneurs (Soleas, 2020). Hence, indigenous leadership culture has significant contribution and influence in solving problems occurred in local resource utilization and enhance innovation activities that build entrepreneurial movement.

Team working culture encourages members to share and cooperate behavior in accordance with group values for better performance (Çelikkol et al., 2019). Culturally diverse work team is subject to many issues like language, norms, and communication that affect team performance (Cherian & Gaikar, 2020). Effective team working culturally, served as a strategy for promoting innovative entrepreneur through building confidence and promote knowledge exchange to increase innovation (Soleas, 2020). Team workforces with the same indigenous culture perform efficiently and more motivated to work for making their firm productive that encourage entrepreneurial development.

Local Resources and Entrepreneurial Development

The environmental complexity and environmental turbulence are factors influences the entrepreneurial development and categorized as internal environment, task environment and general environment. The environmental forces have great contribution on the success or failure of the enterprise and used entrepreneurs to analyze, scan control and monitor in order to interact and enhance entrepreneurial development (Briggs, 2009). Indigenous culture and local resource are factors hindering the development quality entrepreneurs in developing economies (Todorovic & McNaughton, 2007). The local resource practice used to access crucial information and resources that helps to keep stability and resilience of entrepreneurs (Scheyvens et al. 2017).

As study conducted by Eniola, Ojo, and Ajala (2019) argued that local employees has the benefit of shared care and economic resources used to fulfill entrepreneurial dreams relative to non-local employee. The result of study by Jackson (2019) shows that local employees have an opportunity to travel less distance to their firms that makes them to spent less time and resources for their entrepreneurial firm that enables to increase profitability of the firm. The recent report by United Nation in 2021 shows that the relationship between infrastructure and innovation in such a way that failure in innovation due to lack of infrastructure causes entrepreneurs firm produce lower quality goods causing lower competitive.

Eco-friendly Environment and Entrepreneurial Development

The macro level eco-system environment is incentive- based that encourages the development interaction of entrepreneurs. The influence of entrepreneurial environment on entrepreneurship in the local environment is toward encouraging entrepreneurship eco-friendly development (Olivier Toutain, Alain Fayolle & To, 2017).

For the sustainability and development of firms, customer attraction and well-handling is a crucial activity of entrepreneurs. So, environment-friendly products used to capture its consumers for more development (Herman & Anggraeni, 2015). Eco- entrepreneurs invest in a green business creates opportunities for improved targeted new innovative skills to encourage green entrepreneurship and friendly environment that consider the human factor and social development for new economic outlook, job creating and environmental innovation (Ataman et al., 2018).

Eco-friendly entrepreneur has significant contribution in boosting the job and also in driving force towards the change, innovation, adopting and developing new business expansion. Environmentally friendly strategies leads to active entrepreneurship and innovation as competitive advantage of the firm that used for entrepreneurial development. Green

entrepreneurs achieve both business and environmental goals that influence sustainable development (Alwakid et al., 2021)

Green environment can be seen as a primary source of improving entrepreneur activity and entrepreneurial ecosystem. Eco-marketing system does not depend only on profit and loss, but also consider ecological features growth and sustainable growth (Jebolise & Emmanuel, 2018). Green entrepreneurship focuses on environmental issues in green products and services by implementing green innovation for ensuring safety to boost entrepreneurial development (Meirun et al., 2020).

Modern Development Strategy for the Entrepreneurial Development

Entrepreneurship development strategy consists of major components like analysis of the current problems, development of strategic vision, goals and priorities, formulation of expected results and target indicators for assessment. Under innovation lens indigenous people's skill and attitude around the world has impact in fostering technology that contribute to identity and recovering their cultural self-worth and dignity as to enabling the management of indigenous cultural resources used effectively for entrepreneurial development (Múkaró & Borikén, 2010). The contribution of innovation is not only for product quality and process improvement, but also has a positive economic return to measure performance in evaluating how the goal is achieved (Olu et al., 2017). Innovation practice has impact on jobs, wages and profits which has great contribution to income inequality to rise or fall the entrepreneurial development (United Nations, 2021). From the above ideas, the modern development strategy has great contribution in deep scanning of the problems to achieve the goal used innovation activities on the basis of indigenous people skill and attitude to improve productivity of the organization that leads to entrepreneurial development.

Modern strategy through active participation of organizational personnel and advanced market promotion by qualified and skillful employees used for distinct competitive. Entrepreneurs' practice modern development strategy for improving competitiveness in the globalized marketplace and sustain and grow in the competitive environment (Abou-moghli, 2018). Therefore, marketing competitiveness through active participation of employees, quality, and efficient promotion strategy with skilled human capital leads to entrepreneurial development.

CONCEPTUAL FRAMEWORK

Figure 1. Conceptual Framework
Source: Researchers own framework

METHODOLOGY

The study aims to assess indigenous culture, local resource, eco-friendly environment, and modern strategy development factors effect on entrepreneurial development. The study used a systematic review as research methodology due to its recent popularity and usage in various fields a technique with systematic extraction of deferent papers. The data used in this study extracted from researches/articles, dissertations, essays, journals, report, and books from both published and unpublished content from the year 2000 to 2021. Additionally, Systematic literature reviews (SLR) was employed because of two main objectives. First, SLR summarizes current research by detecting patterns, themes and issues while identifying conceptual content of the field is the second objective. For keeping study validity, hand-searching is used inclusively from various databases like Science Direct, Emerald, Elsevier, Springer, SAGE, Francis and Taylor, Research Gate, Educational Resources Information Center, education academic, and Google Scholar as search engines. The study also focus on the selection of high-quality articles from journals such as Journal of Management & Organization (JMO),

International Journal of the Economics of Business (IJEB), Journal of International Business Review (JIBR), Cogent Business & Management journal (CBMJ) and different essential materials using key words were downloaded. To increase the reliability of this study unrelated, duplicated and outdated materials were removed from further analysis. Finally, the researcher chose 106 full materials included based on inclusion criteria and more key terms similarity to use as a source documents and listed in reference part using Mendeley software to insert bibliography, merge and reduce redundancy of materials.

Table 1. Inclusion Criteria for Screening Stages of Data Source

Key Words	Inclusion criteria
Entrepreneurship	Language: only English
Entrepreneur	Year: 2000-2021 G.C
Indigenous culture	Methodology: any type without limitation
Local resource	Subject area: area of entrepreneurship, management, marketing and more related
Eco-friendly environment	Type of publication: any type of journal articles/thesis/easy, books and international report
Modern development strategy	Number of citation: no limitation
Productivity	Study area: not limited
Innovation	
Competitive advantage	
Green marketing	
Indigenous skill	
Team working culture	

Source: Own Study

Figure 1. Stages of Selecting Materials

Source: Study Own Development

RESULTS AND DISCUSSION

Entrepreneurship is the act of changing transformation and process of creating new values by investing the necessary available opportunity, time and effort to sustainable products and processes to boot and sustain economic development. Based on this, an entrepreneur is an individual who is capable in assembling and integrates all the resources needed and available opportunities such as money, people and modern strategy to transform the invention into a

viable business (Agwu & Onwuegbuzie, 2018). From extensive literature review entrepreneurship activity became challenged by many factors (Shaikh, 2020) such as indigenous culture, local resource, environmentally friend and modern strategy that directly or indirectly related to the entrepreneur performance development.

Indigenous culture is a collective of people having one category with broad feelings and habits expressed in visible things such as race, language, communication styles, dressing style and eating culture which have significant effect on working for economic benefit that used for entrepreneurial development (Lindsay et al., 2006). The indigenous leadership knowledge and skill which are important in entrepreneurial can also be obtained through participation in the community (Simpong et al., 2019). The indigenous natural resource and cultural practice has a great contribution for entrepreneurs with common benefits rather than individual economic income (Molina-Ramírez, & Barba-Sánchez, 2021). The contribution of indigenous culture to entrepreneurial development is due to indigenous culture effect through socio-cultural activity, native ways of leadership style, culture of living together and working as a team and traditional skill of doing and inventing new things to overcome challenges faced.

Finally, indigenous leadership culture function is traditional controlling business market, financial management, sales and purchasing for effectiveness of their firms by team working culture and use aboriginal skill for the basis of innovative has significant effect on development entrepreneurs. The way of managing local resource such as infrastructure, communication in business, local employees affect entrepreneurial development that shows indigenous culture and local resource has significant relationship.

The local resource availability such as local human capital, finance, raw material, infrastructure availability, and access to communication about market information has significant influence on entrepreneurial development. Local human capital easily employed and actively involved in the firm's activity while it may be difficult for people from un-similar cultures (Léo- Paul Dana, 2015) and this shows the significant effect of local workforce on entrepreneurial development. Therefore, financial Literacy (knowledge and skills to manage finances) and financial capability (ability to act through having an understanding of options of financial products and services) have significant effect on entrepreneurial development (Fan & Zhang, 2017). According to resource allocator theory, resources owned and controlled by entrepreneurs build a sense of competitive ideology and stimulate entrepreneurial behavior (Ohanu, 2021). The less availability of local resource, easily access of local raw materials for inputs, less cost communication interaction, high access of local human employee, accessible infrastructure and accessible financial resource certainly stimulate and build entrepreneurs

competitive advantage helps for entrepreneurial development (Norman, 2018). The availability of finance for better activity accomplishments used to increase sales and market share that improve the competitive position in the marketplace which shows local resource and competitive advantage has significant relationship (Aktan & Bulut, 2008; Dachner et al., 2019). Human capital and potential local resources are an essential local resource that enforces entrepreneurial activity and used for organizational competitive advantage.

Environmentally friendly entrepreneur activity has significant contribution in green marketing practice to boosting innovation, adopting and developing new business expansion that influences the development of entrepreneurs. Because of paying attention to green market and the willingness of people to preserve the environment, green market has a positive significant effect on green entrepreneurship and entrepreneurs development (Lotfi et al., 2018; Tunio et al., 2021). Eco-efficiency pay attention to the impact on the environment and used green marketing as solutions to reduce the negative impact which helps companies to save money and reduce production costs used for entrepreneurial development (Borowski, 2021). Environmentally suited marketing emphasize the product and service delivered to safe environment through green innovative product/service, green sale, green supply of raw material and green distribution system to foster entrepreneurial development (Dzisi & Technology, 2008). Innovation strategy used to produce product that are involved in energy-saving, air care, waste recycling, toxicity elimination directly related to environmentally friendly product which shows modern strategy development and eco-friendly environment has causal relationship.

Modern development strategy emphasizes on the importance of managing entrepreneurial activities strategically in order to get competitive advantage (Dogan, 2015). The modern development strategy through innovation strategy is the technology push and quality product strategy by inventing new goods and services using knowledge-based innovation for more profit that have great effect for entrepreneurial development. The findings from the literature show that indigenous leaders basically focus on cultural environment that used for innovation in building the confidence of their work forces to be productive and make competent. This clearly shows indigenous culture and modern strategy has a significant relationship.

CONCLUSION

Entrepreneurial development is the change and growth passing through many challenges such as indigenous culture, local resource utilization, eco-friendly business activities and development of modern strategies. From this point of view, the aim of this study was to assess indigenous culture, local resource, environmentally friendly and modern development strategy

effect on entrepreneurial development. In effective world, entrepreneurship is based on strong cultural effects in which business problems can be resolved by mating cultural ideas, local and regional policies to improve business practices. Entrepreneurship under indigenous culture is closer to social entrepreneurship because of social cultural that outshines the complex interaction of values, attitudes and behaviors displayed by indigenous peoples using current technological advances which provides variations among cultures, and this used for development of entrepreneurs. Entrepreneurship is an energetic and social process in identifying and effective utilization of resources and opportunities in transforming ideas into practical and targeted activities through indigenous leadership, traditional team working culture and using indigenous skill that enables the development of entrepreneurs. Therefore, creating multicultural work team and basic traditional skill by effective monitored and implemented activities of leadership is an important to improve productivity. The local resource utilization such as local human capital for work, local raw materials used as an inputs, adequate infrastructure and financial accessibilities are a major constraint to growth and development of entrepreneurs. Hence, poor local resource availability raises the cost of doing business, decrease competitiveness, and limit access to markets that challenges the development of entrepreneurs. An improvement of the local resources that is accomplished through aboriginal methods or knowledge leads to innovation systems that environmentally friendly and sustainable, used for entrepreneurial development shows the relation between indigenous knowledge and innovation. The existence of green entrepreneurship activities will strengthen eco-innovation which is new concept to produce new green products to maintain growth and keep the firm competitive in a changing green market, which will directly affect business performance that makes not develop entrepreneurs. Strategic development used companies to increase their performances and develop competition by increasing profitability and market share that enables entrepreneurial development. Distinctive competitive advantages activities can be conducted through specific products, market sensing, best relationship with others, focus on high value customers, market responsiveness that enables to boost entrepreneurs' development is a modern strategy development. A unique activities in designing, promoting, pricing, and distributing products that will not harm the environment help to initiate green entrepreneurs for more competitive and this shows green marketing and distinctive competitive strategy has significant relation in fostering the development of entrepreneurs.

From world business or non-business organization, an eco-friendly product has become the core competitive strategic focus as this study shows existence of distinctive gap between eco-friendly environment theory and practical application of green products for entrepreneurial

development. The limitation of this study basically due to its nature of study and only focusing on secondary data source, it has a limit of incorporating of more information and empirical evidence based on primary data source. Hence, this study provides significant implication for researchers, policymakers and entrepreneurs engaged in business to focus on this issue. In addition, this paper contributes to the literature due to the scarcity of publications about indigenous culture activities in Ethiopia. The study used policy makers, academicians, entrepreneurs, and stake holders for supporting development of entrepreneurship in Ethiopia and scholars/researchers wishing to pursue indigenous culture effect on entrepreneur development and eco-family entrepreneurship activities.

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