

Determinants of Green Entrepreneurial Intention: A Systematic Literature Review Using the PRISMA Approach

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Abstract

This paper seeks to analyze factors, theoretical foundations, and research gaps in green entrepreneurial intention (GEI) through a Systematic Literature Review based on PRISMA. Data were drawn from 25 publication of scientific articles in Scopus-indexed journals during the 2020-2025 period and selected through the stages of identification, screening, eligibility assessment, and inclusion. Analytical results from this research reveal that GEI is influenced by individual factors, such as attitudes, perceived behavioral control, self-efficacy, and environmental awareness. Additionally, entrepreneurship education and institutional support also contribute to strengthening green entrepreneurial intent. The Theory of Planned Behavior stands as the most prominently utilized framework in GEI research. However, some studies have combined it with other theories such as the Resource Based View, Social Cognitive Theory, and Value Belief Norm to enhance the model's ability to explain the phenomenon. This review also identifies research gaps, including the dominance of TPB usage, limitations in contextual and cultural studies, and the scarcity of research linking green entrepreneurial intentions to actual behavior. Therefore, this study contributes through a comprehensive literature synthesis and offers a future research agenda involving the development of an integrative theoretical model and more diverse methodological approaches to support sustainable entrepreneurship.

Kata Kunci:

Green Entrepreneurial Intention; Systematic Literature Review; Theory of Planned Behavior

Abstract

Penelitian ini bertujuan untuk mengkaji faktor-faktor, landasan teoretis, serta kesenjangan penelitian dalam green entrepreneurial intention (GEI) melalui pendekatan Systematic Literature Review berbasis PRISMA. Data berasal dari 25 artikel jurnal terindeks Scopus yang dipublikasikan pada periode 2020-2025 dan diseleksi melalui tahapan identifikasi, penyaringan, penilaian kelayakan, serta inklusi. Hasil kajian menunjukkan bahwa GEI dipengaruhi oleh faktor individual, seperti sikap, kontrol perilaku yang dirasakan, efikasi diri, dan kesadaran lingkungan. Selain itu, pendidikan kewirausahaan serta dukungan institusional juga berkontribusi dalam memperkuat niat kewirausahaan hijau. Theory of Planned Behavior merupakan kerangka yang paling banyak digunakan dalam penelitian GEI. Namun, beberapa studi telah mengombinasikannya dengan teori lain seperti Resource Based View, Social Cognitive Theory, dan Value Belief Norm untuk meningkatkan kemampuan model dalam menjelaskan fenomena tersebut. Kajian ini juga mengidentifikasi kesenjangan penelitian, meliputi dominasi penggunaan TPB, keterbatasan kajian kontekstual dan budaya, serta minimnya penelitian yang menghubungkan niat kewirausahaan hijau dengan perilaku aktual. Oleh karena itu, penelitian ini berkontribusi melalui sintesis literatur komprehensif serta menawarkan agenda riset masa depan berupa pengembangan model teoretis integratif dan pendekatan metodologis yang lebih beragam untuk mendukung kewirausahaan berkelanjutan.

PENDAHULUAN

In recent decades, global attention to environmental sustainability issues has been growing. This trend has been driven by various problems, such as environmental degradation, climate change, and the excessive and unsustainable use of natural resources. Conventional economic models, which are primarily focused on financial gain, have been shown to cause various negative impacts on the environment. These conditions have spurred the emergence of a development paradigm that emphasizes a balance between economic growth, environmental sustainability, and social welfare through the concept of the green economy (Ahmad et al., 2025; Amanda et al., 2024). Green entrepreneurship is viewed as one of the key drivers of the transition toward a green economy because it can generate innovation, create jobs, and develop more environmentally friendly products and business processes. However, the success of this transition depends not only on government policies or technological advancements but also on an increasing number of individuals who are committed to establishing and developing sustainability-oriented businesses. Therefore, green entrepreneurial intention (GEI) is a crucial factor because it reflects an individual's readiness to engage in entrepreneurial activities that support environmental sustainability. Green entrepreneurial intention is viewed as one of the key predictors influencing the emergence of green entrepreneurial behavior in the future. The higher the level of GEI in a society, the greater the opportunity for the creation of businesses capable of generating sustainable innovations, improving resource efficiency, and contributing to the achievement of the Sustainable Development Goals (Thelken & de Jong, 2020; Wang et al., 2024).

The urgency of green entrepreneurial intention (GEI) is becoming increasingly apparent within the setting of developing countries, which still face various challenges in achieving the transition to a green economy such as high dependence on the exploitation of natural resources, limited access to environmentally friendly technologies, and suboptimal institutional support for sustainable entrepreneurship. Unlike developed countries, which generally already have stronger environmental regulations and innovation ecosystems, developing countries need green entrepreneurship to serve as a key strategy for driving economic growth that prioritizes environmental sustainability (Kartika et al., 2026). However, achieving success with this strategy requires the emergence of individuals who are committed to building businesses focused on sustainability. In addition to contributing to environmental protection, the growth of GEI can also drive innovation based on local resources, expand employment opportunities, and enhance economic competitiveness in the face of the demands of sustainable development.

Research on green entrepreneurial intention has expanded substantially over the last few years, particularly in efforts to identify the specific variables influencing individual participation in entrepreneurial actions focused on environmental sustainability. Various studies indicate that such intentions are shaped by a number of multidimensional factors, encompassing psychological, social, educational, and institutional aspects. Several studies have found that individual values, such as biospheric values and altruistic values, have a strong influence on the formation of intentions to pursue sustainable entrepreneurship. This influence generally occurs through the mediating role of an individual's attitudes and

perceptions of behavioral control (Srivastava et al., 2023; Yasir et al., 2021). Additionally, other factors including environmental concern, self-efficacy in entrepreneurship, and entrepreneurship education have also been shown to contribute to increasing an individual's tendency to start an environmentally-based business (Asad et al., 2025; Romero-Colmenares & Reyes-Rodríguez, 2022).

Theoretically, most studies on the Theory of Planned Behavior (TPB) continues to be the predominantly adopted conceptual framework for investigating green entrepreneurial intention (GEI). This theory posits that an individual's three key determinants underpin behavioral intention, namely attitudes toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). Various empirical studies indicate that these three components significantly contribute to shaping entrepreneurial intentions aimed at sustainable development (Sharma et al., 2023). In fact, the results of a recent meta-analysis reveal that attitude and perceived behavioral control serve as the strongest factors in predicting sustainable entrepreneurial intention, whereas the effect of subjective norms tends to be weaker and varies across studies (Soria-Barreto & Novoa-Hernández, 2025). Nevertheless, a number of researchers have sought to develop the TPB model by adding other variables, such as risk propensity, proactive personality, and environmental knowledge, to enhance the model's ability to explain the formation of green entrepreneurial intentions (Chishty, 2025; Lopes et al., 2023).

From another perspective, various empirical studies also underscore the importance of contextual and institutional factors in the formation of GEI. Institutional support, government policies, and an educational environment that promotes sustainability have been shown to play a role in strengthening the link between green entrepreneurial intent and behavior (Ip, 2024). Furthermore, sustainability-oriented entrepreneurship education and support from higher education institutions also make a significant contribution to the formation of green entrepreneurial intentions among students (Mabkhot et al., 2024). The results of this study suggest that the determinants of GEI extend beyond factors originating from within the individual but also by external environmental conditions that shape perceptions, motivations, and opportunities for entrepreneurship.

Although the number of studies on GEI continues to grow, there are still a number of limitations that highlight the need for a more systematic literature review. First, most studies still focus on students as the primary respondent group, so the research results cannot yet be fully generalized to a broader population, such as business actors or the general public (Lopes et al., 2023; Romero-Colmenares & Reyes-Rodríguez, 2022). Second, the dominance of TPB as a theoretical framework indicates a reliance on a specific perspective, while the use of alternative theories, as demonstrated by the Value-Belief-Norm Theory and Institutional Theory, remains relatively limited (Soria-Barreto & Novoa-Hernández, 2025). Third, the diversity of research findings regarding the factors influencing GEI highlights the need for a more comprehensive synthesis to identify common patterns and research gaps more systematically (Azharuddin et al., 2026).

Furthermore, previous research also indicates a lack of integration between individual, social, and institutional factors within a comprehensive conceptual framework. Many studies

focus only on certain factors without considering the interactions among variables, resulting in a fragmented understanding of the determinants of GEI. On the other hand, the methodological approaches used are generally dominated by cross-sectional designs, which have not been able to record the fluid transitions in entrepreneurial intentions over time. Therefore, a more comprehensive approach is needed to integrate the various findings from previous research. Given these circumstances, a systematic literature review is needed to synthesize various empirical and conceptual findings related to green entrepreneurial intention. Hence, this research seeks to conduct a Systematic Literature Review (SLR) employing the PRISMA framework was conducted to systematically identify, critically assess, and synthesize relevant studies. Specifically, this study is designed to answer three main questions, namely: (1) To identify the factors influencing green entrepreneurial intention, (2) To analyze the theories used to explain GEI, and (3) To detect knowledge gaps and map out potential areas for future scholarly research.

METODE

The present study adopts the Systematic Literature Review (SLR) approach to detect, examine, and synthesize various studies addressing green entrepreneurial intention (GEI). This approach was chosen because it provides a comprehensive assessment of the evolution of research in the field in a given field (Carrera-Rivera et al., 2022). The implementation of the SLR followed the PRISMA guidelines, which emphasize transparent and structured reporting processes to improve the robustness and credibility of research findings (Page et al., 2021). Data were collected from reputable journals indexed in Scopus using the keywords “green entrepreneurial intention” OR “sustainable entrepreneurial intention” OR “environmental entrepreneurial intention.” Literature retrieval considered only articles written in English and disseminated between 2020 and 2025 and available via open access. To ensure the quality of the review, only empirical articles that directly addressed GEI were included, while duplicate, irrelevant, non empirical, or incomplete articles were excluded from the selection process. Article selection followed the PRISMA stages, which include identification, screening, eligibility, and inclusion. Through this process, 25 articles meeting the criteria were identified and used as the basis for analysis. Figure 1 presents the framework used to guide the study selection process.

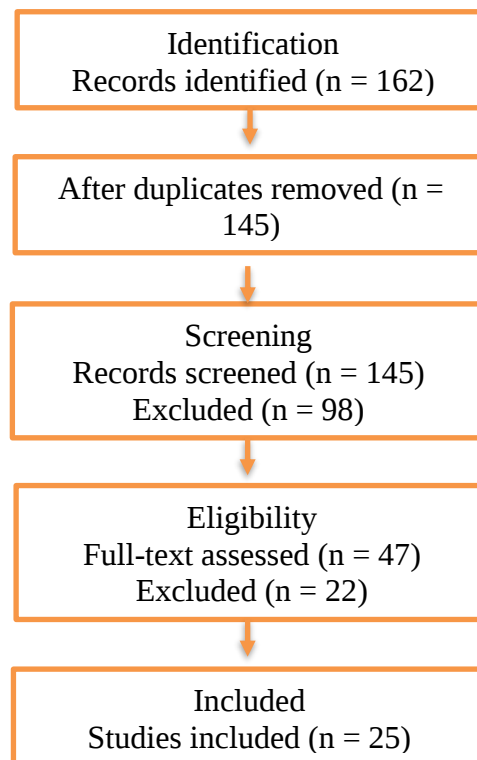


Figure 1. PRISMA Flow Diagram of Article Selection Process

HASIL PENELITIAN DAN PEMBAHASAN

Distribution by Year of Publication

The distribution of publications by year of publication is an important indicator for illustrating the development the body of literature on green entrepreneurial intention over time. This analysis was conducted to trace the growth patterns in the number of publications in this field, thereby providing a clearer picture of the level of attention and interest among academics regarding the issue of green entrepreneurship in recent years.

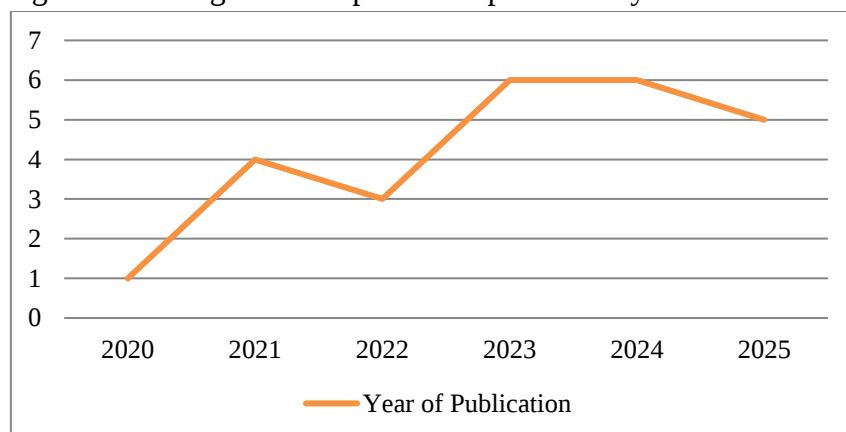


Figure 2. Distribution of Research Publication Years

As shown in Figure 2, the number of publications on green entrepreneurial intention exhibits a fairly clear upward trend during the 2020-2025 period. In 2020, the number of

published articles was still relatively small. However, this figure began to rise in 2021, although it experienced a modest contraction in 2022. Subsequently, the number of publications increased significantly in 2023 and remained at a high level in 2024, which was the period leading in total publication count. Although there was a slight decline in 2025, the number of publications produced was still higher than in most of the previous years. These findings suggest that academic interest in the issue of green entrepreneurship has continued to grow, particularly in recent years. This trend is believed to be linked to increasing global concern surrounding the necessity of sustainable development and the impacts of climate change. This has spurred the development of various studies highlighting the role of entrepreneurship as a strategy for supporting sustainable development.

Distribution by Country

The distribution of countries in the research was analyzed to identify the geographic spread of studies on green entrepreneurial intention. This analysis is important for determining which countries or regions are most active in developing research related to green entrepreneurship. In addition, this study also helps to understand the social, economic, and environmental contexts that form the dominant backdrop for research in this field.



Figure 3. Distribution by Country

Figure 3 indicates that research on green entrepreneurial intention is still dominated by developing countries. China is recorded as the country maintaining the most extensive publication record, prior to Saudi Arabia. In addition, several other countries, such as India, Indonesia, Pakistan, and Spain, also make significant contributions, although their number of publications remains lower than that of the two aforementioned countries. Conversely, nations including Bangladesh, Chile, Ghana, Malaysia, Taiwan, Thailand, and the United Kingdom produced only one publication during the observation period. These findings indicate that the development of research on green entrepreneurship has not been evenly distributed across various countries and remains concentrated in specific regions. The dominance of developing countries in the present review indicates that the issue of green entrepreneurship is becoming an increasingly important concern in regions experiencing economic growth while simultaneously facing complex environmental challenges.

Theoretical Distribution

A theoretical distribution analysis was conducted to identify the conceptual frameworks most frequently used in research on green entrepreneurial intention. This systemic review is important because it provides an overview of the theoretical approaches that dominate the literature in this field. In addition, the results of the analysis can be used to identify opportunities for developing and expanding theoretical perspectives that can be applied in future research.

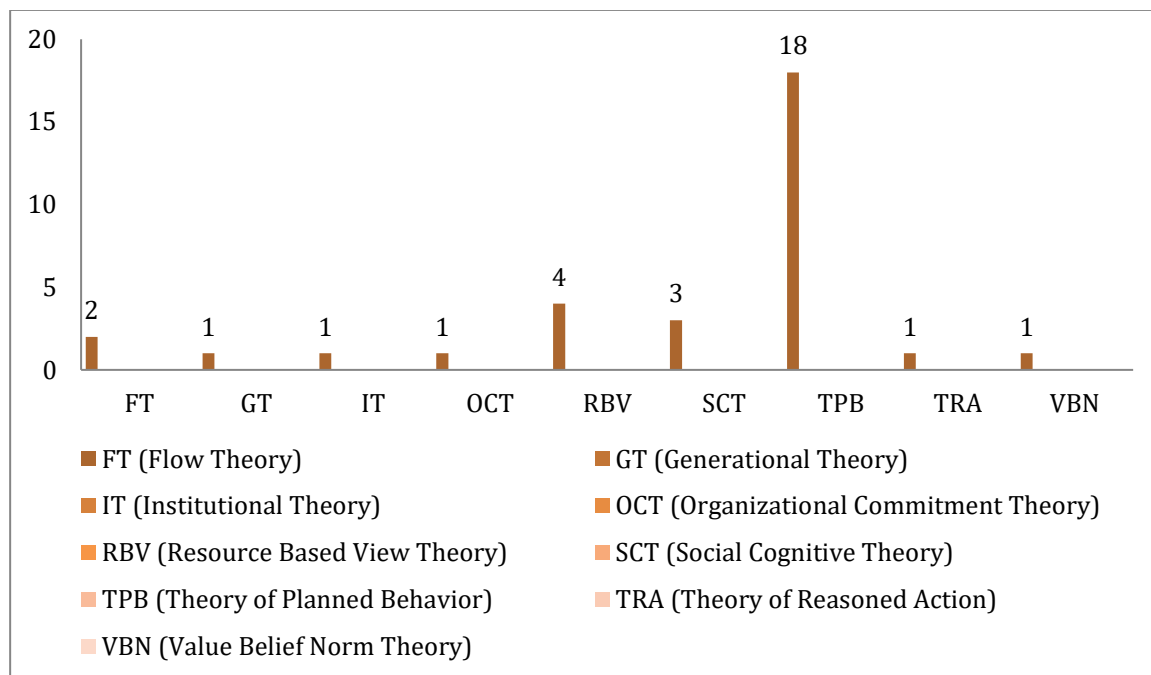


Figure 4. Theoretical Framework

Based on Figure 4, the Theory of Planned Behavior (TPB) remains the most widely used theoretical approach deployed by scholars theory in research on green entrepreneurial intention. This dominance indicates that TPB remains the primary framework for explaining green entrepreneurial intention based on the constructs of attitude, subjective norms, and perceived behavioral control. In addition to TPB, some studies utilize the Resource-Based View (RBV) and Social Cognitive Theory (SCT), although their use is relatively limited. RBV is used to explain the role of internal resources and capabilities, while SCT eaccentuates the pivotal impact of self-efficacy on configuring entrepreneurial intentions. Meanwhile, other theories such as FT, GT, IT, OCT, TRA, and VBN are used in only a few studies, indicating that the utilization of alternative theoretical perspectives in research on green entrepreneurial intention has not yet developed significantly.

RQ1 : Factors influencing green entrepreneurial intention

A variety of factors serve as key determinants of green entrepreneurial intention (GEI) that can be grouped into six main categories: individual, environmental, cognitive, educational, social, and institutional factors. These findings indicate that GEI is a multidimensional phenomenon and therefore cannot be explained through a single theoretical perspective. Instead, the formation of green entrepreneurial intention is the result of the interaction of various interrelated factors.

1. Individual Factors

Individual factors are the most dominant determinants in various studies on green entrepreneurial intention (GEI). Variables such as attitude and self-efficacy have consistently been shown to influence the formation of GEI (Mehraj et al., 2023; Mishra et al., 2024; Rahayu, 2024; Shabeeb Ali et al., 2023). According to the Theory of Planned Behavior (TPB), individuals' attitudes toward green entrepreneurship represent their overall evaluation of environmentally oriented entrepreneurial activities, which subsequently shapes their intention to pursue entrepreneurial endeavors (X. Li et al., 2023; Prabowo et al., 2022). Furthermore, individuals with stronger self-efficacy generally exhibit greater confidence in facing risks and challenges when starting an environmentally based business (Alshebami, 2023; Lyu et al., 2024; Man Seong et al., 2025). These findings reveal that psychological attributes are instrumental in driving GEI.

2. Environmental Factors

Environmental factors, such as green consciousness, sustainability values, and environmental concern, are also key factors influencing GEI (Barba-Sánchez et al., 2022; Schwegler & Petty, 2025). Individuals with stronger self-efficacy environmental concern and are more inclined to motivated to develop sustainability-oriented businesses. In addition to shaping attitudes, environmental values are also has been shown to exert a direct influence on green entrepreneurial intentions (Peng et al., 2021; Roy, 2023). This indicates that environmental moral and ethical aspects contribute to encouraging individual involvement in green entrepreneurial activities.

3. Cognitive Factors

Cognitive factors, particularly perceived behavioral control and knowledge, have been shown to influence the formation of GEI (Cabana-Villca et al., 2024; Ip, 2024). PBC captures an individual's belief regarding they can execute a given behavior. Accordingly, a higher level of perceived capability fosters a greater propensity to have green entrepreneurial intentions. Additionally, knowledge regarding entrepreneurship and environmental issues helps individuals identify business opportunities that support sustainability (Ip, 2024; Roy, 2023). Thus, cognitive factors serve as a bridge between individual awareness and tangible entrepreneurial actions.

4. Educational Factors

Entrepreneurship education and the implementation of a sustainability-oriented curriculum have been shown to have a positive impact on GEI (Al-Mamary, 2025; Hameed et al., 2021; Man Seong et al., 2025). Education not only enhances individual understanding but also fosters an entrepreneurial mindset that supports sustainability. Several studies also indicate that self-efficacy acts as a mediating variable between education and GEI (Man Seong et al., 2025). This means that effective education can boost individuals' confidence to start and develop environmentally based businesses.

5. Social Factors

Social dimensions, such as perceived subjective norms and interpersonal support, have yielded quite varied results across various studies. Numerous

investigations have demonstrated that subjective norms exert a substantial impact on GEI (X. Li et al., 2023; Mishra et al., 2024), while other prior research has shown that their influence is relatively lower compared to individual factors, such as attitudes and self-efficacy (Prabowo et al., 2022). On the other hand, both social support and support from universities have been shown to contribute to enhancing green entrepreneurial intentions and behavior (Amankwah & Sesen, 2021; C. Li et al., 2023). These findings suggest that while entrepreneurial decisions originate from the individual, social factors still shape influencing the process.

6. Institutional Factors

Institutional determinants, including government support, university support, and broader institutional support, also contribute to the formation of GEI (Cabana-Villca et al., 2024; Ye et al., 2020). Such support may take the form of policies, training, or the provision of resources that facilitate individuals in starting green businesses. Additionally, organizational commitment has been identified as a strongly influential factor in several studies (Zhao et al., 2025). This suggests that an individual's commitment to the organization's values and goals can foster greater engagement in green entrepreneurial activities.

The synthesis of the 25 selected studies identified a set of interconnected determinants that shape Green Entrepreneurial Intention (GEI). Rather than operating independently, these determinants interact across individual, social, institutional, and contextual dimensions, while several variables also function as mediators or moderators that amplify or attenuate the relationship between antecedent factors and GEI. Based on this synthesis, a conceptual model was developed to illustrate the overall structure of the determinants of GEI identified in the reviewed literature.

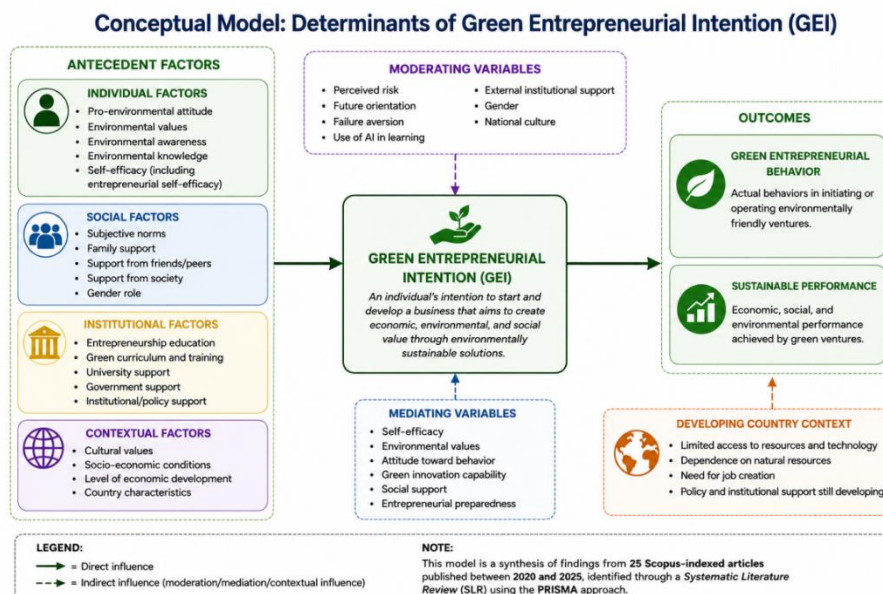


Figure 5. Conceptual Model of the Determinants of Green Entrepreneurial Intention

Figure 5 summarizes the conceptual relationships identified across the reviewed studies. The model indicates that Green Entrepreneurial Intention (GEI) constitutes primarily is shaped by four groups of antecedents: individual, social, institutional, and contextual

factors. The synthesis also highlights that several variables, including self-efficacy, environmental values, and entrepreneurial preparedness, frequently act as mediators, whereas future orientation, perceived risk, gender, and institutional support often serve as moderating variables. Furthermore, the model suggests that stronger Green Entrepreneurial Intention contributes to Green Entrepreneurial Behavior and ultimately supports sustainable economic, social, and environmental performance, particularly in the context of developing countries. This conceptual model provides an integrated representation of the fragmented findings reported in previous studies and lays the groundwork for future empirical investigations.

RQ2 : Theories used to explain green entrepreneurial intention

The analysis reveals the dominance of the Theory of Planned Behavior (TPB) over alternative frameworks in explaining green entrepreneurial intention (GEI). Typically, researchers operationalize TPB to predict GEI through three primary antecedents: attitude, subjective norms, and perceived behavioral control. The dominance of this theory indicates that behavioral approaches remain the primary foundation for understanding the formation of individual intentions to engage in green entrepreneurship.

Nevertheless, a number of studies have begun to develop the TPB model by combining it with other theories to enhance its explanatory power. One theory frequently used is Social Cognitive Theory (SCT), which emphasizes the importance of self-efficacy in shaping entrepreneurial intentions and behavior (Cabana-Villca et al., 2024; Ip, 2024; Man Seong et al., 2025). This integration reinforces the view that an individual's belief in their own capabilities is a crucial factor that has not been fully accounted for in the TPB. In addition, several studies have also applied the Resource-Based View (RBV) to explain the relationship between GEI and internal resources and innovation capabilities, particularly in the context within micro, small, and medium enterprises (MSMEs) (Alshebami, 2023; Muangmee et al., 2021; Rong et al., 2025).

In addition to TPB, several studies have utilized alternative theories such as the Value-Belief-Norm (VBN) Theory, focusing on the impact of environmental values and norms on green entrepreneurial intentions (Pascucci et al., 2022). Unlike TPB, which focuses on behavioral aspects, VBN places emphasis on moral dimensions by linking pro-environmental behavior to individual values and awareness of environmental impacts. Meanwhile, the Theory of Reasoned Action (TRA) has also been used in a number of studies to explain the capacity of attitudes and subjective norms to predict intentional outcomes (Al-Mamary, 2025; Roy, 2023). Another development is evident in the increasing use of context based approaches through Institutional Theory. This theory highlights the shaping role of outside antecedents, like government policies and institutional support, in promoting green entrepreneurship (Ye et al., 2020). In addition, several studies have adopted other theories, such as Flow Theory, Generational Theory, and Organizational Commitment Theory, although their use remains relatively limited (Hameed et al., 2021; Roy, 2023; Zhao et al., 2025).

Although the Theory of Planned Behavior (TPB) remains the dominant theoretical framework in Green Entrepreneurial Intention (GEI) research, the findings of this review indicate that many recent studies have integrated TPB with other theories to improve its

explanatory power. This integration reflects the recognition that GEI is influenced not only by attitudes, subjective norms, and perceived behavioral control, but also by environmental values, personal motivations, sustainability orientations, and contextual conditions. Consequently, TPB has frequently been combined with theories such as Self-Determination Theory, Value-Belief-Norm Theory, Entrepreneurial Event Theory, Social Cognitive Theory, Institutional Theory, and Value Theory. These complementary perspectives enable researchers to explain psychological, social, environmental, and institutional determinants that are not fully captured by TPB alone. The increasing adoption of integrated theoretical frameworks suggests that understanding GEI requires a multidimensional perspective, particularly in developing countries where environmental awareness, institutional support, and socio-economic conditions jointly shape entrepreneurial intentions.

Research on Green Entrepreneurial Intention (GEI) is predominantly grounded in the Theory of Planned Behavior (TPB) has important theoretical implications. The widespread use of TPB demonstrates that intention remains the central construct for explaining individuals' decisions to undertake green entrepreneurial activities. This finding reinforces the relevance of TPB as a robust theoretical foundation for understanding pro-environmental entrepreneurial behavior across different cultural and geographical contexts. However, the increasing integration of TPB with complementary theories also indicates that the traditional Relying solely on the TPB framework may not fully explain the complexity of GEI. Environmental values, sustainability orientation, intrinsic motivation, institutional support, and contextual factors have emerged as important determinants that extend beyond the original TPB constructs. Therefore, future theoretical development should move toward more integrative frameworks that combine behavioral, psychological, environmental, and institutional perspectives to offer a more comprehensive understanding of Green Entrepreneurial Intention.

RQ3 : Research Gaps and Opportunities for Future Research

The results of the literature review reveal a number of research gaps that still require attention in studies of green entrepreneurial intention (GEI). First, existing research remains heavily reliant on the Theory of Planned Behavior (TPB) as the primary framework for explaining GEI. Although this theory has proven effective in predicting behavioral intentions, the dominance of TPB limits the exploration of other aspects that also have the potential to influence GEI, such as moral values, culture, and institutional factors. Meanwhile, the use of alternative theories, such as the Value-Belief-Norm (VBN) Theory and Institutional Theory, remains relatively limited. This situation opens opportunities to develop more diverse and integrative conceptual models.

Second, most studies have focused primarily on individual factors, such as attitudes and self-efficacy, while the influence of contextual factors including culture, government policies, and economic conditions has not been thoroughly examined. In fact, the success of green entrepreneurship is heavily influenced by the external environment, particularly regarding regulations, institutional support, and the available business ecosystem. Therefore, future research needs to adopt a more contextual approach by considering various levels of analysis. Third, the majority of studies still employ a quantitative approach with a cross-

sectional design. This approach has limitations in explaining causal relationships or changes in entrepreneurial intentions over time. The use of longitudinal designs and mixed methods remains relatively rare, even though both approaches have the potential to elucidate a more thorough perspective on the process by which intentions translate into green entrepreneurial behavior.

Fourth, there is a gap between research discussing green entrepreneurial intention and research examining green entrepreneurial behavior. Most studies stop at the intention stage without tracing how those intentions are realized in concrete actions. This disparity points to a clear research gap, demanding studies that identifies factors acting as mediators or moderators in the relationship between intention and behavior, such as institutional support, practical experience, and access to resources. Fifth, from a geographical perspective, research on GEI remains concentrated in a few developing countries, particularly China, Saudi Arabia, and India. In contrast, studies in developed countries are still relatively limited. These findings point to opportunities for conducting cross national comparative research to understand the differences in the factors influencing GEI across various economic and cultural contexts. Additionally, research in regions that have received less attention, such as Africa and parts of Europe, also needs to be expanded so that research findings have better generalizability.

Given these gaps, Future inquiries should address several critical paths, beginning with the development of an integrated theoretical model that synthesizes the Theory of Planned Behavior (TPB) with other theories, such as Value-Based Networking (VBN), Social Cognitive Theory, and Institutional Theory. Second, expanding the use of methodological approaches, including longitudinal studies and mixed-methods research, to understand the dynamics of how intentions translate into behavior. Third, enhancing research on contextual and cross cultural factors to explain the influence of the external environment on GEI. Fourth, linking GEI to business performance and sustainability impacts so that research can make a more tangible contribution to the development of green entrepreneurship practices.

KESIMPULAN

This paper systematically synthesizes the diverse factors that shape green entrepreneurial intention, the theoretical foundations employed, and the various research gaps that remain in the literature through a systematic literature review approach. The findings indicate that GEI is primarily influenced by individual and psychological factors, such as attitudes, perceived behavioral control, self-efficacy, and environmental awareness. These factors are further reinforced by contextual support, including education and institutional support. Additionally, the Theory of Planned Behavior remains the most dominant theoretical framework in explaining GEI, although some studies have begun integrating other theories to obtain a deeper and more integrated view of the phenomenon's complexity. Nevertheless, this study also identifies several research gaps that require attention. These gaps include the overreliance on TPB, the limited focus on contextual and cultural factors, and the scarcity of longitudinal studies linking entrepreneurial intent to actual behavior. Therefore, future research should develop more integrative theoretical models, employ more diverse

methodological approaches, and expand cross-cultural studies to enhance the validity and the generalizability of the empirical results.

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