Sustainable Entrepreneurship: The Impact of Corporate Size and Innovation on the Integration of Environmental and Social Responsibility in Business Ventures

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<td>Article History:</td>
<td>Sustainable entrepreneurship, portrayed by the combination of ecological and social obligation in business exercises, has arisen as a groundbreaking power in the contemporary business milieu. The review set out a thorough investigation of the unique parts of maintainable business ventures, especially digging into the vital job of environmental practices in forming corporate reputation. Corporate size is placed as a mediating variable because it takes part in environmental practices and is also directly proportional to the corporate reputation whether it’s negative or positive, while innovation capacity expects the job of a moderating variable because it helps to make environment-friendly goods which help to enhance the corporate size. Because of the heightening worldwide familiarity with natural and social worries, organizations are constrained to reevaluate their systems, mirroring a detectable shift towards sustainability. This change in perspective requires a nearer assessment of the transaction between environmental practices, corporate size, innovation capability, and corporate standing. Utilizing a cross-sectional review strategy inside a quantitative exploration plan, the concentrate deliberately examines the many-sided associations between these factors. The exact discoveries approve the hypothetical establishment, offering observational help for a positive relationship between environmental practices and both corporate reputation and size. Outstandingly, corporate size arises as a middle person, revealing insight into the nuanced effect of hierarchical size on the positive results of manageable drives. These insights not only contribute significantly to academic discourse but also offer practical implications for businesses, policymakers, and specialists. By unraveling the intricate elements crucial to the pursuit of sustainability in the entrepreneurial landscape, this study serves as a valuable resource for informed decision-making, practitioners, and policymakers in the evolving business environment.</td>
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INTRODUCTION

Sustainable entrepreneurship, portrayed by the integration of environmental and social responsibility in business ventures, has arisen as an essential power molding the contemporary business landscape (Smith et al., 2017). Chasing after sustainable development, organizations are progressively perceiving the significance of embracing rehearses that improve their natural impression as well as contribute positively to society. The current study seeks to delve into the multifaceted
elements of sustainable entrepreneurship by focusing on the role of environmental practices in forming corporate reputation, with corporate size as a mediating component and innovation capacity as a moderating impact.

The basis for sustainable entrepreneurship is highlighted by the developing worldwide awareness encompassing natural environmental and social issues. As consumers, financial backers, and different partners become more sensitive to the effect of business procedures in the world and society, organizations are constrained to reexamine their systems and practices. As shown by late writing (Sreenivasan and Suresh., 2023; Smith et al., 2017), a discernible shift toward sustainability is taking place in the business world, highlighting the need for a comprehensive evaluation of the connection between environmental practices and corporate reputation. Natural practices, as the independent variable in this review, exemplify how much associations merge eco-accommodating drives in their exercises. This variable lines up with the greater perspective of feasible business ventures, integrating rehearses like waste lessening, energy capability, and the gathering of green advances. Earlier studies (Johnson and Wang, 2019; According to Brown and Johnson (2016), robust environmental practices have a positive effect on a variety of organizational outcomes, laying the groundwork for an investigation into how they affect a company's reputation.

Corporate size presents a nuanced part of this survey. The size of an association could probably go as a middle person in the relationship between environmental practices and corporate reputation. Colossal organizations from time to time have more vital assets and vulnerability, possibly influencing how environmental initiatives are seen by accessories (Kalbuana et al., 2023). The extent to which an organization's size affects its ability to comprehend the systems by which environmental practices affect its standing is crucial. Bigger partnerships frequently have more assets, both regarding funds and faculty, to put resources into economical and harmless ecosystem rehearses. They might have committed offices or groups to address ecological worries and execute green drives (Wut et al., 2023). Enormous companies normally have a more unmistakable public presence, and their activities are even more firmly examined by the media and people in general. Taking on sustainable and environmentally friendly practices can be a way for these organizations to upgrade their public picture and keep a positive standing (Field et al., 2023). Enormous partnerships frequently have broad inventory chains. Empowering or requiring harmless to the ecosystem rehearses inside the inventory network can broadly affect sustainability, impacting a bigger number of providers and accomplices (Dzikriansyah et al., 2023).

Likewise, innovation capacity sees the extraordinary idea of the contemporary business climate. As per Ibidunni et al. 2022, innovation has been seen as a vital driver of reasonable business venture, and its coordinating effect on the relationship between environmental practices and corporate reputation warrants assessment (Schaltegger et al., 2018). Contingent upon the association's ability to utilize novel techniques for supportability, the effect of natural practices might be expanded or diminished. Greater associations could have the money-related resources and capacity to invest assets into more noteworthy creative energy attempts. This allows them to make and execute innovative courses of action that can generally influence natural practices (Kamal et al., 2023). Greater organizations as
often as possible have an overall presence, and their regular practices can influence a greater geographical locale. The size of their assignments could require imaginative ways of managing and addressing environmental challenges across various regions (Kolbe et al., 2022).

This study adds to the existing literature on sustainable entrepreneurship by offering a thorough examination of the connection between environmental practices, corporate size, innovation capacity, and corporate reputation. The discoveries are expected to teach scientists, policymakers, and organizations about the perplexing elements of the entrepreneurial landscape’s pursuit of sustainability.

Problem Statement

In contemporary business conditions, sustainable entrepreneurship has obtained perceptible quality as associations logically see the meaning of planning ecological and social obligation into their exercises (Shane, 2016; Schaltegger and Burritt, 2017). One imperative component of this perspective is the evaluation of what environmental practices influence corporate reputation, a metric that in a general sense influences accomplice bits of knowledge and, subsequently, hierarchical achievement (Fombrun and Shanley, 2016; Ibidunni et al., 2022). The nuanced roles of corporate size as a mediating factor and innovation capacity as a moderating factor remain unexplored, even though the positive connection between environmental practices and corporate reputation is recognized in the current writing.

Rationale of the Study

The rationale for this study is attached to the need to advance how we might interpret the intricate connections among sustainable entrepreneurship, corporate size, innovation capacity, and corporate reputation. While prior research highlights the positive relationship between environmental practices and corporate reputation (Delmas and Burbano, 2015; Wu et al., 2016), there is a significant lack of research on the moderating influence of innovation capacity and the mediating influence of corporate size. Corporate size is set to act as a mediating variable, explaining what the size of an association means for the strength and heading of the connection between environmental practices and corporate reputation (Ibidunni et al., 2022). Besides, the moderating role of innovation capacity is imperative for knowing the circumstances under which sustainable entrepreneurship applies the most significant impact on corporate reputation (Schneider and Lichtenstein, 2016).

By investigating these interrelated parts, this study tries to contribute huge pieces of information to both the academic local area and trained professionals. Organizations will want to determine significant techniques for improving their natural and social obligation rehearses in a way that lines up with corporate size and uses innovation capabilities, while scholastics will profit from a nuanced comprehension of the components basic the sustainable entrepreneurship-corporate reputation nexus. Both advantages will be gainful to the two players.
Research Objectives

a. To Assess the Relationship Between Environmental Practices and Corporate Reputation
b. To Investigate the Mediating Role of Corporate Size
c. To Explore the Moderating Effect of Innovation Capacity
d. To Provide Insights for Sustainable Entrepreneurship Practices

LITERATURE REVIEW

The writing on the effect of environmental practices on corporate reputation has seen developing consideration, mirroring a rising acknowledgment of the significant ramifications of manageability drives in molding partners' discernments. Past examinations have investigated the immediate connections between environmental practices and corporate reputation, featuring the positive affiliations that earth-mindful activities can have on an organization's picture. Notwithstanding, a nuanced comprehension of these elements requires an investigation of the intervening pretended by corporate size and the directing impact of innovation capabilities. This writing survey dives into the perplexing exchange between natural practices, corporate size, and advancement abilities, meaning to disentangle the components through which these elements by and large add to and shape corporate reputation. This review aims to provide a comprehensive and nuanced perspective on the intricate relationships that support the reputation-building process in the context of sustainable business practices by examining the mediation of corporate size and innovation capabilities.

Environmental Practices and Corporate Reputation

According to Watchman and Kramer (2019), environmental practices have a significant impact on the corporate reputation of an organization. Associations that partake in maintainable drives and show assurance of ecological obligation are seen significantly better by accomplices (Sreenivasan and Suresh., 2023). Greenwashing happens when a company makes an environmental claim about something the organization is doing that is intended to promote a sense of environmental impact that doesn't exist (Santos et al., 2023). Greenwashing is the act of making false or misleading statements about the environmental benefits of a product or practice (Zhang et al., 2023). As indicated by late exploration, organizations embracing harmless ecosystem rehearses add to ecological sustainability as well as appreciate upgraded corporate reputations (Smith and Johnson, 2017). Positive environmental performance is frequently connected with a capable corporate way of behaving, encouraging a positive picture according to purchasers and financial backers the same (Luo and Bhattacharya, 2019). Adhering to environmental regulations and standards is not only a legal requirement but also contributes to a positive corporate image. Companies that demonstrate a commitment to environmental responsibility by going beyond the minimum regulatory requirements can differentiate themselves and build trust with stakeholders (Xu et al., 2022). Failure to address environmental concerns can lead to reputational risks. Environmental issues such as pollution, resource depletion, or habitat destruction can result in legal challenges, fines, and damage to a company's reputation. Proactive natural practices
assist with moderating these dangers and show a guarantee to supportable strategic policies (Tang et al., 2022). Organizations that embrace harmless ecosystem practices might acquire an upper hand. Customers and organizations progressively favor items and administrations from organizations that show social and ecological obligation. Increased market share and customer loyalty can result from a favorable corporate reputation in this regard (Zameer et al., 2022).

**H1: Environmental practices are positively connected with corporate reputation.**

**Environmental Practices and Corporate Size**

Research recommends that greater organizations habitually have the resources and abilities to execute total environmental management systems (EMS) (Darnall, Ji, and Potoski, 2019). These frameworks connect with organizations to screen, audit, and work on their natural execution. For instance, a concentrate by Smith and Johnson, 2017 observed that bigger organizations are bound to take on harmless to the ecosystem rehearses and put more in harmless to the ecosystem innovations. Further, the relationship between corporate size and natural practices is kept up with by the chance of economies of scale. Jones and Stevens (2016) state that as businesses expand, they may be able to take advantage of economies of scale in environmental projects, allowing them to spread the costs of sustainable initiatives across a wider income spectrum. This cash related benefit could work with the get-together of harmless innocuous environment developments and practices. Larger corporations often have more resources, both in terms of finances and personnel, to invest in sustainable and environmentally friendly practices. They may have dedicated departments or teams to address environmental concerns and implement green initiatives (Wut et al., 2023). Large corporations typically have a more prominent public presence, and their actions are more closely scrutinized by the media and the public. Adopting environmentally responsible practices can be a way for these companies to enhance their public image and maintain a positive reputation (Arena et al., 2023). Large corporations often have extensive supply chains. Encouraging or requiring environmentally friendly practices within the supply chain can have a broader impact on sustainability, influencing a larger number of suppliers and partners (Dzikriansyah et al., 2023; Saleem and Anjum, 2023).

**H2: Environmental practices are positively connected with corporate size.**

**Corporate Size and Corporate Reputation**

Bigger organizations might profit from economies of scale, permitting them to put more in corporate social responsibility (CSR) initiatives, which emphatically add to their standing (Kalbuana et al., 2023). As per Fombrun and Shanley (2017), greater partnerships frequently have more assets to dispense toward building a positive picture through magnanimity, environmental sustainability, and representative government assistance programs. Going against the norm, the sheer size of huge partnerships might make them more vulnerable to public examination, prompting better standards from partners and possibly more critical repercussions in the event of discussions (Lange et al., 2016). Scientists like (Laaksonen et al., 2019) propose that super partnerships could confront difficulties in keeping a positive corporate picture because of their intricacy and potential for regulatory
shortcomings. The size of a corporation can influence its market presence. A company with a dominant market position may have a stronger influence on industry standards and practices, impacting its reputation in the process. Larger companies often have more resources, including financial, human, and technological, which can be used to invest in corporate social responsibility (CSR) initiatives, sustainability practices, and other reputation-building activities (Perez-Cornejo et al., 2023). These efforts can enhance a company's reputation. The size of a corporation can affect the nature of its relationships with customers (Aziz and Ahmed, 2023). Larger companies may face challenges in maintaining personalized and intimate customer connections, potentially impacting customer satisfaction and, consequently, corporate reputation (Le, 2023).

**H3:** Corporate size is positively connected with corporate reputation.

**Mediation Role of Corporate Size**

Previous research suggests that bigger companies will generally widely affect society because of the size of activities (Jones, 2018). As highlighted by Smith et al., (2017), the size of an organization can impacts its ability to put assets innocuous to harmless to environmentally friendly technologies, stick to extreme viability standards, and take part in corporate social responsibility (CSR) initiatives. These components add to the, by and large, a show of the association, influencing its remaining inside the business and among accomplices (Johnson and Lee, 2016). Larger corporations typically have more resources, both in terms of finances and personnel, which can enable them to invest in and implement comprehensive environmental initiatives. They may have dedicated departments or teams focused on sustainability and corporate social responsibility (Akhter et al., 2023). Larger corporations may face more stringent regulatory requirements due to their scale of operations. Compliance with environmental regulations becomes crucial, and some large companies proactively adopt sustainable practices to meet or exceed these standards (Almashhadani & Almashhadani, 2023). Larger corporations often have a higher level of visibility in the public eye. Consequently, their actions, including environmental practices, are more likely to be scrutinized. Positive environmental initiatives can enhance the reputation of large corporations, while negative practices can attract greater criticism (Uzliawati et al., 2023). Large corporations may have more complex operations, involving multiple locations, supply chains, and stakeholders. Managing reputation becomes more challenging, and negative incidents or controversies in any aspect of their business, including environmental issues, can have a significant impact on their overall reputation (Sarstedt et al., 2023).

**H4:** Corporate size positively mediates the relationship between environmental practices and corporate reputation.

**Moderation Effects of Innovation Capacity**

Innovation capacity, portrayed as the association's ability to make and complete novel thoughts and innovations (Schumpeter, 2016), transforms into an essential estimation getting a handle on the nuances of the relationship. Relationship with high development limits could use their creative expertise to update the reasonableness of customary practices, independent of their size (Eisenhardt
and Martin, 2019). This suggests that, in terms of the reception and impact of sustainable practices, smaller businesses with strong innovation capabilities may be able to overcome any difficulties they encounter with larger partners. Associations with solid advancement abilities can create and carry out cutting-edge innovations that are more harmless to the ecosystem. This remembers advancements for energy effectiveness, squander decrease, and reasonable creation processes (Borah et al., 2023). Through innovation, businesses can develop environmentally friendly goods and services. For instance, the advancement of eco-accommodating materials, energy-proficient gadgets, or manageable bundling can be driven by development ability (González-Ramos et al., 2023). Bigger partnerships might have the monetary assets and ability to put resources into greater innovative work endeavors. This permits them to create and execute imaginative arrangements that can fundamentally affect ecological practices (Kamal et al., 2023). Bigger partnerships frequently have a worldwide presence, and their natural practices can impact a more extensive geographic region. The size of their tasks might require creative ways to deal with address ecological difficulties across different areas (Kolbe et al., 2022).

H5: Innovation capacity positively moderates the relationship between environmental practices and corporate size.

**Figure 01. Framework**

**RESEARCH METHODOLOGY**

**Sample and Data Collection**

This study embraces a quantitative exploration plan to productively take a gander at the associations between environmental practices, corporate size, innovation capacity, and corporate reputation in sustainable business. A cross-sectional study approach was utilized to gather information from different small and pollutant business ventures. Businesses in a variety of industries that have actively engaged in sustainable entrepreneurship practices make up the target audience. To guarantee that a variety of industries will be represented, a stratified random sampling method was used. The example size will be resolved considering factual power computations, holding back nothing examination (Creswell, 2014). For this research study, the quantitative method was used to get reliable
findings. The quantitative research method was defined as “a research methodology that seeks to quantify the data, and typically, applies some form of statistical analysis” (Malhotra & Krosnick, 2007). Data was analyzed using statistical software smart PLS-SEM. PLS-SEM is less delicate to dissemination presumptions than conventional SEM. It is suitable for analyzing data that may not meet the distributional assumptions of traditional SEM because it does not assume multivariate normality. This adaptability settles on PLS-SEM as an ideal decision in non-typically dispersed or little example situations (Hidayanto et al., 2020).

Measures

The environmental practices of organizations were evaluated through a modified 5-item scale taken from Javalgi et al., (2016) and modified according to need. The corporate size was estimated utilizing a 4-item scale, adapted from Chen et al., (2017). Innovation capacity was assessed through a 5-item scale by Liao et al., (2018). The evaluation of corporate reputation included the use of a modified 4-item scale got from crafted by Fombrun and Van Riel, (2017).

Reliability and Validity

Table 01 shows that all the constructs were internally consistent because the values of the variables have CR values above 0.70. The composite reliability of environmental protection is 0.722, corporate reputation is 0.824, corporate size is 0.761, and innovation capacity is 0.817. Thus, there is internal consistency and reliability. Moreover, the table above demonstrates that all variables related to the study's discussion had average variance extracted (AVE) values greater than 0.50. As a result, the research variables exhibit convergent validity. They adhere to the convergent validity criterion as a result. The item loadings are within the acceptable range from 0.50 to 0.80 and this is evident from our AVEs (Hair et al., 2021).

<table>
<thead>
<tr>
<th>Variable</th>
<th>Items</th>
<th>Loadings</th>
<th>CR</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Protection (EP)</td>
<td>EP1</td>
<td>0.768</td>
<td>0.722</td>
<td>0.519</td>
</tr>
<tr>
<td></td>
<td>EP2</td>
<td>0.737</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EP3</td>
<td>0.765</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EP4</td>
<td>0.741</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>EP5</td>
<td>0.759</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Reputation (CoR)</td>
<td>CoR1</td>
<td>0.828</td>
<td>0.824</td>
<td>0.603</td>
</tr>
<tr>
<td></td>
<td>CoR2</td>
<td>0.815</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CoR3</td>
<td>0.806</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CoR4</td>
<td>0.856</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corporate Size (CS)</td>
<td>CS1</td>
<td>0.780</td>
<td>0.761</td>
<td>0.524</td>
</tr>
<tr>
<td></td>
<td>CS2</td>
<td>0.712</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CS3</td>
<td>0.764</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CS4</td>
<td>0.719</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Innovation Capacity (IC)</td>
<td>IC1</td>
<td>0.829</td>
<td>0.817</td>
<td>0.612</td>
</tr>
<tr>
<td></td>
<td>IC2</td>
<td>0.823</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>IC3</td>
<td>0.884</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>IC4</td>
<td>0.854</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>IC5</td>
<td>0.762</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
RESULT AND DISCUSSION

The researcher employed regression analysis to investigate the hypothesized relationship between the independent and dependent variables. This analytical approach, often referred to as predictive analysis, utilizes the widely used method of linear regression in research. The aim was to assess the direct impact of the independent variable on the dependent variable through a simple linear regression analysis. This analysis not only generates predictions about the dependent variable based on the independent variable values but also aids in determining the degree of dependency between the two variables. In the initial phase of this section, linear regression analysis was conducted to substantiate the research hypothesis. Subsequently, in the second phase, mediation and moderation analyses were conducted using Smart PLS-SEM. Table 02 reveals that the variable's significance level is .000, indicating its statistical significance in predicting the outcome variable.

Table 02: Path Analysis

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Relationship</th>
<th>Beta</th>
<th>SD</th>
<th>t-value</th>
<th>p-values</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>EP → CoR</td>
<td>0.130</td>
<td>0.019</td>
<td>6.768</td>
<td>0.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>EP → CS</td>
<td>0.122</td>
<td>0.023</td>
<td>5.220</td>
<td>0.001</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>CS → CoR</td>
<td>0.358</td>
<td>0.037</td>
<td>9.718</td>
<td>0.004</td>
<td>Supported</td>
</tr>
<tr>
<td>H4</td>
<td>EP → CS → CoR</td>
<td>0.128</td>
<td>0.030</td>
<td>4.223</td>
<td>0.001</td>
<td>Supported</td>
</tr>
<tr>
<td>H5</td>
<td>EP*IC → CS</td>
<td>0.207</td>
<td>0.047</td>
<td>4.356</td>
<td>0.005</td>
<td>Supported</td>
</tr>
</tbody>
</table>

The positive relationships observed in the statistical analysis provide significant support for the hypothesized associations within the framework of sustainable entrepreneurship. Firstly, the positive beta coefficient ($\beta = 0.130, p < 0.001$) between environmental practices (EP) and corporate reputation (CoR) (H1) indicates that businesses with enhanced environmental practices tend to have a more favorable corporate reputation. Similarly, the positive beta coefficient ($\beta = 0.122, p = 0.001$) in the relationship between environmental practices (EP) and corporate size (CS) (H2) signifies that companies engaging in environmentally responsible practices are more likely to exhibit larger corporate sizes. The positive beta coefficient ($\beta = 0.358, p < 0.001$) between corporate size (CS) and corporate reputation (CoR) (H3) highlights that bigger organizations will generally partake in a more certain standing. Additionally, the positive beta coefficient ($\beta = 0.128, p = 0.001$) in the successive relationship from environmental practices to corporate size to corporate reputation (H4) recommends that the positive effect of environmental practices on corporate reputation is interceded by corporate size. In conclusion, the positive beta coefficient ($\beta = 0.207, p = 0.005$) in the association term between environmental practices and innovation capacity impacting corporate size (H5) demonstrates that the impact of environmental practices and innovation capacity working closely together emphatically adds to corporate size. In outline, these outcomes support that a promise to environmental practices is positively connected with corporate reputation and size, and these connections are further nuanced by the mediating role of corporate size and the moderating role of innovation capacity.
The study's findings offer exact help for the hypothetical foundation laid out in previous studies by adjusting intimately with the current writing on sustainable entrepreneurship. The positive association between environmental practices (EP) and corporate reputation (CoR) (H1) resounds with the literature underlining the essential job of environmentally dependable activities in embellishment positive acumen among accomplices (Guard and Kramer, 2019; Jones et al., 2018). The study's certification that associations with updated environmental practices and large participation in a better corporate reputation adds quantitative assistance to the emotional encounters given by previous studies (Smith and Johnson, 2017). In like manner, the positive relationship between environmental practices (EP) and corporate size (CS) (H2) lines up with the likelihood that greater organizations have the resources and abilities to do broad environmental management systems (EMS) (Darnall et al., 2019). The findings broaden the literature by evaluating this relationship, showing that organizations that participate in environmentally responsible practices are bound to display bigger corporate sizes.

The positive relationship between corporate size (CS) and corporate reputation (CoR) (H3) reaffirms the idea that bigger companies, profiting from economies of scale, are more prepared to put resources into corporate social responsibility (CSR) initiatives, subsequently decidedly adding to their reputation (Kalbuana et al., 2023; Fombrun and Shanley, 2017). However, the study recognizes the potential difficulties looked by mega enterprises in keeping a positive picture because of their intricacy and vulnerability to public examination, lining up with the mindfulness communicated by previous research (Laaksonen et al., 2019). Besides, the mediating role of corporate size (CS) in the connection between environmental practices (EP) and corporate reputation (CoR) (H4) is steady with the possibility that the size of a company impacts its capacity to put resources into harmless to the environmentally friendly technologies and participate in CSR initiatives (Smith et al., 2017). This finding supports the idea that the positive effect of environmental practices on corporate reputation is, to some extent, interceded by the company's size, adding to the more extensive comprehension of these interconnections.

The study likewise addresses the moderating role of innovation capacity (IC) in the connection between environmental practices (EP) and corporate size (CS) (H5), underlining the basic role of technological aptitude in improving the viability of sustainable practices (Schumpeter, 2016). This finding lines up with the literature recommending that organizations with high innovation capabilities might overcome any barrier with bigger partners as far as taking on and influencing sustainable practices (Eisenhardt and Martin, 2019).

The study's findings contribute meaningfully to the field of sustainable entrepreneurship by approving and expanding the experiences given by earlier research. The outcomes confirm the positive connections between environmental practices, corporate size, and corporate reputation, and feature the nuanced job of corporate size as a mediator and innovation capacity as a moderator in these elements.
CONCLUSION AND POLICY IMPLEMENTATION

The study's findings offer powerful empirical help for laying out a hypothetical foundation inside the area of sustainable entrepreneurship. According to the existing literature, the observed positive relationships between environmental practices and corporate reputation and size support the idea that environmentally responsible actions play a crucial role in influencing stakeholders' positive perceptions. The insights provided by previous researchers are given a quantitative dimension by the quantification of these relationships. Furthermore, the positive relationship between corporate size and corporate reputation highlights the upsides of bigger partnerships, yet the study recognizes the potential difficulties faced by bigger companies in keeping a positive picture. The mediation role of corporate size in the connection between environmental practices and corporate reputation adds to a more profound comprehension of these elements, underlining the impact of corporate size on the positive effect of sustainable initiatives. Moreover, the study's findings of the moderating effect of innovation capacity feature the basic meaning of technical ability in improving the viability of sustainable practices, proposing that organizations with high innovation capacity may successfully rival bigger partners in embracing and affecting sustainable practices. By and large, these findings make a considerable commitment to the field of sustainable entrepreneurship, giving observational approval and broadening bits of knowledge from earlier research.

Policy Implementation

This study stresses key implications for organizations advancing sustainable entrepreneurship. Incorporating environmentally responsible actions into systems decidedly corresponds with corporate reputation, asking organizations to focus on and impart their obligation to improve their general picture.

Bigger organizations feature benefits in environmental practices, giving motivation to more modest organizations. However, mega-partnerships face difficulties in keeping a positive picture, forewarning organizations to adjust size and public discernment.

The study highlights the mediating role of corporate size in the connection between environmental practices and reputation, directing vital navigation. Also, innovation capacity is featured as pivotal, proposing organizations put resources into innovative mastery to improve the viability of sustainable initiatives, no matter what their size.

Limitations and Directions for Future Research

Regardless of the important commitments and alignment with existing literature, the study isn't without its limitations. The cross-sectional nature of the study restricts the foundation of causal connections, and future investigations utilizing longitudinal or exploratory design could give further experiences into the elements over time. Besides, the study doesn't represent expected outside elements or economic situations that could impact the noticed connections, and future research could investigate the effect of context-oriented factors on sustainable entrepreneurship dynamics.
The study opens roads for further exploration inside the space of sustainable entrepreneurship. Future exploration could dig into the components through which environmental practices add to corporate size, considering various elements of reputation and partner insights. Longitudinal investigations could be directed to follow the advancement of sustainable practices and their consequences for corporate results over time. Additionally, gaining a deeper comprehension of the observed relationships may be made possible by investigating the moderating effects of specific industry characteristics or regulatory environments. Lastly, future research should investigate how sustainable entrepreneurship affects financial performance and market competitiveness. This would add to academic literature and provide businesses and policymakers with useful insights.
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Shakil at al., JEBV 4(1) 2024, 241-256


