



Integration of ESG Principles in Social and Sustainable Entrepreneurship: An Innovative Solution

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Abstract

The key challenge facing the world today is harmonizing environmental sustainability, business sustainability, social responsibility, and financial success. This study aimed to address this issue by combining social and sustainable entrepreneurship to promote the adoption of ESG (Environment, Social, and Governance) principles in creative business models. The research employed a qualitative case study analysis to examine the integration of social entrepreneurship with sustainable entrepreneurship. The findings indicate that this integration can address challenges such as constrained funding, profit-sharing with social benefits, and environmental sustainability. Blending the benefits of each method results in a business model that is robust, resilient, and responsive to international challenges. In general, this integration helps businesses generate lasting value while supporting the achievement of sustainable development objectives. This research finds that social entrepreneurship and sustainable entrepreneurship are strategic approaches to enhance ESG principles in business. Recommendations are offered for business owners to implement this integration idea in their business.

Keywords: ESG, Sustainable, Social Entrepreneurship

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INTRODUCTION

In the fast-changing world of business today, the ideas of Environmental, Social, and Governance (ESG) and social entrepreneurship are becoming increasingly important. ESG encompasses various standards that assess a firm's impact on the environment, societal well-being, and governance practices. Conversely, social entrepreneurship aims to tackle social and environmental issues by developing sustainable business solutions. The convergence of ESG and social entrepreneurship offers tremendous opportunities to foster positive transformations and generate collective benefits through collaboration. At the core of ESG and social entrepreneurship is the quest for mutual value. Social entrepreneurs seek to create economic benefits while tackling urgent social and environmental challenges. ESG guidelines offer a structure for integrating sustainability and social impact into corporate operations. By integrating ESG factors, social entrepreneurs can align their objectives with ethical practices, thereby creating shared value that benefits both stakeholders and the broader community.

ESG metrics provide a holistic method for assessing and reporting social influence. Social entrepreneurs can use ESG frameworks to assess and communicate the benefits of their initiatives. These metrics offer essential information regarding environmental, social, and governance performance, allowing for clear reporting on crucial parameters like

reducing carbon emissions, engaging with communities, promoting equality, and ensuring diversity and inclusion, and upholding ethical governance principles. The incorporation of impact metrics from ESG frameworks enhances credibility, attracts impact-oriented investors, and fosters partnerships with similar organizations. In addition, social entrepreneurship, alongside sustainable entrepreneurship, has attracted significant global attention due to urgent social and environmental issues that require multifaceted solutions. The concept of Social Entrepreneurship emphasizes the welfare of individuals and the environment instead of prioritizing profits. Various interpretations of this idea underline the need for innovative solutions to social challenges while addressing the requirements of marginalized societal groups through the provision of products and services. Social enterprises engage in business endeavors to create profits that support their social objectives. Some researchers view social entrepreneurship as an evolution of corporate social responsibility. Despite distinctions, especially relating to profit motivation, both concepts exhibit considerable similarities. Like ESG, social entrepreneurship advocates for sustainable development goals and aids in addressing major challenges [1].

The convergence of ESG and social entrepreneurship creates opportunities for partnerships and collaboration. Investors and organizations focused

on ESG are on the lookout for chances to back enterprises that reflect their principles and aims. Social entrepreneurs can utilize these relationships to gain access to funding, knowledge, and connections, thereby enhancing their influence. Working together allows for sharing insights, resources, and innovative concepts, resulting in scalable, sustainable answers to social issues. Principles of ESG create a rich environment for fostering innovation within social entrepreneurship. The necessity of tackling environmental and social problems drives entrepreneurs to investigate new technologies, business strategies, and methods. By integrating ESG factors, social entrepreneurs are equipped to discover groundbreaking solutions that question conventional practices and generate beneficial change. This intersection creates a space that encourages creativity, supports innovation, and advances social entrepreneurship as a key component of sustainable development initiatives and social equity values. The merging of ESG and social entrepreneurship presents an engaging route to confront social and environmental problems while generating collective benefits. The shared values and goals between investors focused on ESG and social entrepreneurs facilitate the formation of impactful collaborations. As this merger advances, it possesses the ability to influence a future that is more inclusive and sustainable, where businesses emphasize social and environmental accountability in conjunction with achieving financial gain.

Based on data from the 2025 Global Entrepreneurship and Development Index (GEDI), Indonesia ranks 55th out of 137 globally. This index measures a country's ranking based on factors that support the sustainability of healthy and competitive entrepreneurial activities. These factors include the attitudes and behaviors of entrepreneurs in running a business, the adequacy of resources for starting a business, and the adequacy of state facilities to support entrepreneurial development. Indonesia's position in the GEDI ranking indicates that Indonesia has begun to develop its efforts to support domestic entrepreneurship, but there are still many gaps for further development. Various challenges such as access to funding, uneven business infrastructure, and complex regulations are major obstacles that need to be addressed. This reflects how the entrepreneurial ecosystem in Indonesia still faces significant challenges in realizing its full potential and creating a more supportive environment for local entrepreneurs [2].

On the other hand, Indonesia is also facing a number of social problems such as poverty, unemployment, unequal access to education, and environmental degradation, remain major challenges that have not been fully resolved. These problems are not only a challenge for the country, but also worsen the quality of life of vulnerable groups in various regions. Poverty remains a major issue, with many

people still struggling to meet basic needs such as food, education, and health. Meanwhile, unemployment continues the chain, causing low economic productivity and increasing crime rates due to limited access to decent work. These problems require solutions that are not only innovative but also targeted, which can be realized through creative ideas supported by certain institutions or bodies as drivers of change [3]. Although in Indonesia there have been many entrepreneurs who have begun to adopt the concept of sustainable entrepreneurship in their business operations, the main focus of this approach remains on creating greater financial profits. There is a need for a different concept that places greater emphasis on ESG (Environmental, Social, and Good Governance) business principles, particularly environmental and social aspects.

Indonesia has a significant opportunity to invest in sustainable social entrepreneurship as a response to the social issues it faces. Social entrepreneurship not only offers a new approach to solving social problems but also upholds three key principles: social innovation, accountability, and sustainability [4]. This defines social entrepreneurs as a group of individuals who, either independently or under the auspices of an institution, can develop creative ideas to create real solutions to social challenges faced by society. Social entrepreneurship is a business-based approach that offers new ways to solve social problems [5]. The different focuses between social and sustainable entrepreneurship make both approaches uniquely complementary. Sustainable entrepreneurship provides financial resources to support social sustainability activities, while social entrepreneurship offers direct engagement with communities to bring about change. Through this approach, Indonesia can not only encourage the growth of the entrepreneurial sector but also significantly reduce the unemployment rate. Furthermore, the application of the concept of sustainable social entrepreneurship can improve community welfare by creating new economic opportunities, empowering communities, and supporting sustainable development.

With the growing need for new, more solution-oriented and participatory approaches, the concept of social entrepreneurship has emerged as an innovative strategy that targets not only economic profit but also the creation of sustainable social impact [6]. Social entrepreneurship is a combination of social values, innovation, economic activity, and community empowerment. Social entrepreneurs act as agents of change, able to recognize opportunities from social problems and transform them into solution-oriented initiatives through innovative, adaptive, and collaborative approaches. They focus not only on profit but also on creating added value for marginalized and vulnerable communities [7]. Various studies have shown that social entrepreneurship has been proven to make a significant contribution to reducing poverty,

increasing human resource capacity, and strengthening community-based local economies. For example, in Gorontalo, a collectively managed social business initiative successfully leveraged local potential and created jobs for marginalized groups [8]. A similar trend occurred in Muara Teweh, where social innovation based on local culture and multi-actor collaboration were key to successful community development [9]. Nationally, major challenges facing social entrepreneurship include limited access to capital, limited digital literacy, and a lack of policy support [10]. Nevertheless, by utilizing creative and responsive approaches to social dynamics, social entrepreneurship continues to thrive. In Tasikmalaya, creative entrepreneurs are leveraging the creative economy and local tourism potential as a means of community empowerment through batik and handicraft production [11].

In the context of sustainable development, the integration of social entrepreneurship and sustainable entrepreneurship with ESG (Environmental, Social, Governance) principles is an ideal model that is able to balance financial sustainability and socio-environmental impacts [12]. This approach not only increases business competitiveness but also attracts the interest of social investors and ESG institutions in financing community-oriented initiatives. Furthermore, the strategic implementation of social entrepreneurship has been proven to raise public awareness, foster a sense of collective ownership, and increase active participation in decision-making, as demonstrated in community service in Sukabumi [7]. The key to the success of this model is the involvement of cross-sectors—government, communities, educational institutions, and the private sector—in creating joint solutions to complex social problems. Considering these various explanations, it can be concluded that social entrepreneurship is present not merely as an alternative approach, but as an integrated, innovative solution to address various social challenges. Therefore, this research is important to conduct a deeper examination of how the social entrepreneurship model can become a strategic instrument in solving social problems in an innovative, inclusive, and sustainable manner.

With this research, it is hoped that it can increase readers' knowledge about social entrepreneurship with the principle of sustainability which has great potential to be a solution to break the chain of poverty and unemployment in Indonesia and encourage the Indonesian government to pay more attention to the entrepreneurial sector, especially SMEs as one of the driving factors of the economy in Indonesia.

RESEARCH METHODOLOGY

This study uses a literature review approach to examine various online article publications published

between 2014 and 2024. This approach aims to identify trends, concepts, and findings relevant to social entrepreneurship, sustainable entrepreneurship, and the role of entrepreneurship in supporting ESG (Environmental, Social, and Governance) principles globally. The selected articles cover specific topics that align with these keywords, both in Indonesian and English. The articles reviewed come from various online journals that provide open access without limiting certain regions or regions for research. These journals were selected based on their quality and relevance to the research theme. By using these sources, the study can produce in-depth analysis while reflecting the diversity of approaches used by academics in various countries so that the research can provide a broader impact and understanding for its readers. The literature review process was carried out systematically, starting from determining keywords to filtering articles based on certain criteria, such as topic focus, quality of research methods, and the context of the discussion. In addition, researchers also evaluated the validity of the data obtained from these articles to ensure their relevance and reliability in supporting the research objectives.

RESULTS AND DISCUSSION

Social entrepreneurship is an innovative approach that combines business objectives with social missions, making it a strategic instrument in solving various complex social problems in Indonesia. Unlike conventional business practices that focus solely on profit, social entrepreneurship places social value as the primary objective, particularly in addressing issues such as poverty, unemployment, and social inequality, which remain structural problems in many regions. The concept of social entrepreneurship has evolved with the growing need for more humane and inclusive solutions in community development. Within it lies the spirit of social innovation that aims to create systemic change through sustainable business models that involve the community as active subjects. Social entrepreneurship embraces two main principles: social innovation and a collective vision for change [6].

Social entrepreneurship is an innovative method that combines business and entrepreneurial principles to design sustainable solutions to various social and environmental problems [13]. Social entrepreneurship has several characteristics that distinguish it from traditional entrepreneurship, where the primary focus of social entrepreneurship is on creating social impact [14]. This means that the goal of social entrepreneurship is not only financial gain but also positive change for society and the environment. To support this achievement, this approach implements innovative business models that are creatively and sustainably designed to provide solutions to various social problems. Thus, the success of social entrepreneurship can be measured by the extent of its impact on social problems.

The key principle of social entrepreneurship is empowering local communities by actively involving them in business operations [15]. This approach is based on the belief that communities are a key element in addressing various social challenges. Therefore, their contributions must have a tangible impact and provide direct benefits to local communities. One inspiring example is the EnAble India program, which empowers people with disabilities through seminars, workshops, and the creation of jobs with living wages [16]. EnAble not only runs a sustainable business but also consistently implements social projects that have a positive impact on the community. This approach is clear evidence that business and social missions can go hand in hand, creating innovative solutions to complex social challenges.

Sustainable entrepreneurship is an entrepreneurial approach that combines sustainability principles with entrepreneurial values to create positive impact [17]. The concept of sustainable entrepreneurship is based on the principle of being an agent of change that creates stable conditions between economic, social, and environmental sustainability. In practice, sustainable entrepreneurship strives to ensure that their business activities are not only oriented towards financial profitability, but also consider their impact on ecosystems and community well-being. Like social entrepreneurship, this concept emphasizes the importance of harmony between environmental sustainability and economic sustainability. Sustainable entrepreneurship not only focuses on maintaining environmental sustainability through environmentally friendly innovation, but also on creating business models that are able to survive in the market in the long term. In this way, business becomes not only an economic driver but also a tool to encourage positive change that supports sustainable development as a whole.

In recent years, attention to integrating sustainability principles into business and economic practices has increased significantly. This is accompanied by growing global awareness of the importance of maintaining economic growth, social welfare, and environmental preservation. One of the main instruments implemented by companies to support this principle is Environment, Social, Governance (ESG), which requires companies to allocate a portion of their resources to support programs that directly contribute to community welfare and environmental sustainability. This regulation is designed to compensate for the exploitation of natural resources carried out in business operations. In other words, companies are emphasized to always comply with regulations and reduce environmental exploitation [18]. However, in practice, ESG implementation is often perceived as a voluntary act (charity) to enhance a company's reputation, so its potential as a strategic sustainability instrument has not been fully realized.

The integration within the Environmental, Social, and Governance (ESG) framework is considered to optimize its contribution to global sustainability [19]. This approach focuses not only on corporate moral responsibility but also on the strategic added value generated through investments in sustainability innovations, such as the development of green technologies, sustainable waste management, and empowering local communities. Furthermore, companies' adoption of ESG principles can enhance their competitiveness in the global market, given the growing consumer preference for products and services aligned with sustainability goals [20]. Therefore, implementing ESG as an integral part of a sustainability-based business strategy is a critical step in ensuring a significant positive impact on the environment, society, and the economy as a whole.

Social entrepreneurship, sustainable entrepreneurship, and environmental entrepreneurship have emerged as innovative approaches that prioritize sustainability values over mere business profitability. These three approaches developed in response to social, environmental, and even economic issues, ranging from small to global scales. Social entrepreneurship focuses on creating social impact through innovative solutions to address various social issues, such as empowering vulnerable communities or providing access to education. Meanwhile, sustainable entrepreneurship integrates sustainability principles into every aspect of business, aiming to create a balance between economic profit, environmental sustainability, and social welfare. Environmental entrepreneurship, on the other hand, focuses specifically on environmental protection and restoration through the development of environmentally friendly products or services, such as renewable energy or environmentally friendly technologies. These three forms of entrepreneurship reflect a shift in perspective in the business world from a focus on short-term profits to a more realistic and socially and environmentally responsible concept. These differences can be further explored in the following table.

Table 1
The Difference Between Social, Sustainable, and Environmental Entrepreneurship

Aspect	Social	Sustainable	Environmental
Objective	Solving social problems and making profits at the same time	Generating excess profits so that they can be allocated to social programs	Solving environmental problems and making profits at the same time
Main Focus	Achieving social balance	Developing sustainable principles	Generating profits from solving

	and generating profits	as a result of business activities	environmental problems
Challenge	There are challenges in raising funds and profits from business activities.	Difficulty in allocating profits to make a bigger impact on society	There is difficulty in determining the final results of the activities

Source: Researcher, 2026

Social entrepreneurship and sustainable entrepreneurship have complementary strategic roles in creating a sustainable positive impact on society, particularly in the social and economic sectors. Social entrepreneurship focuses on solving social problems with the aim of creating a balance between social mission and financial sustainability. Meanwhile, sustainable entrepreneurship emphasizes the importance of sustainability principles in its business activities and is based on the principle of generating profits that can be allocated to support social programs. The synergy between the two creates strong potential for collaboration, where sustainable entrepreneurship can provide financial support in the form of funding to help social entrepreneurship expand its scope of impact. Conversely, social entrepreneurship can provide community-based resources as business drivers, thus addressing the challenges faced by sustainable entrepreneurship in creating significant social impact. Several activities that can serve as inspiration for this entrepreneurial collaboration can be taken from previously researched case studies.

Table 2
Examples of Implementation of Sustainable Social Entrepreneurship

Activity Name	Objective	Description
Aravind Eye Hospital (Based in India)	Providing free access for people who cannot access eye health facilities	The company trains women from remote areas and employs them at the hospital. To generate profits, the hospital maintains its normal rates for those with higher incomes, providing a cross-subsidization for those with lower incomes.

GOONJ (Based in India)	Solving the problem of the food, clothing and housing crisis	GOONJ employs vulnerable communities and provides them with educational facilities, clean and decent clothing, and salary funding. To generate profits, GOONJ processes textile waste into recycled goods.
Waste4Change	Responsible waste management solutions provider.	A 100% holistic waste management for companies, buildings, residences and businesses to reduce the number of wastes that piles up in the landfill.
Burgreens	A restaurant that uses organic ingredients and eco-friendly packaging	Indonesia's plant-based eatery chain serving delicious healthy, ethical, and sustainable food.
Pusat Kegiatan Belajar Mengajar	Providing facilities for people who are unable to complete their education	Conducting empowerment programs for communities with low levels of education while providing formal education completion programs
EnAble	Improving the financial independence and well-being of local communities	Organizes seminars and training workshops for vulnerable communities and people with disabilities on workplace preparation. To generate profits, EnAble then

		employs the trainees.
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Source: Researcher, 2026

Through this synergy, a business can attract the interest of impact investors, or investors who not only pursue financial returns but also want to positively impact society and the environment through their investments. These investors typically consider sustainability (ESG) as a key aspect in their investment decisions. Therefore, businesses that combine social entrepreneurship and sustainability principles can be attractive investment targets because they still offer high profitability, in line with one aspect of sustainable entrepreneurship. Furthermore, collaborations with large companies or institutions that have budgets for ESG programs can provide significant funding sources for businesses. Collaboration with social entrepreneurs can help them realize their ESG goals while providing financial support to small businesses or start-ups. Sustainable practices in business operations can also help reduce production costs. Using environmentally friendly technologies, such as renewable energy, effective waste management, and the use of recycled materials, can significantly reduce operational costs [21]. Thus, a business can increase its profit margins, ultimately creating greater financial stability. Furthermore, the application of circular economy principles, which emphasize resource reuse, recycling, and effective waste management, can create sustainable business opportunities. Collaborating between social entrepreneurship and sustainability practices not only helps reduce environmental impact but also creates additional revenue streams through the sale of recycled products or waste management services. With this approach, businesses can maximize resource efficiency while generating economic benefits. Overall, the collaboration between social entrepreneurship and sustainable entrepreneurship not only helps with funding but also creates a stronger and more sustainable business system in the face of business obstacles and challenges. This synergy brings long-term financial benefits, creates positive social impacts, preserves environmental ecosystems, and builds a prosperous community.

Furthermore, collaboration between social enterprises and large corporations through ESG programs is also a crucial strategy. This collaboration enables the creation of a mutually supportive ecosystem, where companies gain strategic value

through ESG principles, and social enterprises gain financial support and access to resources. This is reinforced by findings [12], which show that businesses that combine social and sustainability dimensions are more attractive to ethical investors. At the implementation level, civil society involvement is a key element in the success of social entrepreneurship. As demonstrated by [7], the success of an initiative is largely determined by the extent of community participation in designing, implementing, and evaluating the program. This proves that a bottom-up model is more effective than a top-down approach in the context of social development. Thus, social entrepreneurship is not simply a trend or alternative strategy, but rather a strategic and innovative solution capable of having a broad impact in addressing social issues in Indonesia. It bridges the gap between profit and social value, and opens up new space for a more humane, inclusive, and sustainable economic system.

CONCLUSION

Social entrepreneurship has emerged as an important model for bridging the gap between profit and social and environmental goals. By making a social mission central to their business models, social entrepreneurship demonstrates how business can be an effective tool for addressing pressing social and environmental issues. Through an innovative and solutions-oriented approach, social entrepreneurship inspires positive change and offers a path to more inclusive sustainability. Social entrepreneurship has proven itself as an innovative and relevant approach to addressing complex social challenges in Indonesia. Through a combination of social mission and entrepreneurial strategy, this model is capable of creating real solutions to problems such as poverty, unemployment, disparities in access to education, and weak local economies. The main advantage of social entrepreneurship lies in its ability to integrate humanitarian values with a business approach, making it not only a short-term solution but also a sustainable, systemic effort. Studies from various articles show that social entrepreneurship can succeed when supported by social innovation, community involvement, access to technology, and supportive regulatory support.

Furthermore, the integration of social entrepreneurship and ESG principles strengthens business resilience, making it more attractive to social investors and corporate collaborators. However, for social entrepreneurship to develop optimally, cross-sector synergy is needed between business actors, government, academics, and the community. Support in the form of funding, training, and market access must be expanded so that this movement can reach a wider area. In this way, social entrepreneurship can truly become a driving force for inclusive, adaptive, and sustainable social change. In conclusion, social entrepreneurship is not only the answer to social

problems, but also the foundation for a more just and humane economic future.

Social entrepreneurship provides an inclusive, community-based approach, while sustainable entrepreneurship focuses on innovation that supports a balance between economic, social, and environmental sustainability. The results of this study indicate that the synergy of these two approaches can create innovative business models that are resilient to change and contribute significantly to the implementation of ESG (Economy, Social, and Governance) principles in business. The recommendation is for entrepreneurs to adopt an integrated strategy for social and sustainable entrepreneurship to increase social, environmental, and economic impacts holistically. The government and policymakers should support this business model through supportive regulations, tax incentives, and strengthening access to funding. Further studies are needed to explore the application of this integration across various industrial sectors and to quantitatively measure its impact on sustainability indicators.

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