

Sustainable Eco-Print Entrepreneurial Motivations, Orientations, And Strategy Adoption of Women Entrepreneurs in Bekasi City, Indonesia

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Abstract: This research aims to reveal the practice of sustainable entrepreneurship in the context of motivational factors, sustainable entrepreneurial orientations, and the sustainable strategies undertaken to adopt a successful sustainable entrepreneurship carried out by women entrepreneurs in the Eco-Print business in Bekasi City, Indonesia. This research used the Interpretive case study design. It involved of conducting in-depth interviews to reveal intentional information with two Eco-Print women entrepreneurs in Bekasi City. The case studies are used to understand the motives and meaning of women entrepreneurs' actions that underlie the formation of an Eco-Print business, sustainable entrepreneurial orientations, and sustainable entrepreneurial strategies. The findings of this research signify the construction of a contingency framework of motivational factors, sustainable entrepreneurial orientations, and sustainable strategies realized by women entrepreneurs in Eco-Print through an entrepreneurial performance perspective. This research reveals the role of social identity theory in the form of community and sustainable entrepreneurial practices of women entrepreneurs in the adoption of strategies for entrepreneurial performance. This research signifies the conceptual development framework of the institutional arguments approach in the perspective of sustainable orientations of women entrepreneurs through sustainable entrepreneurship institutional activities and practices in the Eco-Print business.

Keywords: eco-print business, entrepreneurial orientation, sustainable entrepreneurship, women entrepreneurs.

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INTRODUCTION

The Eco-Print business is one part of developments in the fashion industry that prioritizes the use of environmentally friendly products (Rahmawati et al., 2020; Widiana, 2021). Eco-Print entrepreneurship focuses on the production of products made from high quality natural fibers printed with natural or botanical motifs using natural dyes from nature and environmentally friendly processes. Eco-Print entrepreneurship produces products in the form of ready-to-wear clothing, complementary clothing accessories and home decorations. Eco-Print business



is a form of implementing sustainable entrepreneurship which embodies the sustainability mission of caring for the environment combined with the application of traditional entrepreneurship (Farzin et al., 2023; Salem & Alanadoly, 2021). Indonesia, with its abundant natural wealth in the form of biodiversity (Agus, 2020), has great potential to support the implementation of sustainable entrepreneurship in the Eco-Print business through natural dyes in the textile industry. Eco-print utilizes extracts from botanicals including wood fiber, bark, leaves, fruit skins, flowers and seeds and roots which can replace synthetic dyes. The Bekasi City Government provides great support for the implementation of Sustainable Development Goals (SDGs) (Mamie et al., 2020) such as sustainable entrepreneurship in the form of Eco-Print through the Bekasi Eco-Print Club. Some of the initiatives carried out by the Bekasi City Government to support the implementation of sustainable entrepreneurship include providing support to the Bekasi Eco-Print Club as a foster partner through access to training, mentorship and exhibitions.

Bekasi Eco-Print Club is a concrete manifestation of Bekasi City's commitment to implementing sustainable entrepreneurial practices that support economic development and sustainability. Bekasi City Government Commitment is a form of support for Indonesia's national strategic program in the form of implementing sustainable fashion. Sustainability entrepreneurship is a national strategic program of the Government that supports sustainable development in the form of sustainable fashion to promote responsible use of consumption and production. This form of sustainable entrepreneurship through the implementation of Eco-Print not only provides benefits through profit creation but also creates product innovations with authentic natural manifestations for environmental protection for profit maximization (Kimuli et al., 2022; Belz & Binder, 2017; Sarkar & Pansera, 2017) in accordance with the triple bottom line theory (Agarwal et al., 2020) and supports the Bricolage theory for the use of nature for sustainable fashion entrepreneurship (Senyard et al., 2014). Bekasi Eco-Print Club is an Eco-Print community consisting of 13 women entrepreneurs which was founded in 2020. The initiation was carried out by women Eco-Print entrepreneurs in Bekasi City who initially studied Eco-Print as a form of concern for the environment and in protecting earth also as efforts to achieve zero waste, but still able to achieve profits through entrepreneurship. The Bekasi Eco-Print Club activity is not only a forum for women entrepreneurs to implement economic and sustainable development practices, but it is also intended as an entrepreneurial ecosystem forum for promoting sustainable entrepreneurship to the wider community as well as a forum for forming sustainable management knowledge for women entrepreneurs who are members of the community. Bekasi Eco-Print Club is a manifestation of sustainable entrepreneurship which provides accessibility for women entrepreneurs to provide entrepreneurial development support such as training, technical access, marketing and finance.

The success of the Bekasi Eco-Print Club shows the role of women entrepreneurs in promoting sustainable entrepreneurship which portrays the success of women entrepreneurs in integrating sustainable entrepreneurship as an ecopreneur ecosystem for sustainable business performance. This success cannot be separated from the adoption of strategies carried out in micro-eco-print businesses by women entrepreneurs who are members of the Bekasi Eco-Print Club. Of the large number of Eco-Print entrepreneurs in Indonesia, many of these entrepreneurs experiencing failure in their entrepreneurship. Eco-Print entrepreneurship carried out by two entrepreneurs who are members of the Bekasi Eco-Print Club illustrates the success of implementing sustainable entrepreneurship within the scope of sustainable fashion, namely Eco-Print, and has the competitiveness to develop their business. Although, the entrepreneurial practice efforts carried out by women entrepreneurs are not comparable to the entrepreneurship carried out by male entrepreneurs and receive less focus (Kivalya & Caballero-Montes, 2024;

Kimuli et al., 2022; Byrne et al., 2019; Gbadamosi, 2019). The application of entrepreneurial strategy carried out by women entrepreneurs has received little attention due to the complexity in balancing the achievement of sustainability values, especially environmental issues in operations and entrepreneurial profitability (Kimuli et al., 2022; Belz & Binder, 2017). The role of women as entrepreneurs is inseparable from limitations related to domestic family affairs and the implementation of informal entrepreneurship as indicated by the number of women entrepreneurs which is not comparable to male entrepreneurs (Kimuli et al., 2021; Monteith & Camfield, 2019; Bertaux & Crable, 2007). In its development, women entrepreneurs simultaneously demonstrate their role in entrepreneurial practices in accordance with the development of industrialization and globalization (Agarwal et al., 2020; Croce, 2020, Poggesi et al., 2020; Agarwal & Lenka, 2016). This is reinforced by a study by Sugiyanto et al. (2024) regarding the gap in the potential of women entrepreneurs in contributing to sustainable economic development.

The phenomenon of successful implementation of sustainable entrepreneurship carried out by women entrepreneurs who are members of the Bekasi Eco-Print Club provides a need to explore more of the sustainable strategy practices undertaken in the formation of an Eco Print business, sustainable entrepreneurial orientations, and sustainable entrepreneurial success strategies to encourage the implementation of these successful practices in women-owned sustainable entrepreneurial micro-enterprises. A study conducted by Emrizal & Primadona (2024) shows the role of and contribution of sustainable entrepreneurship to entrepreneurial orientation for the successful implementation of entrepreneurship. Apart from that, the phenomenon of this study encourages exploration of factors from a multi-dimensional perspective that play a role in encouraging sustainable entrepreneurship practices, both in terms of encouraging individual level factors, organizational level factors and sustainable entrepreneurial processes (Nayak & Pillai, 2024). Pratama et al. (2022) stated that core values, motivation, orientation, technology and strategic initiatives are important elements for sustainable enterprises to develop and have an impact on social and environmental issues. To explore the sustainable practices undertaken by women owned sustainable Eco-Print business in Bekasi Eco-Print Club, this research uses a post-positivist approach in the form of multiple case studies from two successful women entrepreneurs who are members of Bekasi Eco-Print Club. Exploratory multiple case studies are used to examine the reality of entrepreneurship carried out by women-owned Eco-Print Business using inductive methods to produce a contingency framework that focuses on motivational factors, sustainable entrepreneurial orientations, and sustainable strategies realized by women entrepreneurs in Eco-Print through an entrepreneurial performance perspective.

Therefore, based on the discussion above, the research questions include: RQ1) Motivational Factors that contribute to the formation of sustainable entrepreneurship by Women-Owned Eco-Print Business? RQ2) What form of sustainable entrepreneurial orientation is carried out by the Women-Owned Eco-Print Business? RQ3) How are strategies adopted by Women-Owned Eco-Print Business to foster the uptake of sustainable entrepreneurship performance?

Upon this background, this research emphasizes prominence motivations and sustainable entrepreneurial orientations as the factors influencing sustainable entrepreneurship towards the sustainable entrepreneurship strategy adoption. The output of this research is expected to provide an economic behavior for women entrepreneurs that has an impact on phenomena at the organizational level in the form of successful sustainable entrepreneurial practices in creating opportunities and integrating the triple bottom line concept in entrepreneurship.

METHODS

This research used a qualitative research design in the form of a case study with multiple case settings of two successful sustainable entrepreneurs in eco-print business. The paradigm used is post-positivist with the unit of analysis of two women eco-print entrepreneurs who are members of the Bekasi Eco-Print Club. These two women entrepreneurs have been pursuing Eco-Print entrepreneurship for more than two years in Bekasi City. Direction of theoretical logic in this research is inductive in nature whose development direction comes from successful Eco-Print women entrepreneurs. This reality is subjective and holistic in nature, a social construction in sustainable entrepreneurship. This research provided no assumptions and limitations and focused on collecting and recording of what is observed accurately and neutrally as a reality in producing a post hoc conclusion from the data.

This study involved two women business owners owned by Eco-Print who are members of the Bekasi Eco-Print Club who are undergoing entrepreneurial operations in the Bekasi City area, Indonesia. The two Eco-Print female entrepreneurs were chosen for two main reasons. First, the two entrepreneurs demonstrated success in creating superior products in Eco-Print and one of the entrepreneurs has even succeeded in entering export markets such as Europe, Japan, America and Australia. These two entrepreneurs are examples of good practice in implementing sustainable entrepreneurship. The second reason is that these entrepreneurs demonstrate success in implementing sustainable entrepreneurship through active participation in building networks or partnerships within the scope of women's entrepreneurship as well as sustainability efforts in implementing entrepreneurship.

Before involving participants, we obtained permission from the Chair of the Bekasi Eco-Print Club who was also one of the participants in this study. Participants in this study were selected purposively to obtain target participants who could represent the implementation of sustainable entrepreneurship with vast knowledge on the sustainable entrepreneurship practices. The research instrument is the researcher who uses an interview guide which was prepared to carry out semi-structured interviews. In conducting interviews, questions were asked flexibly according to field conditions but emphasized a thorough discussion of each research question. Interview question guides are prepared and used in the interview process as a reference to obtain the desired important information. However, during the interview process, an intuitive approach was also used to ensure the uniqueness of each experienced informant could be described. Each interview is recorded through an audio recording process.

Two case studies from women Eco-Print entrepreneurs showed that participants were able to demonstrate business success and were able to face challenges in implementing Eco-Print entrepreneurship such as the Covid-19 pandemic. Apart from that, two women Eco-Print entrepreneurs run their business with great support from their families. The data collection method used is multi-source, including observation, interviews, documentation, and visual images. Case studies used the stages of case study research (Yin, 2009), including: introduction, designing case studies, preparing to collect case studies evidence, collecting case studies evidence, analyzing case study evidence, and reporting case studies. The data analysis method used the interactive method Miles & Huberman (1994), namely data collection, data reduction, data display, conclusions or data verification, and writing results. Data validity methods (Creswell, 2017) include (1) Degree of trust (credibility), (2) Transferability, (3) Dependability, and (4) Objectivity (confirmability).

An overview of the two case studies is depicted in Table 1. which covers the beginning of business implementation and the scope of Eco-Print products in entrepreneurship.

Table 1 Participant's Information

Case Study No.	Year of establishment	Marital Status	The beginning of the establishment of Eco-Print Business
1. Mrs. A	2020	Married	<p>"This business was just a coincidence, when I started the business, my child was still in high school. At that time, my child was given the task of making Shibori I tried to browse on social media, etc. and suddenly information about Eco-Print appeared. I first tried Eco-Printing using cloth, eco-printing has several techniques for doing it, for example pounding and steaming, etc. I started with the pounding technique first but on the first try the fabric had holes.</p> <p>After I learned, I should hit with a wooden hammer, whereas at that time I used an iron hammer. After that I tried to learn more, for example using the steaming technique, but for this technique I had to use several additions such as Alum, Lanang leaves, etc. Next, I browsed on other social media about leaf suppliers and met one of the leaf suppliers in Jogjakarta where this supplier offered me to join online workshop.</p> <p>After that, I had contact with one of the heads of the Eco-Print association in Indonesia where I first gave her permission to start learning about eco-printing and this was allowed by heads of the Eco-print association in Indonesia. Not long after I started studying this Eco-Print online, because it was still a pandemic, during the training, I met friends in Bekasi who were also studying this eco-print. The story continued where one of my friends was offered to exhibit at the Department Store in Jakarta, but did not want personal participation, therefore the Bekasi Eco-Print Club was formed and after it was formed one had to be chosen to be the Chair. I was chosen to be the Chair of the Bekasi Eco-Print Club. That is the origin of the Bekasi Eco-Print Club."</p>
2. Mrs. B	2018	Married	<p>"In 2018, I started studying Eco-Print, where previously there was a trainer who came from Yogyakarta and at that time the training costs were still high. There are several techniques that I studied where the techniques studied depend on the materials used. After attending this Eco-Print training and learning to modify it, etc., I dared to provide massive training in 2019, before the pandemic. This is where I started using the Eco-Print network, starting from joint courses, providing joint training, starting with 10 people but over time the remaining 5 people were active in Eco-Print. After that, I started taking part in competitions throughout East Jakarta and won 1st place."</p>

RESULTS AND DISCUSSION

Description of Participants

Case study 1: Mrs. A

Mrs. A started the Eco-Print business in 2020, which began with a hobby and the personal characteristics of Mrs. A, who likes to try new things. Mrs. A saw the entrepreneurial opportunity of Eco-Print as a form of implementing eco-friendly responsibilities. Mrs. A, in implementing eco-print entrepreneurship, utilizes natural botanical materials ranging from leaves, roots, and stems, including the media used, such as cloth derived from natural fibers. Her commitment to implementing sustainable entrepreneurship is demonstrated in her commitment to not using a single drop or bit of artificial coloring materials. The Eco-Print business is interpreted by Mrs. A as a small step to contribute to protecting the earth by achieving zero waste while achieving entrepreneurial performance and not burdening the earth. Mrs. A. had her own boutique business with a mass production system before starting the Eco-Print business, but in the end, the business was shut down. The

sustainability entrepreneurship undertaken by Mrs. A started from ideology, thoughts, and concern for the environment and society.

Mrs. A. realized that the boutique business that ran before the Eco-Print business produced a lot of waste, both from fabric and from leftover fabric cuttings, dyes, etc. There are several products produced by Mrs. A's Eco-Print business that have zero waste. Mrs. A. also followed advice and training from the Indonesian Eco-Print Designers Association to create patterns that, after cutting, would leave no residue. Mrs. A believes that Eco-Print products have different market segments; even when exhibiting, sometimes good sales performance cannot be achieved, but the aim of providing education on the implementation of sustainable entrepreneurship can be achieved. The Bekasi Eco-Print Club, in which she performs as the Chair, plays a crucial role in supporting the Bekasi City Government in promoting sustainable entrepreneurship. The Club's active involvement and support are crucial in promoting sustainable entrepreneurship, making community organizations feel valued and integral to the cause. As the chairperson of the Bekasi Eco-Print Club, Mrs. A promotes the empowerment of the Eco-Print community of women entrepreneurs by collaborating with Government and non-governmental organizations that promote women's empowerment and community development. The Eco-Print products produced by Mrs. A. have the advantage that only one product is available for each type. Eco-print products will not be able to create the same product, whether in terms of leaf pattern, color, print pattern, etc.; for example, in clothing production, only those clothes will have that motif. The implementation of sustainable entrepreneurship carried out by Mrs. A has great support from the family, which is one of the factors in entrepreneurial success.

Case study 2: Mrs. B

The entrepreneurship carried out by Mrs. B. has been going on since 2005. However, the implementation of entrepreneurship has yet to be specific to Eco-Printing. In the beginning, it started by producing necklaces. From a hobby, things piled up at home over time, and finally, Mrs. B thought of providing training in entrepreneurship to her community. Ultimately, Mrs. B dared to participate in curation at various large companies initially. Mrs. B. also received guidance from an official institution under the Ministry of Cooperatives and SMEs of the Republic of Indonesia for one year. Implementing Eco-Print entrepreneurship aims to create an eco-environmentally friendly spirit that uses natural materials such as fibers, linen, wool, silk, and natural dyes such as mahogany wood. Eco-print production can also utilize plants that exist in nature, such as Kepyar *Jatropha*, Kenikir Leaves, Wulung *Jatropha*, African Wood, etc. Mrs. B. also planted several plant items that are already rare out there, especially with the support of the Eco-Print community, to exchange information about if there are rare seeds for sale. Mrs. B even made innovations in sustainable entrepreneurship using natural dyes, including shaved Secang Wood and Mahogany Wood.

One of the motivations for establishing Eco-Print entrepreneurship was to open opportunities to empower the community, such as selling wood powder, processing natural dyes, and expanding the Eco-Print community network to empower the wider community. The efforts made by Mrs. B in starting sustainable entrepreneurship were initiated by the desire to provide progress for society and the environment, along with providing strategic directions for the development of Eco-Print entrepreneurship. Mrs. B. has collaborated and become a foster partner with many state-owned enterprises and non-governmental organizations to promote Eco-Print sustainability entrepreneurship. Mrs. B. takes pride in the entrepreneurship she undertakes and feels enormous support from her family, the Eco-Print community, and even partner companies by inviting her to various events and even being a speaker to show respect and recognition for her sustainable entrepreneurship. Mrs. B, through sustainable entrepreneurship, created training or workshops related to Eco-Print technical knowledge,

environmental knowledge, and plant cultivation for Eco-Print, especially for the community and society, that encourages the wider community to understand Eco-Print. With the help of government, companies, and other institutions, Mrs. B provides Eco-Print training facilities as a platform for suppliers of Eco-Print materials or media through her entrepreneurship to empower skills and motivate income-generating activities.

By comparing multiple and corsage cases accompanied by similarities in case patterns (Patton, 2014), a summary of findings can be presented in Table 2. Based on the discussion and analysis of case studies, this research aims to explore motivational factors, sustainable entrepreneurial orientations, and sustainable strategies realized by women entrepreneurs in Eco-Print Business through the achievement in an entrepreneurial performance perspective. Thus, the findings of this research provide new insights, enriching existing literature and knowledge to explore the conceptual development framework of the institutional arguments approach in the perspective of sustainable orientations of women entrepreneurs through sustainable entrepreneurship institutional activities and practices in the Eco-Print business.

The case analysis presented in Table 2 explores motivational factors, sustainable entrepreneurial orientations, and sustainable strategies realized by women entrepreneurs in Eco-Print through an entrepreneurial performance perspective. Thus, the research findings provide a conceptual model as in Figure 1. to enrich the views and literature on sustainable entrepreneurship. These findings highlight the need for adoption strategies through entrepreneurial learning and community networks to enable Eco-Print Businesswomen to acquire skills relevant to efforts to realize entrepreneurial actions that care about the environment. The dimension of sustainability entrepreneurial orientation is significant in the efforts of Eco-Businesswomen to realize their efforts in forming entrepreneurship as an effort for environmental sustainability and profit maximization.

The research findings outline the need for adoption strategies through entrepreneurial learning and community networks. These strategies enable Eco-Print businesswomen to acquire skills relevant to their entrepreneurial actions while prioritizing environmental care. The dimension of sustainability entrepreneurial orientation is of utmost significance, as it highlights the commendable efforts of eco-businesswomen in their pursuit of entrepreneurship for environmental sustainability and profit maximization. The research findings support previous research findings by Pratono et al. (2019), Arsawan et al. (2022), Agyabeng-Mensah et al. (2021), that entrepreneurial learning is formed from the knowledge acquisition process, which is reflected in the dimensions of sustainable entrepreneurial orientation such as innovation and competitive advantage, which influence sustainable entrepreneurial practices. The findings of this research reveal the construction of a contingency framework realized by Women Eco-Print Businesses from a performance perspective of sustainability entrepreneurship. This research outlines institutional arguments approach from the standpoint of sustainable orientations of women entrepreneurs through sustainable entrepreneurship institutional activities and practices in the Eco-Print business. The conceptual framework for further research development aims to empirically examine the factors that influence sustainable entrepreneurship intentions, and the dimensions of sustainable entrepreneurial orientation reflected in adopting strategies for entrepreneurial performance in sustainable entrepreneurship. This research also supports findings by Criado-Gomis et al. (2017), Sargani et al. (2020), Kimuli et al. (2022) that dimensions of entrepreneurial orientation that reflect sustainability orientation simultaneously integrate the triple bottom line perspective in the operationalization of entrepreneurship. Empirical testing within the conceptual framework of this advanced research focuses on textual and contextual factors of sustainable entrepreneurial practices. The expected outcome of this study is to illustrate a proposed framework to provide a theoretical basis for women's economic behavior in sustainable entrepreneurship, thereby contributing to the field of entrepreneurship and gender studies.

Table 2 Summary of Findings

Research Questions	Observations from cases	Description
RQ1	Beliefs and values of environment protection, Family support Experience and past/prior knowledge Social identity Government and non-Government support	Beliefs and values of personal, social, and environment Sustainable entrepreneurial intentions and motivations Sustainable entrepreneurial cognitions The roles of beliefs and values in personal, social, and environmental contexts to integrate the triple bottom-line motivations and intentions underlie sustainable entrepreneurial intentions and cognitions. The support of family, experience, prior knowledge, social identity, and support from government and non-government play a decisive role in conditioning the establishment of sustainable entrepreneurship. Based on the observations from cases, the enablers of sustainable entrepreneurship intentions and motivations are explored.
RQ2	Pursuing entrepreneurial opportunities and updating market trends Economic independence The values underlying business innovation and the selection of the type of innovation Views and attitude in taking business risks Business risk mitigation Business development in various types of business; Service development new services in the form of business development online or based technology; utilization of business opportunities from existence strategic business location; Innovation follows market needs and gaps business opportunities, business collaboration or partnership; and uniqueness of service Views and attitudes toward competitive aggressiveness in entrepreneurship Underlying values of proactive in business as well as implementation conditions of proactive in business	Entrepreneurial motivation begins with a determination to value and believe in the importance of integrating the environment with business goals. These values and beliefs are realized by exploiting business opportunities with the option of forming sustainable entrepreneurship at a relatively low level of risk selection to achieve economic independence. (Entrepreneurial Impetus) The aim of implementing innovation is as an effort to developing sustainable entrepreneurship through idea development or new creative solutions where the results of business innovation are addressed to support motivation in aligning entrepreneurship with environmental goals. The development of sustainable entrepreneurship is aimed at inspiring and motivate the entrepreneurial community. By fostering new ideas and creative solutions, innovation becomes a driving force for sustainable entrepreneurship, where the results of business innovation are celebrated as a means of integrating the triple bottom line, which includes social, environmental, and financial aspects of a business. In determining the form of business innovation and attitude proactive in anticipating and responding to the future needs of the market are based on considerations in low business risk types. Entrepreneurial innovation is motivated by entrepreneurial education and learning which creates knowledge and practical skills of women entrepreneurs in eco-business. Trust is essential in forming a good network of relationships with the Eco-Print community, such as suppliers and business partners. Information and capital for implementing business innovation are obtained from business networks based on business trust. This trust provides a sense of security and confidence, fostering business cooperation in business innovation based on the existence of faith and entrepreneurial learning that occurs between entrepreneurs in the community. Risk mitigation efforts are carried out by increasing internal capacity, providing a variety of choices, and raising employee capacity. Competition is faced with determination and effort to outperform competitors by responding to requests in the market through maximum service, a superior variety of goods of Eco-Print products, and the courage to excel over competitors. Market mapping is carried out to respond to demand in the market quickly. Efforts to outperform competitors are made by providing services and comfort to consumers through business collaboration. Innovation is continuously implemented as an attempt to outperform competitors. The distinctive characteristics or uniqueness of each Eco-Print products the business being undertaken, such as a unique value proposition or a strong brand identity, provide an advantage in facing competition.

Research Questions	Observations from cases	Description
RQ3	Entrepreneurial Learning Integrative and Knowledge Management capabilities that lead to the formation of entrepreneurial community networks	<p>The strategy adopted by Women Eco-Business is entrepreneurial learning through past/prior knowledge and community networks to develop entrepreneurial, managerial, and social competencies, including the ability to develop entrepreneurial orientation to capture entrepreneurial opportunities, manage resources, and calculate risks. This strategy is adopted in sustainable entrepreneurial practices.</p> <p>Entrepreneurial learning is essential in empowering women in Eco-Business. It shapes their cognition, influences their way of thinking and acting, and guides their judgments and strategic decisions. This empowerment is reflected in the dimensions of entrepreneurial autonomy as they evaluate business opportunities, strive for autonomy, and work to enhance entrepreneurship. Entrepreneurial cognition lies in understanding mental models reflected in the entrepreneurial characteristics of the Women Eco-Print Business.</p> <p>Entrepreneurial learning forms the competence and capability of Eco-Print female entrepreneurs in integrating dimensions of entrepreneurial orientation through knowledge management in the operationalization of entrepreneurship to achieve sustainable entrepreneurial performance. The integrative capabilities and knowledge management form a community network in entrepreneurship that can create innovations to improve sustainable entrepreneurial performance.</p>

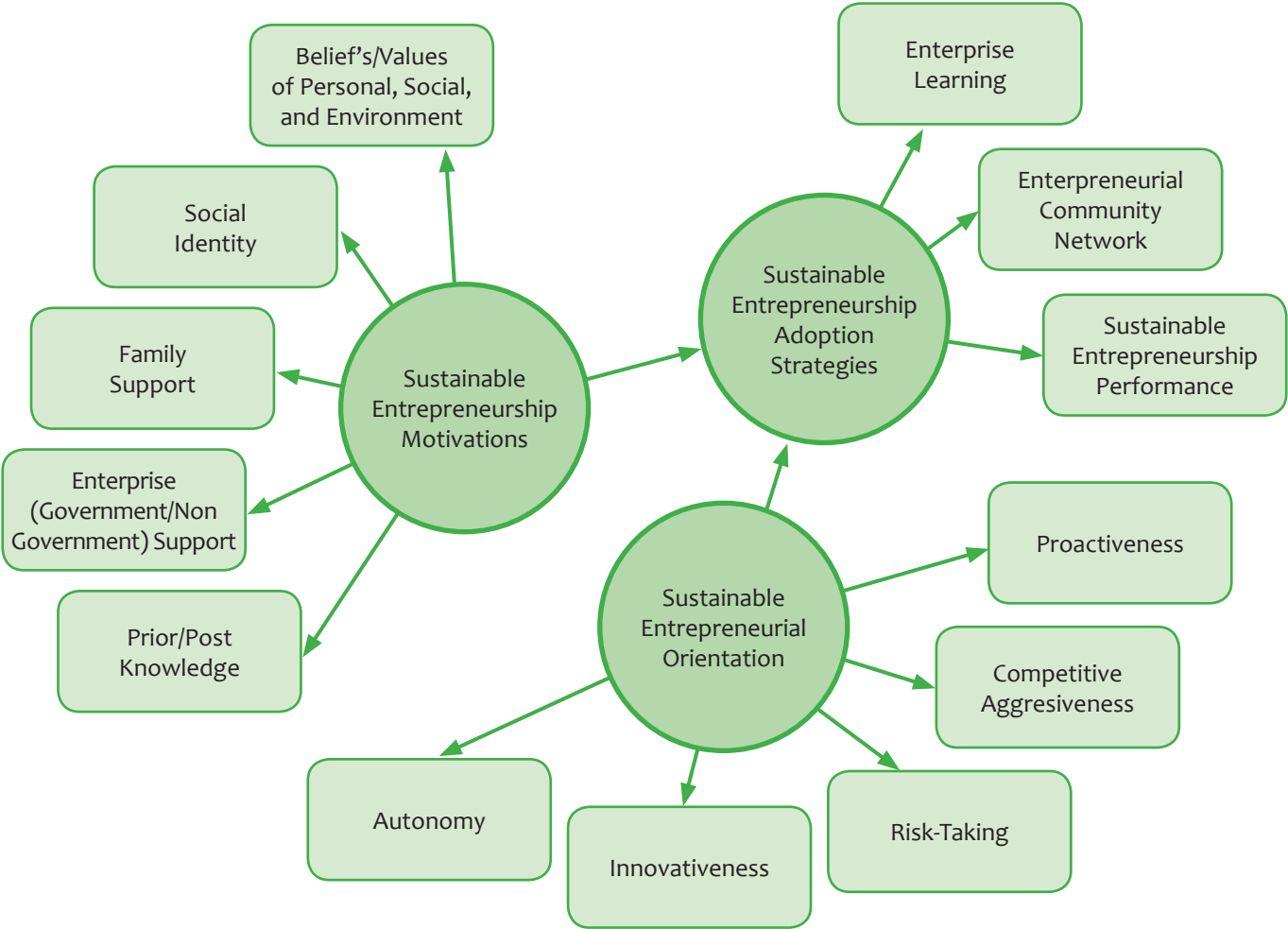


Figure 1. Conceptual Model

This research reveals the role of social identity formed by Eco-Print women's entrepreneurship in the form of community and sustainable entrepreneurial practices undertaken to provide meaning and significance essential in entrepreneurship manifested in dimensions of entrepreneurial orientation and sustainable entrepreneurial intentions, which are reflected in the adoption of strategies for entrepreneurial performance. The findings of this research highlight the inevitability of social identity theory, which is used to describe the role of identity in providing meaning and significance essential in the practice of sustainability entrepreneurship (Musona et al., 2021; Mmbaga et al., 2020; Powell & Baker, 2014). This research supports the social identity theory (Tajfel & Turner, 1979; Hewapathirana, 2011; Liu et al., 2022) that women entrepreneurs form sustainable entrepreneurship to achieve and maintain social identity through practices and strategies for implementing sustainable entrepreneurship as a form of integration of entrepreneurial orientation and sustainability orientation which has an impact not only on business profits but have social and environmental effects. Women's eco-print business identity provides a fundamental foundation for every entrepreneurial action (Farzin et al., 2023). This identity, shaped by a social group's collective belief system, underlies the formation of sustainable entrepreneurship. Moreover, it also influences the development of sustainable orientation entrepreneurship that refers to the long-term commitment of entrepreneurs to sustainable practices (Tajfel & Turner, 1979; Tajfel, 1981; Hogg, 2016). The formation of sustainable entrepreneurship is a form of contribution from women entrepreneurs in establishing the legitimacy of sustainable entrepreneurship through commitment and self-confidence to become innovators and leaders in their entrepreneurship (Agarwal et al., 2020; Kawai & Kazumi, 2021; Al-Qahtani et al., 2022). The formation of sustainability entrepreneurship encourages the spirit of sustainability entrepreneurship which is demonstrated by the ability and mentality of values and beliefs to achieve creativity and the ability to build networks in the form of communities to achieve entrepreneurial excellence (Halder, 2019; Suriyankietkaew et al., 2022; Kirby et al., 2022).

CONCLUSION

This research supports research findings (Agarwal et al., 2020) that explore personal factors in encouraging the growth of women's entrepreneurship. The findings of this research show that adopting a strategy in the form of ecosystem network strength that emerges from entrepreneurial innovation can improve sustainable entrepreneurial performance (Agarwal et al., 2020; Terán-Yépez et al., 2020). The findings of this research provide a proposing conceptual framework that adds value from a theoretical perspective to a holistic contingency model for the formation of sustainability entrepreneurial motivation and intentions derived from the beliefs or values of personal, social, and environmental social identity; family support; enterprise (government/non-government) support, and prior/post knowledge as well as dimensions of sustainability entrepreneurial orientation that integrate the dimensions of autonomy, innovativeness, risk-taking, competitive aggressiveness, and proactiveness with sustainability orientation that impact the adoption of sustainable entrepreneurial strategies of entrepreneurial learning and entrepreneurial community network leading to sustainable entrepreneurial performance. The focus of this research is to explore the phenomenon of women Eco-print businesses that are successful in implementing sustainable entrepreneurship in two case studies and is not intended for generalization purposes, so an empirical test or proposing framework produced in this study is needed. This research suggests that future research can empirically test the relationship in conceptual development and conduct comparative studies with other forms of sustainable entrepreneurship.

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