

ENHANCING BOTH COMPANIES AND CONSUMERS' INTENTION TO BOTH PRODUCE AND CONSUME GREEN PRODUCT

[PENINGKATAN INTENSI PARA PELAKU USAHA SERTA MASYARAKAT DI DALAM MEMPRODUKSI SERTA MENGGUNAKAN PRODUK RAMAH LINGKUNGAN]

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ABSTRACT

Green business, green marketing or sustainable business activities had emerged as some of the most discussed and most popular concept within the realm of business, in which, due to the continuous destruction of wildlife and environment all around the world, many people, non-governmental organizations, entrepreneurs, companies and government had constantly pushed and urged many businesses to do or conduct their business activities in a proper and sustainable way which won't have any damaging or negative impact toward the surrounding environment. Meanwhile, at the same time, consumers were also constantly being "pushed" by these same parties to play a more active role in ensuring that the negative impact of these business activities toward the environment won't escalate by stop consuming, buying or using non-green product which is not sustainable and could bring a dire impact toward the nature and the surrounding environment in the future. Therefore, this community services activities were designed or conducted in order to give some information, suggestions, or understanding to both businesses and consumers, not only in order to ensure that both of these parties will fully understand the main concept of green business, but also in order to ensure that both parties will eventually and actually conduct both of their businesses and consumption activities in a more sustainable way

Keywords: *Green Business, Sustainable Business Practices, Intention to Produce Green Product, Intention to Consume and Use Green Product, Environmentally-Friendly Product*

ABSTRAK

Aktivitas bisnis ramah lingkungan merupakan topik yang saat ini sedang populer di kalangan para pelaku usaha, pemerintah, masyarakat ataupun lembaga sosial lainnya, yang dimana, konsepsi dasar dari aktivitas bisnis yang ramah lingkungan (*green business*) ini menjadi jauh lebih sering digaungkan serta disosialisasikan dalam kurun waktu 1-2 dekade terakhir ini mengingat kerusakan alam serta pencemaran lingkungan yang terjadi secara terus menerus dalam kurun waktu ini membuat banyak pihak, mulai dari masyarakat, lembaga sosial, konsumen, pelaku usaha serta pemerintah menjadi lebih sadar lagi terkait dengan pentingnya proses peranan setiap individu serta pihak guna memastikan kelestarian lingkungan alam sekitar. Alhasil, maka kini banyak pihak mulai mendorong serta memberikan tekanan kepada para pelaku usaha guna memastikan bahwa para pelaku usaha ini mampu melakukan seluruh aktivitas bisnisnya secara lebih berkelanjutan, serta memberikan penyuluhan kepada para masyarakat serta konsumen bahwa masyarakat juga memainkan peranan penting serta krusial di dalam memastikan keberhasilan dari aktivitas *green business* yang dijalankan oleh para perusahaan. Alhasil, maka kegiatan pengabdian kepada masyarakat (PKM) ini dilakukan bukan hanya guna memberikan berbagai penyuluhan kepada para pelaku usaha serta masyarakat terkait dengan konsepsi dasar dari *green business* ini, namun juga guna meningkatkan intensi dari kedua belah pihak untuk kedepannya mau untuk memproduksi serta menggunakan produk-produk ramah lingkungan guna mendukung pelestarian lingkungan sekitar di masa yang akan datang.

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Kata Kunci: *Green Business, Sustainable Business Practices, Intention to Produce Green Product, Intention to Consume and Use Green Product, Environmentally-Friendly Product*

INTRODUCTION

Green Business had become one of the most sought-after and discusses topic within the realm of business and management for the past 3-4 years, in which, many research or studies tend to put some emphasize on understanding which factors could ultimately affect consumers' decision in buying, purchasing, consuming or using green products (Byrch *et al.*, 2007; Loucks *et al.*, 2010; Fernando, 2012; Hogevoid *et al.*, 2015; Woodfield *et al.*, 2017; Wilson *et al.*, 2019; Wilson *et al.*, 2021; Lamptey *et al.*, 2021). Meanwhile, in the other hand, there have also been some studies which try to put their focus from the other point of view, in which, many studies had also tried to deeply understand why there have been some companies which are willing to conduct their business activities in accordance with the concept of green business, and why there have also been some companies which decline or refuse to follow the trend of shifting their focus on doing their businesses in a more sustainable way (Braun, 2010; Gibbs and O-Neill, 2012; Martinez, 2014; Pillania, 2014; Harrington *et al.*, 2016; Wilson, 2019; Wilson, 2020; Bıçakcıoğlu and Tanyeri, 2020; Wilson and Jessica, 2020; Couckuyt and Van looy, 2020; Bıçakcıoğlu *et al.*, 2020; Couckuyt and Van looy, 2021)

In this case, there have been several factors which could explain some companies' decision and stance of not conducting their business activities in accordance within the concept of green marketing, such as the amount of costs which these companies will bear during the process of producing green products, consumers' low level of knowledge regarding what is green products (and which aspects differentiate green products and the non-green ones), and the attitude or their target markets (or consumers) of mainly

focusing on the price of the product compared to the impact that using the product had on the surrounding society or environment (in which, in this case, these types of consumers usually consider the price level of the product as the basic standard in determining which products that consumers will buy). For example, since the selling price of green products tend to be higher as compared to the non-green ones, then consumers who use price level as their basis of deciding which products that they'll choose and they'll buy will most likely to choose the products with the lower price level as opposed to the higher ones, regardless of whether the more expensive product was actually green or environmentally-friendly products which will eventually bring more significant impact toward revitalizing the surrounding nature as opposed to the cheaper ones. Such problems usually existed within the countries or societies in which the majority of the citizens were grouped into the middle-to-low income society. Therefore, this is one of the main reason of why the concept of green products were usually more prevalent in developed countries which the majority of the citizens were grouped or classified into the middle-to-high income society (Vallaster *et al.*, 2019; Belvaeva *et al.*, 2020; Akanmu *et al.*, 2021; Abhayawansa and Adams, 2021; Chen and Chen, 2021, Agyekum *et al.*, 2021)

However, regardless of whether the concept of green or sustainable business tend to be followed, used or implemented by companies or citizens living in a more developed countries compare to the developing ones, doing sustainable and environmentally-friendly business activities were incredibly necessary in order to ensure that all individuals could have an equal role in ensuring the revitalization and the protection of the earth's environment by actively taking

part in doing, socializing and practicing environmentally-friendly behavior (Amoako *et al.*, 2021; Soomro *et al.*, 2021; Zhao and Pan, 2021). In these case, the governments, citizens, business practitioners, and non-profit organizations from both the developed and developing nations should work together in order to ensure that the negative effects (or the downside) that both business and consumption activities (which were conducted by both companies and consumers) had toward the surrounding environment could be reversed and reduced, thus ensuring the longevity and the sustainability of the nature for the long period of time (Ruppenthal, 2020).

Still within the realm of green business or environmentally-friendly behavior, most people usually think that the constant destruction of surrounding nature, combine with the severe river and air pollution which had been worsen for the past years, were mainly caused by irresponsible business activities which were conducted by companies throughout the years, in which, these companies were usually blame for throwing the waste resulted from the production activities conducted by these companies directly toward the ocean, river, or nearby landfill without conducting proper waste management processing activities toward these wastes, thus causing all of the hazardous materials contained within these wastes to flow directly into the river, ocean, or contaminate the nearby landfill, thus brining massive destruction toward the environment (Rouf, 2012; Hanohov and Baldacchino, 2018; Abuzeinab *et al.*, 2019; Chavez *et al.*, 2021).

While many of these arguments were true, however, the constant destruction of the nature or environment which had happened for the past years was also actually caused by the irresponsible consumption activities conducted by the citizens or consumers themselves, in which, many of the consumers all around the world still paying little attention toward the importance of

revitalizing and sustaining the environment for a better future. In this case, many of these consumers still throw away their garbage or rubbish on the nearby river, while at the same time, many citizens (particularly in Indonesia) were still conducting many of their daily activities directly on the bank of the river (such as cleaning their clothes, taking a bath, or even conducting any other activities on the river), in which, the combination of these activities could further deteriorate the condition of the river which had actually been polluted. Furthermore, conducting such activities on a severely-polluted river could also bring a negative impact toward the health of the citizens themselves, since many of the hazardous chemical materials contained or exist on the water could flow and enter the body of these citizens which could increase the risks of these chemical materials disrupting or causing mild-to-severe health problems toward the body systems which could further potentially threaten the life of these citizens.

Therefore, it is important to fully understand which factors affects both the companies and people or citizens' intention to adopt green-based business or consumption activities which could bring more positive impacts toward the surrounding nature and environment toward the globe. Therefore, this community services activities were conducted in order to give some perspectives, understand, information to both companies, consumers and citizens regarding the important of conducting more environmentally-friendly and environmentally-responsible behavior in the future, together with all of the advantages tor positive impacts hat these behaviors could have on the surrounding environment. Furthermore, this community services activities were also conducted in order to discuss, present and provide some ideas or suggestions on how to actually perform and materialize these green (or environmentally-responsible) business and consumption activities in order to ensure that in the future,

both companies, consumers and citizens could actually ensure that all of these parties could play some roles in ensuring that their activities won't damage or bring negative consequences toward the surrounding nature.

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METHODOLOGY

METHOD OF CONDUCTING THE COMMUNITY SERVICES ACTIVITIES

Due to the current COVID-19 pandemic which still hamper and occur in Indonesia for the 1.5 years, it was deemed impossible for this community services activities to be conducted in an offline manner, thus ensuring these activities to be conducted virtually using Google Meet as the main media or tool which will be used to conduct these activities. These community services activities were actually divided into four (4) main sessions, in which each session was discussing different topic from the others, in which, all of these topics discussed within these four sessions were still within the realm of the main topic proposed in these community service activities, which is green (or environmentally-sustainable) business or consumption activities. All of these four sessions were divided in the following manner:

Table 1. Detailed Information Regarding the First Session (Session #1) Of This Community Service Activity

Session 1: How to Design an Interesting, Unique and Environmentally-Friendly Packaging for Green Products	
Speaker	Mrs. Yana Erlyana, S.Sn., M.M.
Venue	Online (through Google Meet)
Date	Monday, December 20 th 2021
Time	09:00 – 11:45 (165 Minutes)

Table 2. Detailed Information Regarding the Second Session (Session #2) Of This Community Service Activity

Session 2: The Basic Concept of Green Business & Why it is Important to be Understood by both Practitioners and Consumers	
Speaker	Mr. Nicholas Wilson, S.E., M.M.
Venue	Online (through Google Meet)
Date	Monday, December 20 th 2021
Time	13:00 – 15:00 (120 Minutes)

Table 3. Detailed Information Regarding the Third Session (Session #3) Of This Community Service Activity

Session 3: The Role of Language in Promoting Green Business in an Effective and Efficient Way	
Speaker	Dr. Ronald Maraden Parlindungan Silalahi, M.Hum
Venue	Online (through Google Meet)
Date	Monday, December 20 th 2021
Time	15:00 – 17:00 (120 Minutes)

Table 4. Detailed Information Regarding the Fourth Session (Session #4) Of This Community Service Activity

Session 4: Digitalizing the Green Business & Effective Strategies to Promote Green Business	
Speaker	Dr. Michael Christian, M.M.
Venue	Online (through Google Meet)
Date	Wednesday, December 22 th 2021
Time	14:30 – 17:00 (150 Minutes)

In conducting all of these sessions, each and every single speaker was selected and chosen to present each and every single topic in accordance with the speaker's own expertise, in which, after presenting and discussing all of the materials, the questions

and answers (QnA) sessions were conducted afterward with all of the participants which participate in each session. In the end, each and every participant was asked to fill in the survey in order to assess and evaluate the quality of the materials presented by each and every speaker, together with evaluating the quality of the speakers themselves. All of the materials were created in the form of PowerPoint Presentation (PPT) which was presented directly to the audiences or participants during each and every session.

RESULTS AND DISCUSSIONS

SESSION #1: How to Design an Interesting, Unique and Environmentally-Friendly Packaging for Green Products

The first session (Session #1) of these community services activities was conducted on Monday, December 20th 2021 from 09:00 till 11:45, in which, discussing the topic of “How to Design an Interesting, Unique and Environmentally-Friendly Packaging for Green Products” was Mrs Yana Erlyana, S.Sn., M.M who serves as the expert and the speaker for the first session. Mrs Yana herself is a consultant, mentor, and expert within the field of visual communication design, in which she’s been actively participating and engaging in various private or government-initiated projects concerning how to effectively and efficiently design a package for many products manufactured, crafted or produced by several small and medium business practitioners in Indonesia.

In starting the session, Mrs. Yana first explain that in regard with the package which we’ll get when we’re buying any kind of products, Mrs. Yana argue that most (and many) people usually don’t put much attention regarding the design, the quality, or the visual characteristics of the package, instead focusing on the main specifications or the main quality of the product itself. In fact, Mrs. Yana further stated that most people will be more likely to throw away the packaging of the product once they’ve bought the

product that they want to buy, thus not only that such activity or habit could bring a damaging impact toward the surrounding environment, but such action also prove that many consumers still put less or little care toward the packaging aspect of the product. In regard with these explanations, Mrs. Yana further stated that the package of a product plays an incredibly significant role in enhancing the visual quality and attractiveness of the product itself, while at the same time, it also serves as the one which protect the content of the product. Without a proper package (or packaging procedure), there’s a high risk that the products that consumers buy could be damaged when consumers are carrying or using the products without a package. In fact, Mrs. Yana further explain that there are actually 3 (three) main aspects of packaging, which are:

1. Functional

The functional function of a package actually refers to the basic function of the package itself, which is to protect the main product bought by the consumers. In this case, the risk that the products that consumers just buy will get damaged was certainly much higher when consumers are carrying the products without a proper packaging method. Therefore, it is important for business owners and consumers to fully understand the basic concept and the basic important of using a proper package in order to protect one product from harmful substances, and also in order to protect one product from being potentially damaged or destructed by unforeseen circumstances.

Furthermore, it will also be more useful for consumers to carry their products using a package, since it will require less strength and less effort for consumers to protect their products if they’re carrying them inside a package. For example, when we’re buying a tumbler from a nearby convenience store, and that we’ve decided to not use any packaging offered by the stores, then there’s a

high risk that the product will eventually be destroyed or damaged if we're encountering something unexpected while we're carrying the products to our intended destination (for example of we're falling down, or getting hit by a vehicle, or tripped which could cause us to drop the tumbler which will cause it to hit the ground). However, using a proper packaging could help us to prevent these scenario, as packaging itself serves as the protector or the goods or products that we buy, thus ensuring that the product will still intact (and won't be damaged) even if we accidentally drop or lose our grip in the product.

2. Aesthetics

Other than act as the protector of the product, a proper packaging design could also serve as another supporting factor which could enhance the aesthetics or the visual aspects of the product, in which, a well-designed packaging used to cover the product could help enhance the image of the product (or brand) on consumers' minds, thus unknowingly enhance consumers' intention to probably re-buy the same product from the same store (or brand) in the future. In this case, Mrs. Yana argue that business owners shouldn't create a packaging just for the purpose of protecting the product itself, in which, Mrs. Yana suggest that business owners should also pay much attention in designing a good, well-received and proper packaging so that consumers won't only be satisfied with the quality of the product, but also that they'll satisfy with the effort showed by the companies to design the packaging.

3. Identity

Still correlate with the basic concept of packaging, a good, well-designed and state-of-the-art package created by the companies could also serves as a tool which companies could use or leverage in order to inform, communicate, and enhance the image or the

identity of the companies themselves to both the public and the market targeted by these companies. In this case, a state-of-the-art and unique packaging design crafted and formulated by the company could help consumers in identifying all of the uniqueness and advantages that a company has compared to the others, while at the same time, it will also help or assist consumers in differentiate one company from the other. For example, a unique-yet-simple packaging design created by Coca-Cola enables many consumers and people to quickly identify all of the products which were manufactured (and bear the name of the brand) by Coca Cola, despite there are a lot of Food and Beverages (F&B) companies which also manufacture a lot of soft drinks with the same bottle design as Coca-Cola.

Therefore, it could be understood that not only that a great design could be beneficial for the consumers (since it will help consumers to protect all of their product from a potentially catastrophic event which could pose a substantial damage to the product itself), but also that a good and well-design packaging used to package a product could also serve as an important tool which could be leveraged or used by the companies in order to promote the uniqueness and the identity of the company to the others, while at the same time, a well-design packaging could help differentiate a company from the other competitors offering same or similar products on the same market.

Furthermore, still discussing the basic concept of packaging, Mrs. Yana further argue that nowadays, a constant destruction of wildlife, forest and the surrounding environment had caused many business owners, government, consumers and people to push all individuals to conduct all of their activities in a greener and in a more sustainable way. In this case, in order to improve the state of the environment, while trying to decrease the negative impact of business practices on the surrounding environment, many business owners or

practitioners are trying to shift and change the paradigm of their business activities, so that these business practices could be conducted or done in a way that won't damage the nearby environment, thus creating the concept of green business, which literally means conducting business activities in a more sustainable and positive way without carrying or causing much damage to the surrounding nature.

In line with the basic concept of green business, Mrs. Yana further argue that not only that companies should change the way that these companies are doing their business, but also that these companies should also change the way they're creating their packaging, in which, Mrs. Yana stated that companies should also put much attention in formulating and designing a more environmentally-friendly packaging design which won't cause much harm to the environment once it was thrown away by consumers once they've used it. In this case, there are a lot of alternatives materials which business owners could consider to use in order to create a more sustainable and environmentally-friendly packaging, which are:

1. Papers
2. Cardboard
3. Bio-Plastic
4. Glass

Mrs. Yana then further explain that all of these materials are far more sustainable and won't cause much harm to the environment as opposed to plastic (which is actually one of the most widely used materials by business owners or companies to create a package for a product). Therefore, despite the higher level of costs associated with all of these four alternative materials as compared to plastic, however, in the long term, not only that companies will contribute to the development and the revitalization process of the nature by not using harmful materials in all of their production activities, but also that the companies' ability to craft or use a more

sustainable or eco-friendly materials to create a package for their products will ultimately boost their credential as one of the "eco-friendly companies" existed in Indonesia, and also that it will boost the image or the reputation of the companies within people and consumers' minds.

Figure 1. Mrs. Yana Erlyana, S.Sn., M.M as the speaker of this session was presenting the materials to all of the participants

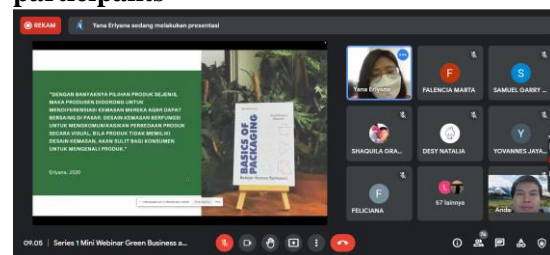


Figure 2. Mrs. Yana Erlyana, S.Sn., M.M as the speaker of this session was presenting the materials to all of the participants

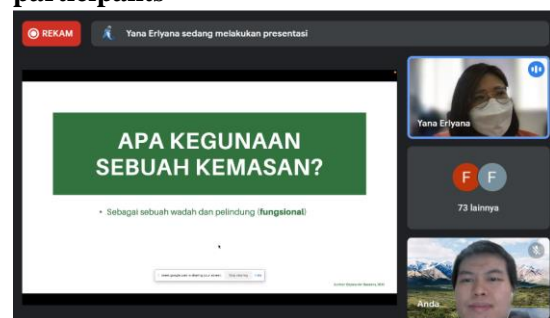


Figure 3. Mrs. Yana Erlyana, S.Sn., M.M as the speaker of this session was

presenting the materials to all of the participants

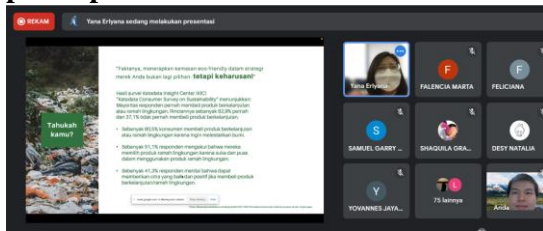
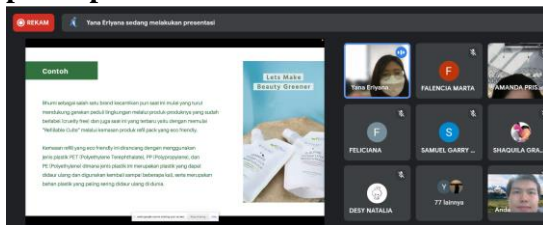


Figure 4. Photo Session with Mrs. Yana Erlyana, S.Sn., M.M as the speaker of this session and with all of the participants



Figure 5. Mrs. Yana Erlyana, S.Sn., M.M as the speaker of this session was presenting the materials to all of the participants



SESSION #2: The Basic Concept of Green Business & Why it is Important to be Understood by both Practitioners and Consumers

The second session (Session #2) of these community services activities was conducted on Monday, December 20th 2021 from 13:00 till 15:00, in which, discussing the topic of “The Basic Concept of Green Business & Why it is Important to be Understood by both Practitioners and Consumers” was Mr. Nicholas Wilson, S.E., M.M. who serves as the expert and the speaker for the first session. Mr. Nicholas

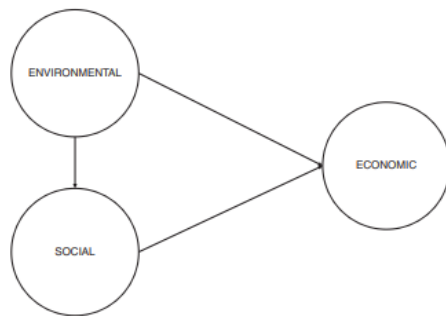
himself is an accomplished lecturer and researcher who’ve participated in various research and academic activities throughout his career. Mr. Nicholas had also published many academic or research articles on various international journals throughout the globe, in which, on his main research expertise is within the topic or scope of green marketing or green business.

In starting the session, Mr. Nicholas first explain that the constant destruction of nature and the surrounding environment has led to a massive push for all business owners to change the way that they think about conducting business activities, in which, Mr. Nicholas urge that companies or business practitioners should start to conduct a more environmentally friendly business activities which not only will help the companies to increase or grow their profits, but will also ensure that all of these activities should comply with the basic aspect of sustainability which won’t cause any damaging or severe impact toward the nearby or surrounding environment.

Still discussing about the topic of green business, Mr. Nicholas then argue or stated that all business practitioners of companies who would like to changed their business perspective to be more sustainable and less damaging to the environment should be able to thoroughly understand and comply with the basic concept of the “Triple Bottom Line”, otherwise known as the “3Ps”, in which, the basic concept of the Triple Bottom Line argue that each and every companies, business owners and business practitioners shouldn’t only put their focus on how to extract and generate as much profits as possible (Profit), but also that these companies should also put their focus on how to ensure the prosperity of all individuals and society which work for the companies (and live around the companies) (People), while at the same time, companies should also ensure that all of their business practices and activities won’t bring much damage to the surrounding nature, wildlife and environment,

and that all of these business activities won't pollute nearby rivers or environment.

Figure 6. The Basic Concept of Triple Bottom Line



Source: Hourneaux *et al.*, (2018)

Still referring to the basic notion of the Triple Bottom Line, Mr. Nicholas further explain that the United Nations (UN) had also proposed a similar concept or framework in order to ensure that all countries (including the government, citizens, societies, individuals, consumers, non-profit organizations, non-governmental organizations, and business owners) should be able to comply and implement the basic concept of Sustainable Development Goals (SDGs) in order to ensure the sustainability of the society, environment and earth as a whole by 2030 (Hübscher *et al.*, 2021; Guarini *et al.*, 2021). This framework, proposed by the UN in 2015, contained an interlinked set of 17 points or goals which each and every country should be able to achieve in order to promote and enhance the sustainability level of each country. In this case, enhancing the sustainability level of each country will eventually bring a more positive impact toward the entire society and the nature or environment of the country, thus increasing the chance that the surrounding environment or nature in all countries could be revitalized, rejuvenated and protected (Taghvaei *et al.*, 2021). These 17 (seventeen) interlinked goals which existed on the Sustainable

Development Goals (SDGs) posited by the UN are:

1. **No Poverty**
2. **Zero Hunger**
3. **Good Health and Well Being**
4. **Quality Education**
5. **Gender Equality**
6. **Clean Water and Sanitation**
7. **Affordable and Clean Energy**
8. **Decent Work and Economic Growth**
9. **Industry, Innovation and Infrastructure**
10. **Reduced Inequalities**
11. **Sustainable Cities and Communities**
12. **Responsible Consumption and Production**
13. **Climate Action**
14. **Life Below Water**
15. **Life on Land**
16. **Peace, Justice and Strong Institutions**
17. **Partnerships for the Goals**

Furthermore, Mr. Nicholas also argue that actually business practitioners or companies are not the only party which should be responsible, accountable or play an important role in ensuring that both the concept of Triple Bottom Line and all of the goals existed on the Sustainable Development Goals (SDGs) could be achieved, but also that the entire citizens and consumers should also play a similar role in conducting many environmentally-friendly activities in order to ensure that all of these goals to achieve a more sustainable way of living could be achieved as soon as possible. This is mainly because much of the pollution and destruction of the environment was also caused by many irresponsible activities conducted or performed by the citizens or consumers, such as throwing all of the garbage, trash and waste into the river, littering, or using many kinds of products which had been proven to have a damaging impact toward the

environment (such as air conditioner, fuel-powered vehicles, perfume, and plastic bags) in an excessive manner.

Therefore, Mr. Nicholas suggest that as ordinary citizens, not only that we should push many companies to conduct their business activities in a more sustainable and eco-friendly way, but also that we ourselves should also ensure that we've complied with the concept of green activities (or sustainable activities) by not doing or conducting any activities which could harm the environment, while we also should be able to reduce the amount of non-environmentally friendly products that we buy, use or consume in order to play an important and significant role in ensuring the protection of the surrounding environment.

Figure 6. Mr. Nicholas Wilson, S.E., M.M as the speaker of this session was presenting the materials to all of the participants

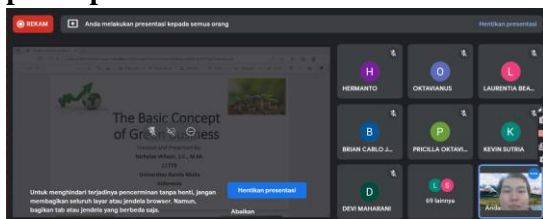


Figure 7. Mr. Nicholas Wilson, S.E., M.M as the speaker of this session was presenting the materials to all of the participants



Figure 8. Mr. Nicholas Wilson, S.E., M.M as the speaker of this session was presenting the materials to all of the participants

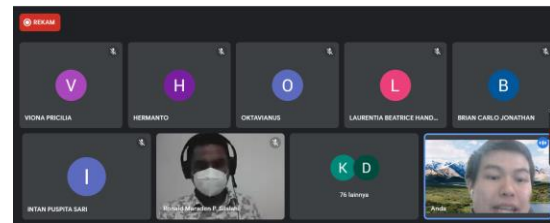
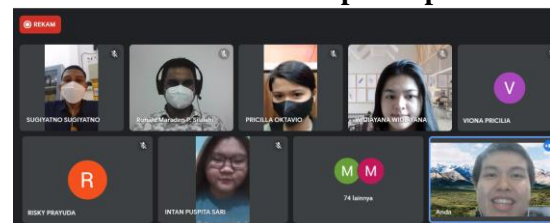


Figure 9. Photo Session with Mr. Nicholas Wilson, S.E., M.M as the speaker of this session and with all of the participants



SESSION #3: The Role of Language in Promoting Green Business in an Effective and Efficient Way

The third session (Session #3) of these community services activities was conducted on Monday, December 20th 2021 from 15:00 till 17:00, in which, discussing the topic of “The Role of Language in Promoting Green Business in an Effective and Efficient Way” was Dr. Ronald Maraden Parlindungan Silalahi, M.Hum who serves as the expert and the speaker for the first session. Mr. Ronald himself is an accomplished and outstanding lecturer and researcher whose expertise is within the field of general language, and the theoretical concept of a language.

In starting the session, Dr. Ronald first explain about the basic concept of language, in which, Dr. Ronald stated and argue that actually language play a very important role in ensuring that we could understand what was being said to us, and vice versa. For example, despite using a non-verbal language as a mode of communication,

most people still confused to what we're trying to convey or say to them, thus requiring the sender of the message to re-explain the entire message verbally to the receiver. In fact, despite using verbal language as a main mode of communication, there are some cases in which one same sentence was perceived or understood differently by different people or receiver. Dr. Ronald then give some examples as follows:

Table 5. Illustration Regarding some Examples in which one same sentence was perceived, translated or understood differently by the others

Sentence: I felt so Cold sitting inside this room	
Interpretation 1	The sentence above could imply that a person sitting inside the room felt cold, thus urge any of his/her colleagues who are sitting in the same room to turn off the Air Conditioner
Interpretation 2	The sentence above could also simply means that the person was just convey his/her opinion or feeling regarding how he/she felt when sitting or entering the room
Interpretation 3	The sentence above could also imply that the person felt that the temperature inside the room was far exceeds his or her expectation, and that he/she will go out of the room if he/she felt that he/she can't bear or cope with the cold any longer

In accordance with the examples of illustration presented on table 7 above, it could be understood that one same sentence conveyed or stated by one same person could be perceived or interpreted differently by the others, in which, there might be a risk of misunderstanding arises from these different perceptions of each and every party involved within the communication loop failed to have a same understanding concerning the basic concept of the message.

Next, still within the concept of communication, Dr. Ronald further argue that the concept of green marketing was actually strongly correlate with the concept of language, in which, since companies should be able to effectively and efficiently convey all of the information and messages to all of their target markets (and public in general), each and every companies are required to create some compelling, interesting, enticing, attractive and catchy sentences or messages, not only in order to attract people or consumers' attention to explore all of the environmentally-friendly products sold or manufactured by the companies, but also in order to ensure that companies could fully convince all of their consumers and public in general that all of their products were truly won't harm or damage the surrounding environment, and that the companies had conducted all of their business activities in accordance with the basic concept of green business which won't cause any damaging or negative effect toward the surrounding nature or environment.

Still explaining about the basic concept of green marketing and green business, Dr. Ronald then further argue that it was important for companies to be able to convince the public, government, society and consumers that they're truly have conducted their business activities in a more sustainable way, since most people (and consumers) are still skeptical about whether or not some claims made by the companies that they've conducted their business activities within the scope of green (or environmentally-friendly) business were true or not, in which,

companies should enhance and convince consumers regarding this issue by formulating an enticing-yet-convincing marketing messages which could ensure that consumers (and people in general) will fully trust the companies. In this case, once consumers had put their full trust toward the companies, not only that companies are able to continue conducting their business activities in a sustainable way, but also that companies could attract (and retain) as many consumers as possible to buy, use, and re-buy the green (environmentally-friendly) products marketed by the companies.

Figure 10. Dr. Ronald Maraden Parlindungan Silalahi, M.Hum as the speaker of this session was presenting the materials to all of the participants

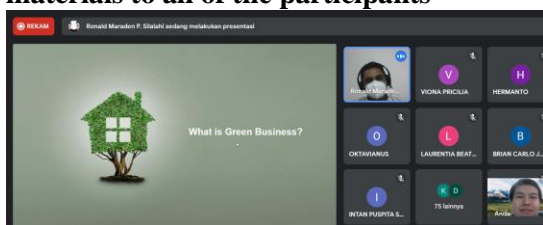


Figure 11. Dr. Ronald Maraden Parlindungan Silalahi, M.Hum as the speaker of this session was presenting the materials to all of the participants



Figure 12. Dr. Ronald Maraden Parlindungan Silalahi, M.Hum as the speaker of this session was presenting the materials to all of the participants

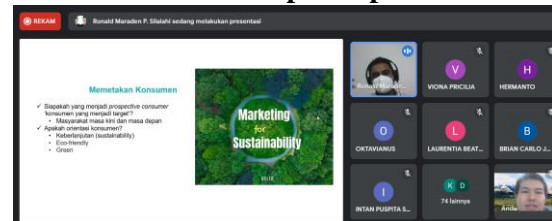


Figure 13. Dr. Ronald Maraden Parlindungan Silalahi, M.Hum as the speaker of this session was presenting the materials to all of the participants

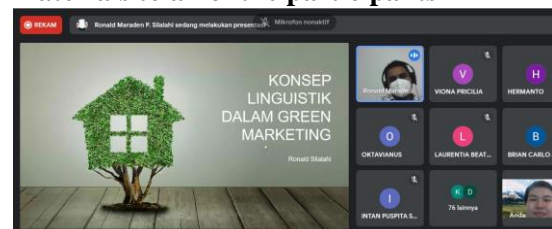
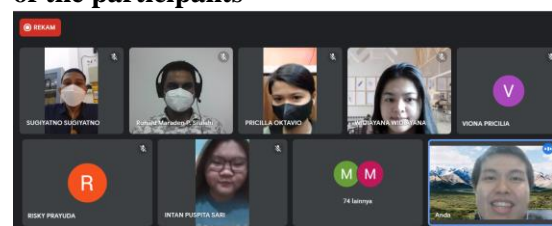


Figure 14. Photo Session with Dr. Ronald Maraden Parlindungan Silalahi, M.Hum as the speaker of this session and with all of the participants



SESSION #4: Digitalizing Green Business & Effective Strategies to Promote Green Business

The fourth session (Session #4) of these community services activities was conducted on Wednesday, December 22th 2021 from 14:30 till 17:00, in which, discussing the topic of "Digitalizing the Green Business & Effective Strategies to Promote Green Business" was Dr. Michael Christian, M.M who serves as the expert and the speaker for the first session. Mr. Michael

himself is also an accomplished and outstanding lecturer and researcher whose expertise is within the field of digital marketing and consumer behavior.

Starting the session, Dr. Michael first explain about the importance of deeply understand the basic concept of green business before going to understand the notion of green marketing since green marketing was merely just a tool which companies could use and implement in order to communicate, relay, inform, and convince consumers and public in general that companies are conducting their businesses in a sustainable way which won't bring any damage or negative effects toward the surrounding environment. In this case, before crafting or creating any kinds of green marketing strategies which could convince consumers that all of their business activities were conducted responsibly (and that all of the products or services that they sell or offer to consumers were eco-friendly (or environmentally-friendly) products, and companies themselves should really commit to achieve sustainability business practices by truly engaging within the concept of green business in order to truly ensure that all of the business or companies activities conducted by the companies will not pose any significant threats or damage to the ecosystems.

After briefly explaining the concept of Green Business, Dr. Michael then start to explain the basic (or the general) concept of green marketing, in which, Dr. Michael argue that green marketing has become one of the most talked about (and interesting) concept or term within the field of business, management and marketing for the past 4-5 years. Green Marketing itself refers to any kind of promotional, informational and communication activities conducted by companies which were targeted to the consumers and general public which purpose wasn't solely to promote or inform the consumers (or people) about the characteristics, benefits, or the specifications of products or services offered by the companies, but also in order to inform and

convince consumers that all of these products were sustainable, eco-friendly, and won't pose any kinds of harmful effects to the environment. In the other word, the basic notion of green marketing wasn't all about the products or the services themselves; it is mainly talking about the environmental effects that these products had toward the surrounding environment.

Furthermore, still related with the concept of green marketing, Dr. Michael then argue that there are actually 4 (four) main arguments or points which centered around green marketing, which are:

- 1. Provide and Produce and kind of Products or Services aim to satisfy consumers' needs**
- 2. These products or services won't pose any significant damage (or harmful effect) to the environment, nature or ecosystems in general**
- 3. Companies put more emphasize on how to create a more sustainable way to create (or produce) a product rather than solely focusing on profit**
- 4. Companies are able to show and prove that they're truly care about the longevity and the sustainability of the surrounding nature**

Next, after give some detailed explanations regarding these four arguments or points which were centered around the concept of green marketing, Dr. Michael then further explain that there are actually several forces (or factors) which could drive or increase people's (or business owners) level of motivation in conducting or green business (or environmentally-friendly business activities), which are:

1. **The existence of opportunities which allow companies to do their business in a positive and sustainable way**
2. **Companies' strong intention to do any kinds of responsible business activities in order to help tackle any social or environmental-related problems existed within the market or country**
3. **Government regulations which support and motivate people to engage in green business (or environmentally-friendly business practices)**
4. **Competitors' decision to engage or do all of their business activities responsibly, in which, these decisions will eventually affect companies to follow the same step in order to boost companies' credentials and reputation on people's minds, while still ensure that they could compete effectively with the competitors**
5. **Companies' strong intention to earn profits by not bring any kinds of damage to the environment albeit the rising costs associated with producing these green products (or conducting these green business activities)**

Furthermore, still related with the concept of green marketing, Dr. Michael then further stated that there is actually a problem associated with companies which decided to engage within the realm of green business, in which, while most companies are fully engage (and show their strong intention) to follow and comply with the concept of green business (in which they're willing to always

ensure that their business activities won't harm the surrounding environment), some companies are "unwillingly" comply with the concept of green marketing without having any kind of commitments to conduct these practices for a long period of time. Such scenario (or situation) was usually known as the green marketing myopia, in which, the concept of green marketing myopia refers to the fact that companies have failed to show their strong (or long-term) commitment to conduct green (or sustainable) business activities in a long term by performing sustainable or eco-friendly business activities on an occasional or irregular basis (which mean that companies are conducting green business activities for one time, but eventually will stop doing it after some period of time due to these lack of commitment). In this case, companies did perform some kind of sustainable business activities, but eventually cease these practices due to some reasons, such as rising amount of costs associated with producing these green products, loss of focus toward conducting sustainable business practices, or loss of interest toward the concept of sustainable or green business itself. Therefore, Dr. Michael further stated that companies who've already decided to conduct green business activities should ensure they'll fully commit to perform (and conduct) business practices for a long period of time for the sake of the environment.

After give some thorough explanation concerning the basic concept of green marketing myopia, Dr. Michael then started to give some explanations and suggestions on how to craft, create, formulate and implement effective digital marketing strategies for green business, so that green business practitioners (or green business owners) could successfully (and extensively) promote their business to the others (including target consumers), and that with the hope that these digital marketing strategies also enable companies to attract as many consumers as possible, while still be able to convey the "sustainable" or "eco-friendly" aspect of their

products. In this case, there are several steps that Dr. Michael suggest in order to create an effective digital marketing strategies for green business, which are:

1. Create an interesting digital marketing campaign by creating enticing and unique advertising, either in the form of audio visual advertising, or in the form of e-banner or e-poster)
2. Implement social media platforms (such as Facebook, Twitter, Instagram, YouTube, etc) in order to boost people's impression toward our company, while enhancing people's interest on our companies or products at the same time (which in turns could also increase peoples' intention to actually buy green products from the companies)
3. Try (and consider) to implement Location Based Mobile Advertising which enables companies to give, convey or send some information regarding all of the products or promotional activities offered by the companies to certain people (or target consumers) who are within certain locations or areas, so that these people could eventually get informed regularly concerning any kinds of information given or provided by the companies

AFTER SESSION: DATA AND ANALYSIS

After all sessions (from session #1 to session #4) of these community services activities had concluded, and that after all of the Questions and Answers (QnA) session with all participants and speakers regarding all of the topic presented on this community services activities were completed, all of the participants then were asked to fill in the questionnaires which were aimed to not only evaluate and grade the quality of the materials presented in this session, but also in order to evaluate the performance of the speaker in this session. All of the questionnaires were

virtually distributed using Google Forms, since it would be impossible to distribute the questionnaires personally due to the fact that this session was conducted virtually using Google Meet.

A total of 400 participants (100 participants for each session) serve as the respondents in filling in the questionnaires and evaluating the performance of the speaker, in which, all of these participants were asked to express their opinions or response regarding each and every indicator presented on the questionnaires. In this case, using 4-points likert scales, respondents' response was ranging from (1) to (4) with the following explanations:

- (1) = Strongly Disagree
- (2) = Disagree
- (3) = Agree
- (4) = Strongly Agree

In regard with the scales above, it could be understood that consumers' response of (1) tend to show consumers strong disagreement toward the statement, while consumers' response of (2) tend to show consumers disagreement toward the statement. Furthermore, consumers' response of (3) tend to show consumers agreement toward the statement, while consumers' response of (4) tend to show consumers strong agreement toward the statement.

After collecting all of the data from the respondents, author then analyze the data descriptively using SPSS Statistics 23.0 software, in which, the results of the data analysis for all four sessions were presented on table 6, 7, 8 and 9 respectively.

Table 6. Results of the Data Analysis Concerning Respondents' Evaluation Concerning the First Session (Session #1) Of This Community Service Activity

Session 1: How to Design an Interesting, Unique and Environmentally-Friendly Packaging for Green Products	
Speaker	Mrs. Yana Erlyana, S.Sn., M.M.
Venue	Online (through Google Meet)
Date	Monday, December 20 th 2021
Time	09:00 – 11:45 (165 Minutes)
RESULTS OF THE EVALUATION	
Criteria	Average Scores
Educative	3.81
Objectiveness	3.79
Accountability	3.89
Transparency	3.82

Table 7. Results of the Data Analysis Concerning Respondents' Evaluation Concerning the Second Session (Session #2) Of This Community Service Activity

Session 2: The Basic Concept of Green Business & Why it is Important to be Understood by both Practitioners and Consumers	
Speaker	Nicholas Wilson, S.E., M.M.
Venue	Online (through Google Meet)
Date	Monday, December 20 th 2021
Time	13:00 – 15:00 (120 Minutes)
RESULTS OF THE EVALUATION	
Criteria	Average Scores
Educative	3.75
Objectiveness	3.86
Accountability	3.85
Transparency	3.77

Table 8. Results of the Data Analysis Concerning Respondents' Evaluation

Concerning the Third Session (Session #3) Of This Community Service Activity

Session 3: The Role of Language in Promoting Green Business in an Effective and Efficient Way	
Speaker	Dr. Ronald Maraden Parlindungan Silalahi, M.Hum
Venue	Online (through Google Meet)
Date	Monday, December 20 th 2021
Time	15:00 – 17:00 (120 Minutes)
RESULTS OF THE EVALUATION	
Criteria	Average Scores
Educative	3.77
Objectiveness	3.79
Accountability	3.78
Transparency	3.78

Table 9. Results of the Data Analysis Concerning Respondents' Evaluation Concerning the Fourth Session (Session #4) Of This Community Service Activity

Session 4: Digitalizing the Green Business & Effective Strategies to Promote Green Business	
Speaker	Dr. Michael Christian, M.M.
Venue	Online (through Google Meet)
Date	Wednesday, December 22 nd 2021
Time	14:30 – 17:00 (150 Minutes)
RESULTS OF THE EVALUATION	
Criteria	Average Scores
Educative	3.80
Objectiveness	3.71
Accountability	3.75

Transparency	3.81
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Based on the data analysis results presented on table 6,7,8 and 9 respectively, then all of these data could be explained or interpreted in the following ways:

1. Educative

In this community service activity, Educative serves as an important criterion which grade, assess or determine whether or not the topic, discussions and all of the concept presented in this session had successfully satisfied participants' expectation, while also determining whether or not participants considered this session as useful for them. Based on the results of the data analysis presented on table 6,7,8, and 9, then it could be concluded that the average score of the educative criteria was 3.81 for the first session, 3.75 for the second session, 3.77 for the third session, and 3.80 for the fourth session, in which, all of these scores were, far above the minimum cut-off level of 3.00. Therefore, it can be concluded that all participants felt that the topic, discussions and all of the concept presented in this session had successfully satisfied their expectation, while at the same time, such result also show that participants considered that the topic presented in this session was useful for them.

2. Objectiveness

The second criteria, which is, Objectiveness, serves as an important criterion which grade, assess or determine whether or not the topic, discussions and all of the materials presented in this session had conformed with all of the problems and needs that the participants had, while also determining whether or not participants considered the main topic discussed in this session had successfully answered or solved their problems. Based on the results of the data analysis presented on table 6,7,8, and 9, then it could be concluded

that the average score of the educative criteria in this session was 3.79 for the first session, 3.86 for the second session, 3.79 for the third session, and 3.71 for the fourth session, which is far above the minimum cut-off level of 3.00. Therefore, it can be concluded that all participants felt that the topic, discussions and all of the materials presented in this session had conformed with all of the problems and needs that the participants had, while at the same time, such result also show that participants considered that the main topic discussed in this session had successfully answered or solved their problems.

3. Accountability

The third criteria, which is, Accountability, serves as an important criterion which grade, assess or determine whether or not the topic, discussions and all of the materials presented in this session had been successfully delivered to all participants, while at the same time, this criterion also evaluate whether or not all of the materials were easy to be understood by the participants. Based on the results of the data analysis presented on table 6,7,8, and 9, then it could be concluded that the average score of the educative criteria in this session was 3.89 for the first session, 3.85 for the second session, 3.78 for the third session, and 3.75 for the fourth session, which is far above the minimum cut-off level of 3.00. Therefore, it can be concluded that all participants felt that the topic, discussions and all of the materials presented in this session had been successfully delivered to all participants, while at the same time, participants also felt that all of the materials delivered in this session were easy to be understood.

4. Transparency

The fourth and last criteria, which is, transparency, serves as an important criterion

which grade, assess or determine whether or not all of the participants felt that they were actively involved in this session. Based on the results of the data analysis presented on table 6,7,8, and 9, then it could be concluded that the average score of the educative criteria in this session was 3.82 for the first session, 3.77 for the second session, 3.78 for the third session, and 3.81 for the fourth session, which is far above the minimum cut-off level of 3.00. Therefore, it can be concluded that all participants felt that they were actively involved in this session.

Figure 15. Dr. Michael Christian, M.M. as the speaker of this session was presenting the materials to all of the participants



Figure 16. Dr. Michael Christian, M.M. as the speaker of this session was presenting the materials to all of the participants



Figure 17. Dr. Michael Christian, M.M. as the speaker of this session was presenting the materials to all of the participants



Figure 18. Dr. Michael Christian, M.M. as the speaker of this session was presenting the materials to all of the participants

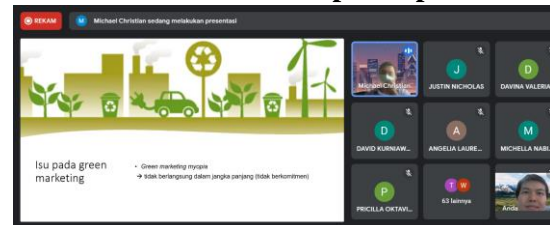
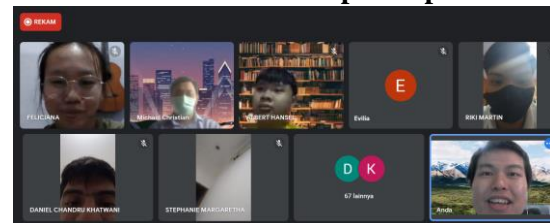


Figure 19. Dr. Michael Christian, M.M. as the speaker of this session was presenting the materials to all of the participants



Figure 20. Photo Session with Dr. Michael Christian, M.M. as the speaker of this session and with all of the participants



CONCLUSION

In regard with the completion of these community services sessions and activities which mainly discuss about the basic concept of green business, green consumption and green activities, author concluded that in order to achieve a more sustainable way of life, and in order to continuously protect, preserve, rejuvenate and restore our nature and the surrounding environment, it requires a fully-coordinated team of government, societies, consumers, business practitioners, companies and

ordinary citizens of each and every country in the world to work hand-on-hand in order to tackle and reduce all non-green (or non-environmentally friendly) activities which could potentially severe or deteriorate the current condition of the nature and environment. In this case, not only that business owners, companies or business practitioners should play an important and significant role in adopting a more sustainable and environmentally-friendly way of doing or conducting their businesses, but also that both ordinary citizens and consumers had an equally significant and important role in ensuring that the aim to protect, revitalize and preserve the nature, environment, ecosystem, and wildlife could be achieved and accomplished globally.

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