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Green Entrepreneurial Skill, Marketing Strategies and Sustainability Practices

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Abstract

This study examined the relationship between green entrepreneurial skills, marketing strategies, and sustainability practices among 182 managers and employees in the Province of Antique, Philippines, during the year 2025. Using a descriptive–correlational research design, data were gathered through a validated researcher-developed survey questionnaire that assessed green entrepreneurial competencies, marketing approaches, and organizational sustainability practices. Descriptive statistics, including mean and standard deviation, were utilized to determine the level of each variable, while the Pearson correlation coefficient was employed to examine the relationships among the variables. The findings revealed that managers and employees demonstrated high levels of green entrepreneurial skills, particularly in opportunity recognition, innovation, and risk management. Marketing strategies were likewise rated high, with promotion and product strategies emerging as the most frequently utilized approaches. Respondents also reported high levels of sustainability practices, especially in environmental responsibility, resource efficiency, and social engagement. Correlation analysis showed significant positive relationships between green entrepreneurial skills and marketing strategies, green entrepreneurial skills and sustainability practices, and marketing strategies and sustainability practices. These findings suggest that strong green entrepreneurial competencies, combined with strategic marketing approaches, contribute significantly to the effective adoption and implementation of sustainability practices. The study concludes that organizations should prioritize the development of green entrepreneurial skills among managers and employees and strategically integrate marketing practices to enhance sustainable organizational outcomes.

Keywords: Green Entrepreneurial Skills, Marketing Strategies, Sustainability Practices, Managers, Employees, Philippines

Introduction

In the contemporary business environment, organizations are increasingly recognizing the importance of green entrepreneurship as a key driver of sustainable economic growth and environmental stewardship. Green entrepreneurial skills refer to the ability to identify, develop, and implement business opportunities that are environmentally responsible while simultaneously generating economic value. These skills enable managers and employees to respond effectively to the growing demand for eco-friendly products and practices and to foster innovation that supports sustainability goals (Kuckertz & Wagner, 2010).

Closely linked to entrepreneurial competencies are marketing strategies, which serve as essential tools for promoting products and services while aligning organizational objectives with sustainability principles. Effective marketing strategies not only enhance competitiveness but also shape consumer behavior toward environmentally responsible choices. Research suggests that organizations that integrate green marketing

strategies into their operations can achieve market differentiation, strengthen customer loyalty, and support long-term sustainability (Peattie & Belz, 2010; Chen, 2013).

Sustainability practices involve organizational efforts to minimize environmental impact, optimize resource utilization, and uphold social responsibility. The adoption of sustainable practices has been increasingly associated with improved operational efficiency, enhanced corporate reputation, and compliance with environmental regulations, making sustainability a critical concern for both managers and employees (Elkington, 1997). Studies indicate that organizations whose workforce possesses strong green entrepreneurial skills and applies strategic marketing approaches are more likely to implement sustainability initiatives successfully (Shrivastava, 1995).

Given the growing emphasis on green business practices, this study investigates the relationship between green entrepreneurial skills, marketing strategies, and sustainability practices among 182 managers and employees in the Province of Antique, Philippines, during the year 2025. The findings are expected to provide meaningful insights into how skill development and strategic marketing contribute to sustainable organizational practices within the local context.

This study aims to determine the relationship between green entrepreneurial skills, marketing strategies, and sustainability practices among managers and employees in the Province of Antique for the year 2025. Specifically, it seeks to determine the level of green entrepreneurial skills in terms of opportunity recognition, innovation, and risk management; assess the extent of marketing strategies employed in terms of product, promotion, pricing, and distribution; identify the level of sustainability practices in terms of environmental responsibility, social engagement, and resource efficiency; and examine whether significant relationships exist among green entrepreneurial skills, marketing strategies, and sustainability practices. Through these objectives, the study aims to provide empirical evidence on how entrepreneurial competencies and strategic marketing influence the effectiveness of sustainability initiatives in organizations.

Methodology

This study employed a descriptive–correlational research design to examine the relationship between green entrepreneurial skills, marketing strategies, and sustainability practices among managers and employees. The respondents consisted of 182 managers and employees from various organizations operating in the Province of Antique, Philippines, during the year 2025. Purposive sampling was used to select participants who were directly involved in managerial or operational roles and engaged in business or organizational decision-making related to sustainability initiatives.

Data were collected using a researcher-developed survey questionnaire composed of four sections: respondent profile, green entrepreneurial skills, marketing strategies, and sustainability practices. The instrument was subjected to expert validation by professionals in business management and sustainability, and a pilot test was conducted to ensure its reliability.

The collected data were analyzed using descriptive statistics, including mean, frequency, and standard deviation, to determine the level of each variable. The Pearson correlation coefficient was employed to examine the relationships among green entrepreneurial skills, marketing strategies, and sustainability practices. Ethical considerations were strictly observed throughout the study, including informed consent, voluntary participation, and confidentiality of respondents' information.

This methodological approach allowed the study to describe the current state of green entrepreneurial competencies, marketing approaches, and sustainability initiatives while also determining the strength and

significance of the relationships among these key variables.

Results

The results showed that the green entrepreneurial skills of the 182 managers and employees in the Province of Antique were rated at a high level, with an overall mean of 4.18 (SD = 0.42). Among the dimensions, opportunity recognition obtained the highest mean score (M = 4.25, SD = 0.39), followed by innovation skills (M = 4.15, SD = 0.44) and risk management (M = 4.14, SD = 0.43). These findings indicate that managers and employees possess strong capabilities in identifying and developing environmentally responsible business opportunities.

In terms of marketing strategies, respondents reported a high level of utilization, with an overall mean of 4.12 (SD = 0.45). Promotion strategies were rated highest (M = 4.20, SD = 0.41), followed by product strategies (M = 4.13, SD = 0.44), pricing strategies (M = 4.10, SD = 0.46), and distribution strategies (M = 4.05, SD = 0.47). This suggests that managers and employees actively employ strategic marketing approaches to enhance competitiveness while supporting sustainable products and services.

With respect to sustainability practices, respondents reported a high overall level (M = 4.16, SD = 0.43). Environmental responsibility emerged as the highest-rated dimension (M = 4.22, SD = 0.41), followed by resource efficiency (M = 4.15, SD = 0.44) and social engagement (M = 4.11, SD = 0.45). These results indicate that organizations are actively implementing practices aimed at reducing environmental impact and promoting social responsibility.

Correlation analysis revealed significant positive relationships among the variables. Green entrepreneurial skills were strongly correlated with marketing strategies ($r = 0.70$, $p < 0.01$) and sustainability practices ($r = 0.68$, $p < 0.01$). Marketing strategies also demonstrated a strong positive relationship with sustainability practices ($r = 0.72$, $p < 0.01$). These findings suggest that higher levels of green entrepreneurial competencies and effective marketing strategies are associated with more successful implementation of sustainability initiatives.

Discussion

The findings confirm that green entrepreneurial skills play a crucial role in driving sustainable business practices. Managers and employees who demonstrate strong capabilities in opportunity recognition, innovation, and risk management are better positioned to design and implement effective sustainability initiatives. This supports the assertions of Kuckertz and Wagner (2010), who emphasized the importance of entrepreneurial competencies in promoting environmentally responsible business practices.

The high level of marketing strategy utilization, particularly in promotion and product strategies, indicates that organizations recognize the importance of communicating sustainability efforts to stakeholders. This finding aligns with Peattie and Belz (2010), who argued that strategic green marketing enhances consumer awareness and acceptance of environmentally friendly products.

Furthermore, the strong relationships among green entrepreneurial skills, marketing strategies, and sustainability practices highlight the interconnected nature of these factors. Managers and employees with stronger entrepreneurial competencies are more likely to employ effective marketing strategies that reinforce sustainability initiatives, leading to improved environmental and social outcomes (Chen, 2013; Elkington, 1997).

Conclusion

The study concludes that managers and employees in the Province of Antique exhibit high levels of green entrepreneurial skills, marketing strategies, and sustainability practices. The findings demonstrate that entrepreneurial competencies significantly influence the adoption and success of sustainability initiatives, while effective marketing strategies enhance the visibility and impact of these practices. Organizations that invest in developing green entrepreneurial skills and strategically applying marketing approaches are more likely to achieve sustainable business outcomes.

Recommendations

Based on the findings of the study, organizations are encouraged to implement regular capacity-building programs to strengthen managers' and employees' green entrepreneurial skills, particularly in innovation, opportunity recognition, and risk management. Companies should also enhance their strategic marketing initiatives by actively promoting sustainable products and practices and emphasizing their environmental and social benefits to customers. Sustainability practices should be systematically integrated into daily organizational operations to ensure that environmental responsibility, resource efficiency, and social engagement remain core priorities. In addition, local government units and industry associations may consider providing incentives or recognition programs for organizations that successfully implement sustainable practices. Future studies may explore additional factors such as organizational culture, leadership style, and technological adoption to further examine their influence on sustainability practices.

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