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Omololu Adex Bamigboye[1], Ibrahim Gbenga Olatunji[2], Uthman Kayode Adeyemo[3]

[1]Osun State University, Osogbo, Nigeria., https://orcid.org/0000-0002-5630-5271

[2]Kings University, Odeomu Nigeria., https://orcid.org/0000-0002-9640-6528

[3]Osun State University, Osogbo, Nigeria., https://orcid.org/0009-0002-4071-6516

Correspondence concerning this article should be addressed to Omololu Adex Bamigboye.

Email: bamigboyeoa@gmail.com

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Entrepreneurship as a Roadmap to a Sustainable Economy: The Role of an Entrepreneur

Omololu Adex Bamigboye, Ibrahim Gbenga Olatunji, Uthman Kayode Adeyemo

Abstract

The Sustainable Development Goals (SDG) 2030 represent a global framework designed to promote social equity, inclusive growth, and environmental sustainability. Entrepreneurs play an imperative role in achieving the SDGs by creating jobs, driving innovation, and developing of sustainable business solutions. This paper examines the strategic actions entrepreneurs can undertake to hasten the achievement of the SDG 2030 agenda. The study adopts a structured narrative literature review methodology, drawing on peer-reviewed articles, policy documents, and institutional reports published. Using qualitative content analysis, the study highlights the importance of incorporating sustainability into commercial operations, fostering innovation for social and environmental impact, adopting ethical and inclusive practices, and building partnerships across sectors as a pathway to achieving SDG 2030. The study also emphasizes the necessity for entrepreneurs to invest in research and technology, measure their impact, and engage in sustainability advocacy. This paper explores how entrepreneurial activities can contribute to achieving all 17 SDGs. The study concludes that entrepreneurship, when guided by sustainability principles, can serve as a transformative force across all dimensions of the SDG framework. Strengthening entrepreneurs' capacity, innovation systems, and policy support mechanisms is therefore critical to realizing the SDG 2030 agenda and building a prosperous, inclusive, and environmentally sustainable world.

Keywords: Sustainable Development Goal, Entrepreneurs, Sustainability, Entrepreneurial Activities

Introduction

The United Nations established the Sustainable Development Goals (SDGs) 2030 in 2015, which offer a common roadmap for promoting prosperity, protecting the planet, and ensuring peace and partnership for everyone. The SDGs framework, which includes 17 interdependent objectives and 169 targets, aim to address the most pressing social, economic, and environmental concerns by 2030. These aims include eradicating poverty and hunger, promoting excellent education, establishing gender equality, ensuring access to clean water and inexpensive energy, fostering long-term economic growth, and safeguarding ecosystems on land and undersea. Achieving these goals needs the active and aggressive participation of a wide range of stakeholders, including governments, civil society, international organizations, and, most significantly, entrepreneurs.

Entrepreneurs, through their creativity and risk-taking capacity, can introduce innovations that will enhance productivity, improve livelihoods, and create environmentally conscious solutions. As global economies confront climate change, poverty, and resource depletion, there is a growing recognition that traditional growth models that solely focused on profit making are inadequate. Entrepreneurship, by contrast, provides a pathway for innovation and adaptability in addressing these challenges (Roy et al., 2025). Entrepreneurs play a vital role in transforming economies toward sustainability. They now introduce green technologies, promote renewable energy solutions, and develop socially responsible enterprises that generate both economic value and positive societal impact (Gupta & Dharwal, 2022; Chaaben et al., 2024; Alwakid et al., 2021). Furthermore, entrepreneurial activities contribute to job creation, poverty alleviation, and local empowerment, particularly in developing regions (Broccia et al., 2022; Aliyeva, 2021). Governments, academic institutions, and international organizations increasingly see entrepreneurship as a strategic tool for attaining the United Nations' Sustainable Development Goals (SDGs) (Ben Youssef et al., 2018).

Hence, understanding and strengthening the link between the roles of entrepreneur on sustainable economic development is fundamental to creating resilient, inclusive, and environmentally conscious economies. In both developed and developing economies, entrepreneurial activity has demonstrated the potential to bridge the gap between economic opportunity and sustainability (Apostu & Gigauri, 2023). Social entrepreneurs address community challenges such as poverty, access to clean energy, and education, while green entrepreneurs design technologies that reduce environmental degradation. Thus, entrepreneurship not only promotes economic growth but also serves as a means of working toward the United Nations' Sustainable Development Goals (SDGs). Understanding how entrepreneurial ecosystems can foster sustainable business practices is critical for establishing effective development strategies that benefit both current and future generations.

Therefore, the role of entrepreneurs extends beyond economic profit to include social transformation and environmental stewardship. This paper explores the various ways entrepreneurs can align their activities with the SDG 2030 agenda. It examines how entrepreneurial innovation, ethical business practices, strategic partnerships, and sustainability-oriented mindsets can drive progress across all 17 SDGs. The paper argues that empowering entrepreneurs with adequate policy support, access to finance, and capacity development will accelerate the global journey toward a more inclusive, equitable, and sustainable future.

Literature Review

Entrepreneurs have increasingly been recognized as a key enabler of sustainable development and the achievement of United Nations Sustainable Development Goals (SDGs) 2030. The role of entrepreneurship in enabling sustainable development has received considerable scholarly attention, where entrepreneurs through their creativity, risk taking and innovative ideas can find and provide the required solutions to many social, economic and environmental problems (Roy et al., 2025; Gupta & Dharwal, 2022). Furthermore, entrepreneurship, more than making profits, involves social transformation and environmental protection which contributes to inclusion and development making it an essential tool for implementing the SDGs agenda (Ben Youssef et al., 2018; Apostu & Gigauri, 2023). Specifically, social entrepreneurship has been identified as one of the tools in poverty reduction, job creation and provision of essential services which relates to SDG 1 (Aliyeva, 2021; Ashari et al., 2021), while green entrepreneurship involves promoting environmentally sustainable ways of life, as evidenced by promoting use of renewable energy, sustainable production and conservation of resources to achieve SDGs 6, 7, 12, 13, 14 and 15 (Alwakid et al., 2021; Chaaben et al., 2024). In addition, entrepreneurship can have a positive impact on health and well-being (SDG 3) through work place health programs and community-based health projects, and quality education (SDG 4) through provision of training and capacity building programs (Branca et al., 2025; Ashari et al., 2021). Additionally, it has been demonstrated that strategically implementing cutting-edge digital technologies, like big data and artificial intelligence, can boost operational effectiveness and create competitive advantages, making the shift to digitalized corporate sustainability frameworks easier (Velichkovska et al., 2025).

It has also been shown that entrepreneurship can promote gender equality (SDG 5) and reduce inequalities (SDG 10) through employment and participation opportunities especially for women, the underprivileged and the marginalized members of society (Dana et al., 2024; Abdelwahed et al., 2022). Furthermore, entrepreneurship can aid in creating sustainable cities and communities (SDG 11) through sustainable urban planning with efficient low-carbon infrastructure, waste management and green housing systems (Broccia et al., 2022) and enhance partnerships with the public and private sector, governments and non-governmental organizations (SDG 17) in capacity building and mobilization of resources (Apostolopoulos et al., 2018). Despite increasing attention, there is a gap in literature in integrating entrepreneurship in achieving the SDGs as there is no clear linkage as to how specific types of entrepreneurship contribute to achieving different goals in various sectors and contexts. The existing literature suggests the need for greater integration and a clearer mapping of entrepreneurial practices with the various SDGs, and identification of innovative practices, sectors, and policy mechanisms that maximize the economic, social and environmental impact of entrepreneurship (Alwakid et al., 2021; Gupta & Dharwal, 2022).

In conclusion, the literature shows that entrepreneurship is an effective tool for promoting sustainable development by enabling innovation, enhancing social inclusions and contributing towards protecting the environment; however, the systematic studies focusing on integration of entrepreneurial activities with SDGs are limited.

Methodology

This research uses a qualitative research design through a structured narrative literature review to evaluate the contribution of entrepreneurs in achieving SDG 2030 goals. As an approach to reviewing literature, the narrative approach is used as it enables integration and interpretation of academic articles, policy document and institutional reports about the contribution of entrepreneurs to social, environmental and economic sustainability. The population of the study comprises scholarly articles, policy document and organizational reports from established organizations such as United Nations, FAO, WHO and OECD dealing with entrepreneurship and sustainability development. Using purposive sampling, materials for the literature review were selected by considering materials that specifically focus on social, green and innovation entrepreneurship and their connection with the achievement of SDGs. Only materials between 2010 and 2026 were reviewed to support credible and current evidence.

The sources for the study were systematically searched from various academic database and organizational reports by use of terms such as entrepreneurship, sustainable development goals, social entrepreneurship, green entrepreneurship, SDG 2030 and so on. The extraction of data was on entrepreneurship activities, innovations and interventions that relate with the 17 SDG goals namely: poverty reduction, health, education, gender equality, clean water and energy, responsible consumption, climate change, healthy ecosystems, partnership, etc. Qualitative content analysis was applied in analyzing the data by first of all familiarizing the materials; coding specific sections related to the roles of entrepreneurs and sustainable practices in the documents and grouping the findings in SDG oriented categories.

Entrepreneurship and Sustainable Development Goals

The concept of entrepreneur dates back to the formal field of economics (Schumpeter, 1951, as cited in Burnett, 2000). The term "entrepreneur" is a French word that was first used by Richard Cantillon, an Irishman living in France, in 1755. The word "entrepreneur" is derived from the French notion "entrepreneur," which means "to undertake" in English. Various scholars have proposed various definitions of entrepreneur. Schumpeter (1934), known as the father of entrepreneurship, defined entrepreneur as a person who identifies a new market, conceives an idea, develops a system or process, and brings them together by copying, acquiring, or transferring them into a market. Drucker (1985) described an entrepreneur as an individual who searches and reacts to changes and then makes the changes an opportunity. In addition to these, Pinson (2010) visualized an entrepreneur as someone who is an "educated risk taker" and thus commences business in order to follow his vision, make profit in order to be his/her own master financially and spiritually. Considering the various definitions highlighted above, entrepreneur can be described as an individual who is a risk taker that searches, responds and exploit an opportunity purposely for profit making, he is an individual who is ready to create and run a business until it become a success story.

Apostolopoulos et al. (2018) described that entrepreneurship is a tool that is used strategically in order to implement and achieving SDG and further opined that the global goals can transformed into local innovations and sustainable business model by entrepreneurs. Sustainable development goals are the agenda designed by the United Nation to transform the world by the year 2030. All countries and all stakeholders, entrepreneurs inclusive, are acting in collaboration on the implementation of the plan by bringing innovations and institutional framework to encourage entrepreneurs achieving 2030 goals (Sayed & Abedelrahim, 2024). The core targets of SDG are to free human race from the tyranny of poverty, heal and secure the planet (Broccia et al., 2022). SDGs are post Millennium Development Goal, which was introduced in the year 2015. The SDGs is made up of 17 goals and 169 targets. It is worthy to note that the goals and targets cover the economic conditions which include financial, prosperity and stability; along with the environmental and social aspects of today's and futuristic country (Alwakid et al., 2021). Hence entrepreneurs have key roles to play in order to achieve the SDGs by 2030.

Roles of Entrepreneur in Achieving Sustainable Development Goal 2030

This section discusses the role entrepreneurs are expected to play in their various businesses so as to achieve the 17 goals and 169 targets that were highlighted in the SDGs 2030. The goals are discussed one after the other followed by the roles to be played by the entrepreneurs for the attainment of the SDGs 2030.

SDG 1: No Poverty

Aliyeva (2021) opined that the target 1 of SDG can be achieved via engagement in Social entrepreneurship. Social entrepreneurship involves carrying out entrepreneurship activities focused at alleviating poverty through generation of income, social services and creation of jobs. SDG 1 is about eradicating poverty in all its form across all economies. SDG 1 aims toward ensuring that everyone has equal access to economic resources, essential amenities, possession, including control over landed assets in all forms, inheritance of natural resources, appropriate new technologies, and financial services.

Entrepreneurs' role in achieving this goal include ensuring that they produce goods and services that will be fair and affordable to everybody. They should also undertake responsible investment, community investment, impact investment and social impact investment so that people will be engaged for remuneration such as salaries, wages or commission (Ashari et al., 2021). In order to eradicate poverty, entrepreneurs should increase employment opportunities for people so that they will be able to earn income for self-sustainability, moreover, payment of fair staff wages and salaries will also reduce poverty in the world. Entrepreneurs can help end poverty by supporting entrepreneurship and access to technology through their business activities and operations throughout the supply chain. They can also help by making it easier for microfinance institutions to reach the poor or by offering microfinance services themselves.

SDG 2: Zero Hunger

The SDG was designed to end hunger all over the world by the end of 2030, achieve food security and ensure promotion of sustainable agriculture that will improve nutrition of the habitat of the world. The goal is to ensure that hunger is ended and everybody has access to safe, nutritious and sufficient food all year round in order to end all forms of malnutrition. The goal is about encouraging agricultural production and motivating small scale farmers that produce food most especially pastoralist, fish farmers, women in farming, indigenous people, family farmers and livestock farmers. SDG 2 advocate for collaboration between local and international economies in areas such as research and development, rural infrastructure, and plant and livestock gene banks, all with the goal of improving food supply. Furthermore, SDG 2 aims to ensure the mitigation and prevention of trade restrictions and distortions in the world's agricultural markets by implementing measures that facilitate proper and functional food commodity markets and their derivatives, as well as timely access to market information, thereby limiting extreme food price volatility.

In order to make this a reality, agripreneur i.e. a person who manages and supports business venture by focusing on Agricultural sector, and entrepreneur who can help in value chain must be proactive. Ben Youssef et al. (2018) opined that SDG 2 can be achieved if entrepreneur can develop sustainable agricultural practice innovative agri-business and food distribution solutions smallholder farmers should increase productivity and value chains should be incorporated so as to reduce the impact the perishable goods can have on their farming activities. In addition to these, entrepreneur can establish large food and drinks companies that can serve as off taker from farmers across the economies. Entrepreneurs can also come in an attempt to achieve zero hunger by providing chemicals, tools, mobile technology, research and development, tools, new crop varieties, fertilizers, inputs for farmers for efficiency in their production. This will improve productivity and minimize food scarcity (FAO, 2014). Woolworths introduced the *Farming for the Future* programme in South Africa in 2009 as a scientific and sustainable farming approach designed to produce high-quality food while preserving natural resources (King & Thobela, 2014). They developed a farming method that would produce high-quality food while also preserving natural resources using all technical and scientific knowledge. This strategy offered livelihood for the agricultural community. The approach taken was holistic, beginning with soil construction and maintenance, i.e. "Farming for the Future". The strategy resulted in healthy soil rich in minerals and nutrients.

SDG 3: Good Health and Well-Being

It is projected that the maternal mortality ratio will be lowered to less than 70 per 100,000 live births by 2030 in order to address the avoidable deaths of infants and children under five, as well as to put an end to the epidemics of AIDS, TB, malaria, tropical diseases, water-borne illnesses, and other communicable diseases. Additionally, it is anticipated that by 2030, developing economies would have seen a significant rise in health finance, workforce development, training, and retention. Entrepreneurs can facilitate the achievement of SDG 3 by ensuring that mental health of their workers is prioritized by making the working environment conducive for them; payment for their health care. Employers of labours are also encouraged to mandate and also encourage their employees to adopt and sustain healthy together with safety behavior in the working environment. These can be achieved by provision of menus in the staff restaurant, increment in the level of regular sporty as well as physical activities by sensitizing them to cycle or walk to work, they can also encourage walking meetings. Furthermore, entrepreneur should orientate their workers about infectious diseases like HIV and TB, besides, they should be ready to provide treatments to affected staff because these diseases affect people in their most productive years and if the business loses workers to this, it either affect their direct operation or their supply chain. Entrepreneur can also think of developing products or services that can help address health issues, medical innovations and the well-being of the community as a whole (Ashari et al., 2021). This can also serve as a new stream of revenue to a potential entrepreneur. Lastly, Companies can also extend their health services to the community they operate and/or families of their employees. By doing this, it will ensure healthy lives and promote well-being for all across all ages.

SDG 4: Quality Education

SDG 4 aims to guarantee that everyone has access to fair, high-quality education and opportunities for lifelong learning. All boys and girls should have equal access to free, high-quality, and gender-neutral primary and secondary education, according to the SDG. Additionally, the goal is to ensure that a significant number of kids and adults gain necessary skills, such as technical or vocational skills for decent professions, employment, and entrepreneurship, through formal and/or informal education (Branca et al., 2025)

Entrepreneurs should be conscious of the fact that education is the rudiments to the development of workforces' future. Ashari et al. (2021) opined that education brings about increase in production, innovations and adaptability. In a nutshell, education fosters a stable and prosperous society. In order to ensure education for all, entrepreneur can offer scholarships to people around them, they can also provide vocational training, ICT training and technological training to their employee along with people in their community. Investment on education is not a waste because you will need them in the future (Broccia et al., 2022). Entrepreneur can meet the need of women and girls in the communities to access education and training (Alfalih & Ragmoun, 2020). Entrepreneur should endeavor to respect the universal right to education for their worker so that they will be able to send their children to school, besides, they must also ensure payment of fair share of taxes to help government finance national education service.

SDG 5: Gender Equality

This goal is about empowering women and girls together with achievement of gender equality. The goal focuses on creation of equal opportunities for men and women across the economic as well as political front. The target also discusses about empowering women in the areas where they need more support and inclusive growth (Dana et al., 2024). It requires elimination of violence against all girls and women in private and public sector furthermore, discourages woman trafficking, sexual abuse and all other types of exploitations. Women's entrepreneurship and empowering women are precondition to solving inequality, poverty and violence against women.

Abdelwahed et al., (2022) opined that, in order to achieve this goal, entrepreneurs should respect the rights of women and support their empowerment across their places of work, market places and the community. Women inclusion in leadership position including policies making process should be encouraged in order to reduce gaps in leaderships. Women need more than education and training to achieve economic empowerment, safety from human right violation is also needed. In conclusion, entrepreneur should not discriminate among women employments, suppliers, as a consequence, should expand their business relationship with enterprises owned by women. Additionally, employers should lessen the negative effects and stigma associated with materiality leave and lessen their dependency on the after-hours work culture for promotions. Lastly, employers should guarantee that all employees, men and women alike, have equal voice.

SDG 6: Clean Water and Sanitation

By 2030, SDG 6 aims to guarantee that everyone has access to clean and reasonably priced drinking water, as well as sanitation and hygiene. Sanitation and clean water are vital for all living things. In order to have healthy ecosystem, thriving communities and a suitable economic development; the availability of clean water and sanitation cannot be underestimated. Dirty environment affects the individual and community health hence sanitation is also key development priority.

For all to have access to clean water and sanitized environment, Green entrepreneurs are key players. They are expected to provide water that is safe and affordable to their workers via convenient and sanitized drinking water station; they should understand the effect of clean water in the value chain therefore they should ensure provision of clean water place thus improve accessibility of water for the communities by provision of drinkable and safe water (Gupta & Dharwal, 2022). Gender-specific restrooms, personal protection equipment (PPE), menstrual hygiene management, showers, and other amenities should be provided to employees by business owners in recognition of their human right to a clean workplace (Broccia et al., 2022).

In addition to these, waste management should be considered for amount of waste generated including its hazardous potential to the community. Mechanism should be put in place to ensure that waste water along with materials are managed, however, workers are expected to be trained on safety from hazardous chemicals. Lastly the following must be taken into cognizance by entrepreneur; reduction in environmental pollution; promotion of reuse and recycling of wastewater; reporting of significant spills and adhering to relevant efficiency standard including relevant water quality.

SDG 7: Affordable and Clean Energy

SDG 7 focuses on ensuring that everyone has access to modern, affordable, dependable, and sustainable energy. By 2030, everyone must have dependable, reasonably priced access to contemporary energy. It is intended to help attain SDGs 1, 2, 3, 4, 6, 8, and 9. The relevance of entrepreneur in achieving this goal is investment in renewable energy technologies, sustainable energy solutions and energy-efficient solutions, which include decentralized power grid and small-scale lightning equipment (Ben Youssef et al., 2018). Entrepreneur can also invest along with promotion of initiatives on renewable energy and also incorporate these into their business strategy (Alwakid et al., 2021). Moreover, they should monitor, as well as, report the amount of energy produced, purchased and consumed in the production plant. Furthermore, they can work alongside with their supplier to reduce and minimize consumption rate of energy which will thus promote energy efficiency. Lastly, entrepreneurs can create products or services that help their consumers to improve energy efficiency and reduced energy requirement

SDG 8: Decent Work and Economic Growth

By 2030, SDG 8 aims to advance inclusive, sustainable, and long-term economic growth that includes both decent work and productive employment for all. The two variables that goal 8 targets are growth and development. The per capital income of all the economics is the major concern of the goal in which countries are encouraged to do these: diversifying, upgrading their technological innovations; promotion of productive activities; decent job; creativity, entrepreneurship, formalization; access to financial services by micro, small and medium enterprises for sustainable growth.

Entrepreneurs are encouraged to pay taxes, as and when due, moreover, they should possibly avoid using tax avoidance mechanism. They are expected to pay fair share of the tax responsibly and timely at a minimum, complying with the tax laws along with regulations in the country of operation. Job creation by entrepreneur in the supply chain especially for underrepresented/marginalized groups are medium through which the goal can be achieved for economic growth (Hartog et al., 2010). Entrepreneurs can also utilize their purchasing power to favorably influence the price volatility of their important commodities, such as materials and crops, which will eventually affect the nation's economic growth.

Entrepreneurs are also encouraged to foster productive as well as full employment by supporting vocational educations, building synergy with institution in order to create a pipeline for skilled workers including putting in place jobs-oriented trainings (Audretsch & Keilbach, 2004). Fostering high-level digital skills and tech adoption throughout the workforce results in significantly higher labor productivity and localized economic growth, according to empirical research (Velichkovska et al., 2025). Decent work environment and responsible employment strategies including productive activities for all their employees both in operations and supply chain should be put in place for achieving the goal (Gu et al., 2020). In conclusion, entrepreneur is expected to pay adequate minimum wages to satisfy the basic need of workers and their families and they should also be consistent in making the payment. Benefit plus working conditions that is within the government framework and policies should also be adopted by the entrepreneurs. Avoidance of violence in the workplace, prevention of sexual harassment, establishment of policies procedure, support structures for employees are also mechanisms that can aid the achievement of the SDG 8.

SDG 9: Industry, Innovation and Infrastructure

SDG 9 is based on the principles of building resilient infrastructure, promoting inclusive and sustainable industrialization, and supporting innovation. The goal necessitates increased access for small-scale industrial and other firms in developing economies to financial services such as inexpensive loans and integration into value chains and marketplaces. SDG 9 also aims to improve science and technology research in order to upgrade the technological capabilities of all countries' industrial sectors by 2030 by encouraging research and development as well as innovation in the public and private sectors by innovative entrepreneurs. It is worth noting that innovative entrepreneurs advance productivity, innovate, and create more jobs (Akinwale et al., 2020).

The role of innovative entrepreneur in achieving this goal include ensuring developing of new technologies, industrial solution, resources efficiency, resilience and sustainability in transportation, building along with ICT (Bashir & Akhtar, 2016). In order to enable SMEs and MSMEs managed by marginalized/underrepresented groups, including women, continue in business or start one, they should also invest in business skills, managerial skills, technology training, and financial resource access. Entrepreneurs can also start supporting developing and diffusing of technologies that are eco-friendly through improvement in product design, material efficiency in addition to recycling of waste product (Khodapanah, 2026). They can also upgrade and retrofit infrastructure through innovation and investment in infrastructures development, environmental protection together with clean and efficiency technology, because innovation is imperative to entrepreneurship, innovation is used in creating new product, business, or services that brings value to the society (Drucker, 1985). Furthermore, innovative entrepreneur should improve access to ICT including the internet so as to develop and showcase their activities to the world through sustainable technologies and eco-innovations (Chaaben et al., 2024).

SDG 10: Reduced Inequalities

SDG 10 is tailored towards reduction of inequalities within and among all the countries in the world by 2030. The main focus of the goal is on income distribution, politics and judicial inequality. The goal requires that by 2030, there would be empowerment, along with promotion of social economic and political inclusion of everybody irrespective of their age; sex; disability; race; ethnic; origin; religion; economic or other status, this is with a view to ensuring equality among all. The goal states that, there should not be discriminating laws, policies and practices thus; promotion of appropriate legislation, policies and actions are encouraged. The goal is developed to stop the threat to inequality which always affect long term social and economic development, more so, unequal societies suffer from high level of social instability i.e. financial distress at household together with high rate of divorce, crime, as well as unemployment.

Reduction in inequality as stated by SDG 10 is also linked to business, entrepreneur can be of assistance by increasing the income level of worker by wage payment promptly and promotion of appropriate wages practices which will in turn generate income for low income earners. They should also ensure they do not discriminate payment of equal remuneration for men and women workers for equal value of work done (Aliyeva, 2021). Reasonable minimum wage should be paid to their employees as this will afford them the capability to purchase goods even when there is inflation. Moreover, employers should respect the rights of everyone by ensuring that they do not discriminate at the point of employing, promoting, training, and remunerating on the basis of race, colour, sex, religion, political opinion, national extraction or social origin. Employers of labours should also respect international human rights, standard and frameworks. These include rights of women, indigenous people, religion, nationality and ethnic, linguistic minorities, children, people with disabilities, migrants' workers and their families. In summary, entrepreneur is encouraged to ensure they put in place policies that will promote diversity and inclusion of all without any distinction, exclusion or preference throughout the entire operations and also seek to encourage suppliers together with other business partners to do the same through unbiased, equitable and all-inclusive business model and access to product and services (Ashari et al., 2021).

SDG 11: Sustainable Cities and Communities

SDG 11 is targeted towards ensuring that all cities along with communities of all economies in the world are safe, resilient, inclusive and sustainable. This is with a view to ensuring that all persons have access to adequate, safe and affordable basic services, affordable housing and upgrade in the slums throughout the world. In addition to this, the inhabitant of the world should have access to sustainable transportation system and improved road safety. It was designed to reinforce the effort towards protection and safeguarding the cultural and natural heritage of the world. Waste management, attention to quality of air and reduction of adverse per capital environmental impact are also the target of the goal.

The role of sustainable entrepreneur in achieving this goal cannot be underestimated, they are expected to study, understand and address the impact of the commercial and business activities on the neighboring communities, they should access how their land acquisition, construction of infrastructure, raw materials procurement affects the employees and people in the neighboring communities including the environment they work. They should promote sustainability in the rural and urban areas through green transport, smart housing and provision of goods and services that are eco-friendly (Broccia et al., 2022). When production is taking place, they should produce with low carbon emission and also provide a sustainable transport system for all their immediate employees and supply chain, for example, provision of employees' vehicle. In addition to these, urbanization has its own challenges and opportunities which are expected to be studied in order to balance the conflict between the business and the environments, this can be achieved by allowing the participation of as well as communicating with stakeholders and communities whenever they want to engage in urban development. During urbanization, sustainable entrepreneurs should ensure the increased land use efficiency, reduce conflict in the land use, integrate disaster risk management, protect livelihood, reduce waste, reduce carbon foot print and finally apply principles of consulting, engaging and also allowing the participation of other communities (Apostu & Gigauri, 2023).

SDG 12: Responsible Consumption and Production

The rise in the population growth, urbanization and rapid economic growth are drivers towards increase in demand for natural resources which continues to deplete daily. Hence, the goal of SDG 12 is to create an economy with no waste and no pollution, which can be achieved by designing a system that will reuse, recycle, repair and design a last longing product life for all products. The goal is designed towards achieving a sustainable management and efficiency in the usage of natural resources. SDG 12 aims at reducing waste of food at retail and consumer level. It is also concern about reduction in losses of food at harvest, along production, within supply chain and also at post-harvest. Furthermore, the goal requires organizations, particularly large and multinational corporations, to adopt sustainable practices and include sustainability information in their reporting cycles.

The role of Green entrepreneur in achieving the goal include establishment of sustainable production and consumption programs, this can be done through raising awareness among consumers and promoting education among consumers about their willingness to engage in sustainable consumption. Business owners should endeavor to use renewable material which are efficient, moreover, they should adopt technologies to reduce over exploitation of natural resources, by regularly tracking as well as reporting energy, water and materials consumed on the operation cycle (Gupta & Dharwal, 2022). In addition to these, waste management policies should be incorporated in business development, production and operations. Entrepreneurs should measure and report waste generated and disposed of, emissions of air pollutants, climatic pollutants such as black carbon and methane, land pollution, water discharges, transportation impacts, and large spillage to the proper authorities for prompt action. Finally, entrepreneurs should provide transparent and unbiased information about the price, content, safe use, environmental attributes, maintenance, storage, and disposal of products and services so that consumers can make informed decisions. They should also supply eco-friendly products and reduce waste (Gupta & Dharwal, 2022), as well as encourage consumers to pick more environmentally responsible products and services (Cagarman et al., 2023).

SDG 13: Climate Action

Climate change and extreme weather have already impacted millions of people throughout the world. As a result, SDG 13 is aimed to address the urgent need for action to mitigate climate change and its consequences. Drought, heat waves, sea level rise, wildfires, and floods have all been anticipated to become more frequent and severe, causing damage to crops and coastlines, hurting the supply of global food and water resources and thus posing a threat to power supplies. As a result, SDG 13 was established with the aim of integrating climate change measures into national policies, strategies, and planning. It was intended to improve education, raise awareness, and build human and institutional capacity for climate change adaptation, mitigation, impact reduction, and early warning. Furthermore, it examines the promotion of strategies that can be utilized to increase capacity for effective climate change planning and management, with an emphasis on women, youth, locals, and marginalized people.

In achieving the goal, entrepreneurs should endeavor to set up their ventures in a way that there will be reduction in carbon emission, support climate protection initiative and adopt renewable energy (He et al., 2020), they should also understand that it is critical to incorporate climate risk into risk assessment, hence, entrepreneur should factor in the likelihood of increase in frequency of extreme events, this enables them to make informed and better decision. In a nutshell, entrepreneurs should design an operation-based measures that will be put in place to prepare for and manage disasters as well as building a resilience to climate shock and disaster. In addition, opportunities and risks attached to climate change should be identified and there should be adequate with substantial investment on resilience for environmental hazards including environmental protection (Gu et al., 2020). This can be realized by partnering with public and/or private players to encourage the formation of a knowledge network in climatic change and catastrophe risk management. Furthermore, entrepreneurs should invest in technologies that detect as well as warn about climate and natural disaster along with related disasters.

SDG 14: Life Below Water

SDG 14 aims to conserve and sustain the use of ocean, sea, and marine resources for sustainable development. According to a United Nations assessment on SDG 14, 40% of the ocean is negatively impacted by human activities on land. Pollution, diminished fisheries, and coastal habitat degradation are a few examples. In the same analysis, the market value of coastal and marine resources is estimated to be $3 trillion each year, accounting for almost 5% of global GDP. The FAO (2014) claimed that 3 billion people rely on ocean protein, making it the world's greatest source of protein. In light of this, life below water requires protection from interferences that can disrupt their habitation by considerably preventing and reducing marine pollution of all types, particularly land-based activities such as marine debris and nutrient pollution. The purpose is also to regulate fish harvests and put an end to unlawful overfishing and damaging fishing practices.

Entrepreneurs should be ready to ensure that the goal is achieved by the targeted 2030 by taking responsibility for the waste and waste water generated including all sources of pollution that emanates as a result of their own business activities. Waste can be collected, reused and recycled instead of channeling it into the ocean world. Industries can also track and report water discharge to the oceans; information about their efforts and methods put in place to reduce the amount of non-degradable and plastic materials used in their production line; the degree and the impact of spillages and pollution on the ocean world. In addition to this, it is of utmost importance to reduce marine pollution to the barest minimum. Entrepreneur should also encourage their suppliers to obtain aquaculture certification for food safety, environmental and marine protection, including animal health and welfare. They are also expected to be ready to work with relevant bodies with stakeholders both in the private and public sectors to promote management and protection of coastal and marine ecosystems as it aligns with the objectives and target of the public policies (Kroll, 2015).

SDG 15: Life on Land

This goal aims to maintain, restore, and promote sustainable use of terrestrial ecosystems, as well as to sustainably manage forests. It is also intended to combat desertification, halt and reverse land degradation, and prevent biodiversity loss. According to Greenfacts, plants offer 80% of our diet, while land habitats provide us with a variety of critical functions known as ecosystem services (Greenfacts, n.d.). Natural habitat also provides people with major cultural, leisure, aesthetic, and welfare value; thus, it must be preserved from drought, desertification, flood, plant pests and diseases, wildfire, land degradation, and other threats. SDG 15 requires that desertification be combated by 2030, and degraded land and soil be restored, with the goal of ensuring the conservation of mountain and land ecosystems, as well as their biodiversity, in order to increase human capacity to profit, which is critical for sustainable development.

Entrepreneur relevance to achieving this goal cannot be far-fetched, business venture focus should be on conservation of biodiversity, land use sustainability and restoration of eco system (Gupta & Dharwal 2022). Entrepreneur are also expected to study and understand the social and economic value that can be derived from ecosystem. Ecosystem should be protected through land rehabilitation and remediation, protection and restoration of habitat, conservation of terrestrial and freshwater, limiting soil erosion. Furthermore, sustainable entrepreneur should ensure land enhancement through integrated approach to soil fertility, land nutrient replenishment, reduction in soil salinity and correct soil pH. Their farming practice should be complementing rather than substituting by investing more on innovations in order to develop new technologies such as improved farming practices, fertilizer application, crop protection system, planting of improved seed varieties and species. Business owners should also be willing to accept responsibility for waste generated and hazardous substances utilized in their own operations. They should also be diligent in assessing and preventing current and possible negative impacts on wildlife, soil, ecosystems, and the food chain.

SDG 16: Peace and Justice Strong Institutions

SDG 16 strives to promote good governance by promoting peaceful and inclusive communities for long-term development, ensuring access to justice for all, and establishing effective, accountable, and inclusive institutions at all levels. According to the OECD (2015), conflict and instability harm the lives of 1.2 billion people. Similarly, bribery, corruption, theft, and tax evasion cost developing countries an estimated $1.26 trillion per year. All of the aforementioned social vices weaken trust in all economies' political and judicial systems, hence SDG 16 is intended to combat the societal scourge. The goal is to reduce violence and related fatality rates worldwide. It aims to put a stop to child abuse, exploitation, trafficking, and all other types of violence and torture. In addition, the purpose is to promote the rule of law at all levels, both nationally and internationally, and to ensure that everyone has equal access to justice. Furthermore, the aim frowns on corruption and bribery, therefore it was created to eliminate all forms of illicit financial and arms flows, strengthen the recovery and restitution of stolen funds, and combat all forms of organized crime by 2030. These objectives can be accomplished by establishing effective, transparent, and accountable institutions at the national and international levels, as well as ensuring responsive, inclusive, participatory, and representative decision making at all levels. Finally, the purpose is to ensure that the public has access to information, and that everyone's fundamental rights and freedom are maintained at both the national and international levels.

Entrepreneurs can contribute significantly to attaining SDG 16 by promoting good governance, the rule of law, peaceful societies, and preventing corruption. They should be ethical by adhering to the "do no harm" principle and ensuring that their operations have no negative impact on the region or countries in which they operate. Business owners should support efforts to reduce violence by collaborating with government agencies, law enforcement agencies, and civil society organizations to identify various ways in which violence can erupt and then work together to address these issues through relevant public policies and programs. They should also provide incentives and motivation to bring nationals together across borders and cultures, build relationships based on a shared sense of identity and purpose, and overcome differences that are more difficult to overcome in a larger society (Transparency International 2012, 2015). Organizations can also establish an anonymous whistleblowing hotline where cases of corruption, bribery, and theft can be reported, as well as promote the promotion and building of legal frameworks and accountable institutions to complement government initiatives. Finally, entrepreneurs should always respect and defend the rule of law as it applies to their businesses.

SDG 17: Partnership for The Goal

The goal is designed to ensure that the implementation and revitalization of global partnership for sustainable development is strengthened. Business can achieve more, when they partner with each other or one another, than when they operate alone. Opportunities abounds when the private sector and public sector work together. SDG 17 seeks to set overall framework and conditions through which the post 2015 Millennium Development Goals will be achieved. Goal 17 is to establish strategies and policies on how the public demands boosting local or domestic resource mobilization through the international community's assistance to developing nations, in order to improve their domestic capacity for various revenue collections and taxes. The goal also intends to focus on the science, technology, and innovation of the least developed countries, as well as to increase the use of ICT in all economies. Furthermore, in terms of capacity building, the goal is to increase international support for executing effective and targeted capacity building in developing countries to support domestic plans to implement all SDGs, including North-South, South-South, and triangular cooperation. The purpose of trade partnership is to build and promote a rule-based, non-discriminatory, universal, and equitable multilateral trading system within the World Trade Organization, as well as to conclude discussions under the Doha Development Agenda. In addition, the goal can be met by increasing developing nations' exports and implementing duty-free and quota-free market access for least developed countries in accordance with WTO guidelines. Finally, in terms of systemic issues, such as policy and institutional coherence, the goal is to improve macroeconomic stability through policy coordination and policy coherence for sustainable development.

Entrepreneurs in home businesses can get access to international markets by collaborating with multinational corporations along the global value chain. They can also focus on a cooperative development initiative with other private or public firms inside and/or outside their geographical zone to create decent jobs, pay fair minimum living wages, empower people, and restore the environment in which they work.

Entrepreneurs can also help achieve this goal by engaging in collaborative development programs run by national governments or international organizations, where they can contribute time, financial resources, human capital, and resource persons. Furthermore, entrepreneurs can contribute to the establishment of an enabling environment by expanding their access to finance on a local or international scale, as well as integrating their domestic businesses into the global value chain. They must also be ready to dialogue with government and other private sectors to establish a partnership for sharing technology and expertise. Finally, entrepreneur should disclose publicly their corporate sustainability information alongside their date so as to increase accountability, transparency and data quality for users of accounting information. In conclusion, SDG 17 can be achieved when have collaborative entrepreneur that are ready to partner with the Governments, NGO's and international/global institutions (Apostolopoulos et al., 2018).

Conclusion

This study was carried out to highlight the critical role entrepreneurs can play for the attainment of Sustainable Development Goal 2030. Entrepreneurs are risk takers that identify opportunities and develop sustainable solution to pressing challenges in the economy, society and environment. They contribute to alleviation of poverty, provision of quality education, decent work, innovations in industries and responsible consumption and production, through their creative capacities. The study concluded that entrepreneurs can significantly contribute to sustainable development through creation of jobs, innovations and putting in place of all-inclusive business models that addresses the challenges faced by the society and environment. It is thus recommended that, Sustainable Business Education should be put in place in Universities and training institutions, they should integrate sustainability principles into entrepreneurship curricula to nurture environmentally and socially conscious entrepreneurs. Entrepreneur should also integrate sustainability into their business strategies through minimizing waste, usage of renewable energy and management of resources. More so, entrepreneurs can seek Green Financing and Incentives from Governments and financial bodies, these include, tax reliefs, low-interest loans, and grants to startups focused on sustainable products and technologies. Increased investment in sustainable technology and innovations can stimulate other entrepreneurial activities that address pressing environmental and social issues, such as, poverty, food insecurity, pollution, education and health care. SDG 2030 can be achieved if there is support Inclusive Entrepreneurship, this implies that Developmental programs should focus on empowering marginalized groups, such as women and youth, to engage in entrepreneurial activities that foster equitable and sustainable development. In addition, ethical entrepreneurship that will ensure fair wages, gender equality, and diversity promotion should be practiced. Lastly, Partnerships between policymakers, private sectors, and non-governmental organizations can create ecosystems that support sustainable business growth, which will facilitate achieving SDG 2030.

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