



Analyzing The Impact of Entrepreneurial Motivation on Motives of Sustainable Environmental Adaptation: A Survey Study of The Opinions of a Sample of Employees in Smartphone Trading Companies in Al-Diwaniyah City

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Abstract: The current research aims to analyse the impact of entrepreneurial motivation represented in (entrepreneurial passion, entrepreneurial self-efficacy, entrepreneurial Autonomy, entrepreneurial achievement) on the motives of sustainable environmental adaptation by (economic motives, social motives, environmental motives) for a sample of workers in smartphone trading companies in the city of Al-Diwaniyah by three companies (Dar Al-Dhal, Al-Ghad Al-Mashreq, Glitter Al-Lens). This study addresses the research problem, which has been classified as an important question: (Is it possible to analyse the impact of entrepreneurial motivation on Motives of Sustainable Environmental Adaptation among workers in smartphone trading companies in the city of Al-Diwaniyah?). In order to detect the level of research variables and analyse their results, the questionnaire tool was relied upon as a mechanism to collect the necessary data from the research sample, As a result, (130) were distributed and (121) questionnaires were retrieved from them, with (9) being damaged. This indicates that (112) are valid for analysis. To analyse and extract the results, two packages (SPSS & AMOS) were relied upon to analyse the results and test hypotheses. Based on this, the research reached a set of results, the foremost of which was the existence of a significant correlation between entrepreneurial motivation and sustainable environmental adaptation. This implies the keenness of the concerned companies to invest in the entrepreneurial motivation of improving the motives for sustainable environmental adaptation towards their workers. The research provided a set of recommendations, the most important of which is that the concerned companies should encourage work teams to develop creative solutions that reduce the economic, social, and environmental impact, such as designing phones that can be disassembled and updated.

Keywords: Entrepreneurial Motivation, Sustainable Environmental Adaptation, Small And Medium-Sized Enterprises.

Introduction

Entrepreneurship is a key driver of economic, social and environmental change, as entrepreneurs seek to achieve innovation and growth ([Diale et al, 2021](#)). However, entrepreneurs currently urgently need to take into account sustainable environmental motives in their activities, as they face significant challenges and issues related to environmental sustainability ([Odeyemi et al, 2024](#)). Therefore, entrepreneurial motivation, which encompasses both motivation and the ability to innovate, plays an important role in how entrepreneurs adapt to the requirements of environmental sustainability. This shows that entrepreneurial motivation represents a major pillar influencing employees' response to challenges ([Kah et al, 2022](#)).

Entrepreneurs with strong motivations are more willing to adopt sustainable practices and standards, which reflects their deep capabilities to build their relationship with the work environment. This suggests that sustainable practices that encourage individuals to take risks and explore new opportunities are essential for achieving success, independence, and creativity, as they foster strong motivations among entrepreneurs. This, in turn, contributes to stimulating their motivation to develop new sustainable strategies that are more effective in order to gain a competitive advantage in target markets ([Cai et al, 2022](#)).

Entrepreneurial motivation also represents an important axis for building entrepreneurs' behaviours and attitudes related to adapting to sustainable environmental variables, which pushes them to move towards innovation and risk ([Chahal et al, 2024](#)), and this also contributes to building the capabilities of workers to face various challenges, whether economic, social, and environmental, and makes them more able to respond to sustainability concepts, which means that a correct understanding of the effects of motivation on sustainable environmental adaptation motives is an important axis to explain the mechanism of impact on social and economic contexts, and environmental and especially entrepreneurial practices, which opens the way for building more effective strategies that support sustainable innovation and contribute to achieving environmental sustainability ([Begum et al, 2022](#)), and from this point of view the current research came to highlight the analysis of the impact of entrepreneurial motivation on environmental adaptation motivations.

Methodology

Research Problem

Entrepreneurial motivation is one of the main pillars that affect the behaviour and decisions of employees, particularly in light of the sustainable environmental challenges and motives that the world faces today. Adapting to the various challenges that occur in an environment requires following a set of effective strategies that contribute to achieving environmental sustainability. This necessitates that workers in mobile phone trading companies face cumulative pressures from society to comply with sustainable

environmental practices. However, entrepreneurial motivation represents the appropriate way to ensure the attainment of passion, Autonomy, achievement, entrepreneurial self-efficacy, which in turn contributes to guiding individuals to make sustainable decisions that facilitate adaptation to the environment. This addresses a small gap in the lack of economic, social, and environmental awareness, enhancing the ability of workers to adapt to environmental requirements. Therefore, the issue confronting workers in mobile phone trading companies is a significant problem: Can the impact of entrepreneurial motivation be analysed on the motives for sustainable environmental adaptation among workers in smartphone trading companies in the city of Al-Diwaniyah?),

In order to address this problem, appropriate solutions must be developed to the following questions:

1. What is the level of entrepreneurial motivation among employees of smartphone trading companies in Al-Diwaniyah city?.
2. Do workers in smartphone trading companies in Al-Diwaniyah have pioneering motivations towards achieving sustainable environmental adaptation?.
3. What are the entrepreneurial and environmental factors and motives adopted by the employees of the smartphone trading companies in the city of Al-Diwaniyah to address the research problem?.
4. Is there a positive relationship between entrepreneurial motivation and sustainable environmental adaptation motivation?.

The Importance of Research

The importance of the current research is highlighted in the growing need to understand the factors that can affect the decisions of workers in smartphone trading companies in Al-Diwaniyah city related to sustainability, hence the importance of the current research can be identified in:

1. Analyzing the impact of entrepreneurial motivation contributes to the development of supportive strategies for employees to achieve their sustainable environmental goals.
2. Strengthening the relationship between entrepreneurial motivation and sustainable environmental adaptation can contribute to the achievement of sustainable development goals.
3. The concentration of employees in smartphone trading companies in the city of Al-Diwaniyah works to develop effective strategies to achieve excellence in the labour market.

The Objectives of Research

The current research aims to analyse the impact of entrepreneurial motivation on Motives of Sustainable Environmental Adaptation among workers in smartphone trading companies in the city of Al-Diwaniyah, and to achieve this goal, several important sub-objectives must be achieved:

1. Determine the level of entrepreneurial motivation among employees in smartphone trading companies in Al-Diwaniyah city.

2. Identify the entrepreneurial motives of workers in smartphone trading companies in Al-Diwaniyah city to achieve sustainable environmental adaptation.
3. Identify the entrepreneurial and environmental factors and motives adopted by workers in smartphone trading companies in Al-Diwaniyah city to address the research problem.
4. Indicate the nature and type of relationship between entrepreneurial motivation and sustainable environmental adaptation motivation.

Research Hypothetical Outline

The hypothesis scheme represents an important tool in the design of scientific studies and research, as it determines the theoretical and methodological framework on which the research will rely to achieve the objectives of the study to address the problem it seeks to solve, which means that the hypothetical scheme functions as a roadmap for research, as it identifies research questions and objectives, which facilitates the process of data collection and analysis, and Figure (1) shows the hypothetical scheme of the research variables as follows:

Independent variable: entrepreneurial motivation, and four dimensions were adopted to measure this variable (entrepreneurial passion, entrepreneurial self-efficacy, entrepreneurial Autonomy, entrepreneurial achievement), and the research adopted a scale ([Nasution et al, 2024](#)).

Dependent variable: motives of sustainable environmental adaptation, and three motives were adopted to measure this variable (economic motives, social motives, environmental motives), and the research adopted a scale ([Wamsler & Brink, 2018](#)).

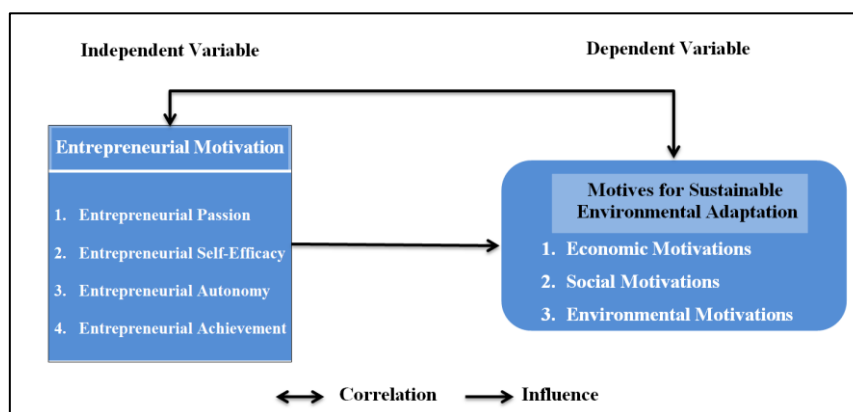


Figure 1. Research Hypothetical Outline

Source: Prepared by the researchers

Research Hypotheses

The research is based on two hypotheses:

H1: There is a significant correlation between entrepreneurial motivation and sustainable environmental adaptation, from which emerges:

1. There is a significant correlation between entrepreneurial passion and the motives for sustainable environmental adaptation, represented by (economic motives, social motives, environmental motives).
2. There is a significant correlation between entrepreneurial self-efficacy and the motives for sustainable environmental adaptation, represented by (economic motives, social motives, environmental motives).
3. There is a significant correlation between entrepreneurial Autonomy and the motives for sustainable environmental adaptation, represented by (economic motives, social motives, environmental motives).
4. There is a significant correlation between entrepreneurial achievement and the motives for sustainable environmental adaptation, represented by (economic motives, social motives, environmental motives).

H2: There is a significant effect of entrepreneurial motivation on sustainable environmental adaptation, from which emerges:

1. There is a significant effect of entrepreneurial passion on the motives for sustainable environmental adaptation, represented by (economic motives, social motives, environmental motives).
2. There is a significant effect of entrepreneurial self-efficacy on the motives for sustainable environmental adaptation, represented by (economic motives, social motives, environmental motives).
3. There is a significant effect of entrepreneurial autonomy on the motives for sustainable environmental adaptation, represented by (economic motives, social motives, environmental motives).
4. There is a significant effect of entrepreneurial achievement on the motives for sustainable environmental adaptation, represented by (economic motives, social motives, environmental motives).

Research Sample

The research community was represented in the smartphone trading companies in the city of Al-Diwaniyah by three companies (Dar Al-Dhal, Al-Ghad Al-Mashreq, the Luster of the Lens), while the research sample was represented by the employees of these companies, with (130) distributed and (121) retrieved from them, of which (9) were damaged, indicating that (112) were valid for analysis.

Theoretical Aspect

1. Entrepreneurial Motivation

1) The Concept of Entrepreneurial Motivation

Entrepreneurial motivation is one of the fundamental concepts that contribute to understanding the behaviours of individuals in the business world, as it is closely related to entrepreneurial intentions and performance in projects ([Halizah & Darmawan, 2023](#)). Many researchers define entrepreneurial motivation as a set of psychological and social factors that drive individuals to engage in entrepreneurial activities, such as establishing projects or innovations ([Saoula et al, 2023](#)). Entrepreneurial motivation is one of the most significant factors affecting the success of entrepreneurs ([Gok et al, 2021](#)), as this motivation encompasses both internal and external factors that encourage individuals to make entrepreneurial decisions, such as the need for Autonomy and self-realisation ([Brownell et al, 2025](#)). Furthermore, entrepreneurial motivation has been defined as a collection of desires and goals that propel individuals towards the establishment of new projects while overcoming challenges and obstacles ([Kah et al, 2022](#)).

Entrepreneurial motivation is also defined as something that motivates or encourages someone to undertake activities and provides the energy that leads to their achievement ([Dewi et al, 2021](#)). Matsoso (2023) sees entrepreneurial motivation as the goals and objectives that entrepreneurs seek to achieve in their business endeavors. Septianis, 2024 noted that entrepreneurial motivation represents an individual's willingness to initiate, organise, manage and transform organisational ideas independently and quickly. Zakpaa & Dana (2024) argued that entrepreneurial motivation refers to the product of common sense and appreciation, based on the influences of personal and contextual factors, leading to the launch of new ventures.

Entrepreneurial motivation is the desire or tendency to organise and manage business processes, people or ideas as quickly and independently as possible ([Zhao & Thompson, 2023](#)) ([Kwang & Hwan, 2021](#)). Sudarwati (2023) illustrated entrepreneurial motivation as passion, ambition and goals that motivate individuals to establish their own companies. Xu & Lee (2025) find that entrepreneurial motivation signifies expectations and beliefs regarding the personal impacts of starting a business. Bardaa (2025) asserted that entrepreneurial motivation constitutes the psychological process that drives an individual to act in order to achieve objectives.

From the above, it can be said that entrepreneurial motivation represents the outcome of motives, behaviours and factors aimed at encouraging individuals to make entrepreneurial decisions directed towards achieving new goals.

2) The Importance of Entrepreneurial Motivation

The importance of entrepreneurial motivation is evident in its role in promoting the spirit of innovation and creativity. The importance of entrepreneurial motivation can be defined as follows:

a. Entrepreneurial motivation enhances individuals' intention to engage in entrepreneurial activities, especially when digital technology and innovation are integrated into entrepreneurship education.

- b. Achieving positive outcomes in projects, as individuals with a strong entrepreneurial motivation are highly motivated to achieve positive innovations and creativity (Udekwe & Iwu, 2024).
- c. Encouraging individuals to think creatively by developing new ideas.
- d. Achieving project success and business growth by developing individuals' entrepreneurial capabilities.
- e. Providing educational environments that stimulate creativity and enhance self-confidence (Kharisudin, 2022).
- f. Building employees' risk-taking capacity by exploring new opportunities and investing in them to generate future benefits.
- g. Adapting to changes in target labor markets improves survival and growth in the face of competition (Dua, 2025).

3) Dimensions of Entrepreneurial Motivation

Measuring entrepreneurial motivation is very important in order to ensure that the organisation achieves its entrepreneurial goals in the long term, and these dimensions are:

a. Entrepreneurial Passion: Entrepreneurial passion focuses heavily on the psychological feelings of individuals, as common feelings among workers help to improve the quality of social processes, information exchange and learning, as well as interaction in the workplace in a way that builds positive attitudes and reduces conflict between team members (Santos & Cardon, 2018). When an individual is passionate about starting a business, they are likely to find a way to acquire and develop skills related to entrepreneurial activities, which will increase their ability to perform the activity, thus reinforcing their beliefs in entrepreneurship (Huyghe et al, 2016).

b. Entrepreneurial Self-Efficacy: Entrepreneurial self-efficacy refers to individuals' belief in their ability to achieve entrepreneurial goals and overcome challenges (Yousaf et al, 2021), as this competence includes confidence in personal skills and abilities, which directly affects their behaviour and performance in projects (Ghorbani, 2023) (Bandura, 2023).

c. Entrepreneurial Autonomy: Entrepreneurial independence represents the extent of an individual's ability to make entrepreneurial decisions that contribute to providing new creative ideas (Zulfikri & Iskandar, 2022). Entrepreneurial independence enables the individual to encourage themselves to be independent in making decisions based on previous experiences, which enhances the exploration and implementation of new ideas with high accuracy (Ahmad et al, 2023). Independence contributes to enhancing the individual's self-confidence by controlling their internal and external decisions (Ulfah, 2023).

d. Entrepreneurial Achievement: Entrepreneurial achievement is the result of the efforts made by work teams for the purpose of achieving the set entrepreneurial goals and unleashing the development of creative and successful products that meet the needs and desires of the target party (Jardim, 2021), and entrepreneurial achievement is an important criterion for achieving efficiency and effectiveness in facing risks and achieving a positive

reputation by encouraging individuals to achieve achievement and confidence in themselves ([Daulay et al, 2024](#)) ([Gómez-Jorge et al, 2025](#)).

Sustainable Environmental Adaptation

1. The Concept of Sustainable Environmental Adaptation

Sustainable environmental adaptation is a set of individual and collective processes and actions that empower individuals to better manage environmental impacts, by minimising negative effects on well-being and disrupting significant natural resource flows for present and future generations ([Wamsler & Brink, 2018](#)) and inclusion in this context refers to the inclusion of measures undertaken to address all types of risk factors (i.e., risk, vulnerability, lack of response capacity, lack of recovery capacity ([Zhai & Lee, 2024](#)).

Sustainable environmental adaptation also fosters collaborative knowledge exchange to ensure interaction with social, economic and environmental drivers to facilitate flexible changes that improve the reality of the organisation ([Boogaard et al, 2020](#)). Garg, 2023:204 argued that sustainable environmental adaptation represents the process of restructuring economic, social and environmental activities in a manner that meets the current requirements without compromising future goals. This illustrates the creation of strategies that are flexible and adapt to various environmental changes ([Suprayitno et al, 2024](#)), contributing to the protection of the work environment, promoting sustainability, responding to these changes, and mitigating risks within the work environment ([Akano et al, 2024](#)).

From the above, it can be said that sustainable environmental adaptation represents a combination of economic, social and environmental activities and motives aimed at meeting the requirements of the present without prejudice to the requirements and objectives of future organisations.

2. The Importance of Sustainable Environmental Adaptation

The importance of sustainable environmental adaptation is highlighted by its role as a key pillar in reducing negative environmental impacts through managing and adapting to various environmental requirements, as follows:

- a. Protecting the work environment by adapting to the organizational climate, contributing to achieving sustainable ecosystems ([Baloch et al, 2022](#)).
- b. Implementing sustainable environmental solutions that contribute to preserving biodiversity.
- c. Building the capabilities and potential of organizational employees by improving their flexibility to deal with various situations ([Gahan et al, 2021](#)).
- d. Improving infrastructure by reducing damage caused by external threats.
- e. Achieving a balance between the various drivers of sustainable environmental adaptation, whether economic, social, or environmental ([Buffarini et al, 2022](#)).
- f. Enhancing creativity within the organization by developing effective tools to raise awareness of sustainability.

g. Improving environmental conditions and organizational resources in line with the organization’s conditions and capabilities (Mao et al, 2024) (Alkaraan et al, 2024).

3. Motivations for Sustainable Environmental Adaptation

Achieving sustainable environmental adaptation requires a set of motives, which are:

- a. **Economic motives:** Economic motives are estimates based on scientific foundations and are determined by a set of comprehensive scientific studies for all aspects of the proposed project or projects, in order to evaluate alternative opportunities and select the best project to achieve the objectives (Maral & Çetin, 2024).
- b. **Social motives:** Social motivations represent the extent to which a service provider can influence decisions made by an organisation about encouraging customers to purchase products (Macheka et al, 2024). Grant & Shandell (2022:303) indicated that social motivation refers to the behaviour that a service provider must cause compared to organisational results.
- c. **Environmental motives:** Enhancing environmental awareness and sensitivity enables individuals to inhabit a healthier and safer environment, which is achievable only by increasing the number of qualified individuals receiving environmental education (Barani, 2024). Therefore, to elevate the level of environmental awareness among workers, environmental education programmes must be integrated into their workplace (Al-Dosari & Abdellatif, 2024).

Result and Discussion

Coding Research Variables and Measuring Stability Measurement Tool

The importance of this paragraph is demonstrated in clarifying the variables used in the analysis through a set of symbols that express their nature, which aids the reader in understanding them clearly. It also contributes to elucidating the research findings simply and clearly. Therefore, Table 1 presents the characterisation and coding of variables and research dimensions included in the analysis. Conversely, the results of Table (1) indicate the stability of the research variables with coefficients of (0.890) for the entrepreneurial motivation variable and (0.918) for the Motives of Sustainable Environmental Adaptation variable. This suggests that these high values indicate that the measurement tools used in the research have high stability, meaning that they accurately reflect the concepts under study.

Table 1.
Description and Coding of Study Variables

Variables	Dimensions	NO.	Code	Cronbach's alpha	Source
Entrepreneurial Motivation (ENMO)	Entrepreneurial Passion	4	EMPA	0.896	Nasution et al.,2024
	Entrepreneurial Self-Efficacy	4	EMSE	0.901	
	Entrepreneurial Autonomy	4	EMAU	0.895	
	Entrepreneurial Achievement	4	EMAC	0.907	

Variables	Dimensions	NO.	Code	Cronbach's alpha	Source
Motives for Sustainable Environmental Adaptation (MSEA)	Economic Motivations	2	MEEC	0.919	Wamsler & Brink, 2018
	Social Motivations	3	MESO	0.906	
	Environmental Motivations	2	MEEN	0.908	

Second: Testing the Normality of the Research Distribution

The information in Table (2) indicates that the data extracted from the research sample follow the normal distribution based on the (Kolmogorov-Smirnov) test, where the level of significance exceeds (0.05). This confirms that the data are distributed normally, allowing the alternative hypothesis to be rejected and the null hypothesis to be accepted.

Table 2.
Results of the Normality Test

Standard	Variables								
	EMPA	EMSE	EMAU	EMAC	ENMO	MEEC	MESO	MEEN	MSEA
Test Statistic	0.180	0.115	0.129	0.140	0.134	0.213	0.167	0.207	0.091
Sig.	0.091	0.103	0.072	0.091	0.063	0.177	0.121	0.147	0.084

Third: Description and Analysis of the Research Variables

Table (3) shows that the entrepreneurial motivation variable ENMO obtained, within its interests in smartphone trade, an arithmetic average of (4.08) and a standard deviation equal to (0.57). This is due to the focus on the entrepreneurial passion dimension EMPA, which came in first place with a high arithmetic average of (4.18) and a standard deviation of (0.62). Meanwhile, the EMAU ranked last with an arithmetic mean of (3.99) and a standard deviation of (0.69) following entrepreneurial Autonomy. This indicates that the concerned companies are focused on enhancing the level of innovation in providing sustainable products and services, thereby improving the mechanism of competition in the target market. This, in turn, leads to significant improvements in environmental performance, such as reducing the consumption of resources and waste resulting from production processes.

Table (3) also shows that the variable of Motives of Sustainable Environmental Adaptation MSEA obtained within its interests in smartphone trade an arithmetic mean of (3.23) and a standard deviation equal to (0.45). This is due to the focus on the dimension of economic motives MEEC, as it came in first place with a high arithmetic average of (3.52) and a standard deviation of (0.68), while the environmental motives MEEN came in last place with an arithmetic mean of (2.77) and a standard deviation equal to (0.55). This means that the concerned companies are keen to raise awareness among employees about issues related to the environment and the importance of sustainability, which reflects positively on the company's culture.

Table 3.
Description and Analysis of the Research Variables

NO.	Mean	S.D	NO.	Mean	S.D
EMPA1	4.49	0.65	MEEC1	2.96	0.74
EMPA2	4.18	0.86	MEEC2	2.82	0.70
EMPA3	3.87	1.02	<u>MEEC</u>	<u>3.52</u>	<u>0.68</u>
EMPA4	4.17	0.83	MESO1	2.84	0.63
<u>EMPA</u>	<u>4.18</u>	<u>0.62</u>	MESO2	2.70	0.62
EMSE1	4.09	0.97	MESO3	2.95	0.66
EMSE2	4.23	0.96	<u>MESO</u>	<u>3.40</u>	<u>0.40</u>
EMSE3	4.22	0.83	MEEN1	2.77	0.61
EMSE4	4.05	0.78	MEEN2	2.78	0.59
<u>EMSE</u>	<u>4.15</u>	<u>0.67</u>	<u>MEEN</u>	<u>2.77</u>	<u>0.55</u>
EMAU1	3.78	1.09	MSEA	3.23	0.45
EMAU2	4.02	1.08			
EMAU3	4.05	0.99			
EMAU4	4.10	0.83			
<u>EMAU</u>	<u>3.99</u>	<u>0.69</u>			
EMAC1	4.10	0.83			
EMAC2	3.90	1.07			
EMAC3	4.13	0.90			
EMAC4	3.91	1.16			
<u>EMAC</u>	<u>4.01</u>	<u>0.74</u>			
ENMO	4.08	0.57			

Fourth: Testing the Research Hypotheses

H1: There is a significant correlation between entrepreneurial motivation and sustainable environmental adaptation.

The results of Table (4) indicate that there is a significant correlation between entrepreneurial motivation and sustainable environmental adaptation, with a correlation coefficient of (0.685). This suggests that the concerned companies are keen to invest in entrepreneurial motivation by enhancing the Motives of Sustainable Environmental Adaptation directed towards their workers. Additionally, the results demonstrate a correlation between the dimensions of these variables, ranging from (0.344-0.594) concerning entrepreneurial self-efficacy (EMSE) and economic motives (MEEC) on one hand, and the EMPA and MESO social motivation dimensions on the other. This implies that the companies are interested in strengthening and improving relationships with employees to ensure compliance with sustainability standards, which subsequently equips employees with new skills related to sustainability and green technologies, thereby enhancing their efficiency and adaptability.

Table 4.
Correlation Matrix

	EMPA	EMSE	EMAU	EMAC	ENMO	MEEC	MESO	MEEN	MSEA
EMPA	1								
EMSE	.626**	1							
EMAU	.718**	.763**	1						
EMAC	.594**	.518**	.503**	1					
ENMO	.859**	.859**	.879**	.785**	1				
MEEC	.463**	.344**	.389**	.522**	.414**	1			
MESO	.594**	.494**	.552**	.377**	.591**	.313**	1		
MEEN	.494**	.362**	.531**	.501**	.559**	.333**	.454**	1	
MSEA	.678**	.524**	.644**	.484**	.685**	.726**	.766**	.788**	1

H2: There is a significant effect of entrepreneurial motivation on sustainable environmental adaptation.

The results of Table (5) indicate that entrepreneurial motivation contributed to improving the motives of sustainable environmental adaptation by (0.756), and this demonstrates that the interest of smartphone trading companies in entrepreneurial motivation will enhance their ability to improve the motives of sustainable environmental adaptation by focusing on economic, social and environmental motives. This will lead to a reduction in the standard error by (0.071). In other words, the concerned companies focus on enhancing cooperation between the work teams within the company to develop sustainable creative solutions, which improves communication and the exchange of ideas.

The results of Table (5) also highlighted the importance of entrepreneurial motivation in accounting for the value of (0.469) of the variation in Motives of Sustainable Environmental Adaptation, demonstrating the interest of smartphone trade in establishing a positive image in the target market within the realm of sustainability, which attracts more customers and investors, thereby enhancing the company's ability to adapt to environmental and regulatory changes, ultimately improving its flexibility in the market.

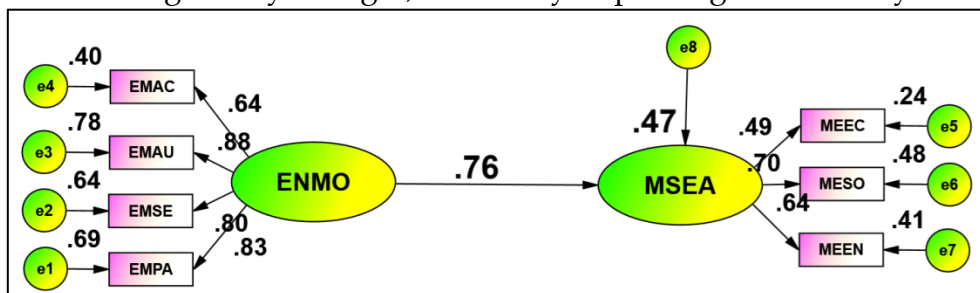


Figure 2. Standard Model of the Effect of Entrepreneurial Motivation on Sustainable Environmental Adaptation

Table (5) demonstrates that there is a significant effect of the dimensions of entrepreneurial motivation on the motives of sustainable environmental adaptation, with an effect of (0.699, 0.493, 0.590, 0.414) respectively for the dimensions of entrepreneurial passion, entrepreneurial self-efficacy, entrepreneurial Autonomy, and entrepreneurial achievement on the motives of sustainable environmental adaptation. This contributed to

the interpretation of (0.524) of Motives of Sustainable Environmental Adaptation, indicating that the concerned companies focus on enhancing cooperation between work teams within the company to develop sustainable creative solutions, which leads to improved communication and the exchange of ideas. This supports the acceptance of this hypothesis.

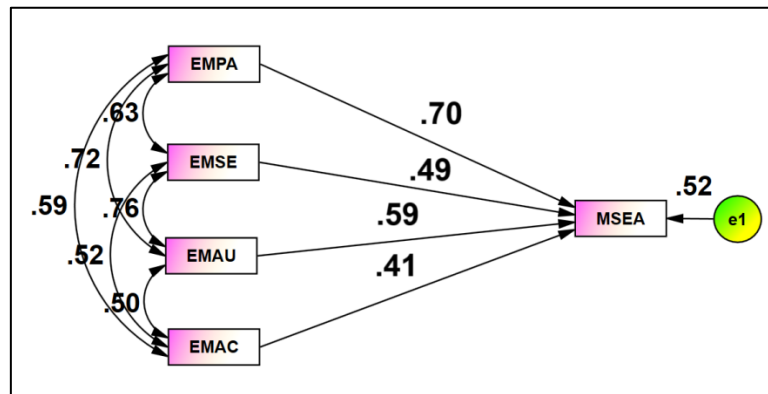


Figure 3. Standard Model of the Effect of Dimensions of Entrepreneurial Motivation on Sustainable Environmental Adaptation

Table 5.

Outputs of the Measurement Model of the Effect of Entrepreneurial Motivation and its Dimensions on Sustainable Environmental Adaptation

Hypotheses	Path	S.W ¹	S.E	C.V	R ²	Sig.
H ₂	ENMO ---> MSEA	0.756	0.071	10.648	0.469	
H ₂₋₁	EMPA ---> MSEA	0.699	0.085	8.224	0.524	0.001
H ₂₋₂	EMSE ---> MSEA	0.493	0.089	5.539		
H ₂₋₃	EMAU ---> MSEA	0.590	0.078	7.564		
H ₂₋₄	EMAC ---> MSEA	0.414	0.084	4.929		

¹Standard Weights (S.W),Standard Error (S.E),Critical Value (C.V).

Conclusions

1. The existence of a significant correlation between entrepreneurial motivation and sustainable environmental adaptation, which means the interest of the concerned companies to achieve entrepreneurial motivation for the purpose of creating progress in sustainable environmental adaptation motives.
2. The companies concerned are interested in developing the level of innovation in order to ensure the provision of sustainable products and services, which works to build and develop the mechanism of competition, which in turn leads to enhanced adaptation to the sustainable environment.
3. The concerned companies are keen to increase the level of awareness among the beneficiaries in order to ensure the creation of a reputation for the organisation, which in turn contributes to building positive relationships that ensure sustainability and gain green skills and technologies.

4. The concerned companies focus on building cooperation with work teams with the aim of providing and innovating sustainable creative solutions and treatments aimed at achieving economic, social and environmental outcomes.
5. The concerned companies are keen on the possibility of achieving acceptable achievement by applying sustainable environmental adaptation standards to ensure the reduction of internal and external expenses.
6. Interested companies are keen to create a positive image in the target market within the scope of achieving environmental sustainability by attracting target audiences to adapt to regulatory changes.

Recommendations

After identifying a set of important findings, the current research recommends several recommendations:

1. The need to encourage teams to develop creative treatments that reduce economic, social and environmental impact by designing updatable phones.
2. Attention to developing clear strategies to support the company's sustainable environmental adaptation, especially those related to the adoption of recyclables in order to develop the company's ability to use energy in its products.
3. Work on organizing workshops and continuous training courses to develop the capabilities of workers towards the mechanism of achieving the goals of sustainable environmental adaptation motives.
4. Building collaborative partnerships with non-profit environmental organizations to support efforts aimed at achieving environmental sustainability goals, which requires a reference assessment of the impacts provided by previous goods and products.
5. The concerned companies focus on providing rewards to highly skilled workers who seek to provide distinctive ideas and alternatives that serve the goals of sustainable environmental adaptation, which enhances the entrepreneurial culture of companies.
6. The need for companies to publish their own reports, whether environmental, economic and social, that ensure success periodically and continuously, and this in turn works to build a positive reputation and image in society and the target market.

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