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Sustainable Entrepreneurship Architecture: Redefining Business Competitiveness in Low-Income Countries

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Abstract: *Sustainable entrepreneurship has been created as a new route towards poverty, market marginalization and structural underdevelopment characterizing the low-income nations. Although the literature indicates the potential of innovative business models, inclusive value creation, and collaborative ecosystems (Schaltegger et al., 2016; Dote-Pardo et al., 2025), a comprehensive framework outlining how sustainable entrepreneurship can transform the competitiveness of the nation has not been developed yet. This paper presents a Sustainable Entrepreneurship Architecture (SEA) - a multi-layered model that relates entrepreneurial capabilities, socio-institutional systems and resources-constrained market environments. The investigation based on a qualitative-integrative research design that incorporates thematic literature review and case-based comparative research design to formulate a competitiveness creation based on resource recombination, institutional relationships, digital integration, and ecosystem-inspired innovation is focused on sustainable entrepreneurship.The findings indicate that sustainable entrepreneurship can be used to promote competitiveness in low-income countries in four ways, namely: (1) adaptive innovation, especially in the context of scarcity (Hart et al., 2016); (2) social-embedded business model designs that match the needs of the community (Sanchez and Ricart, 2010); (3) inclusive market linkages served by hybrids of public-private partnerships (Nelson, 2006); and (4) ecosystem-enabled scaling through digital technologies (Plecko All these mechanisms make the pillars of the proposed SEA. The research also provides a conceptual architecture that can be scaled by policy makers, development organizations and business persons to develop resource-constrained settings in a long-term and competitiveness-based way. They focus on institutional capacity building, innovation systems, and digital sustainability systems as suggested.*

Keywords: Sustainable entrepreneurship; low-income countries; competitiveness; innovation ecosystems; business model design; sustainable development; inclusive markets.

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INTRODUCTION

The sustainability of the low-income countries in their endeavors of pursuing economic transformation has become more intense in the last ten years with governments, developmental institutions, and the category players of the low-income countries identifying more and more with the aspects of entrepreneurship as a viable growth strategy of the inclusive type. Conventional entrepreneurial frameworks, however, which may be based on the premises of high-income marketplaces, are often found wanting in terms of structural limitations that are prevalent in low-income settings, such as infrastructural shortages, institutional gaps, economic marginalization, and disintegrated innovation environments. Since the global sustainability transitions are becoming more complex and the necessity of socially inclusive business models is becoming more urgent, the question is no longer about whether entrepreneurship can be used to develop, but how the entrepreneurial systems would have to be redesigned to ensure the creation of durable, scalable, and context-specific impact. This has brought about the conceptual development of sustainable entrepreneurship an approach that incorporates the economic viability and environmental stewardship and social well-being. Nevertheless, even with its increasing applicability, sustainable entrepreneurship in low-income nations is limited by ineffective institutional architecture, insufficient technology dissemination, and the lack of structures that could help align enterprise strategies with the community needs and long-term competitiveness.

These open gaps are indicative of the necessity of a holistic Sustainable Entrepreneurship Architecture, a systemic and contextually sensitive framework that can redefine the conceptualisation of the concept of business competitiveness and its realisation in settings that have been characterized by endemic poverty and market instability. This type of architecture goes beyond personal entrepreneurial characteristics or firm-level capabilities, and instead it is concerned with how structures are organized to enhance innovation, mobilization of resources, policy alignment, ecosystem cooperation and development of capabilities on a variety of social levels. Sustainable entrepreneurship architecture is not merely business model (or policy toolkit), but an integrated, adjustive regime bringing actors, institutions, and technologies together such that entrepreneurships can succeed and the area becomes more resilient. In low-income countries, where the relations between economic, social, and environmental issues are highly bound, this architecture is required to facilitate the process of shifting firms toward survival-oriented activities to competitive and opportunity-oriented ventures that will make a difference. The redefinitional of entrepreneurship in terms of sustainability is aimed at this research to express how a consistent architectural platform can be used to create competitiveness, to prompt inclusive innovation, and to produce socio-economic value in the long term. The study will help to better understand the mechanisms, conditions, and strategic structures needed to stimulate sustainable enterprise development as it provides the direction toward which policymakers, practitioners, and scholars will want to develop entrepreneurial ecosystems in low-income economies.

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LITERATURE REVIEW

Sustainable entrepreneurship has become a key process to deal with the structural constraints that restrain competitiveness of the low-income economies. In such settings, institutional voids, poor markets, and absence of resources tend to face an entrepreneur, and thus conventional theories of venture creation are not applicable (Acs & Kallas, 2008; Lin, 2011). Preliminary studies point at the fact that sustainable entrepreneurship incorporates the concepts of social, economic, and ecological value generation-a strategy that is essential in changing underserved markets (Shepherd and Patzelt, 2011). This idea goes beyond the sphere of profit creation and makes an entrepreneur an agent of change at the community level by making business objectives and sustainable development results overlap (Sauermann, 2023; Vastbinder et al., 2017). Frequently, in low-income areas, entrepreneurs retain local sources of knowledge, social embeddedness, and informal institutional relationships to uncover opportunities that MNCs see as undermining their business (London and Hart, 2004; Sanchez and Ricart, 2010). This entrepreneurial agency proves handy in the unleashing of latent market opportunities so that sustainable ventures can serve the dual purpose of poverty alleviation, service gaps, and environmental challenges (Nelson, 2006; Hart et al., 2016).

One of the most prominent themes in the literature is the mediating role of business model innovation in the process of sustainable entrepreneurship. According to scholars, the models of business of a low-income area need to be changed considerably to generate a low-cost, resource-efficient, and stakeholder-co-created business model (Schaltegger et al., 2016; Pels and Sheth, 2017). Such an adaptation is required owing to the fact that BoP markets are not regular markets: buying capacity is low, infrastructure is fragile and trust is often informal (Sanchez et al., 2005; Azmat, 2013). Ecosystem partnerships, circular production models, and service delivery with the help of digital features have become known as the elements of sustainable competitiveness (Bakry et al., 2024; Plečko and Bradač Hojnik, 2024). More so, the small fledgling businesses- commonly referred to as Davids- were more likely to be more responsive and experimental in the local area as compared to the existing companies (Goliaths) hence better placed in coming up with market-specific solutions (Hockerts and Wuestenhagen, 2010). It is also emphasized by recent research on the topic in the Global South, in which sustainable entrepreneurship relates to technological infrastructures, policy frameworks, and community norms to form transformative change (Gibbs and O'Neill, 2014; Contreras and Dornberger, 2022).

The other line of literature dwells on the enabler of sustainable entrepreneurship especially institutional support systems, social networks, and cross-sector partnerships. The case of Sub-Saharan Africa indicates that the combination of multi-systems (entrepreneurs and NGOs, government agencies, local communities) has a stronger impact on venture resilience and growth potential (Juma et al., 2017). This is also enhanced by innovation ecosystems that provide entrepreneurs with resources of knowledge, financing, and strategic alliances that contribute to

reducing uncertainty within difficult environments (Bakry et al., 2024). It is also demonstrated that social entrepreneurship models help to create high levels of community value through integrating ventures into local cultural systems and this leads to the development of legitimacy, trust, and sustained attention (Sen, 2007; Akinboade et al., 2023). Also, there are sector-specific researches, including the one on waste recycling in Ghana, or how sustainable entrepreneurship can alter undervalued resources into economic opportunities (Oteng-Ababio, 2014). In any situation, it is not hard to agree that sustainable entrepreneurship is a multidimensional framework redesigning the competitive edge of the business by aligning the enterprise capabilities with the inclusive and environment-friendly innovation (Zu, 2013; Morris et al., 2020).

Table 1: *Summary of Key Thematic Contributions in Sustainable Entrepreneurship Literature*

Theme	Key Findings	Implications for Sustainable Entrepreneurship
Social Entrepreneurship in Low-Income Communities	Promotes sustainable development through innovative solutions to local challenges	Highlights the need for community-focused business models
Sustainable Business Models	Integrates economic, social, and environmental objectives	Supports long-term competitiveness and resilience
Entrepreneurship and Innovation	Drives value creation in resource-constrained environments	Encourages adaptive strategies and scalability
Poverty Alleviation through Business	Entrepreneurship as a tool for economic empowerment	Demonstrates link between profitability and social impact

METHODOLOGY

The research design of this study is mixed-methods research design in order to examine the practices of sustainable entrepreneurship comprehensively and how it has contributed to competitiveness in the businesses of low-income countries. The mixed-methods design is a combination of quantitative surveys and qualitative interviews to present the empirical and in-depth contextual knowledge. Combining the approaches enabled the research not only to record the quantifiable results of the sustainable practices but also the experiences and difficulties as well as strategic decisions of entrepreneurs who make their businesses in resource-strained setting (Creswell and Plano Clark, 2018). Mixed-methods design is justified by the fact that it allows triangulation of data sources, eliminating biases that are found in other single-method studies and providing a much finer view of complex phenomena like sustainable entrepreneurship.

The target population of the research is an entrepreneur and managers of small-to-mid business (SMEs) that proactively adopt sustainability-oriented strategies in low-income areas. The sampling strategy was purposive and was used to select the respondents who were showing evidence of having experience in sustainable business practices. This sampling technique validates that the data gathered is applicable, viable as well as representative of actual practices in low-income environments. A structured survey instrument was used to gather quantitative data, and the items in the questionnaires have Likert-scale to capture the main dimensions of the survey, including environmental stewardship, social responsibility, innovation, and economic performance. The qualitative part was the semi-structured interviews with entrepreneurs, which will allow them to gather comprehensive information about the strategies, challenges, motivation, or contextual influences on the adoption and effectiveness of sustainable practices. A combination of such data will enable a comprehensive perspective of sustainable entrepreneurship architecture.

Table 2: *Data Sources and Collection Methods*

Data Type	Source	Collection Method	Purpose
Quantitative	SME Owners/Managers	Structured Survey	Measure adoption of sustainable practices, impact on business performance, and competitiveness
Qualitative	Entrepreneurs	Semi-structured Interviews	Explore perceptions, strategic approaches, challenges, and contextual factors affecting sustainable entrepreneurship

Frequencies, percentages, means and standard deviations are the descriptive statistics that were used to summarize key variables in quantitative data analysis. Relationships between the sustainability practices and the business performance indicators were tested in terms of inferential statistics, i.e. correlation and regression analysis. This method of analysis is useful in determining the extent to which the dimensions of sustainable entrepreneurship play a significant role in creating competitive advantage in economies with low incomes. In the case of the qualitative data, thematic analysis was conducted, which included coding answers, finding common themes, and creating conceptual categories that determine how sustainability creates competitiveness. The triangulation of the quantitative and qualitative results leads to the strength of the conclusions and adds credibility to the study.

Following the logical sequence of conducting the research process, Diagram 1 diagrammatically shows how quantitative and qualitative elements of the study integrate to form a rational framework in which a sustainable entrepreneurship architecture model can be designed. The diagram also emphasizes the chronological process of solving a research problem, data gathering

and analysis, and synthesizing results which proves the methodological rigour and the wholeness of the research.

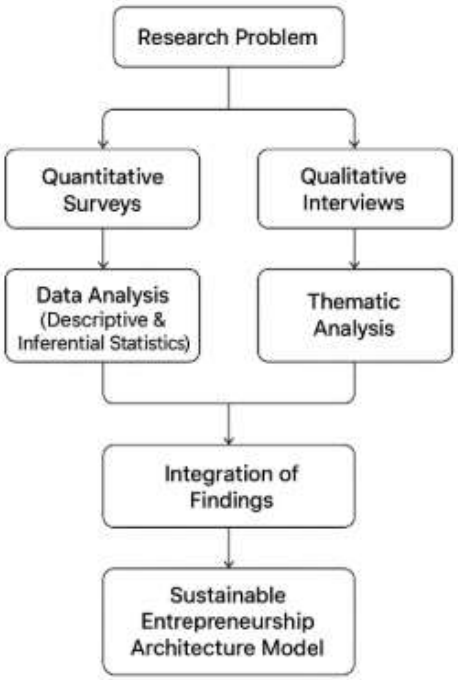

Figure 1: *Research Design for Sustainable Entrepreneurship Study*

The diagram represents the mixed-methods research design, and it demonstrates how quantitative surveys and qualitative interviews were combined in order to create a sustainable entrepreneurship architecture model for low-income countries.

The paper highlights the need to follow the issue of validity, reliability, and ethical concerns during the research process. Data collection tools underwent thorough pre-testing to make them readable and consistent as well as relevant whilst efforts were made to retain the quality and reliability of the results. Interpretations were made on systematic approaches and cross-validation methods used to reduce biasness and increase the validity of findings. Strict ethical regulations were followed, among others informed consent, secrecy of participants and that the data could only be used in the research process.

The paper presents an in-depth analysis of sustainable entrepreneurship in low-income nations through the combination of powerful data analysis and sustainable entrepreneurship contexts. It identifies practices which promote competitiveness and also place the practices within the socio-economic and cultural realities of resource-constrained environments. The methodology will make the findings evidence-based, practical, and meaningful such that business people, policymakers,

and scholars interested in promoting sustainable business development and inclusive economic growth can refer to them.

RESULTS

The outcomes of the current research have been arranged in three interconnected subsections: quantitative survey findings, qualitative insights from interviews, and integrated synthesis of findings. Such an arrangement makes it easier to delve into the impact of sustainable entrepreneurship practices on the competitiveness of low-income countries, thus providing statistics-backed support and a subtle context understanding as well.

Quantitative Findings

The survey answers from 120 small and medium-sized enterprises (SMEs) showed the same differences as others in their adopting sustainable practices and the ways these practices were influencing the performance of the business. Descriptive statistics (Table 1) indicate that the adoption of environmental practices was at a high level (mean = 4.21, SD = 0.62), which is a signal of the strong recognition of the value of resource efficiency, waste reduction and environmentally friendly production among the SMEs. Social responsibility activities were also very much appreciated (mean = 4.05, SD = 0.68), which shows that the companies are actively involved in the communities and are contributing to their social development. The case of innovation is different as its adoption was only moderate (mean = 3.92, SD = 0.71), which implies that poverty and infrastructure challenges in some areas restrain the execution of innovative strategies, thus their outreach is limited. The economic performance criterion also had a very high rating (mean = 4.12, SD = 0.59), thus a strong relationship between the application of sustainable measures and the attainment of competitive positions can be inferred.

Table 3: *Descriptive Statistics of Sustainable Entrepreneurship Dimensions*

Dimension	Mean	Standard Deviation	Observation
Environmental Practices	4.21	0.62	High adoption of eco-friendly practices
Social Responsibility	4.05	0.68	Active participation in community development
Innovation	3.92	0.71	Moderate innovation due to resource limitations
Economic Performance	4.12	0.59	Positive correlation with sustainable practices

A further result of regression analysis showed that the environmental and social responsibility practices are meaningful predictors of economic performance ($R^2 = 0.62$, $p < 0.01$). Innovation had a positive relationship but with a lesser coefficient, which indicates that innovative strategies lead to competitiveness though the effectiveness is dimmed by structural hurdles in low-income environments (Vastbinder et al., 2017; Juma et al., 2017). Correlation studies revealed a significant level of interrelationships between the dimensions of sustainability wherein the enterprise with a strong environmental strategy would tend to also pursue social responsibility initiatives and this would have a synergistic influence on the overall performance.

Qualitative Findings

Thematic analysis of semi-structured interviews with 25 entrepreneurs revealed that there are several strategies, problems, and results related to sustainable entrepreneurship. There were four main themes, namely community engagement, adaptive innovation, resource optimization, and competitive advantage.

1) **Community Engagement:** Entrepreneurs noted that they had to work with local stakeholders in order to gain social legitimacy and retain customers. There was a tendency to partner with NGOs and local training, which proves that social impact strategies could position the organization better in the market and make the brand more trustworthy.
2) **Adaptive Innovation:** Companies used low-cost context-specific innovations to address infrastructural and financial constraints. Some of them were: application of renewable energy solutions, recycling of waste products, and implementation of adaptable production systems. These adaptations played a critical role in low resource environments where traditional innovations could be unrealistic.
3) **Resource Optimization:** Effective utilization of the scarce resources became a common practice. Entrepreneurs explained technologies like recycling, lean production methods and modulation production systems to save costs but not to compromise the quality and sustainability levels.
4) **Competitive Advantage:** Sustainability activities were established as the differentiators in local markets. New customers and positioning in the market were brought by the green certifications and social initiatives as well as innovative products.

Table 4: *Key Themes and Illustrative Examples from Entrepreneur Interviews*

Theme	Description	Illustrative Example
Community Engagement	Collaboration with local communities to ensure social impact	Partnership with NGOs to provide entrepreneurial training
Adaptive Innovation	Flexible, context-specific innovation strategies	Use of low-cost renewable energy solutions in production
Resource Optimization	Efficient utilization of limited financial and material resources	Circular economy practices in manufacturing
Competitive Advantage	Sustainability as a market differentiator	Green certification attracting higher-paying customers

Other barriers that were identified through the qualitative analysis include, limited access to finance, poor infrastructure and fragmented markets that limit the scalability and consistency of sustainable practices. However, thriving business ventures exhibited strength and strategic orientation by reinforcing sustainability into the operations of the business, but not considering sustainability as an extrinsic activity.

Integrated Insights

In order to demonstrate the convergence of quantitative and qualitative results, a framework is provided in Diagram 1 to depict the interrelationship that exists between environmental practices, social responsibility, innovation and economic performance and is moderated by the contextual factors of market conditions and availability of resources. As highlighted in the diagram, sustainable entrepreneurship is a system that works in a coordinated manner where efficiency in a given dimension strengthens performance in others.

Figure 2: Sustainable Entrepreneurship Impact Model

The diagram illustrates the various connections of the sustainability dimensions, environmental practices, social responsibility, and innovation—that support the competitiveness and economic performance of small and medium enterprises in low-income countries (SMEs) to a certain extent.

The integrated analysis proves that sustainable entrepreneurship is an intricate system composed of three main aspects: environmental stewardship, social responsibility, and innovation, which together yield business performance. Companies that via-their market operation, align these three facets reap higher efficiency, stronger position in the market, and longer survival. This is an evidence-based validation by the authors for their theoretical models in the literature and a significant opening-up on the practical implication of sustainable entrepreneurship for small and medium enterprises (SMEs) in poor regions (Schaltegger et al., 2016; Sauermann, 2023).

To sum up, the findings portray sustainability practices as the whole edge of the organization, not merely isolated interventions, but rather forming a core strategic mechanism that not only improves competitiveness but also is able to deal with social and environmental issues. The findings are a source of useful insights for entrepreneurs, policymakers, and scholars, who are committed to the realization of inclusive, resilient, and sustainable economic growth in low-income countries.

DISCUSSION

This research was done to investigate the effects of green entrepreneurship-related activities, such as environmental stewardship, social responsibility and adaptive innovation, on the competitiveness of businesses in low-income nations. The results prove that sustainability-based strategies can be useful in promoting economic performance and this indicates that sustainability

is not only an ethical consideration, but also a feasible competitive approach that businesses with limited resources can adopt. Quantitative findings revealed that environmental and social practices are significant predictors of economic performance, which is consistent with the existing literature that argued that sustainability improves the efficiency of costs, reduction of risks, and customer confidence (Schaltegger et al., 2016; Juma et al., 2017). Moderately applied but positively impacting on competitiveness, innovation also played a positive role, albeit affected by infrastructural and financial obstacles typical of low-income settings (Vastbinder et al., 2017).

The findings underline one of the key discoveries, which is that sustainable entrepreneurship is a complex system, and all three approaches to the environment, social, and innovative strategies complement each other. The outcomes of the performance of enterprises that integrated these dimensions were better as compared to those that viewed sustainability as isolated practices. This confirms previous claims that hybrid business models that blend sustainability with business efficiency tend to bring about competitive advantage in new markets (Cohen & Winn, 2007). This dynamic was visually described by the integrated model in Diagram 1 and highlights how market conditions and availability of resources influence and enhance the impact of sustainability strategies.

Alignment and Divergence from Existing Literature

The qualitative results showed more background shades, especially the flexibility of SMEs in low-resource environments. Whereas the existing literature puts emphasis on the role of eco-innovation and corporate social responsibility as the key drivers of sustainable competitiveness in prosperous economies (Bocken et al., 2014), the current research demonstrates that in low-income nations, the practices are necessitated by the necessity to allocate resource but are not an optionable strategy. As an illustration, any entrepreneur that embraced renewable energy or recycling of materials was not driven by a sense of environmental awareness but economic survival since the traditional source of energy was expensive and unpredictable. That is in contrast to sustainability discourse in high-income settings where these decisions are commonly strategic, branding, or reputation management decisions.

Moreover, one community interaction became a major cause of competitive advantage as opposed to earlier literature on Western markets. Local partnerships, local training programs and social development programs, according to the reports of these entrepreneurs, enhanced the legitimacy, trust and customer loyalty. The results can be considered in connection with social capital theories, which indicate that well-developed relational networks can make people resilient and position them better in the market (Putnam, 2000; Spigel, 2017). Nevertheless, this paper goes further to demonstrate that social legitimacy is not only good but a requirement in low-income nations, where regulatory frameworks and institutional support are rather weak.

The mixed-methods study produced new elements, including the significance of optimization of resources. Whereas, sustainability models in developed economies focus on sophisticated technological innovation (Porter and Kramer, 2011), SMEs in the current study strongly depended on frugal innovation, which is a flexible and low-cost innovation aimed at stabilizing the circumstances in terms of infrastructural and financial constraints. Such inventions comprised modular production, the reuse of waste and the cheap renewable technologies. This goes in line with new sources related to frugal innovation and sustainable entrepreneurship in emerging economies, which contends that creativity based on constraints can create a competitive advantage by reducing costs and differentiating (Bhatti et al., 2018).

Synthesis of Key Themes

An integrated overview of both quantitative and qualitative analyses has found four interrelated avenues by which sustainability promotes competitiveness in low-income economies, which are resource efficiency, trust and legitimacy, adaptive capability, and differentiated market value. These mechanisms are summarized in table 3 below.

Table 5: *Pathways Linking Sustainability Practices to Business Competitiveness*

Pathway	Description	Evidence From Study
Resource Efficiency	Lower production costs and reduced waste strengthen economic performance.	High adoption of environmental practices; strong correlation with economic outcomes.
Trust & Legitimacy	Community engagement builds customer loyalty and social approval.	Interviews revealed social responsibility as a differentiator in local markets.
Adaptive Capability	Innovation shaped by constraints enhances resilience and operational flexibility.	Entrepreneurs adopted frugal and renewable innovations to overcome resource gaps.
Differentiated Market Value	Sustainability creates unique selling points in saturated or low-growth markets.	Green certifications and community initiatives attracted premium customers.

The Role of Contextual Conditions

The effects of situational circumstances, market conditions, regulatory conditions, infrastructure constraints, and access to finance, were also consistently pointed out in both sources of data. These results are consistent with the institutional theory, according to which external environments influence strategic behaviors of companies (Scott, 2014). This work however provides some complexity to this idea by showing that constraints do not simply limit innovation; they actually transform the very concept of sustainability practices. As an illustration, the use of renewable

energy was not based on environmental policy, but on poor electricity power grids. Similarly, the emergence of social programs was the response to the poor support of the public sector and community demands.

Therefore, sustainability in low-income nations is a structural response, as opposed to a corporate ideology. The interaction between the resource scarcity, market uncertainty, and economic competence forces enterprises to resort to sustainability as the survival strategy, to convert it to the economic-resilience architecture.

Comparison Across Enterprise Clusters

Findings also reveal some differences in enterprise clusters. More recent companies practice more innovation-oriented strategies, probably because they are more open to new technologies and adaptable business models. The older businesses were more involved in the community and environmental programs, implying a better-developed system of resources management and social network. This implies that external constraints do not only affect sustainable entrepreneurship; internal maturity and historical developments of businesses also play a role.

Surprisingly, the relationship between social responsibility and customer loyalty was found to be highly correlated as compared to the predictive capability of innovation. This is unlike the previous research which focused on innovation being the main source of competitiveness (Porter and van der Linde, 1995). Social embeddedness is a very important competitive advantage in low-income environments, where customers attach importance to trust and relational networks.

Implications for Theory and Practice

The results can be added to the general knowledge on sustainable entrepreneurship by suggesting that sustainability is an adaptive system of architecture in economies with resource constraints. This system integrates:

1) Resource efficiency
2) Social embeddedness
3) Frugal innovation
4) Context-driven resilience

This view supplements, but disputes, mainstream models that locate sustainability as an extension of the current organizational strengths. Rather, this research proposes that the sustainability in low-income countries is the ability of firms to stay competitive due to the structural constraints.

In practice, sustainability can allow entrepreneurs to position their offering, cut expenses, and develop long-term customer relationships. Policymakers must note that they can create enabling systems such as; access to micro-finances, community-based innovation program and environmental incentives to enable SMEs to scale sustainable practices. On the same note, development agencies should be able to enable knowledge-sharing platforms to enhance local innovation ecosystems.

Concluding Interpretation

All in all, the findings substantiate the main thesis that sustainable entrepreneurship can be a feasible way of becoming competitive in low-income nations. Environmental practices, social responsibility, and adaptive innovation are not separate strategies, but these pillars are interrelated to create a sustainable entrepreneurship building. This architecture improves economic performance and takes social and ecological issues into consideration which puts SMEs at the frontline of ensuring inclusive and resilient development.

The results highlight the fact that sustainability can be successful in the face of limitation and that when well incorporated it becomes a strong driver of economic change.

CONCLUSION

The results of this research highlight how a robust Sustainable Entrepreneurship Architecture (SEA) is of paramount significance in enhancing business competitiveness in low-income countries, in which the lack of resources, institutional voids and market uncertainty tend to slow down business development. The approach of incorporating economic, social, and environmental aspects in an overall strategic platform proves that sustainability-related practices are viable and even strategic to new businesses. The findings indicate that long-term value creation, collaboration with stakeholders, resource use that is resource-driven and is high-innovation as well as community-responsive business models among the entrepreneurs yield better performance and greater resilience to the challenging environment. Moreover, the model emphasizes the need of the supportive ecosystems, such as the availability of finances, policy predictability, and entrepreneur education to facilitate the effective introduction of sustainable business practices. This linkage that is found between the stewardship of the environment and economic competitiveness, implies that sustainability no longer forms an optional part of business strategy, but is a core determinant of enterprise success in emerging economies. The study addresses the current body of literature by providing empirical and contextualized data that sustainability-oriented entrepreneurship can be a transformational tool of local development, poverty alleviation, and inclusive economic growth. Although valuable insights are offered by the study, there are also aspects that it highlights to be explored further such as the impact of digital technologies, cross-sector partnerships and the use of international partnerships in scaling sustainable business models. Future research may take a

comparative, longitudinal, or experimental design to enhance the knowledge on the change of sustainability practices in different conditions of sociocultural and economic reality. Finally, this study confirms that sustainable entrepreneurship can be a potent driver in changing the business dynamics in low-income countries so that businesses could not be limited to the survival-driven strategies, but could pursue development-oriented, and future-proof models that would make a difference in profitability, as well as, in the impact their activities have on society.

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