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Green entrepreneurship: A trend of biggest cities in Vietnam

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Abstract

The "White pollution" - the environmental pollution caused by nylon bags is at an alarming rate worldwide. Vietnam currently ranks fourth among Asian countries generating a lot of plastic waste (after China, Indonesia and the Philippines). On an average day, in Ho Chi Minh City and Hanoi, about 80 tons of plastic are released. It takes only 1 second to dispose of the plastic bag but it takes several centuries disintegrate in the absence of sunlight, the consequences of plastic waste and nylon bags are very

serious. So, in order to protect the environment, we have produced a stronger, more biodegradable, eco-friendly fabric, designed to meet popular shopping and handbags needs in many countries in the world. From only about 20 cents per unit, it can be reused many times and neatly stored when not in use. Biodegradable bags play an essential role for product consumers, and they also contribute greatly to the animals' and plants' environment.

Keywords: Biodegradable Bags, Green Environment, Plastic Bags

1. Introduction to the research problem

Nowadays, plastic bags have become familiar in everyone's daily life. With their convenient, durable and low-cost advantages, plastic bags are almost everywhere, from urban to rural areas, from supermarkets, commercial centers to small markets, countryside. The population is increasing and the number of plastic bags used is also increasing. Although plastic bags have many benefits, the impact of plastic bags on the environment, human health and animals and plants is not small. Therefore, we need to have specific solutions to limit the widespread use and disposal of plastic bags today. Green lifestyle, environmental protection is quite popular in the world. Many people around the world are gradually using environmentally friendly products. Biodegradable bags were born to serve everyone to protect the environment. Corporate social responsibility is an ongoing commitment by business to sustainability issues to contribute to economic development while enhancing the quality of life of the workforce and wealth of local communities, citizens in society and acting in the interests of the environment (Nguyen Hoang Tien *et al.*, 2019; Rajnoha and Lesníková, 2016).

2. Theoretical basis of the research problem

2.1 Principles of sustainable development

In recent years, there have been many important discussions and debates in both the business and academic worlds about the concept of corporate sustainability or corporate sustainability. The term is closely related and, in some cases, used as a synonym for the older concept of corporate social responsibility (Wilson, 2003). Corporate sustainability can be viewed as a new management model that recognizes that corporate growth and profitability are important. In addition, it also requires corporations to pursue social goals, specifically those related to sustainability issues, such as: protection of planet Earth, environmental security, social justice equality and justice, local community development (Dudzevičiūtė, 2012 ^[27]; Nguyen Hoang Tien *et al.*, 2019). Corporate sustainability includes taking actions that improve an organization's long-term economic growth and profitability (Porter, 1985). Furthermore, sustainable businesses, linked to the traditional company, are the most important components of business and economics, should be responsible for society and the environment far beyond their economic obligations (Hart, 1995; Nguyen Hoang Tien *et al.*, 2019). Corporate sustainability is a type of business strategy that aims to meet the needs of stakeholders without compromising the resources and interests of the local community (Dyllick and Hockerts, 2002 ^[30]; Nguyen Hoang Tien *et al.*, 2019). For the purpose of sustainable development, in terms of promotion, society expects management and business behaviors to comply with ethical standards and towards the common interests and interests of society (Drucker 1998 ^[25]; Nguyen Hoang Tien *et al.*, 2019). On the positive side, in order to maintain the

credibility and reputation of the company, managers and entrepreneurs should make their business decisions responsibly, accountable to them, in relation to public opinion. and the interests of shareholders (Nguyen Hoang Tien and Dinh Ba Hung Anh, 2018; Man, and Macris, 2015).

The concept and issues of sustainability are subject to change over time. In the twentieth century, society expected a high and sustainable level of economic efficiency and the sole goal of business was to seek maximum profits as prescribed by law. Nowadays, society expects a better quality of life, keeping the environment green and safe, internally all the costs associated with the external impact caused by the business in the longer scenarios (Lewicka, 1999; Nguyen Hoang Tien *et al.*, 2019; Nguyen Hoang Tien and Dinh Ba Hung Anh, 2018). Enterprises should respond appropriately and impartially to the expectations of different stakeholders, treating the same social rights and interests as their own. The role of managers and entrepreneurs leading the sustainable development of enterprises is to mediate and consider compromises on many levels, to find a strategic balance between the rights and interests of the parties. related (Griffin, 1996; Nguyen Hoang Tien *et al.*, 2019). This is a difficult task to accomplish due to the fact that social expectations are contradictory and they are not always morally feasible and rational (Klimczak, 2002). Managers and entrepreneurs should strive to find sustainable solutions for themselves to manage potential conflicts and disputes in order to well balance the interests of all parties (stakeholders) to ensure that stable and sustainable business.

2.2 Understanding Social Entrepreneurs

In the spirit of sustainable development and sustainability issues, all business activities are oriented and oriented towards social, environmental stability and business sustainability within the framework of a broad social strategic alliance. The measure of business success is not the satisfaction of a certain group, but the satisfaction of all stakeholders in society. The success of a company based on short-term quantitative indicators such as revenue, profit, market share, stock value is completely irrelevant. Instead, the company's success should be based on qualitative factors such as social and environmental contributions, sharing common values espoused by the community and society. That fact implies that sustainable businesses should also become social enterprises, treating social goals as market targets, taking social responsibility for the deployment of vulnerable groups and reinvesting. profits into social projects, promoting and facilitating the idea of inclusive development and green growth (Bilan *et al.*, 2017)^[5]. Social enterprises are seen as change makers and important means through which labor market integration, social inclusion, economic development and the natural environment can achieve security. whole. Social enterprises are characterized by a positive work environment with a collaborative approach and a high degree of ease of change. However, poor access to finance and the need for self-financing are major challenges for them to become sustainable and develop (Sdrali *et al.*, 2016). As a result, social enterprises often depend on institutional partnerships for help (i.e., public-private partnerships), state support, and engagement and cooperation with key public actors. to build and maintain their joint venture (Vannebo and Grande, 2018). However, social concerns with deep social cohesion in

smaller localities (suburban areas) can earn the trust and social credibility of local communities, can mobilize the necessary resources and take over the local government to change agents for community development (Von Friedrichs and Wahlberg, 2016).

Despite three hundred years of research on the entrepreneurship phenomenon and it seems that good acknowledgment of its nature exists in the literature, there is still no clear and widely recognized definition of it. This is because entrepreneurship is complex, multidimensional, multidimensional, encompassing, evolving and is determined by many factors, conditions and perimeters (Leitao *et al.*, 2011). Its face changes depending on the field science is trying to define. For example, social science investigates and treats it like a social entrepreneur. In the field of economics and management, focus on individual characteristics and attitudes related to entrepreneurship - entrepreneurship, organizational business behavior and operations, and commercial business perception as an economic phenomenon, a particular factor of production and competition. The nature of entrepreneurship also varies depending on the country and historical period we are investigating. The nature of entrepreneurship may be different in Eastern Europe, post-communist countries transitioning to market-based economies than in post-communist countries in other parts of the world (Dana, 1994; Dana 2010)^[15, 13]. Much can be learned about the nature of business as we delve into the unique characteristics of different countries in the Middle East, South Asia, Southeast Asia and East Asia. Through in-depth analysis and comprehensive assessment, profound differences both at home and abroad of the region become clear, such as: the continuous growth in China over the past decades, plus entrepreneurship in modern Japan, public enlightenment on policy leadership in the Republic of Singapore, the development of crisis-driven entrepreneurship in Korea (Dana, 2014)^[11].

Social enterprises as mentioned above once, in order to remain sustainable, should become enterprises. Social entrepreneurship is emerging as a possible alternative to traditional institutional settings to create a sustainable impact and address the needs of low-income people living mainly in rural areas. remote areas of developing economies (Sergi, 2015)^[36]. Social entrepreneurship is enhanced with the ability to explore new opportunities for self-realization and to create economic and social value for all stakeholders in society and the natural environment to create and develop innovations in business, society and the environment (Raudeliūnienė *et al.*, 2014). Social entrepreneurship is a relatively new subject of scientific research and, despite its growing interest in the management literature over two decades, there is diversity in its definitions and approaches. it (Gabarret *et al.*, 2017)^[35]; Kee, 2017). Social enterprise is often viewed as a social and community phenomenon. Mediocre entrepreneurs tend to identify and accept their active role in the local community, to feel a sense of belonging and belonging where they once were and now want to be a part of (Anderson and Gaddefors, 2016). Social entrepreneurship is demonstrated by a conscious willingness and willingness to help local society, focusing on all the social and environmental impacts of business decisions, business activities (Le Loarne-Lemaire *et al.*, 2017). In terms of entrepreneurship, it is a driver of local development as it is a strategic driver in facilitating multidimensional

adjustment and supporting local competitiveness. method (Leitao *et al.*, 2011). Ethnic minorities and ethnic minorities in remote areas around the world suffer from many disadvantages such as: chronic poverty, low levels of education and poor health care services due to local socioeconomic underdeveloped. Massive efforts to rebuild the local environment and improve the indigenous and ethnic minority communities are made primarily through social enterprises and entrepreneurship rather than politics. government or local government (Peredo *et al.*, 2004). In a globalized world, the importance of geographical proximity and regional agglomeration as well as the role of small and micro enterprises and their business activities is increasing. Social enterprises and social enterprises initiated and developed in smaller areas can take over local government and become agents of change for community development and natural environment conservation. (Von Friedrichs and Wahlberg, 2016).

Social entrepreneurship is defined and determined by various factors, among which are most frequently: cultural, institutional and economic determinants, access to knowledge and finance in addition to business ability (Ferris and Voia, 2012) [32]. Social entrepreneurs are driven by a combination of both driving factors (economic growth such as self-employment and self-employment) and pull factors (territorial and social reduction, that is about the desire to improve the surroundings and to play there social and territorial roles in changing people's daily lives in the immediate community and environment). Motivational drivers lie not only at the individual level (individual needs) but also at the societal level through the recognition of social needs (Gabarret *et al.*, 2017 [35]; Notais and Tixier, 2017). Social entrepreneurship is associated with passion, perseverance, personal and social innovation, especially in the area of social inclusion (Alexandre-Leclair, 2017; Kuratko, 2011). Activists' ability to innovate can be fueled by informal social networks and the social capital typical of their inner circle (Boutillier and Ryckelynck, 2017) [6]. Social entrepreneurs should identify, create and deliver social values or/and social wealth to the community and the environment (Kee, 2017). Social value co-creation can be realized using innovation in active cooperation with diverse social, organizational and business partners, including customers (Mayangsari *et al.*, 2015).

Social enterprises differ greatly from traditional, conventional commercial businesses in nature, motivation and purpose, as well as orientation to the philosophy and practice of sustainable development (Castellano *et al.*, 2017) [8]. Entrepreneurship, especially social entrepreneurship, is not considered an innate human feature. It has to be strengthened and reinforced over time. In other words, the entrepreneurial train can be trained through and influenced by formal (unilateral) and informal (out-of-school) education (Audretsch, 2017). Entrepreneurship education is necessary for sustainable development, especially in terms of identity, knowledge, personal competence and social entrepreneurship (Orhei *et al.*, 2015). Exploring the diversity of entrepreneurial identities will lead to open-minded thoughts regarding sustainability. Understanding the complexities of society requires a complex knowledge system of content and methods. Factors related to context and individual competence are so called because they mark the way for the nature of social entrepreneurship education to be an unthinkable journey without ethical, sustainable

issues and social responsibility (Obrecht, 2016; Salamzadeh *et al.*, 2013). Social development competencies include a broad spectrum of social and functional components (but not cognitive capacities) and motivations to address current and potential social problems (Orhei *et al.*, 2015). Amid the great expansion of education focused on the twenty-first century, we are increasingly witnessing important achievements in the theory, process and practice of entrepreneurship (Kuratko, 2011). Society participates in ongoing challenges to validate their vision and purpose for both business and society. Social entrepreneurs must be able to identify, evaluate, and deliver social value and social wealth as opposed to the traditional economic performance expected from excellent entrepreneurs (Kee, 2017). Although the philosophy and nature are different and complex, social enterprise and commercial enterprise can stay to successfully connect social capital leading to the emergence of investment capital and the development of both. profit and non-profit business (Fokkema *et al.*, 2017) [33]. Therefore, the idea of symbiotic startup (between sophisticated form, social and commercial form, conventional form) is to serve the sustainable development of businesses as well as help them in the global process. advanced technology in the local market (Dana *et al.*, 2013) [12].

2.3 Green Entrepreneur as a Game Changer for Small Business

Entrepreneurship is related to and includes other similar concepts identified in the literature, such as: entrepreneurship, eco-friendly business. Going beyond business and society, adding value to business processes and the social sphere, respectively, biosphere business adds value to the Earth (biosphere), limiting the negative effects of climate change (global warming and sea level rise), eco-friendly entrepreneurship is very sensitive to problems of environmental degradation (deforestation) and over-exploitation planet (resources and reserves) (Frederick, 2018) [34]. Climate change is a threat to human civilization and nations need to conserve natural resources, which are an important form of capital production in the economy. Policymakers should focus on employment, regeneration and conservation of natural resource capital to sustain livelihoods in the national and global economy (Dinda, 2014) [24]. The earth, humanity and the global economy are connected through positive and negative impact of entrepreneurship. As environmental degradation escalates due to the negative impact of business operations, stakeholders begin to put pressure on companies to adopt a more environmentally friendly behaviour. Stakeholders expressed aversion to and opposition to traditional founding assumptions to date about conventional market and economic growth. On the contrary, they expressed sympathy with the issues of green growth and sustainability of the market function identified along with the values of ecology, social justice, peace and spatial decentralization (Wall, 2006). There is increasing pressure on companies to integrate environmentally sound practices into their business practices and supply chains (Yunus and Michalisin, 2016). Intensification and/or decarbonisation would be a more sustainable approach to ensure green economic growth. Policy measures and related policies should be applied in the short and long term, pursuing green economic growth (Agboola, 2018). Green economic growth is part of green

economy, a new discipline that ties economics to its ecological foundation and it is important to try to find an alternative direction for economic growth to covers all possible aspects of the socioeconomic development process (Lawson, 2006).

Green economic initiatives in national development strategies, policy measures, options and effects in both developed and developing countries are the subject of academic analysis and field investigation. economic. The different courses of action that have been taken by policymakers vary from country to country, depending on the level of development, institutional capacity, government directives and national resources (Megwai, *et al.*, 2016). The sporadic implementation capacity and inadequate environmental policy in some countries have led to limited achievements in terms of sustainability of green economic performance (Islam *et al.*, 2012). Instead, entrepreneurs can play an important role with their green projects on green economic sustainability issues and green economic performance. However, legislative and bureaucratic instability in the external environment of some countries hinders the ability of these green ventures to operate effectively and limits their development (Melay *et al.*, 2017). Government agencies and industry managers should monitor and control companies' efforts to address environmental issues (H'Mida and Lakhali, 2007). Policymakers and educators should seek to promote green entrepreneurs and promote green entrepreneurship (Taylor and Walley, 2004). Meanwhile, from the company's perspective, strategies and practices combined with environmental considerations can be the basis for obtaining and developing a sustainable competitive advantage. Although proactive and green value-seeking approaches have been proposed and suggested in the management literature, very few theories and frameworks have been presented in the field of green supply chain operations to provide a big picture of all green endeavors in the economy and business (H'Mida and Lakhali, 2007).

Green Supply Chain Management (GSCM) is essential for organizations to survive and thrive in the global market and network economy, as a modern management regime, considering its environmental impact and efficiency. resource efficiency throughout the supply chain (Xu *et al.*, 2013). There are many options and ways to grow a green business. In the context of global economic development trends and global social priorities, especially in developing economies, the following three industry activities should be investigated in parallel in this article and also subject to of the next study: green tourism, green consumption and green housing. These three areas of business activity can be a game changer, especially for small companies and startups in the business and social landscape of developing economies.

Green tourism (ecotourism, sustainable tourism) includes principles and pre-policy for development and environmental protection at the same time. It is fundamental in maintaining and improving the long-term position of the country on the world tourist map (Misso *et al.*, 2018). However, the feasibility of green tourism means that the threats and risks it is facing due to changes in the natural environment and increasing human economic activities (Cheng, 2011). Green tourism is advocated for the contribution it can make to sustainable development. It is

important to place it in a context governed by economic, socio-cultural, political, ecological, institutional and technical forces that are both unique and endogenous as well as dynamically changing (Carter, 2002)^[7]. Green tourism is relevant to the national and company-wide green development strategy. One aspect of this is environmental education, which is used as an effective tool to convert tourism experiences into value-converting values to encourage change in minds, behaviors and lifestyles. tourists and adopt eco-friendlier practices in business. To achieve sustainable development, it is necessary to green both the external environment and the tourists. Minds, government and companies, management and business practice (Shen and Redclift, 2012).

Green economists have argued for years about the need to develop sustainable economies. Because of the focus on consumption activity in post-industrial economies, it is necessary to change attitudes towards green (sustainable) consumption in order for societies to engage on the path to sustainability. Among the approaches to green consumption, it is argued that only the eco-citizen approach is truly compatible with sustainability. However, it is also the approach that requires the most profound socio-cultural changes (Duroy, 2011)^[29]. Until now, people's resource-intensive lifestyle has produced unsustainable consumption.

3. Research Methods

The research methods used are: Analysis and synthesis, logic and history, comparison and contrast.

- Methods of analysis and synthesis of theories
Collecting scientific information about biodegradable bags based on studying existing documents and documents, analyzing them into parts to learn deeply about each object. Then link each aspect, each piece of information has been analyzed to create a new complete and profound theoretical system about the object.
- Logical method and history
Find the origin, the development process of biodegradable bags from which to derive their nature and laws.
- Compare and contrast methods
Using logical thinking to compare the problems of the target, the role of biodegradable bags then drawing conclusions about their impact on the economy.

4. Research results and discussion

4.1 Some examples of green startups

Brand building from loofah

The shoes, bags, colorful flower pots, especially unique, made from loofah always make an impression on customers when coming to Ho Chi Minh City's markets. Mr. Mac Nhu Nhan, the owner of the Vi Lam loofah product brand, chose this seemingly discarded material as his start-up project. In order to have raw materials, he went to the countryside in Gia Lai, Dong Nai, and Binh Dinh to buy loofah, wash, press, dye it, and mold it. Because it is an organic and environmentally friendly consumer product, even to color the item, he has to use food coloring. All products are free of chemicals, completely handmade, very safe for users. Currently, with an income of several tens to hundreds of millions of dong/months from loofah business, Mr. Nhan has the motivation and capital to consider building his own brand.

Building a handmade business project

The goal of the project is to serve all classes, ages and occupations of people living in Ho Chi Minh City as well as tourists who come here and create a new, familiar, and friendly feeling. Give customers the opportunity to create their own favorite drink. The project idea comes from: my own passion for creativity and the need to use handmade items in the own style of the vast majority of young people where students participate in learning.

Growing clean organic vegetables greenhouse

The organic vegetable project will bring healthy organic vegetables to the people. Organic vegetables are grown according to standardized process technology according to the Japanese clean vegetable agriculture industry. The project has established its own supermarket for exclusive distribution to ensure prestige and trust for people. The idea comes from objective reality, with the need to find a source of clean vegetables to ensure the health of high-income people in the province as well as neighboring areas.

Machine to process organic waste into fertilizer

Organic waste to fertilizer machine with the main use is to process organic waste into microbial fertilizer at home easily, quickly and hygienically. Today, urban people often throw away leftovers, organic waste in daily life and business into the trash in a wasteful way because they are still worth using as they can create fertilizer for farming. In addition, disposing of organic waste with other types of waste also pollutes the environment because when decomposed in aerobic conditions, these organic substances produce methane gas, causing the greenhouse effect, which all over the world. society is interested.

Starting a business from biodegradable bags lohas

Facing the alarming negative changes of the earth, along with awareness of the long-term harmful effects of plastic bags, green lifestyles and environmental protection are quite popular all over the world. Big C supermarket is also gradually switching to environmentally friendly products, gradually eliminating plastic bags from the shelves. From now on, when shopping for vegetable products at Big C supermarkets, consumers can easily participate in environmental protection through shopping behavior: Choose food wrapped in banana leaves, bags Big C's multi-use Lohas to limit single-use plastic bags.

4.2 For the environment

In the face of the current situation of serious environmental pollution, using environmentally friendly biodegradable bags is a smart solution that brings high efficiency to the surrounding environment. It can be seen that it is not a coincidence that most developed countries have policies to use biodegradable bags to replace plastic bags, plastic bags, cloth bags but for the following practical reasons. Because it is made from natural plastic, it is easy to decompose in the environment, combined with being reused many times, so it can limit emissions into the environment, which is important to help protect the green environment. clean. The use of environmentally friendly biodegradable bags and repeated recycling helps to increase the demand for use. Helps to reduce CO₂ emissions, reduce solid waste, reduce wastewater and improve water quality to help protect the natural environment and avoid environmental pollution.

4.3 For businesses

There are many good properties such as toughness, bearing capacity to help ensure the preservation of goods. As a communication and marketing tool, it is highly effective and makes a strong impression on customers. The bag is designed to suit many needs, creative and luxurious forms and designs will leave an impression on customers, helping to increase the ability to promote good product brands. Because this is a biodegradable bag and can be used many times, it helps businesses save investment costs for printing and packaging.

4.4 Reasons for choosing biodegradable bags

Currently, environmental pollution caused by plastic bags is at an alarming level all over the world. Vietnam is currently ranked 4th among Asian countries that generate a lot of plastic waste. On average, about 80 tons of plastic are thrown away every day. Surveyed at the largest waste treatment area in Hanoi, every day this place receives 4,500 tons of garbage. When digging up a pile of garbage that was buried 20 years ago, it can be seen that, after a few rains, the organic humus has gone, but the plastic bags are still intact. It only takes 1 second to throw away a plastic bag but it takes centuries for the bag to decompose in the absence of sunlight, the consequences of plastic waste and plastic bags are very serious. After decomposition, it will release organic substances that are easily soluble in water, the soil is not harmful to the environment, convenient for garbage disposal. Biodegradable bags can be used in the home, for industrial waste, medical waste or for shopping, product packaging. Especially, biodegradable packaging is used as agricultural mulch. When using this type of self-destructing packaging, there will be no more stages of picking up trash bags, sorting, washing, and recycling. This greatly reduces environmental pollutants. Only from 25 cents to own a biodegradable bag, you have made a big contribution to reducing plastic bags released into the environment. With the ability to biodegrade, strong pineapple fabric material, suitable design for shopping needs, biodegradable bags are popular in many countries around the world.

5. Conclusions and recommendations

5.1 Conclusion

Green start-up is a new trend of the world in big cities because the awareness is increasing day by day. The introduction of viscous bags will create a new way to contribute to environmental protection as well as take the lead in green start-ups stemming from the call for help from the environment in major cities around the world. Low capital, environmentally friendly materials, easy to find and easy to buy, suitable for the psychology and understanding of people in big cities and spread the influence of producing eco-friendly business products. environment to Southeast Asia, and beyond to the whole world in the future.

5.2 Recommendations

Today's financial institutions all develop in different directions, with different tasks and modes of operation. However, it can be seen that these institutions are all oriented towards environmental protection. In the process that countries around the world are promoting economic development in the direction of environmental protection today, lubricant bags will try to continue to develop so that they can help major cities in Vietnam and in the world. The

world can now apply the use of viscous oil bags to contribute to protecting our environment.

The article reveals the importance of the role of green entrepreneurs and green ventures in megacities that are continuously increasing in number and size, facing the context of socio-economic development and cultural transformation in Vietnam. South present. In particular, this type of business is essential and should be promoted in line with the aim of bringing better quality and standards to urban living in order to support the continued expansion of megacities and sustainable development to become the engine of national economic and social growth performance. This present paper, based on the research results obtained above, is set up to suggest some useful solutions to enhance the comprehensive understanding of green entrepreneurship and more importantly to achieve green achievements in the future. First, social entrepreneurship is divided and comes in many forms, including ethnic entrepreneurs, indigenous entrepreneurs, and green entrepreneurs. While delving into green entrepreneurship, this article proposes to connect all those business forms to achieve the synergistic effect of their personal development for the sake of intergenerational benefit, environmental benefits (green business) and sustainable development (indigenous and ethnic entrepreneurs). Government initiatives should be promoted, to promote the readiness and readiness of indigenous and ethnic small entrepreneurs to participate in green business projects by prioritizing, providing privileges, support and knowledge support, including measures to enhance information and knowledge exchange. The local government has a green development vision and plan to attract local businesses into green fields and attract potential customers from megacities to choose and use their services (many local form of green tourism entertainment) and products (nationally safe and environmentally friendly food products will be consumed on site or exported directly to many shops and supermarkets) in megacities) Second, compared to commercial enterprises, social enterprises, including green enterprises, need more multi-modal and multi-level support from different organizations and agencies. third parties to survive, to develop Opopop, to fulfill their specific mission and ultimately to transcend local government roles and initiatives. All green businesses presented, including green tourism, green consumption, green interior design, should be integrated into a green sector along with other possible green business activities to provide provide customers with a green service. These services serve the basic needs of modern consumers in the modern society of megacities. Initially, the first steps of government and non-governmental support and orientation are needed to align those green activities, in line with the national sustainable development strategy towards a green economy. Third and last, certainly, commercial transaction skill sets are quite easy to apply and require than the very sophisticated and fair social entrepreneurship and green business skill sets. The role of national and local universities is to foster and educate generations of green entrepreneurs, equipping them with the right knowledge, skills and attitudes to adapt quickly and adjust accordingly. suitable for the fast-growing business and startup scene, where green Values are becoming more and more precious and green lifestyle becomes a very popular trend among the elite and, next, among the elite middle class in society, in line with growing trends in that part of the world. The first and most important limitation in

this paper is the assumption, for the sake of simplicity of this study, that there is a divide between commerce and social transactions and our study delves into one of them. subtype of social entrepreneur, which is called green entrepreneur. In practice, however, this division is not so clear-cut because the true nature of entrepreneurship is that it is cross-classified, interdisciplinary, multidisciplinary, and inclusive to cover all aspects and aspects of business. problem. As such, it may not be a subject of strict classification. Commercial and social business will support each other and penetrate each other so that the lines between them will be blurred. Entrepreneurs can start a business in one or more business areas. Green entrepreneurs can be part of a commercial entrepreneur and vice versa. Further limitations of this study are that it does not conduct research based on a broader scale, does not embrace a larger number of research subjects, and does not investigate other green sectors of the economy (only three are available). selected areas as the object of analysis: green tourism, green consumption, green house design). Furthermore, the study only focuses on Vietnamese entrepreneurs and businesses operating in the Vietnamese territory. In addition, the study only investigated the southern economic center of the country, the accuracy of Ho Chi Minh City. Other national ecological centers also need to be analyzed, such as the Northern economic center - Hanoi capital, the central economic center - Da Nang city to draw similar but perhaps similar conclusions. Not the same conclusion. Other international studies should be carried out at least at the regional, ASEAN megacities level to demonstrate the similarities and/or differences of the research findings in a broader context. Further studies should combine case studies with statistical analysis of a larger sample of firms. However, the research results of this paper may serve as a preliminary and a premise for further studies.

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