

EconWorld2025@Prague

Entrepreneurial Success and Social Network: Role of Environmental Dynamism

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ABSTRACT

Environmental dynamism produces swift changes that destroy entrepreneurs' ability to create long-term plans because SMEs in Pakistan encounter various difficulties from this interaction with entrepreneurs requiring innovative approaches for sustainable development. This study analyzes entrepreneurial success in social network relations while evaluating green entrepreneurial orientation and environment dynamism along with entrepreneurial competencies as moderators. A total of 358 senior managers participated in this research through simple random sampling methods before SmartPLS 4.0 conducted the analysis. The outcomes from this study demonstrate how SMEs can sustainably grow their business through social networks which enhance their fundamental business approaches and operational success levels. Results indicate that green entrepreneurial orientation and environmental dynamism create a positive indirect relationship toward entrepreneurial success. The influence of social networks on entrepreneurial success receives additional strengthening power from the moderation factor of entrepreneurial competencies. The research findings offer decision-making support for sustainable practices as well as SME development initiatives to both entrepreneurs and government authorities.

KEYWORDS Environmental Dynamism; Green Entrepreneurial Orientation; Entrepreneurial Competency; Social Networks; Resource-based View Theory

JEL L26