

THE IMPACT OF ENVIRONMENTAL DYNAMICS AND INNOVATION ON NEW BREED ENTREPRENEURIAL PERFORMANCE: MEDIATING ROLES OF RESILIENCE, MINDSET, FLEXIBILITY, AND LAW

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ABSTRACT

The research objective aims to create a model conceptual framework for The Impact of Environmental Dynamics and Innovation on New Breed Entrepreneurial Performance: Mediating Roles of Resilience, Mindset, Flexibility, and Law. The sample group is personnel 400 people, and key performance 20 people, who are executives in the relevant ministries. The study found that all 6 factors including environment, mindset, resilience, innovation, flexibility, and law have significant relationships with operational efficiency development, worker survival, and building a sustainable society. This research presents a new conceptual framework for developing new entrepreneurs amid current challenges.

Keywords: Environmental Dynamics, Innovation, New Breed Entrepreneurial

INTRODUCTION

Currently, a new entrepreneurs have a significant challenge from rapid and severe changes in the business environment, especially in the post-COVID-19 pandemic period, technological changes, and global economic crises. These factors have resulted in entrepreneurs needing to continuously adapt and develop their competencies. Therefore, an article of New Breed of Entrepreneurs refers to individuals who redefine traditional entrepreneurship by incorporating innovation, adaptability, and goal-oriented business strategies. Key characteristics driving this new wave include: Adaptability and Resilience, these entrepreneurs thrive in rapidly changing environments by adjusting their strategies to meet evolving market demands and challenges (Elizabeth Perry, 2024; Tracy Ring, 2020; Tanapol Kothana, 2024).

The Purpose-Driven Mindset, they focus on creating social or environmental impact alongside profit, integrating values such as sustainability and community well-being into their business models (Robert Roy Britt, n.d.; Tracy Ring, 2020). Moreover, Tech-Savvy and Innovative*: They leverage technology to transform industries, emphasizing creativity and modern problem-solving skills (Elizabeth Perry, 2024; Lestraundra Alfred, 2024). In article of Flexibility and Independence there are entrepreneurs prioritize independence, embrace hybrid work models, and multitask effectively to manage diverse responsibilities (Tracy Ring, 2020). This generation of entrepreneurs is reshaping industries by blending profit with purpose and innovation.

Moreover, there is a need to presents the role of a new entrepreneurs. The researcher is interested in studying to create a model conceptual framework for The Impact of Environmental Dynamics and Innovation on New Breed Entrepreneurial Performance: Mediating Roles of Resilience, Mindset, Flexibility, and Law.

OBJECTIVE

1. To create a model conceptual framework for The Impact of Environmental Dynamics and Innovation on New Breed Entrepreneurial Performance: Mediating Roles of Resilience, Mindset, Flexibility, and Law

LITERATURE REVIEW

This literature review explores relevant research on these factors, discussing their impact on the education of foreign students.

Environmental Dynamics is a concept related to the study of changes and interactions within environmental systems, encompassing natural, human, and technological factors that impact ecosystems and the environment. Research related an Analysis of human impacts on biodiversity. Vitousek, P. M., et al. (1997)

METHODOLOGY

Research Design: This research employs a quantitative and exploratory research method. The sample size is purposive sampling, the sample group is personnel 400 people, and key performance 20 people, who are executives in the relevant ministries.

Research Tools: the tool used in this research were:

1. Questionnaire
2. In-depth Interview

Data Collection: This research uses a survey approach, observation, in-depth interviews, and using a questionnaire for data collection.

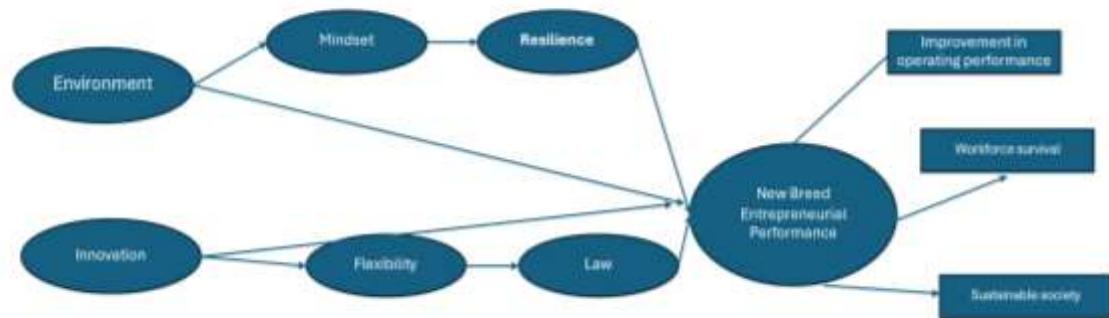
Data Analyze: According to the mixed-methods research design.

RESULT

The study found that the conceptual framework which all 6 factors including environment, mindset, resilience, innovation, flexibility, and law have significant relationships with operational efficiency development, worker survival, and building a sustainable society. The research successfully demonstrates the intricate relationships between environmental dynamics, innovation, and entrepreneurial performance, offering a comprehensive model for understanding and developing new breed entrepreneurship. The study findings the impact on operational efficiency there are the innovation emerged as the most critical factor there are highest correlation with performance, drives significant operational improvements and enables adaptive business strategies. The environment and resilience there are strong interconnected effects, crucial for sustainable business development and support long-term organizational survival.

A conceptual framework validation all 6 factors demonstrate significant relationships comprehensive model of entrepreneurial performance and supports holistic approach to business development.

Figure 1
Conceptual framework



CONCLUSION

The study reveals that the factors affecting the performance of new-generation entrepreneurs revealed with innovation as the most critical factor there are highest influence on business performance it can rates significant competitive advantage and also drives strategic differentiation in the market. Moreover, flexibility as a key adaptive mechanism it enables rapid response to market change, reduces risk in volatile business environments, supports agile decision-making processes. The entrepreneurial mindset as fundamental foundation as a generates intrinsic motivation, develops creative problem-solving skills and supports resilience and strategic thinking. The study also practical recommendations as innovation promotion strategies, invest in research and development, create organizational innovation culture and develop innovation-friendly ecosystems.

RECOMMENDATIONS FOR FUTURE RESEARCH

Research future studies should explore expand geographical research scope, conduct in-depth studies on individual factors, develop more sophisticated measurement tools, and explore interdependencies between identified factors. Innovation drives competitive performance, psychological adaptability is crucial, continuous learning creates entrepreneurial resilience

New-generation entrepreneurs must prioritize innovation, flexibility, and positive psychological capital to achieve sustainable success in today's dynamic business landscape.

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