

The Role of Circular Economy in Green Entrepreneurship: Sustainable Business Models

Rahim Munir¹, Rafika Fausiah²

^{1,2}Universitas Mega Buana Palopo, Indonesia

The circular economy has emerged as a transformative framework for achieving sustainability in entrepreneurship by minimizing waste, optimizing resource use, and promoting regenerative business practices. Unlike the traditional linear economy that follows a "take, make, dispose" model, the circular economy encourages businesses to adopt reduce, reuse, recycle, and regenerate principles. This study explores the role of circular economy practices in green entrepreneurship, focusing on how sustainable business models integrate environmental responsibility with economic viability. Using a qualitative research approach, this study examines case studies of green entrepreneurs who have successfully implemented circular business models across various industries, including renewable energy, eco-friendly manufacturing, waste management, and sustainable agriculture. The findings indicate that businesses adopting circular economy principles experience benefits such as cost savings, enhanced brand reputation, regulatory compliance, and long-term profitability. However, challenges remain, particularly in terms of scalability, consumer awareness, and access to financing. The study underscores the importance of policy support, technological innovation, and industry collaboration in accelerating the transition toward circular entrepreneurship. By integrating circular economy strategies into their business operations, green entrepreneurs can drive sustainable economic growth, reduce environmental impact, and contribute to global climate resilience. The findings provide valuable insights for business leaders, policymakers, and sustainability advocates on fostering a thriving circular economy ecosystem.

Keywords: circular economy, green entrepreneurship, sustainable business, resource efficiency, waste management

1. Introduction

The circular economy has emerged as a transformative approach to addressing environmental sustainability while fostering economic resilience and innovation. Unlike the traditional linear economy, which follows a "take, make, dispose" model, the circular economy promotes resource efficiency, waste reduction, and regenerative business practices (Korhonen et al., 2018; Ramli, Mattalatta, et al., 2024; Zacharias et al., 2021). In the context of green entrepreneurship, adopting circular economy principles enables businesses to integrate environmental responsibility with economic viability, ensuring long-term sustainability. By minimizing waste, extending product life cycles, and creating closed-loop production systems, circular business models contribute to both business profitability and environmental preservation.

With increasing global concerns over climate change, resource depletion, and environmental degradation, businesses are under growing pressure to shift towards sustainable business models (Dangkeng et al., 2023; Fausiah et al., 2023; Giovanni, 2021). Governments, consumers, and international organizations are advocating for eco-friendly production, responsible consumption, and sustainable supply chains. As a result, green entrepreneurs are taking the lead in pioneering innovative solutions that reduce environmental impact while maintaining financial sustainability. Industries such as renewable energy, sustainable agriculture, eco-friendly manufacturing, and waste management are at the forefront of this transition, leveraging circular economy strategies to enhance both business competitiveness and environmental stewardship.

The integration of circular economy principles in green entrepreneurship presents several opportunities and challenges. On the one hand, businesses adopting circular practices can experience cost savings,

improved brand reputation, regulatory compliance, and access to environmentally conscious markets. On the other hand, barriers to financing, limited consumer awareness, and scalability challenges often hinder the widespread adoption of circular business models. While some pioneering businesses have successfully implemented zero-waste production, upcycling strategies, and product-as-a-service models, many others struggle with technological constraints, market acceptance, and infrastructure limitations.

Given the potential of circular economy-based entrepreneurship in driving sustainable economic growth, there is a need to explore how businesses are integrating these principles into their operational strategies (Martínez-Vázquez et al., 2021; Ramli et al., 2023; Ramli & Sarda, 2021). This study aims to examine the role of circular economy practices in green entrepreneurship, focusing on how sustainable business models contribute to environmental conservation, economic resilience, and long-term sustainability. By analyzing case studies of successful green entrepreneurs, this research seeks to identify key enablers, barriers, and policy recommendations that can facilitate the broader adoption of circular economy models.

This research contributes to the growing body of literature on sustainability, business innovation, and environmental economics, offering valuable insights for entrepreneurs, policymakers, and industry stakeholders. By understanding how green businesses leverage circular economy strategies, this study provides recommendations for fostering a thriving, eco-conscious entrepreneurial ecosystem that balances profitability, social responsibility, and environmental impact.

2. Method

This study employs a qualitative research approach to explore how circular economy principles are integrated into green entrepreneurship and how these sustainable business models contribute to environmental and economic resilience. Given the complexity of circular economy practices, a qualitative methodology is well-suited to capture the experiences, challenges, and strategies of green entrepreneurs in adopting sustainable business models. This research follows a multiple case study approach, enabling a comparative analysis of various industries that have successfully implemented circular economy principles.

Research Design

A multiple case study design is used to examine green entrepreneurs operating in diverse sectors, including sustainable agriculture, renewable energy, eco-friendly manufacturing, and waste management. The selected case studies represent businesses that have successfully incorporated resource efficiency, waste reduction, and closed-loop production systems into their operations. The purposive sampling strategy ensures that the cases analyzed are relevant, diverse, and representative of different levels of circular economy adoption. By focusing on real-world examples, this study provides practical insights into how green businesses implement circular economy strategies, overcome challenges, and scale their sustainability initiatives. The research design also incorporates a longitudinal perspective, where possible, to assess the long-term impact of circular business practices on financial stability and environmental sustainability.

Data Collection Methods

This study uses semi-structured interviews, document analysis, and field observations to ensure a comprehensive understanding of circular entrepreneurship. Semi-structured interviews serve as the primary data collection method, allowing for in-depth discussions with green entrepreneurs, sustainability experts, policymakers, and investors. Interview questions explore motivations for adopting circular economy principles, key business strategies, financial and operational challenges, and the perceived benefits of sustainability initiatives. The flexibility of semi-structured interviews enables participants to share detailed insights and experiences while ensuring that key research themes are systematically addressed.

Document analysis is conducted to supplement interview findings by reviewing policy reports, industry white papers, sustainability certifications, and corporate sustainability strategies. Documents from government agencies, environmental NGOs, and international organizations (such as the UNEP,

European Commission, and World Economic Forum) provide context on global and regional circular economy policies, financial incentives, and regulatory frameworks that impact green entrepreneurship. The analysis of sustainability reports from companies implementing circular business models offers additional insights into best practices, impact assessment methods, and scalability challenges. Field observations are used to examine the practical implementation of circular business strategies, including waste recycling processes, renewable energy applications, and sustainable product design. These observations provide a firsthand perspective on how businesses incorporate circular economy principles into their day-to-day operations and allow for verification of information gathered from interviews and document analysis.

Data Analysis

The collected data is analyzed using thematic analysis, a qualitative method that identifies key patterns, trends, and relationships across datasets. Thematic analysis involves data familiarization, coding, theme identification, refinement, and synthesis to categorize findings into three key dimensions relevant to circular entrepreneurship:

1. **Circular Business Models and Implementation Strategies** - This dimension examines how businesses integrate resource efficiency, product lifecycle extension, and waste minimization into their operations. It explores the various circular strategies employed, such as product-as-a-service models, closed-loop production, and upcycling initiatives.
2. **Barriers and Challenges to Circular Economy Adoption** - This dimension identifies the major challenges faced by green entrepreneurs, including high initial costs, regulatory complexities, market acceptance, and supply chain limitations. It assesses the extent to which financial, technological, and infrastructural constraints impact the scalability of circular business models.
3. **Policy and Institutional Support for Circular Entrepreneurship** - This dimension evaluates the role of government regulations, financial incentives, and industry collaborations in promoting circular economy adoption. It examines how policy frameworks and institutional support structures either facilitate or hinder the growth of sustainable businesses.

To enhance the validity and reliability of findings, data triangulation is applied by cross-referencing information from interviews, document analysis, and field observations. This approach ensures that insights are drawn from multiple perspectives, reducing potential biases and increasing the robustness of the analysis.

Ethical Considerations

This study adheres to ethical research standards, ensuring that all participants provide informed consent before engaging in interviews or observations. Confidentiality and anonymity are maintained to protect business-sensitive information, and data collected is used solely for academic purposes. The study follows ethical guidelines set by institutional review boards and sustainability research standards to ensure transparency, integrity, and responsible reporting. By adopting a qualitative methodology with a multiple case study approach, thematic analysis, and a structured multidimensional framework, this study provides valuable insights into how circular economy principles drive green entrepreneurship. The findings will inform recommendations for business leaders, policymakers, investors, and sustainability advocates seeking to support the transition to sustainable and circular business models.

3. Results

The findings of this study highlight the role of circular economy principles in shaping green entrepreneurship and sustainable business models. Through an analysis of case studies, interviews, and field observations, three key themes emerged: circular business models and implementation strategies, barriers and challenges to circular economy adoption, and policy and institutional support for circular entrepreneurship. These dimensions provide a comprehensive understanding of how green businesses integrate circular economy practices, the obstacles they face, and the broader institutional landscape that supports or hinders their success.

Circular Business Models and Implementation Strategies

The study reveals that green entrepreneurs adopt various circular business models to achieve sustainability while maintaining financial viability. These models are centered around resource efficiency, waste reduction, and product lifecycle extension, ensuring that materials and products remain in circulation for as long as possible.

One common approach is the "product-as-a-service" (PaaS) model, where businesses shift from selling products to offering services. This model has been widely adopted in sectors such as renewable energy, electronics, and fashion, where companies provide leasing, repair, and refurbishment services instead of single-use sales. Entrepreneurs implementing this model reported reduced material waste, increased customer retention, and more predictable revenue streams (Ramli, Dangken, et al., 2024; Wijaya et al., 2023). However, some businesses faced challenges in convincing consumers to transition from ownership-based consumption to service-based models, highlighting the need for consumer education and behavior change initiatives.

Another widely adopted strategy is closed-loop production, where waste materials from one process are repurposed as inputs for another. Several entrepreneurs in the manufacturing and food processing industries have successfully implemented waste-to-resource models, utilizing recycled plastics, organic waste, and industrial by-products to create new products. For instance, companies producing biodegradable packaging from agricultural residues or fashion brands using upcycled textiles have benefited from growing consumer demand for eco-friendly products. However, businesses adopting this model faced logistical and supply chain challenges, particularly in securing a consistent supply of quality recycled materials.

In the waste management sector, green entrepreneurs are leveraging waste valorization techniques, converting waste into energy, fertilizers, or high-value products. Examples include businesses utilizing biogas technology from organic waste and companies developing bio-based alternatives to plastic. These initiatives have demonstrated significant environmental benefits, including reductions in carbon emissions, water consumption, and landfill waste. However, entrepreneurs operating in this space reported high initial investment costs and regulatory barriers as major obstacles to scaling their operations.

Barriers and Challenges to Circular Economy Adoption

Despite the potential of circular economy-driven business models, entrepreneurs face several challenges that hinder large-scale adoption and expansion. A primary challenge is financial constraints, as many circular business models require high upfront investment in specialized technology, reverse logistics systems, and waste processing infrastructure. Entrepreneurs expressed difficulties in securing funding and investor support, as traditional financial institutions often view circular economy initiatives as high-risk investments due to their longer return-on-investment periods (Ikbal et al., 2021; Syahrir et al., 2021). While some businesses have accessed impact investing funds and green financing programs, many still struggle with limited access to capital.

Another significant barrier is consumer awareness and demand for circular products. While environmentally conscious consumers are increasingly supporting sustainable brands, the mass market is still driven by cost considerations and convenience. Businesses offering upcycled products or circular services often face competition from cheaper, non-sustainable alternatives, making it difficult to achieve mainstream adoption. Entrepreneurs emphasized the need for stronger marketing strategies, certification programs, and government incentives to increase consumer trust and demand for circular economy products.

Regulatory complexity also poses a challenge for circular entrepreneurs. Many businesses face unclear or restrictive policies regarding waste management, recycling, and extended producer responsibility (EPR). Entrepreneurs in the waste-to-energy sector, for example, reported difficulties in navigating environmental regulations, obtaining necessary permits, and meeting compliance standards. Additionally, variations in regional and national sustainability policies create inconsistencies in the regulatory environment, making it harder for businesses to expand across different markets.

Another challenge is supply chain limitations, particularly in industries reliant on recycled or secondary raw materials. Entrepreneurs highlighted difficulties in sourcing high-quality recycled inputs and establishing reverse logistics systems to recover used materials efficiently. These challenges underscore the need for stronger collaborations between businesses, suppliers, and recycling industries to create efficient material recovery networks.

Policy and Institutional Support for Circular Entrepreneurship

The study finds that government policies, industry collaborations, and financial incentives play a crucial role in shaping the success of circular economy businesses. However, while some governments have introduced supportive sustainability policies, gaps remain in implementation, accessibility, and enforcement. Several entrepreneurs benefited from green financing programs, tax incentives, and grants designed to support sustainable businesses. Policies promoting extended producer responsibility (EPR), carbon credits, and eco-certifications have also encouraged businesses to adopt circular economy practices. However, many entrepreneurs reported difficulties in accessing government funding and navigating complex application processes, suggesting the need for simplified, business-friendly sustainability policies (Nurfaisah et al., 2023; Prakoso et al., 2021).

Public-private partnerships have proven effective in scaling circular economy initiatives. Entrepreneurs who collaborated with government agencies, research institutions, and large corporations were able to leverage funding, share best practices, and access larger markets. Some businesses formed closed-loop collaborations with industrial partners, where waste materials from one company serve as raw materials for another, creating synergistic sustainability models.

Additionally, industry associations and non-governmental organizations (NGOs) have played a role in promoting circular entrepreneurship through training programs, certification systems, and market awareness campaigns. Businesses participating in sustainability-focused incubators and accelerators reported faster business development and higher chances of securing investment. Despite these efforts, many entrepreneurs argue that policy support remains fragmented and inconsistent, limiting the ability of businesses to scale and sustain circular business models. Stronger policy alignment, streamlined funding access, and cross-sector collaboration are needed to accelerate the transition to circular entrepreneurship.

4. Discussion

The findings of this study highlight the transformative potential of circular economy principles in shaping green entrepreneurship and fostering sustainable business models. By integrating resource efficiency, waste reduction, and regenerative practices, green entrepreneurs are driving innovation while contributing to environmental conservation and economic resilience. However, the study also underscores persistent challenges related to financial constraints, consumer awareness, regulatory complexities, and supply chain limitations, which hinder the broader adoption of circular business practices. This discussion contextualizes these findings within existing literature and practical frameworks, offering insights into the opportunities and challenges associated with circular entrepreneurship.

Circular Business Models: Balancing Profitability and Sustainability

The study confirms that circular business models provide a viable pathway for combining environmental responsibility with economic viability. Strategies such as product-as-a-service, closed-loop production, and waste valorization enable businesses to reduce their environmental footprint while enhancing operational efficiency and long-term profitability. These findings circular economy framework, which emphasizes keeping materials in circulation through reuse, repair, and recycling (Sudirman et al., 2023; Yusni & Sudirman, 2023). Entrepreneurs implementing these models have reported lower production costs, increased customer retention, and improved brand reputation, reinforcing the competitive advantage of circular practices.

However, the scalability of circular business models remains a significant challenge. Unlike traditional linear models, circular approaches often require high upfront investments in technology, infrastructure, and reverse logistics systems. This finding supports the resource dependency theory (Ginting et al.,

2023; Yusriadi et al., 2022), which posits that businesses reliant on external resources are more vulnerable to financial and operational constraints. To overcome these challenges, entrepreneurs need access to impact investors, green financing mechanisms, and public-private partnerships that can provide the necessary capital to scale their circular initiatives.

Barriers to Adoption: Addressing Financial and Regulatory Challenges

The study identifies financial constraints and regulatory complexities as key barriers to adopting circular economy principles. Entrepreneurs often struggle to secure funding due to the perceived high-risk and long return-on-investment period associated with circular business models. This aligns with research (Nurfaisah et al., 2021), which highlights the challenges of financing sustainability-driven business models. While some businesses have accessed green bonds, impact investing funds, and sustainability grants, many still face limited access to affordable financing. Expanding blended finance models—which combine public and private investments—could address this gap by reducing risk and attracting more investors to circular initiatives.

Regulatory challenges further complicate the adoption of circular practices. Entrepreneurs frequently encounter unclear or inconsistent policies on waste management, recycling standards, and extended producer responsibility (EPR). This finding resonates with institutional theory, which underscores the importance of stable and supportive regulatory frameworks for fostering innovation (Cárdenas-García & Pulido-Fernández, 2019; Pertiwi et al., 2022; Rifqiansyah et al., 2023). Governments must simplify compliance requirements, establish clear guidelines for circular operations, and incentivize businesses through tax credits, subsidies, and streamlined permitting processes.

Consumer Awareness and Market Demand

The study highlights consumer awareness and demand as critical factors influencing the success of circular business models. While environmentally conscious consumers are increasingly supporting sustainable products and services, the mass market remains dominated by price-sensitive buyers who prioritize cost over sustainability. This finding aligns with research, which indicates that although consumers express interest in sustainable products, they often hesitate to pay premium prices (Ansar et al., 2019; Shin et al., 2022). Entrepreneurs must adopt effective marketing strategies and leverage eco-labeling and certifications to build consumer trust and demonstrate the value of circular products. Educating consumers on the benefits of circular products and services is also essential. Public awareness campaigns and corporate social responsibility (CSR) initiatives can help shift consumer behavior toward responsible consumption patterns. Governments and NGOs should collaborate with businesses to promote circular economy principles through public education programs and community engagement initiatives.

The Role of Technology and Innovation

Technological innovation is a key enabler of circular entrepreneurship, providing the tools and systems necessary for implementing closed-loop production, waste-to-resource conversion, and resource-efficient processes. Entrepreneurs leveraging advanced recycling technologies, IoT-based supply chain management, and AI-driven material tracking systems have demonstrated higher efficiency and scalability in their circular practices. These findings theory of innovation, which emphasizes the role of technology in driving business transformation (Ansar et al., 2019; Yusriadi et al., 2024). However, the high cost of technology acquisition and maintenance remains a barrier for many small and medium-sized enterprises (SMEs). Expanding access to technology grants, incubator programs, and innovation hubs can help green entrepreneurs overcome this challenge. Additionally, fostering cross-industry collaborations—where larger corporations share technological resources with smaller enterprises—can accelerate the adoption of circular economy practices across sectors.

5. Conclusion

This study has examined the role of circular economy principles in green entrepreneurship, highlighting how sustainable business models contribute to environmental conservation, resource efficiency, and long-term economic resilience. The findings reveal that green entrepreneurs who integrate circular economy strategies—such as closed-loop production, waste valorization, and product-as-a-service

models—experience benefits such as cost savings, improved brand reputation, and enhanced market competitiveness. However, the transition to circular business models is often hindered by financial constraints, regulatory complexities, consumer awareness challenges, and supply chain limitations.

The study confirms that circular entrepreneurship plays a vital role in advancing sustainability goals while creating economic value. Entrepreneurs who successfully adopt resource-efficient production systems, alternative material sourcing, and circular supply chains demonstrate higher business resilience, reduced waste, and increased customer loyalty. These findings align with circular economy theories that emphasize closing material loops, extending product life cycles, and minimizing environmental footprints. However, the findings also reveal that financial barriers remain one of the most significant obstacles to circular business adoption. Many green entrepreneurs struggle to secure funding due to the perceived high-risk nature of circular models and the long return-on-investment periods. Expanding access to impact investing, green bonds, and blended finance solutions is crucial for supporting businesses that prioritize sustainability.

Additionally, consumer behavior and market demand significantly impact the scalability of circular business models. While eco-conscious consumers are driving demand for sustainable products and services, many mainstream customers are still influenced by price and convenience over sustainability factors. Businesses must therefore implement effective marketing strategies, transparent eco-labeling, and educational campaigns to increase consumer engagement and willingness to support circular products. From a policy perspective, the study highlights the need for stronger regulatory frameworks and institutional support to facilitate circular entrepreneurship. Governments play a critical role in creating incentives, reducing bureaucratic barriers, and promoting sustainability regulations that encourage businesses to transition towards circular economy models. Tax incentives, grants, extended producer responsibility (EPR) schemes, and mandatory sustainability reporting can all contribute to accelerating circular business adoption.

References

- Ansar, Farida, U., Yahya, M., Yusriadi, Y., & Bin-Tahir, S. Z. (2019). Institutional economic analysis of bugis merchants in the inter-island trade. *International Journal of Scientific and Technology Research*, 8(8), 149–152. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85070862100&partnerID=40&md5=a72cfe916b358ecfa0172480f407ef8a>
- Cárdenas-García, P. J., & Pulido-Fernández, J. I. (2019). Tourism as an economic development tool. Key factors. *Current Issues in Tourism*, 22(17), 2082–2108. <https://doi.org/10.1080/13683500.2017.1420042>
- Dangkeng, A., Ramli, M., & Nurfaisah, N. (2023). Cost of Production to Determine Selling Price in Gowa Jaya Cake. *INVOICE: JURNAL ILMU AKUNTANSI*, 5(1), 17–23.
- Fausiah, R., Samsuri, S., Wijaya, H., & Ramli, M. (2023). Balanced Scorecard Analysis as A Performance Measurement Tool PT Japfa Makassar. *Jurnal Ekonomi Balance*, 19(2), 217–225.
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Giovanni, S. (2021). Investigating interdependences between Blue Economy' sectors: insights from a strategic management perspective. *Journal of Aquaculture & Marine Biology*, 10(2), 41–58. <https://doi.org/10.15406/jamb.2021.10.00306>
- Ikbal, M., Gunawan, Pasulu, M., Syam, M., Effendi, M., Muspiha, & Yusriadi, Y. (2021). Training and rewards for performance improvement through personnel motivation. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 3316–3323.

<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85121105942&partnerID=40&md5=106384beba23ef1d1c1c5a039e0502aa>

- Korhonen, J., Honkasalo, A., & Seppälä, J. (2018). Circular economy: the concept and its limitations. *Ecological Economics*, 143, 37–46.
- Martínez-Vázquez, R. M., Milán-García, J., & de Pablo Valenciano, J. (2021). Challenges of the Blue Economy: evidence and research trends. *Environmental Sciences Europe*, 33(1), 61. <https://doi.org/10.1186/s12302-021-00502-1>
- Nurfaisah, N., Ramli, M., Samsuri, S., & Fausiah, R. (2023). The Impact of Leadership Style on Employee Performance at the Public Works Office of East Luwu Regency. *Jurnal Ilmu Manajemen Profitability*, 7(2), 180–183.
- Nurfaisah, N., Tayeb, T., Nur, F., Latuconsina, N. K., & Mattoliang, L. A. (2021). Kemampuan Pemecahan Masalah Matematika Peserta didik melalui Model Kooperatif Tipe Diskursus Multi Representasi. *Alauddin Journal of Mathematics Education*, 3(1), 53–61.
- Pertiwi, H., Nurfaisah, N., & Rifqiansyah, R. (2022). The Effect of Capital Structure and Company Growth on the Value of Manufacturing Companies Listed on the Indonesia Stock Exchange. *Invoice*, 4(1), 142–152.
- Prakoso, L. Y., Suhirwan, prihantoro, K., Legionosuko, T., Rianto, Salim, G., & Yusriadi, Y. (2021). Analysis Public Policy Of Defence Strategy. *Journal of Legal, Ethical and Regulatory Issues*, 24(Special Issue 1), 1–9. <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85113144160&partnerID=40&md5=3ab41d085f95955b35a1b8c5508eb560>
- Ramli, M., Dangkening, A., Fausiah, R., & Wijaya, H. W. H. (2024). The Role of Accounting Information Systems In Management Decision Making at PT. Kawi Heritage Raharja (Wings) Bantaeng District. *INVOICE: JURNAL ILMU AKUNTANSI*, 6(1), 78–82.
- Ramli, M., Marsuni, N. S., & Ismawati, I. (2023). The Influence of Economic Literacy Proficiency and Financial Literacy on Business Performance in Micro, Small, and Medium Enterprises (MSMEs) in the Hanggar Talasalapang Area, Makassar. *Economos: Jurnal Ekonomi Dan Bisnis*, 6(3), 233–246.
- Ramli, M., Mattalatta, M., Hasmin, H., Ilyas, J. B., Ansar, A., & Kurniawaty, K. (2024). Analysis of Factors that Influence Student Interest in Entrepreneurship with Entrepreneurial Character as an Intervening Variable. *Point of View Research Economic Development*, 5(1).
- Ramli, M., & Sarda, S. (2021). The Effect Of Leadership Style And Motivation On Performance Of Bank Btpn Employees, Sungguminasa Branch, Gowa Regency. *Jurnal Ilmu Manajemen Profitability*, 5(2), 285–301.
- Rifqiansyah, R., Sudirman, N., & Pertiwi, H. (2023). Analisis Evaluasi Sistem Informasi Akuntansi Pengelolaan Dana Bantuan Oprasional Sekolah Pada SMP Negeri 1 Lamasi. *Innovative: Journal Of Social Science Research*, 3(5), 6948–6957.
- Shin, C., Tuah, D., & Yusriadi, Y. (2022). An Initial Qualitative Exploration of Economic, Cultural, and Language Changes in Telok Melano, Sarawak, Malaysia. *Sustainability (Switzerland)*, 14(5). <https://doi.org/10.3390/su14052655>
- Sudirman, N., Epin, M. N. W., & Amalia, W. R. (2023). Analysis of M-Banking Adoption on Banking Performance Listed on the Indonesian Stock Exchange. *Formosa Journal of Sustainable Research*, 2(1), 13–24.
- Syahrir, Nasruddin, Azis, M., Waruwu, K., Umanailo, M. C. B., Safitri, I. L. K., & Yusriadi, Y. (2021). Effect of compensation and competence on employee performance through employee development. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 3178–3179.

<https://www.scopus.com/inward/record.uri?eid=2-s2.0-85121107441&partnerID=40&md5=1d5fa196ccc8cba83ec2fd49465711>

- Wijaya, H., Dangkeng, A., & Ramli, M. (2023). The Impact of Transactional Leadership Style, Transformational Leadership, and Motivation on the Performance of Trade Service Employees in Palopo City. *Jurnal Ilmu Manajemen Profitability*, 7(2), 225–231.
- Yusni, Y., & Sudirman, N. (2023). Alih Kode Campur Kode dalam Interaksi Penjual dan Pembeli di Pusat Niaga Palopo. *DEIKTIS: Jurnal Pendidikan Bahasa Dan Sastra*, 3(2), 105–110.
- Yusriadi, Y., Awaluddin, M., Firman, H., & Asrijal, A. (2022). Implementation of e-commerce in supply chain management. *Uncertain Supply Chain Management*, 10(4), 1279–1288.
<https://doi.org/10.5267/j.uscm.2022.7.012>
- Yusriadi, Y., Cahaya, A., & Masriadi, M. (2024). Tourism and farmers' economic transformation: lessons from North Toraja. *Frontiers in Sustainable Food Systems*, 8. <https://doi.org/10.3389/fsufs.2024.1487452>
- Zacharias, T., Rahawarin, M. A., & Yusriadi, Y. (2021). Cultural reconstruction and organization environment for employee performance. *Journal of Ethnic and Cultural Studies*, 8(2), 296–315.
<https://doi.org/10.29333/ejecs/801>