



A SYSTEMATIC LITERATURE REVIEW FOR BETTER UNDERSTANDING OF “ECOPRENEURIAL SUSTAINABLE PRACTICES IN INDIAN AND GLOBAL FASHION INDUSTRY

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ABSTRACT

Fashion Industry is a combination of extra ordinarily dynamic creations and ideas from different states and region. Fashion in India has a wide range of clothing from, denims to salwaar kameez, from Pashmeena shawls to Animal Instincts, Boiler Suits, Lavender Tones, Puff Shoulders, Neo-Gothic.

The study reviewed research papers and articles in the database from 2015 to 2019. The aim of the author was to assess the business practices of last five years by sustainable fashion entrepreneurs in India as well as global fashion Industry. Based on the exhaustive descriptive .Data was analyzed according to methodology, design, tools, etc

Keyword: Sustainability, entrepreneurship, employee engagement, waste couture, ethical business.

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1. INTRODUCTION

This study reviews research papers published to address the sustainable business practices which are practiced by Fashion entrepreneurs. This systematic review paper was designed to

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understand sustainable entrepreneurial business practices that will resultantly determine current state of the sustainable business practices within the context of sustainability with a purpose of discovering the gaps and challenges faced by the entrepreneurs for in establishing a successful business in Sustainable fashion. This study is expected to contribute to the fashion business entrepreneurs by understanding what existing business practices are being followed by entrepreneurs in India and the global market. **Sustainable business:** Any firm practicing eco friendly ways of business is referred as sustainable business that resultantly increases the lifecycle of a product/service or business itself. These practices may also include ethical practices like no child labor, systemic employee engagement, farming techniques, labor welfare. **Entrepreneurship:** ‘Entrepreneurship according to me is an idea that an individual has in his mind that he or she wants execute into a model or a business that can give profits and popularity amongst the society.’ **Indian Fashion Industry:** Around the globe, the Indian fashion Industry is one of the most prominent growing markets of textiles and clothing. Apparel sector is known for its rich and elegant heritage in India. Due to the diversified culture Indian Fashion is well recognized for its beautiful colors, textures, inspirations and innovations. Many artisans from across the country comes together to create the clothing idealistic.

2. OBJECTIVE OF THE STUDY

The objective of this review of literature is to understand the business practices of practices that can be planned and executed and integrate the findings. This review will therefore address much broader questions about the sustainable industry and bridge the gap of planning and execution of ideas and business practices.

This study will also help in directing a future scope for the entrepreneurs to overcome the challenges they face to execute their ideas.

It is also noted that a systematic review of literature is not conducted in India in last ten years which made it even more important to explore these business practices taking place.

Understanding this domain gap this paper will explore global entrepreneurial business practices that can be practiced in India as well.

Environmental factor like climate change that is resulting in increased level of globalization is a serious concern for designers and entrepreneurs that has in a way motivated them to rethink the ways of making and consuming garments, products or services.

3. METHODOLOGY

This review was performed on October 2019 and involves studies on the topic of sustainable entrepreneurship in India as well as in global context published between 2015 and 2019. With regard to this timeline, a period of five years is selected as an adequate period of time to see the evolution of this new sustainable business practices being followed by entrepreneurs. The study is based on secondary data which was taken from articles and phd thesis work available for last 5 yrs. Some keywords were identified which were adopted by previous studies as a combination if search for relevant papers. The next was to screen the abstract of the selected papers and exclude the rest which did not meet the selection criteria. Additionally, 13 full-text articles and 18 research papers were assessed for eligibility.

The SLR approach was adopted which was in nature inductive, as categories were modified and classified during the review. Inclusion and exclusion search criteria selected to do an in-depth search. These criteria’s helped the author to cover a large share of studies available, full-text and peer-reviewed papers using keywords like “sustainable entrepreneurship”, “Business model” and “Fashion Industry”.

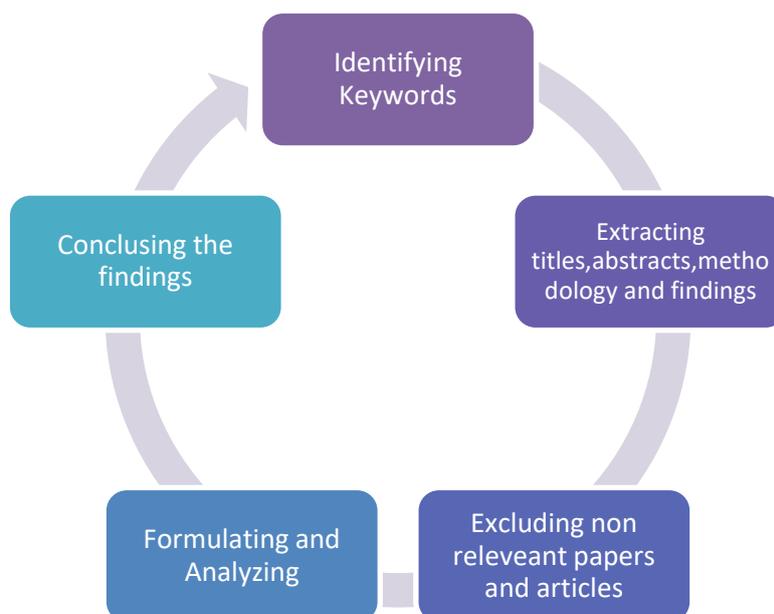


Figure 1 Flowchart of research process

4. REVIEW OF LITERATURE

O Gurova, D Morozova, (2018) focused on an approach to sustainable fashion and apply it to the practices of designing garments and seamstresses in the Kallio neighborhood of Helsinki, Finland. The article offered an empirical definition of “sustainable fashion,” discussed a new practice of sustainable fashion design in urban regions, considered the tensions within this production concept, and examined ways by which designers addressed and resolve such tensions. The article contributed to discuss a critical approach to fashion, sustainability, and entrepreneurialism in existing urban culture.

Helen X. Trejo et al (2019) addressed an upcoming movement that motivated local and sustainable fashion design as a community-based approach. In order to transform raw materials into finished products, there are more than 470 sheep’s, goat fiber farms and alpaca. But it is impossible to reach the market for low income farmers.

Actor-network theory helps in long term sustainability of local design, fiber mills and small farms with the aim to develop a collaborative slow fashion model with designers, farmers and fiber scientists for developing high quality products.

Rachel Bick et al (2018), highlighted the point of the importance of emerging need of research that examines the adverse health outcomes associated with fast fashion at each stage of supply chain. This study aims to inform the translation of research findings to public health policies that lead to sustainable production and ethical consumption. The author’s conclude by highlighting the need of research that examines the adverse health effects associated with non sustainable fashion at every stage of supply chain.

PRERNA JAIN et al (2018) described about textile wastes, reasons of textile waste generation, various recycling and up cycling techniques and their benefits. She states that Recycling and up-cycling of textile waste are prevalent since long time at household level, craft sector and at industrial level throughout the world. There are various reasons of textile waste generations and infinite benefits of textile waste management which are motivating to work more and more in this direction.

R B Chavan (2018) in his thesis highlighted the business models of fast fashion and slow fashion and peeps through macro and micro factors affecting the business environment The

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author studies business factors like internal environment factor, internal environment of an organization, PESTEL Factors, social factors etc. in order to establish a healthy relationship with consumers. The author concludes by stating that creating a brand image based on ethical practices, providing eco-friendly products is important for the existence of sustainable fashion industry.

K M Nisha (2018) in her thesis attempted to bring to light the initiation of green business for entrepreneurs in India. Her methodology consists of using secondary data from annual reports, journals, newspapers. The author finds out that entrepreneurship is gaining a lot of importance which results in the economic and environmental performances. The study explores the increasing scope of ecopreneurial talents in young India especially in the state of Kerala where female entrepreneurs are on rise.

Marcus Adam (2018) in his research paper repeatedly mentions the significance of Human resource management (HRM). This study helps to reduce the gap of manufacturing firms that includes PSS as compared to the organizations that do not. Analysis of variance (ANOVA) helps to focus on entire variety of components of Human resource management which uses PSS and others which do not. A conceptual framework had been designed for implementing PSS in human resource management and helps to serve the practitioners and scholars for conducting future research.

SHIVANI NAIK DEVRUKHKAR (2017) emphasized on role of start ups in ‘up cycling’ textile waste. The objective of this study was to gauge whether the recent concept of up cycling is a feasible and sustainable alternative to recycling and identify opportunities in area of textile waste up cycling. Snowball sampling method was used since there were very few firms practicing this method. Primary and secondary methods both were used to collect data. Observations were recorded through field research method. The design of the study was conclusive and descriptive in nature.

Johanna Gast et al (2017) analyzed 114 scientific articles that revealed a strong focus on the drivers of engagement in ecological sustainable entrepreneurship, the drivers of conducting business in an ecological sustainable way, the strategic actions taken by ecological sustainable enterprises, and the outcomes, enabling factors and challenges of ecological sustainable entrepreneurship. Based on thematic clustering they developed an integrative framework for ecological sustainable entrepreneurship. Their work may help researchers to take stock of existing literature and advance this research field.

Vivien Blanchet (2017) addressed the gap that until now only effects on ethical fashion has been looked upon overlooking the question related to their emergence. The author has made an effort to fill this gap by studying the role of trade fair in shaping ethical fashion. It reveals the roles of critiques, also shows that their content is shaped by practices of purification and hybridization highlighting the role of spokesperson in the representation of categories.

M.D. Teli et al addressed the issue of converting once used clothing by refurbishing and value additions. It explores the possibility of extracting of the scratches from waste products. This paper is another attempt of dual purpose of waste utilization on one hand and value addition on the other hand. Hence this paper also advocates sustainability by reducing considerable amount of overall carbon footprints.

This paper talks about practices like Recycouture (Up cycling/Refashioning), revivalist of traditions, sustainable living through fair trade and about the three R’s i.e., recycle, reduce and reuse which in turn increases the afterlife of the fabric or product. They also discussed about practices like slow fashion and eco label buying. The researchers concluded the study by expressing Indian customers as young, open minded and progressive Indians, not weighed down by traditional mindset who have a broad and familiar idea about the importance of sustainable business practices.

K Shruti (2016) addressed leather industry as one of the extremely polluting industries which produces huge amount of leather waste. The study was divided into two phases experimental and evaluation phase. 30 designs were introduced using up cycling technique rather than recycling with the help of interlacing, pasting, stitching of leather scraps.

S Thorsten (2016) analyzed to answer how sustainability is integrated in existing business models. A literature review was conducted in which 42 articles were identified. A literature based typology was determined. Discussions were held to enhance sustainable design models highlighting the importance of evaluating.

Macchion (2016), explored sustainable fashion practices in Italian Fashion Industry with strong impact on sustainability. This study emphasizes on sustainable approaches by Italian Fashion Industry suppliers in terms of internal and external sustainable practices. Based on 12 case studies the authors have proposed the taxonomy of these approaches by adopting the supplier's perspective. They have discovered four approaches that were labeled as: under-exploited, not-interested, collaborative and developing.

Pedersen et al (2016) examined the relationship between business model innovations, corporate sustainability and the underlying organizational values. This paper also examined how these three dimensions correlate with corporate financial performance. The analysis of this paper was based on survey responses from 492 managers within the Swedish Fashion Industry. They implemented the non-parametric partial least squares (PLS) regression, as its minimal requirements for residual distributions, sample size and measurement scales make it highly robust (Hair et al., 2013).

K Jaspal (2015) reviewed the traditional linear cutting methods of India which wear near zero waste fashion. He with his artisans found the technique as fresh way of looking at styles and innovating with detailing and complexity of form. The technique's simplicity reduced sewing operations and global appeal made it commercially visible and gave it a unique identity. The simplified technique was also enhanced using various embroidery techniques which gave them a fair share in the manufacturing of products.

B M Frank (2015) aimed to introduce our process of understanding sustainable entrepreneurship. A qualitative study was conducted. They designed several case studies to make the theory. On the basis of four case studies a model was developed which describes the process of sustainable entrepreneurship. Triple bottom line approach was perused. The key finding of triple bottom line of ecological, social and economical goals is incorporated consecutively, not continuously.

Linda Bergset et al (2015) analyzed together research and theory on entrepreneurship and innovation as well as sustainable business practices. Different types of start-ups were assessed empirically according to the aspects that are relevant to sustainable entrepreneurship in green start ups. The authors attempt to describe the green start up by considering specific issues.

Kim Poldner et al (2015) used an artistic process approach to sustainable entrepreneurship to go away from this binary logic and reveal the tensions between multiple discourses. The authors establish to create of embodied multi-discursively that addresses this issue methodologically as well as conceptually. Their aim was to encourage sustainable entrepreneurship to expand their methodological horizon to capture the emotionally charged, value-laden processes they study.

Pragya Sharma discussed a new approach to eliminate Cut N Sew Waste at the construction stage of garment. The objective was to create an open source of templates for the design community. She says that it is better to avoid waste than to fill the planet with things made from it. Zero waste is a promising waste reduction technique to be adopted by an independent

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designer working in his/her studio as well as the people involved in the retail sector. It can change industries attitude towards better resource use.

Laitala (2015) discussed the level it is possible to delay clothing waste with the help of improved design thus deducting negative environmental impact. She had incorporated user centered design methods into more conventional quantitative user research to provide new ways to design. Wardrobe studies were done. The aim was to select informants in different life situations and of different age, gender, civil status, family size, and so on. The article had pointed out some probable improvement areas surrounded by service and systems design, but for a more in depth analysis, different research methods including all the stakeholders will be more suitable.

Maarit Aakko et al (2018) examined fashion entrepreneurship from designer’s perspective. The aim was to identify different challenges faced by fashion designers as entrepreneurs and their potential advantages. 16 entrepreneurial fashion designers were interviewed. Thematic analysis was used in order to identify patterns and conceptualize them into themes and categories. The study identifies micro size companies as businesses where creativity is successful with entrepreneurship. Therefore it is crucial to recognize each and every driver before business and acknowledge the importance of values and allow them to shape up in business.

5. CONCLUSION

In Indian context it was observed that entrepreneurs practiced business techniques like zero waste fashion, up cycling in last five years, but in a global context entrepreneurs also includes techniques like HRM, innovations of business models, developing an integrative framework for ecological sustainable entrepreneurship, considered the tensions within this production concept in urban regions, highlighting the recycling of textile waste generated through fashion Industry.

This study allows an understanding of sustainable business practices being followed by entrepreneurs in Fashion Industry around the Globe and especially in India. Through a systematic review of literature, this research paper is an attempt to understand how the fashion entrepreneurs integrate sustainable business practices to sustain and help the environment.

This study does carry few limitations as it only caters entrepreneurs that too in only Fashion Industry. Another limitation is the time period which has only been taken as 5yrs which automatically excludes studies from other time period. Also papers and articles were selected from 2015 to 2019. The purpose was not just to add an existing piece of knowledge but rather understand the gap of the business practices that are being followed by entrepreneurs in Fashion Industry and fill that gap in existing literatures. Nevertheless this study covers a large share of studies which took place in last 5yrs thus laying a foundation and a scope for further explorations.

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