

**ASSESSING ECOPRENEURSHIP IMPACT ON COMPOSITE
SUSTAINABILITY IN FOOD AND BEVERAGE INDUSTRY IN**

NUWARA ELIYA DISTRICT



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ABSTRACT

This study investigates the relationship between ecopreneurship practices and composite sustainability, with the mediating effect of green innovation, in the food and beverage industry in Nuwara Eliya District. The research focuses on three dimensions of composite sustainability: environmental, social, and economic sustainability. Green innovation acts as a mediator between ecopreneurship and the sustainability outcomes. This study aims to fill the empirical knowledge gap in the Nuwara Eliya region regarding sustainable entrepreneurship in the food and beverage sector.

Data was collected using a structured questionnaire from 200 entrepreneurs from selected food and beverage companies in Nuwara Eliya. The collected data was analyzed through descriptive statistics, correlation, and mediation analysis.

The findings reveal that ecopreneurship practices and green innovation are at a moderate to high level among respondents. Composite sustainability performance in the companies is also reported at a high level. The analysis shows a strong positive relationship between ecopreneurship and composite sustainability, and between ecopreneurship and green innovation. Additionally, green innovation has a positive impact on sustainability outcomes. The study confirms that green innovation partially mediates the relationship between ecopreneurship and composite sustainability, highlighting its role as a strategic enabler in achieving sustainable development in the food and beverage industry.

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