

Green Business in the Contemporary Economy: An Integrative Review of the Green Economy, Sustainable Development Goals, Green Shopping Behaviour, and Business Resilience

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ABSTRACT

Environmental degradation, resource scarcity, and a succession of global shocks have pushed sustainability from the periphery to the centre of business strategy. Yet the academic literature that speaks to this shift remains fragmented across four largely separate streams: the macro-level green economy paradigm, the policy architecture of the United Nations Sustainable Development Goals (SDGs), the marketing and consumer-behaviour literature on green shopping, and the strategic-management literature on organisational resilience. This paper conducts an integrative narrative review of peer-reviewed, Scopus- and Web of Science-indexed literature to synthesise these four streams and to propose a multi-level conceptual framework linking macro-level green-economy and SDG architecture, meso-level corporate strategy, market-level green shopping behaviour, and firm-level business resilience. Drawing on established theoretical lenses — including the Theory of Planned Behaviour, Value-Belief-Norm theory, and the Triple Bottom Line — the review shows that (a) green economy and SDG frameworks function as an enabling macro-environment for green business models, (b) green shopping behaviour is shaped by an interacting cluster of psychological, social, and marketing-mix factors, and (c) firms that sustain social and environmental practices tend to exhibit greater long-run resilience to economic and environmental shocks. Five research propositions and a summary construct table are advanced to guide future empirical testing. The paper concludes with managerial and policy implications for building resilient, SDG-aligned green businesses and outlines an agenda for future quantitative and cross-country research.

Keywords: *green economy; Sustainable Development Goals; green consumer behaviour; green shopping; business resilience; sustainability strategy*

1. Introduction

Contemporary economies face a convergence of ecological and economic pressures — climate change, biodiversity loss, resource scarcity, and the compounding effects of the COVID-19 pandemic, supply-chain disruption, and geopolitical instability. These pressures have accelerated a decades-long search for growth models that do not require environmental destruction as their price. The green economy paradigm, formalised by the United Nations Environment Programme as an economy generating human wellbeing and social equity while significantly reducing environmental risk, has become an influential organising concept for this search, echoed by the OECD's parallel “green growth” agenda (OECD, 2011; UNEP, 2011). Over sixty countries have since adopted national green economy or green growth

strategies, supported by cross-agency initiatives such as the Partnership for Action on Green Economy (PAGE).

Running parallel to this macro-policy shift is the adoption, in 2015, of the United Nations' 2030 Agenda for Sustainable Development and its seventeen Sustainable Development Goals (United Nations, 2015). Unlike earlier development frameworks, the SDGs explicitly position businesses as implementation partners rather than as passive regulatory subjects, and a growing body of corporate-strategy research examines how, why, and how selectively firms align their strategies with specific goals (Balukja, 2024; Domingo-Posada, González-Torre, & Vidal-Suárez, 2024; Pizzi, Rosati, & Venturelli, 2021; Rosati & Faria, 2019).

On the demand side of the same transition, consumers are increasingly reported to factor environmental considerations into purchase decisions — a phenomenon studied under labels such as green purchase behaviour, green consumer behaviour, or green shopping behaviour. Large systematic reviews of this literature show a rapidly growing evidence base, dominated by psychological and social-psychological determinants such as attitude, environmental knowledge, subjective norms, and marketing-mix factors, most commonly explained through the Theory of Planned Behaviour (Ajzen, 1991; Sharma, Aswal, & Paul, 2023; Yusoff, Alias, Ismail, Abdullah, & Abdullah, 2023).

Finally, a fourth and more recent stream of research examines business resilience — the capacity of firms to anticipate, absorb, adapt to, and recover from disruption — and its relationship to sustainability practice. Evidence increasingly suggests that firms with established social and environmental practices demonstrate lower financial volatility, stronger recovery trajectories, and higher survival probabilities after shocks (Balugani, Butturi, Chevers, Parker, & Rimini, 2020; Ferrón-Vilchez & Leyva-de la Hiz, 2023; Li, Cai, Chen, & Liu, 2025; Ortiz-de-Mandojana & Bansal, 2016).

Although each of these four literatures — green economy, SDGs and corporate strategy, green shopping behaviour, and business resilience — has matured considerably in its own right, they have developed largely in isolation, anchored in different disciplinary traditions: environmental economics and policy studies; corporate strategy and accounting; marketing and consumer psychology; and strategic management and organisational behaviour, respectively. This fragmentation limits the field's capacity to explain how macro-level transitions translate into market behaviour and, ultimately, into firm-level resilience outcomes.

This paper addresses that gap through an integrative narrative review with three objectives: (1) to synthesise the current state of knowledge across the four literatures; (2) to propose a multi-level conceptual framework linking the green economy and SDGs (macro/meso level), green shopping behaviour (market level), and business resilience (firm level); and (3) to derive research propositions and practical implications that can guide both future empirical research and managerial practice. The remainder of the paper is organised as follows: Section 2 outlines the review methodology; Section 3 synthesises the literature on each of the four constructs; Section 4 develops the integrative conceptual framework; Sections 5 to 7 discuss theoretical and practical implications and limitations; and Section 8 concludes.

2. Methodology

Given the objective of theory-building across four disciplinary literatures rather than aggregating effect sizes from a homogeneous set of empirical studies, this paper adopts a narrative, integrative literature review approach, which is recognised as an appropriate methodology for synthesising fragmented bodies of knowledge and generating conceptual frameworks and propositions for future testing (Snyder, 2019).

Literature was identified primarily through the Scopus and Web of Science databases, using combinations of the search terms “green economy,” “green growth,” “Sustainable Development Goals” combined with “business” or “corporate strategy,” “green purchase behaviour” or “green consumer behaviour,” and “business resilience” or “organizational resilience” combined with “sustainability.” Priority was given to peer-reviewed journal articles and systematic reviews published in Scopus-indexed outlets (e.g., Business Strategy and the Environment, Corporate Social Responsibility and Environmental Management, Sustainability, Strategic Management Journal, Journal of Islamic Marketing, Review of Managerial Science), supplemented by authoritative institutional reports (UNEP, OECD, United Nations) and foundational theoretical works that pre-date the recent literature but remain the dominant explanatory lenses in the field (Ajzen, 1991; Elkington, 1997; Stern, 2000). Search results were screened for direct relevance to the four focal constructs, with particular emphasis on recent systematic reviews (2019–2025) that themselves synthesise larger bodies of empirical work, allowing this paper to draw on an evidentiary base considerably larger than the number of individual sources cited.

The retrieved literature was thematically organised under the four constructs of interest, and cross-construct linkages were identified inductively to build the integrative framework presented in Section 4. As a conceptual/narrative rather than systematic review, this paper does not report a PRISMA-style article count and does not claim exhaustiveness; this limitation, and its implications, are revisited in Section 7.

3. Conceptual Foundations and Literature Review

3.1 The Green Economy: Concept and Policy Architecture

The most widely cited definition of the green economy, advanced by UNEP (2011), describes it as an economy that results in improved human wellbeing and social equity while significantly reducing environmental risks and ecological scarcities — in its simplest form, an economy that is low-carbon, resource-efficient, and socially inclusive. The OECD's (2011) parallel concept of “green growth” similarly emphasises fostering economic growth and development while ensuring that natural assets continue to provide the resources and environmental services on which wellbeing depends. Both definitions deliberately integrate the three classic pillars of sustainable development — economic, social, and environmental — echoing the Triple Bottom Line logic later popularised in the corporate sustainability literature (Elkington, 1997).

Operationally, the green economy paradigm has been diffused internationally through the Partnership for Action on Green Economy (PAGE), a joint initiative of UNEP, the International Labour Organization, the United Nations Industrial Development Organization, the United Nations Institute for Training and Research, and the United Nations Development Programme,

which has supported green-economy or green-growth strategy formulation in more than sixty countries. UNEP's foundational Green Economy Report models a scenario in which reallocating around two per cent of global GDP annually toward natural capital and resource/energy efficiency across ten priority sectors — including agriculture, fisheries, energy, and water — could simultaneously raise long-run GDP growth, reduce poverty, and shrink the global ecological footprint (UNEP, 2011).

For businesses, the green economy functions primarily as a macro-level enabling (or constraining) environment. Green economy policies shift relative prices, tighten environmental standards, and redirect public investment and subsidy flows, thereby altering the competitive calculus facing firms: carbon pricing and resource-efficiency regulation raise the cost of “brown” production, while green industrial policy, green public procurement, and green finance mechanisms lower the cost of green alternatives. In this sense, national and sectoral green-economy strategies help set the incentive structure within which individual firms' subsequent decisions about green business models, green marketing, and SDG alignment are made. This macro-to-firm transmission mechanism is developed further in Section 4.

3.2 Sustainable Development Goals and Corporate Strategy

The adoption of the 2030 Agenda for Sustainable Development and its seventeen SDGs (United Nations, 2015) reframed sustainable development as a shared responsibility of governments, civil society, and the private sector. Unlike the preceding Millennium Development Goals, which addressed states almost exclusively, the SDGs and their 169 targets explicitly invite business contribution across virtually every goal, from decent work and economic growth (SDG 8) to responsible consumption and production (SDG 12) and climate action (SDG 13).

A growing corporate-strategy literature has examined how firms translate this invitation into practice. Systematic reviews of the field document an exponential rise in scholarship on SDGs-as-corporate-strategy since 2015 (Domingo-Posada et al., 2024), while firm-level studies show that companies typically engage selectively, prioritising the goals most proximate to their core business rather than pursuing all seventeen with equal intensity (Balukja, 2024). This selective alignment is visible in corporate reporting practice, where firms map SDGs against supply-chain, product, and community-impact dimensions and classify them by relevance, and in industry-level exercises that examine both the contribution a sector could make to the SDGs and the risk to that sector's business model should the goals not be achieved.

Complementing this strategic literature, an accounting- and disclosure-oriented stream examines the organisational determinants of SDG reporting. Rosati and Faria (2019) identify firm-level factors associated with early adoption of SDG reporting, while Pizzi et al. (2021) develop an SDG Reporting Score to capture variation in the depth and credibility of firms' disclosed contribution to the 2030 Agenda. Together, this body of work suggests that SDG engagement is neither uniform nor automatically substantive: it varies with firm size, sector, ownership structure, and prior sustainability-reporting maturity, and it carries a recognised risk of symbolic or selective engagement (sometimes termed “SDG-washing”) if not accompanied by verifiable target-setting and reporting.

For the purposes of this review, the SDG architecture is treated as a meso-level normative and reporting framework that mediates between the macro-level green economy and firm-level strategic choice: it operationalises broad green-economy principles into a finite, comparable, and externally monitorable set of goals against which individual firms can benchmark, prioritise, and communicate their sustainability strategy. Table 2 summarises the SDGs most frequently identified in the reviewed literature as directly relevant to green business strategy.

SDG	Focus	Relevance to Green Business
SDG 7	Affordable and Clean Energy	Drives corporate renewable-energy sourcing and energy-efficiency investment.
SDG 8	Decent Work and Economic Growth	Frames green job creation and inclusive green employment strategy.
SDG 9	Industry, Innovation and Infrastructure	Anchors green product and process innovation and resilient infrastructure investment.
SDG 12	Responsible Consumption and Production	Directly links green shopping behaviour to production practice; core to circular-economy strategy.
SDG 13	Climate Action	Anchors corporate decarbonisation targets and climate-risk strategy.
SDG 17	Partnerships for the Goals	Frames multi-stakeholder collaboration (e.g., PAGE) as a green-economy delivery mechanism.

Table 2. Selected Sustainable Development Goals Most Relevant to Green Business Strategy

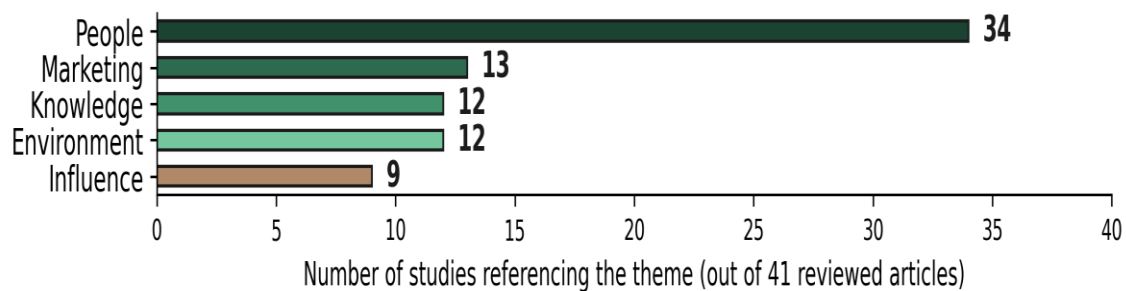
3.3 Green Shopping Behaviour: Determinants and Theoretical Lenses

Green shopping (or green purchase) behaviour refers to consumers' preference for, and purchase of, products and services associated with a reduced environmental impact across their life cycle. The dominant theoretical lens applied in this literature remains the Theory of Planned Behaviour (Ajzen, 1991), which explains purchase intention as a function of attitude toward the behaviour, subjective norms, and perceived behavioural control; the related Theory of Reasoned Action is also widely applied, and Value-Belief-Norm theory (Stern, 2000) offers a complementary, values-based account linking personal ecological worldview and perceived consequences to pro-environmental behavioural intention.

Two recent large-scale systematic reviews illustrate the scale and structure of this evidence base. Sharma, Aswal, and Paul (2023) applied a Theory-Context-Characteristics-Methodology framework to 151 empirical studies published between 2000 and 2021, mapping antecedents of green purchase intention and behaviour across attitudinal, informational, price, availability, and social/environmental-context categories. Yusoff et al. (2023), reviewing 41 empirical articles published between 2017 and 2021, found the Theory of Planned Behaviour to be the

most frequently applied framework, appearing in fifteen of the reviewed studies, followed by the Theory of Reasoned Action in seven studies, and identified five recurring thematic clusters of drivers — People, Marketing, Knowledge, Environment, and Influence — with the “People” cluster, encompassing consumer motivation, perception, behavioural traits, and psychographic characteristics, the most dominant, appearing in thirty-four of the forty-one reviewed articles (see Figure 2).

Figure 2. Thematic Drivers of Green Purchasing Behaviour Identified in Systematic Review Literature



Source: Adapted from Yusoff, Alias, Ismail, Abdullah & Abdullah (2023).

Figure 2. Thematic Drivers of Green Purchasing Behaviour Identified in Systematic Review Literature. Adapted from Yusoff, Alias, Ismail, Abdullah, and Abdullah (2023).

Context-specific reviews add further nuance. Lestari, Pambekti, and Annisa (2024), synthesising research on Muslim consumers' green purchasing behaviour, identify more than fifty distinct determinants, with religiosity emerging as the most frequently cited factor, and call for the development of green-halal product lines and green Islamic marketing strategies — illustrating that the psychological and social drivers of green shopping behaviour are culturally and religiously embedded rather than universal.

Collectively, this literature indicates that green shopping behaviour is best understood not as a single trait but as the outcome of an interacting cluster of psychological factors (environmental attitude, values, knowledge, and perceived consumer effectiveness), social factors (subjective norms, peer and family influence, religiosity, and cultural identity), and marketing-mix factors (product availability, price premium, eco-labelling, and green marketing communication). A persistent finding across reviews is the existence of an “intention–behaviour gap,” in which favourable attitudes toward green products do not reliably translate into actual purchase, implying that green marketing strategy must address situational and structural barriers — price, availability, and trust in eco-labels — in addition to attitude formation.

From the standpoint of this review's integrative framework, green shopping behaviour constitutes the market-level demand signal that both responds to, and reinforces, meso-level corporate green strategy and macro-level green economy/SDG architecture, particularly SDG 12 (responsible consumption and production): as more consumers adopt green shopping behaviour, firms face a stronger market incentive to pursue green business models, which in

turn expands the availability and visibility of green products, potentially narrowing the intention–behaviour gap over time.

3.4 Business Resilience and Sustainability Practice

Business (or organisational) resilience is generally defined as a firm's capacity to anticipate, absorb, adapt to, and, where necessary, transform in response to disruptive shocks, ranging from routine operational disturbances to systemic crises such as pandemics, financial crashes, or climate-related disasters. A foundational contribution by Ortiz-de-Mandojana and Bansal (2016) reframed the business case for sustainability around this resilience logic: using matched-pair data on 121 U.S. firm pairs over a fifteen-year period, the authors found that social and environmental practices were not reliably associated with short-term financial performance but were associated with materially lower financial volatility, higher sales growth, and higher survival rates over the long run — evidence that sustainability practice functions as a resilience-building investment rather than a purely short-term profit lever.

Subsequent empirical work has extended and largely corroborated this resilience logic. Balugani, Butturi, Chevers, Parker, and Rimini (2020) constructed a sustainability maturity index and found it correlated with firms' financial performance, providing an early integration of sustainability and resilience indicators within a common measurement framework. In the specific context of the COVID-19 pandemic, Ferrón-Vílchez and Leyva-de la Hiz (2023) tracked small and medium-sized enterprises (SMEs) across two pandemic waves and found that firms with a track record of social and environmental practice prior to the crisis subsequently exhibited greater resilience and stronger business performance during it. Similarly, Arcuri and Pisani (2023), analysing more than 215,000 firm-year observations of Italian SMEs, found that “green” SMEs relied more heavily on trade credit than non-green SMEs during the pandemic — evidence of a distinctive, sustainability-linked financing pattern that may itself constitute a form of financial resilience strategy, even though green SMEs did not obtain systematically greater access to external bank funding.

More recent research has begun to unpack the mechanisms linking sustainability, and specifically green innovation, to resilience. Li, Cai, Chen, and Liu (2025), using structural equation modelling, found that green innovation positively affects organisational resilience, that organisational resilience in turn positively affects sustainable development performance, and that resilience mediates the relationship between green innovation and performance, while environmental dynamism moderates the strength of these relationships. At the small-enterprise level, qualitative and literature-based studies similarly report that green management practices — energy conservation, waste management, and resource protection — generate competitive advantage through lower operating costs and enhanced legitimacy, thereby strengthening business resilience, even though their adoption in resource-constrained settings remains largely informal, reactive, and constrained by limited finance and weak regulatory enforcement (Saidyeng, Ahmed, & Jibril, 2026). Complementary work on green entrepreneurial orientation and eco-efficiency similarly positions these practices as resilience strategies for micro, small, and medium enterprises operating under conditions of compounding disruption (Musfar, Zulkarnain, Alwie, & Wijayanto, 2025), while green human resource management practices

green recruitment, training, and reward systems have been linked to sustainable organisational performance more broadly (Dilrukshi & Aluthge, 2024).

Read together, this literature positions business resilience as the firm-level outcome variable of the green business transition: a capacity that is built cumulatively through sustained investment in social, environmental, and green-innovation practices, and that becomes empirically visible primarily under conditions of disruption or crisis.

4. Toward an Integrative Conceptual Framework

The reviewed literatures, although developed largely independently, are conceptually complementary rather than competing: each addresses a different level of analysis in what can be understood as a single macro-to-firm transmission chain (Figure 1). At the macro level, the green economy paradigm and the SDG architecture jointly define the normative and regulatory environment — the “rules of the game” — within which sustainable business activity occurs (UNEP, 2011; United Nations, 2015). At the meso level, individual firms translate this environment into corporate strategy, selectively aligning with specific SDGs and developing green marketing and green product/process innovation capabilities (Balukja, 2024; Domingo-Posada et al., 2024). At the market level, green shopping behaviour represents the demand-side response to, and reinforcement of, these firm-level strategies (Sharma et al., 2023; Yusoff et al., 2023). Finally, at the firm level, business resilience emerges as the cumulative, longer-run outcome of sustained green strategy and market engagement, and — crucially — feeds back into the macro-level green economy transition as resilient green firms scale, survive shocks, and reinforce the broader sustainability transition through demonstration effects, continued investment, and policy engagement (Li et al., 2025; Ortiz-de-Mandojana & Bansal, 2016).

Figure 1. Integrative Conceptual Framework Linking the Green Economy, SDGs, Green Shopping Behaviour, and Business Resilience

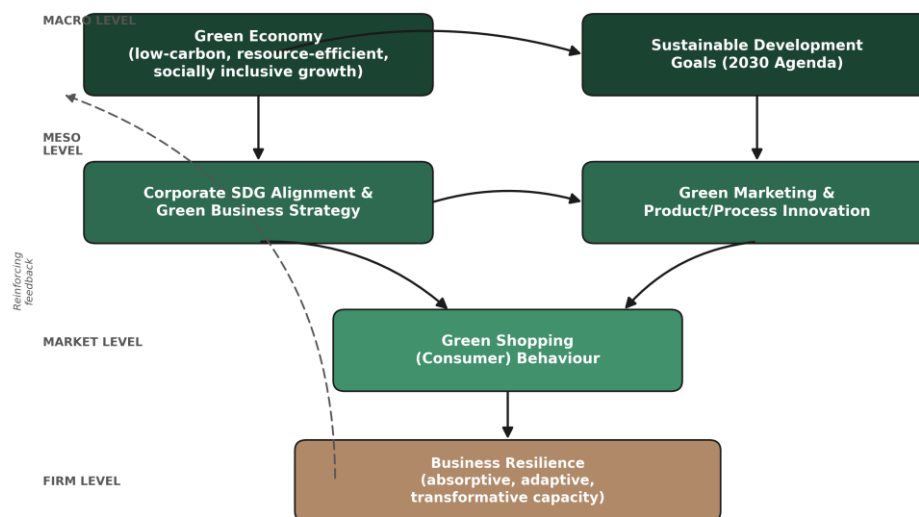


Figure 1. Integrative Conceptual Framework Linking the Green Economy, SDGs, Green Shopping Behaviour, and Business Resilience

Table 1 summarises the four core constructs synthesised in this review, their definitions, dominant theoretical lenses, and representative literature.

Construct	Definition	Key Theoretical Lens(es)	Representative Literature
Green Economy	An economy that generates improved human wellbeing and social equity while significantly reducing environmental risk; low-carbon, resource-efficient, and socially inclusive.	Triple Bottom Line; ecological economics	UNEP (2011); OECD (2011)
Sustainable Development Goals (corporate)	Seventeen universal goals and 169 targets guiding government, civil society, and business contribution to sustainable development.	Stakeholder theory; institutional theory	United Nations (2015); Rosati & Faria (2019); Domingo-Posada et al. (2024)
Green Shopping Behaviour	Consumer preference for, and purchase of, products and services associated with reduced life-cycle environmental impact.	Theory of Planned Behaviour; Value-Belief-Norm theory	Ajzen (1991); Stern (2000); Sharma et al. (2023); Yusoff et al. (2023)
Business Resilience	A firm's capacity to anticipate, absorb, adapt to, and recover or transform in response to disruptive shocks.	Dynamic capabilities; organisational resilience theory	Ortiz-de-Mandojana & Bansal (2016); Balugani et al. (2020); Li et al. (2025)

Table 1. Summary of Core Constructs, Definitions, Theoretical Lenses, and Representative Literature

Building on this synthesis and the framework in Figure 1, five propositions are advanced to guide future empirical research:

P1: The stringency and coherence of national green economy and SDG-related policy is positively associated with the extent of firm-level SDG alignment and green business strategy adoption.

P2: Firm-level green marketing and green product/process innovation are positively associated with the extent of green shopping behaviour observed among a firm's target consumers.

P3: The relationship between firm-level green strategy and green shopping behaviour is attenuated by the intention–behaviour gap, such that structural barriers — price, availability, and trust in green claims — moderate the strength of the relationship.

P4: Sustained firm-level adoption of social and environmental practices and green innovation is positively associated with long-run business resilience, operationalised as lower financial volatility, stronger recovery from shocks, and higher survival probability.

P5: Firm-level business resilience is positively associated with continued or expanded green business investment, creating a reinforcing feedback loop that supports the broader green economy transition at the macro level.

These propositions position business resilience not merely as a downstream benefit of green business practice, but as a potential driver of the wider green economy transition — an implication that has received limited attention in literature that has, to date, more often treated resilience as a dependent rather than a contributing variable.

5. Discussion

This review makes three main contributions. First, it bridges macro-level policy studies (green economy, SDGs), meso-level corporate strategy, market-level consumer behaviour, and firm-level strategic management — literatures that, despite obvious substantive overlap, rarely cite one another directly. Second, it foregrounds business resilience as a feedback mechanism that can reinforce, rather than merely result from, the wider green economy transition, extending frameworks in which resilience has typically been modelled as a terminal, dependent outcome (Li et al., 2025; Ortiz-de-Mandojana & Bansal, 2016).

Third, the review surfaces an important nuance that a purely additive reading of the literature might obscure: the resilience benefits of “greenness” are not automatic or uniform across every resilience dimension. For example, Arcuri and Pisani (2023) found that green SMEs in Italy did not obtain systematically greater access to external bank funding during COVID-19, even though they relied more heavily on trade credit — a financing pattern that is not straightforwardly interpretable as either a resilience advantage or disadvantage. This contrasts with the more unambiguous long-run resilience premium reported by Ortiz-de-Mandojana and Bansal (2016) and Ferrón-Vílchez and Leyva-de la Hiz (2023) on outcomes such as financial volatility, sales growth, and survival. Together, these findings suggest that the resilience payoff of green business practice is contingent on the specific practice, sector, firm size, and resilience dimension examined, rather than a single, generalisable effect.

The review also highlights the demand–supply interdependency between green shopping behaviour and firm strategy: green marketing and product innovation appear to shape, and be shaped by, evolving consumer demand, but the strength and content of that demand is culturally and religiously specific (Lestari et al., 2024), cautioning against universal green-marketing prescriptions and pointing toward the need for context-sensitive green business strategy.

6. Managerial and Policy Implications

For managers, the review suggests four practical priorities. First, corporate SDG engagement should be focused rather than diffuse: mapping the organisation's core business against a small number of proximate SDGs, in the manner documented by Balukja (2024) and Domingo-Posada et al. (2024), is likely to generate more substantive and verifiable outcomes than symbolic alignment with all seventeen goals. Second, managers should treat investment in green product/process innovation and transparent green marketing and labelling as a

mechanism for narrowing the intention–behaviour gap identified throughout the green-consumer-behaviour literature, rather than assuming favourable consumer attitudes will translate automatically into sales. Third, sustainability investment should be framed, and measured, as a resilience-building capital expenditure with long-run payoffs in reduced volatility and improved survival odds, rather than solely as a cost centre or reputational exercise (Ortiz-de-Mandojana & Bansal, 2016). Fourth, embedding sustainability through green human resource management — recruitment, training, performance management, and reward systems — can help institutionalise green practice organisation-wide rather than leaving it dependent on individual champions (Dilrukshi & Aluthge, 2024); for resource-constrained SMEs specifically, low-cost, high-legitimacy entry points such as energy and waste efficiency offer an accessible starting point (Saidyeng et al., 2026).

For policymakers, the review points to three priorities. First, continued investment in cross-agency green economy delivery mechanisms, in the spirit of the Partnership for Action on Green Economy, remains central to translating macro-level green economy ambition into firm-level incentives. Second, targeted financial instruments — including green credit guarantees and blended finance — may be needed for SMEs, given evidence that green SMEs can face financing patterns distinct from their non-green peers (Arcuri & Pisani, 2023). Third, consumer-facing eco-labelling standards and green-literacy programmes can strengthen the demand-side leg of the framework by improving the reliability with which green shopping behaviour signals genuine environmental performance to firms.

7. Limitations and Future Research Directions

This review has three main limitations. First, as a narrative rather than systematic review, it does not follow a PRISMA-style protocol and cannot claim exhaustive coverage of the underlying literature; source selection, while guided by relevance to the four focal constructs and by prioritisation of recent systematic reviews, inevitably reflects the authors' judgement. Second, the conceptual framework and five propositions advanced in Section 4 are, by design, untested; they are intended to guide, rather than substitute for, future empirical research. Third, much of the underlying evidence on green shopping behaviour and business resilience is geographically concentrated in a relatively small number of countries, particularly in Asia and Europe, limiting the generalisability of specific findings to under-represented regions.

Future research could usefully pursue four directions: (1) cross-country comparative studies that empirically test the proposed macro-to-firm transmission chain, ideally using multi-level or structural equation modelling; (2) longitudinal studies that isolate the resilience effect of green practice from confounding firm characteristics such as size, age, and ownership structure; (3) behavioural or field experiments that directly probe the mechanisms underlying the green shopping intention–behaviour gap; and (4) sector-specific and micro/small/medium-enterprise-focused studies set in developing-economy contexts, where the evidence base linking green practice to resilience remains comparatively thin.

8. Conclusion

This paper has conducted an integrative narrative review of four literatures — the green economy, the Sustainable Development Goals and corporate strategy, green shopping

behaviour, and business resilience — that are conceptually complementary but have developed largely in isolation. Synthesising this literature, the paper proposes a multi-level conceptual framework in which macro-level green economy and SDG architecture set the enabling conditions for meso-level corporate green strategy; green shopping behaviour supplies the market-level demand pull that both responds to, and reinforces, that strategy; and business resilience emerges as the cumulative, firm-level outcome that, in turn, feeds back into and reinforces the wider green economy transition. Five research propositions are offered to guide future empirical testing of this framework. For researchers, the central message is that green economy policy, SDG-aligned corporate strategy, green consumer behaviour, and business resilience are best studied as interdependent elements of a single transition rather than as separate fields of inquiry. For practitioners and policymakers, the message is that building genuinely resilient green businesses requires coordinated attention to all four levels — policy environment, corporate strategy, consumer engagement, and organisational capability — rather than reliance on any single lever in isolation.

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