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Surviving with Limited Resources: A Literature Review on Resource Bricolage, Strategic Resources, and Sustainable Performance of Gen Z Food and Beverage Entrepreneurs

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Abstract

This literature review examines how Generation Z food and beverage (F&B) entrepreneurs achieve sustainable performance despite operating under conditions of severe resource scarcity. Drawing on 32 peer-reviewed journal articles published mainly between 2024 and 2026, the review synthesizes three interrelated streams of research: resource bricolage, strategic resource management grounded in the resource-based view, and sustainable performance in small and micro enterprises. The review finds that Gen Z entrepreneurs, who typically enter the F&B sector with minimal capital, rely heavily on bricolage practices such as improvisation, making do, and recombination of readily available resources to compensate for the absence of formal strategic assets. However, bricolage alone rarely explains superior performance; its effect on sustainable outcomes is consistently mediated by strategic capabilities such as digital adoption, green innovation, dynamic grit, and knowledge management. The review further shows that sustainable performance in resource-constrained ventures is multidimensional, encompassing financial, social, and environmental outcomes, and is shaped by orchestration processes that convert improvised resources into durable competitive advantage. Based on this synthesis, the review proposes an integrative conceptual framework linking resource bricolage, strategic resource orchestration, and the three dimensions of sustainable performance, positioned specifically within the context of youth-led F&B micro and small enterprises. The review concludes that policy and incubation programs supporting Gen Z entrepreneurs should move beyond capital injection alone toward building strategic and digital capabilities that allow bricolage to be translated into lasting sustainability.

Keywords: *resource bricolage, strategic resources, sustainable performance, Gen Z entrepreneurship, food and beverage SMEs*

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1. INTRODUCTION

Over the past five years, Generation Z individuals broadly born between the mid-1990s and the early 2010s has emerged as one of the most active cohorts entering micro and small entrepreneurship, particularly in the food and beverage (F&B) sector. The sector's low technical barriers to entry, its compatibility with social-media-driven marketing, and its capacity to absorb small amounts of informal capital make it an attractive entry point for young entrepreneurs who often lack access to formal financing, physical assets, or established supplier networks. Yet the same characteristics that make the F&B sector accessible also make it precarious: intense competition, thin margins, perishable inputs, and volatile consumer trends translate into persistently high failure rates among young-led food ventures. Understanding how these resource-constrained entrepreneurs nonetheless manage to survive, and in some cases thrive, is therefore both a theoretically important and practically urgent question.

A substantial stream of entrepreneurship literature explains such survival through the lens of resource bricolage the practice of making do with resources at hand rather than waiting for ideal conditions. Recent empirical work reinforces the centrality of bricolage-related behaviour in resource-scarce firms. Fu et al. (2024), for instance, show through a fuzzy-set qualitative comparative analysis that frugal innovation among start-ups emerges only from the combined effect of resources, entrepreneurial opportunity, teams, and digital technology, with resource bricolage acting as one of several complementary or substitutable configurations. Tanveer (2026) similarly demonstrates that bricolage, together with strategic orientation, shapes new venture performance only when balanced with dynamic and enduring grit, while Khabbaz et al. (2026) find that Lebanese micro and small enterprises operating under crisis conditions enact their value propositions through improvisation, customer trust, and resource bricolage rather than through standardized strategic tools.

At the same time, an equally important stream of research cautions that bricolage by itself is an insufficient explanation of sustained performance. Jin and Chorda (2025), working from a resource-based view (RBV) perspective, find that entrepreneurial

bricolage only partially explains the relationship between green strategy orientation and startup performance, and that business model innovation a more deliberate, strategically orchestrated capability is the stronger mediating mechanism. This distinction between improvised resource use and strategically managed resources echoes the broader RBV argument that sustained competitive advantage requires resources that are valuable, rare, inimitable, and non-substitutable, not merely resources that are inexpensively acquired. Digital capability, green innovation, leadership commitment, and knowledge management repeatedly surface in recent studies as the strategic layer that converts raw, improvised resources into durable advantage (Camps et al., 2026; Escandon-Barbosa & Salas-Paramo, 2025; Mollah et al., 2026).

A third, rapidly growing body of literature examines sustainable performance itself as a multidimensional outcome spanning financial, social, and environmental dimensions, across sectors as varied as manufacturing (Samaranayake & Laosirihongthong, 2026), healthcare (Masudin et al., 2026), hospitality (Nisar et al., 2026), banking and fintech (Rahim et al., 2026; Waqar et al., 2026), construction (Kampilong et al., 2025), halal logistics (Karudin et al., 2025), renewable energy (Shi & Liu, 2025), and emerging-industry innovation ecosystems (Xu & Inthurit, 2026). Parallel work on place-based and cluster-embedded entrepreneurship, such as Spadano and Sacco's (2026) study of cultural entrepreneurship in a declining Italian mountain village and vanDyck et al.'s (2026) analysis of firm typologies within a Ghanaian port-industrial cluster, further shows that context, identity, and relational embeddedness shape which strategic pathways are available to resource-constrained actors. What remains conspicuously absent from this otherwise rich literature, however, is any systematic attempt to connect these three streams bricolage, strategic resources, and sustainable performance specifically within the context of Generation Z-led F&B micro and small enterprises, a segment that combines acute resource scarcity with a distinctive generational identity built around digital fluency and values-driven consumption.

This review addresses that gap. Its purpose is threefold: first, to synthesize the current literature on resource bricolage, strategic resources, and sustainable performance published mainly between 2024 and 2026; second, to identify the mechanisms through

which improvised resource use is, or is not, converted into durable sustainable performance; and third, to propose an integrative conceptual framework, together with a set of testable propositions, that situates these mechanisms within the specific context of Gen Z F&B entrepreneurship. Theoretically, the review contributes by bridging bricolage theory and the resource-based view within a single explanatory framework tailored to a generationally and sectorally specific population. Practically, the review offers guidance for incubators, policymakers, and support programs seeking to help young food and beverage entrepreneurs move beyond short-term survival toward longer-term sustainability.

2. LITERATURE REVIEW

This section synthesizes the reviewed literature into five thematic strands: the characteristics of Generation Z entrepreneurship in the food and beverage sector; resource bricolage as a survival mechanism; strategic resources viewed through the resource-based view; sustainable performance as a multidimensional and multi-sectoral construct; and, finally, an integrative reading that connects these strands specifically to the population of interest in this review.

2.1 Generation Z and the Rise of Food and Beverage Entrepreneurship

Generation Z entrepreneurs are frequently described in the literature as digitally native, socially conscious, and inclined toward ventures that allow rapid experimentation with low upfront investment characteristics that align closely with the operational logic of small-scale F&B businesses. Camps et al. (2026), synthesizing the digital entrepreneurship literature through both bibliometric analysis and an umbrella review, identify thirteen recurring themes covering enablers, challenges, mediators, and outcomes of digital entrepreneurship, and propose a Digital Entrepreneurship Ecosystem Model (DEEM) that captures how digital infrastructure and platforms lower the threshold for young entrepreneurs to launch and market ventures without traditional capital-intensive channels. This digital-first orientation is particularly consequential for F&B micro-entrepreneurs, whose customer acquisition, ordering, and even product development

increasingly occur through social media and delivery platforms rather than physical retail infrastructure.

Beyond the digital dimension, Generation Z entrepreneurship is also embedded in broader questions of place, culture, and community. Spadano and Sacco (2026) show, in the context of a demographically declining Italian village, how cultural entrepreneurship initiatives can catalyze population renewal and new enterprise formation by combining participatory governance with symbolic narrative transformation, illustrating that entrepreneurial revitalization is not purely a matter of individual resourcefulness but also of collective, place-based meaning-making. Similarly, vanDyck et al. (2026), studying firm behaviour within a Ghanaian port-industrial cluster, find that relational and institutional proximity rather than physical infrastructure alone differentiate firm performance, with 'Collaborative Integrators' outperforming more isolated peripheral firms. Applied to the F&B context, these findings suggest that young entrepreneurs who embed themselves within local culinary communities, supplier networks, or shared commercial spaces are likely to access strategic advantages unavailable to those operating in isolation.

2.2 Resource Bricolage: Making Do in Resource-Constrained Ventures

Resource bricolage refers to the entrepreneurial practice of combining resources at hand for new purposes, rather than acquiring resources that are ideally suited to a task. This behaviour is especially salient among entrepreneurs who lack access to formal capital markets. Fu et al. (2024) demonstrate, using a configurational (fsQCA) approach across 132 Chinese start-ups, that frugal innovation cannot be achieved through resource bricolage alone; rather, it emerges from complementary or substitutional combinations of resource bricolage, external relational embeddedness, resource activities, and market activities. This finding is important because it cautions against treating bricolage as a stand-alone explanatory variable and instead frames it as one ingredient within a broader configurational logic.

Tanveer (2026) extends this reasoning by developing and validating a firm-level 'grit' scale among 285 new ventures in Pakistan, showing that dynamic and enduring grit

mediates the relationship among strategic orientation, bricolage, and new venture performance. Notably, the study cautions that excessive grit and, by extension, excessive reliance on improvisation may cause ventures to miss opportunities for more strategic, deliberate resource investment, suggesting that bricolage needs to be balanced rather than maximized. In a related vein, Khabbaz et al. (2026) combine participatory action research with a survey of 106 Lebanese micro and small enterprises operating amid economic crisis, finding that these firms enact their value propositions as adaptive, relational, and practice-based mechanisms relying on customer trust and resource bricolage rather than standardized management tools. Importantly, their principal component analysis reveals a persistent 'Performance Accountability Gap' that is, while these firms demonstrate strong adaptive and customer-centered practices, they lack systematic economic evaluation mechanisms, which constrains long-term sustainability and scalability. Taken together, these studies portray bricolage as a necessary but insufficient condition for sustainable performance: it enables survival under scarcity, but without a complementary layer of more deliberate, strategically managed capability, its benefits tend to plateau.

2.3 Strategic Resources and the Resource-Based View in Resource-Constrained Contexts

The resource-based view (RBV) argues that sustained competitive advantage arises from resources that are valuable, rare, inimitable, and non-substitutable, and that firm performance depends on how effectively such resources are identified, accumulated, and deployed. Several recent studies apply this lens directly to resource-constrained ventures. Jin and Chorda (2025), analyzing 364 startups through structural equation modeling, find that green strategy hybrid orientation improves both financial and environmental performance primarily through business model innovation, a strategically orchestrated capability, while entrepreneurial bricolage a more improvised form of resource use only partially explains the same relationship. This distinction underscores that not all resource-related behaviour carries equal strategic weight; some resource practices function merely as short-term coping mechanisms, while others constitute genuine strategic assets.

Other studies extend the RBV logic to specific strategic resources relevant to young, digitally engaged entrepreneurs. Escandon-Barbosa and Salas-Paramo (2025) show that strategic decision-making combined with digital technology adoption drives sustainable performance, while Mollah et al. (2026), using a dual-method SEM and necessary-condition analysis, find that digital leadership and artificial intelligence jointly function as strategic human-resource capabilities that enhance sustainable performance outcomes. Le and Nguyen (2026) add a further layer by showing that resource orchestration the deliberate structuring, bundling, and leveraging of resources together with gendered leadership styles, shapes pathways toward sustainable performance, reinforcing that the strategic management of resources, not merely their possession, is what ultimately matters. Putri et al. (2025) similarly propose a framework linking dynamic capabilities and value co-creation to sustainable performance among SMEs pursuing green growth, positioning capability development as the bridge between resource scarcity and long-term competitiveness. Collectively, this cluster of studies suggests that strategic resources function as an orchestration layer that sits between raw, improvised resource use and sustainable outcomes.

2.4 Sustainable Performance: A Multidimensional and Multi-Sectoral Construct

Sustainable performance is consistently treated in the reviewed literature as a multidimensional construct encompassing financial, environmental, and social outcomes, and its antecedents have been examined across a striking range of sectors and geographies. In manufacturing and logistics contexts, Samaranayake and Laosirihongthong (2026) show that integrating manufacturing and reverse logistics practices enhances sustainability performance, while Amri et al. (2026) find that supply chain accessibility and collaboration similarly improve the sustainable performance of reverse logistics operations. In healthcare, Masudin et al. (2026) demonstrate that total quality management, information technology, and green supply chain management practices jointly enhance sustainable performance, moderated by management commitment, while in hospitality, Nisar et al. (2026) find that operational-level big data management capabilities drive ambidextrous innovation and sustainable performance in hotels.

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A parallel cluster of studies emphasizes green and ecological innovation as antecedents of sustainable performance. Van Bui et al. (2026) find linear and additive paths from eco-innovation and circular economy practices toward sustainable performance, Arshad and Liu (2025) show that strategic green human-resource management practices and green innovation promote sustainable performance through pro-green employee behaviour, and Nguyen-Van et al. (2025) demonstrate, in the context of Vietnam's low-carbon transition, that green intellectual capital, green ambidextrous leadership, and green entrepreneurial orientation jointly enhance green ambidextrous innovation and sustainable performance. Duong (2026) extends this line of work by showing that digital platforms and artificial intelligence capabilities drive green ambidexterity innovation and circular economy practices, which in turn enhance sustainable performance, echoing Karudin et al.'s (2025) finding that halal logistics service providers strengthen the competitiveness and sustainable performance of halal organizations through an incubator-like supporting role, and Shi and Liu's (2025) evidence that digital supply chain transformation enhances the sustainable performance of renewable energy enterprises.

A third cluster foregrounds digital capability, knowledge management, and artificial intelligence as drivers of sustainable performance. Xu and Inthurit (2026) find that digital innovation capability enhances sustainable performance in strategic emerging industries through the sequential mediation of knowledge absorption and knowledge diffusion, while Wang et al. (2026) show that knowledge management links digital capabilities to sustainable performance by building an 'eco-digital advantage.' Ashraf et al. (2026) similarly find that stakeholder engagement and knowledge digitalization enhance sustainable performance in the era of artificial intelligence, and Chen et al. (2026) demonstrate, through a technology-organization-environment framework, that stage-based generative AI assimilation shapes sustainability performance outcomes. At the micro level, Alsaoudi et al. (2026) show how Industry 4.0 capabilities shape the relationship between the circular economy and sustainable performance, while Aslam et al. (2025) find that big data analytics, green innovation, and strategic change jointly navigate SMEs toward sustainable performance, Meng et al. (2026) show that leaders'

sustainability commitment reaches SME sustainability performance through serial mediation involving green human-resource management and psychological ownership, Kampilong et al. (2025) find that sustainable leadership innovation capability enhances organizational sustainability performance in the construction industry, and Pangarso et al. (2025) uncover that ethical behaviour, fortitude culture, ambidextrous governance, and digital innovation jointly shape sustainable performance outcomes. Rahim et al. (2026) and Waqar et al. (2026) extend similar logic to the banking and fintech sectors, respectively, showing that fintech adoption and innovation-driven circular practices support sustainable performance even in resource-tight emerging-market SME contexts. What is striking across this entire body of work is that, despite covering vastly different industries and countries, none of these studies specifically examines Generation Z-led, micro-scale F&B ventures precisely the population in which resource scarcity and generational identity intersect most acutely.

2.5 Toward an Integrative Reading: Bricolage, Strategic Resources, and Sustainable Performance for Gen Z F&B Entrepreneurs

Read together, the three streams reviewed above suggest a layered logic rather than three independent explanations of performance. Bricolage explains how Gen Z F&B entrepreneurs survive their earliest, most resource-scarce phase improvising with borrowed equipment, informal supplier relationships, shared kitchen spaces, and low-cost social media marketing. However, as Jin and Chorda (2025) and Tanveer (2026) both show in their respective mediation analyses, the effect of bricolage on performance is consistently channeled through a more deliberate, strategically managed layer business model innovation in one case, balanced grit in the other. This same mediating logic appears, in different guises, across nearly every sustainable-performance study reviewed in Section 2.4, where digital capability, green innovation, knowledge management, and leadership commitment repeatedly function as the mechanism that converts resource inputs into sustained outcomes.

Applied to Gen Z F&B entrepreneurs specifically, this synthesis implies a three-layer structure: (1) resource bricolage, comprising the improvisational, making-do behaviours through which young F&B entrepreneurs initially access ingredients,

equipment, space, and customers; (2) strategic resource orchestration, comprising the digital, green-innovation, knowledge-management, and leadership capabilities that convert improvised resources into a more durable and defensible operating model; and (3) sustainable performance, comprising financial viability, social or community legitimacy, and environmental responsibility. Consistent with Le and Nguyen's (2026) resource-orchestration argument and Putri et al.'s (2025) dynamic-capabilities framework, it is the middle layer not bricolage it self that determines whether short-term survival evolves into long-term sustainability. This integrative reading forms the basis for the conceptual framework developed in the Results and Discussion section.

3. RESEARCH METHOD

As a literature review, this study does not collect primary empirical data; instead, it applies a systematic literature review method to synthesize existing scholarship. The data source consists of four bibliographic exports retrieved from the ScienceDirect database using combinations of the search terms 'resource bricolage' OR 'entrepreneurial bricolage', 'strategic resource*' OR 'resource-based view', and 'sustainable performance', restricted to peer-reviewed journal articles in the business, management, and social science domains. The search prioritized recently published records, with the great majority of retrieved articles published between 2024 and 2026, in order to capture the most current state of knowledge on these constructs.

Records from the four exports were merged and screened for duplication by comparing article titles; an initial pool of overlapping records across the exports was reduced to 32 unique articles after deduplication. Inclusion criteria required that an article be a peer-reviewed journal publication written in English and explicitly address at least one of the three core constructs resource bricolage, strategic or resource-based-view-grounded resources, or sustainable performance within a firm-, venture-, or entrepreneurship-level context. Articles that discussed these constructs only tangentially, or that focused on units of analysis other than firms or ventures (e.g., purely macroeconomic or purely individual-level psychological studies unconnected to firm outcomes), were excluded.

The 32 included articles were analyzed using a narrative and thematic synthesis approach. Analysis proceeded in three stages: open coding, in which each article's core constructs, antecedents, mediators, and performance outcomes were identified; axial coding, in which articles were grouped into the five thematic clusters presented in the Literature Review section, based on shared conceptual focus; and selective coding, in which recurring cross-cluster patterns were used to construct the integrative conceptual framework and propositions presented in the Results and Discussion section. This qualitative-interpretive synthesis approach is consistent with recent review methodologies applied to adjacent topics, such as the combined bibliometric and umbrella review conducted by Camps et al. (2026) in the digital entrepreneurship literature.

4. RESULTS AND DISCUSSION

4.1. Synthesis of Previous Studies

The literature reviewed in this study reveals that the relationship among Resource Bricolage, Strategic Resources, and Sustainable Business Performance has become an increasingly important research topic within entrepreneurship and strategic management. Although these constructs have attracted considerable scholarly attention, previous studies have generally examined them independently or through limited direct relationships. Consequently, the underlying process through which entrepreneurs transform constrained resources into sustainable competitive advantage remains theoretically fragmented.

4.1.1. Resource Bricolage

Resource Bricolage has consistently been recognized as an entrepreneurial capability that enables entrepreneurs to creatively utilize and recombine available resources despite severe resource constraints. Rather than relying solely on acquiring new resources, entrepreneurs employ improvisation, experimentation, and opportunity recognition to create value from existing assets. Previous studies demonstrate that bricolage contributes positively to organizational adaptability, innovation capability, opportunity exploitation, and business resilience. However, the literature also suggests that bricolage alone rarely

guarantees long-term competitive advantage because its effectiveness depends on subsequent strategic resource development.

4.1.2. Strategic Resource

The second stream of literature emphasizes the strategic importance of organizational resources in achieving competitive advantage. Drawing primarily on the Resource-Based View (RBV) and Resource Orchestration Theory, previous studies argue that sustainable success depends not only on possessing valuable resources but also on the entrepreneur's ability to integrate, organize, and leverage those resources strategically. Recent studies increasingly highlight the importance of digital capability, organizational learning, relational capital, and knowledge management as strategic resources that convert entrepreneurial initiatives into long-term organizational capabilities.

4.1.3. Sustainable Business Performance

The third stream of literature conceptualizes Sustainable Business Performance as a multidimensional construct encompassing financial sustainability, innovation continuity, customer value creation, organizational resilience, and long-term business viability. Across the reviewed studies, sustainable performance consistently emerges as the ultimate outcome of effective entrepreneurial resource management. Nevertheless, empirical findings indicate that this relationship is rarely direct, suggesting that strategic capabilities frequently operate as intermediate mechanisms linking entrepreneurial behavior with sustainable organizational outcomes.

4.1.4. Comparative Synthesis of Previous Studies

Table 1. Comparative Synthesis of Previous Studies

Author (s)	Resource Bricolage	Strategic Resource	Sustainable Business performance	Main Contribution
Fu et al.	✓	✓	Partial	Resource configuration for competitive advantage
Jin & Chorda	Partial	✓	✓	Strategic resource mediation
Tanveer et al.	✓	✓	✓	Entrepreneurial grit and capability development
Khabbaz et al.	✓	✓	Partial	MSME resilience during crisis

Across the reviewed studies, three recurring mechanisms consistently emerged.First, Resource Bricolage represents the initial entrepreneurial mechanism through which entrepreneurs creatively mobilize and recombine limited resources under conditions of scarcity.

Second, Strategic Resource Orchestration transforms improvised resources into valuable organizational capabilities, enabling firms to build sustainable competitive advantage.

Third, Sustainable Business Performance represents the final outcome of this transformation process, encompassing financial resilience, innovation continuity, customer value creation, and long-term organizational sustainability.

Overall, the reviewed studies indicate that entrepreneurial sustainability should be understood as a dynamic process of resource transformation rather than as the consequence of isolated resource utilization.

4.2. Theoritical Contribution

This review contributes to entrepreneurship and strategic management literature in three important ways. First, it extends Resource Bricolage Theory by arguing that entrepreneurial bricolage should not be interpreted merely as an improvisational response to resource scarcity. Instead, bricolage represents the initial entrepreneurial capability that initiates strategic resource development. This perspective shifts the theoretical emphasis from temporary problem-solving toward long-term capability creation.

Second, this review enriches the Resource-Based View (RBV) by proposing that valuable organizational resources are not simply acquired or possessed but are progressively constructed through entrepreneurial actions. Existing RBV studies predominantly explain competitive advantage from the perspective of resource ownership, whereas the present review emphasizes the entrepreneurial processes through which limited resources evolve into strategic organizational assets.

Third, this study integrates Resource Bricolage Theory, Resource-Based View, and Resource Orchestration Theory into a unified conceptual explanation. Rather than

treating these theories as independent perspectives, the review demonstrates that they represent sequential stages of entrepreneurial resource transformation. Resource Bricolage serves as the mechanism for resource creation, Strategic Resource Orchestration explains resource development, and Sustainable Business Performance represents the ultimate organizational outcome.

Accordingly, the proposed theoretical integration provides a broader explanation of how entrepreneurs operating under severe resource constraints are capable of generating sustainable competitive advantage.

4.3. Research Novelty

Although previous studies have extensively examined Resource Bricolage, Strategic Resources, and Sustainable Business Performance, these constructs have generally been investigated independently or through fragmented causal relationships. Existing literature has paid limited attention to explaining the sequential transformation process through which entrepreneurial bricolage evolves into strategic organizational capabilities that ultimately generate sustainable business performance.

The present review addresses this theoretical gap by proposing the Entrepreneurial Strategic Resource Transformation Framework (ESRTF). Unlike previous studies that primarily investigate direct relationships among entrepreneurial variables, this framework conceptualizes entrepreneurial sustainability as a dynamic three-stage transformation process linking Resource Bricolage, Strategic Resource Orchestration, and Sustainable Business Performance.

Consequently, the novelty of this study lies not merely in synthesizing recent empirical evidence but also in introducing an integrated conceptual framework that extends entrepreneurship theory and provides a new theoretical foundation for future empirical research involving Generation Z entrepreneurs and resource-constrained micro and small enterprises.

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4.4. Entrepreneurial Strategic Resource Transformation Framework (ESRTF)

Based on the synthesis of previous studies and the proposed theoretical integration, this review introduces the Entrepreneurial Strategic Resource Transformation Framework (ESRTF). The framework conceptualizes entrepreneurial sustainability as a sequential transformation process consisting of three interconnected layers.



Figure 1. Entrepreneurial Strategic Resource

The ESRTF demonstrates that sustainable entrepreneurial success emerges not simply from resource possession but from entrepreneurs' capability to transform constrained resources into strategic organizational assets through continuous learning and resource orchestration.

4.5. Future Research Agenda

Although the proposed ESRTF provides an integrated conceptual explanation, several opportunities remain for future empirical investigation. Future studies are encouraged to incorporate additional variables that may strengthen the explanatory power of the framework.

Table 2. Future Research Agenda Based on the Entrepreneurial Strategic Resource Transformation Framework (ESRTF)

Variable	Proposed Role	Research Opportunity
AI Capability	Moderator	Examining AI adoption in resource transformation
Digital Orientation	Mediator	Explaining digital entrepreneurial behavior
Entrepreneurial Resilience	Mediator	Psychological adaptation under uncertainty
Dynamic Capability	Sequential Mediator	Resource transformation process
Environmental Dynamism	Moderator	External environmental uncertainty
Entrepreneurial Ecosystem	Moderator	Institutional and networking support
Digital Innovation Capability	Mediator	Technology-driven capability development
Sustainability Orientation	Moderator	Environmental and social value creation

Future research should also validate the proposed framework across different industries, countries, and institutional contexts using longitudinal, mixed-method, and multi-level research designs. Such investigations will enhance the generalizability of the ESRTF and contribute to the continued advancement of entrepreneurship and strategic management research.

5. CONCLUSION

This review synthesizes contemporary literature on Resource Bricolage, Strategic Resources, and Sustainable Business Performance and demonstrates that entrepreneurial

sustainability is best understood as a dynamic process of strategic resource transformation. The proposed Entrepreneurial Strategic Resource Transformation Framework (ESRTF) integrates Resource Bricolage Theory, Resource-Based View, and Resource Orchestration Theory into a unified conceptual model explaining how entrepreneurs transform limited resources into sustainable competitive advantage.

Beyond identifying existing knowledge, the review offers a clear theoretical contribution, introduces a novel conceptual framework, and provides a comprehensive research agenda for future empirical studies. Consequently, the ESRTF serves as a theoretical foundation for advancing entrepreneurship research, particularly in the context of Generation Z entrepreneurs and resource-constrained micro and small enterprises operating in rapidly evolving business environments.

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