

Report on

Sustainable Entrepreneurship Management

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ABSTRACT

Sustainable Entrepreneurship Management is important topic in the 21 st of century where each and every individual talking and researching about sustainable goals. In the business and new upcoming entrepreneurship projects sustainability and sustainable development management is necessary to grow in the market. This topics emerging the importance value and potential to increase knowledge of sustainability innovation in the entrepreneurship.

CHAPTER ONE INTRODUCTION

Sustainable entrepreneurship management is an emerging field that integrates the principles of entrepreneurship with a focus on sustainability. Sustainable entrepreneurship is defined as a field that seeks to preserve nature, life support, and community while pursuing opportunities to develop products, processes, and services for economic and non-economic gains (Shepherd & Patzelt, 2011). This concept involves not only integrating sustainability into core business activities but also striving for mass-market transformation beyond eco-niches (Hockerts & Wüstenhagen, 2010). Sustainable entrepreneurship is considered a strategy to address environmental issues through entrepreneurial activities (Koe et al., 2020).

Sustainable entrepreneurship management integrates sustainability principles into entrepreneurial activities, aiming to drive positive economic, social, and environmental outcomes. By considering various aspects of sustainability and seizing opportunities for innovation and market transformation, sustainable entrepreneurship emerges as a key strategy for addressing global challenges and promoting sustainable development

CHAPTER TWO ANALYSIS

Sustainable entrepreneurship management is a growing field that integrates sustainability principles into entrepreneurial activities. Research in this area emphasizes the importance of fostering a sustainability orientation among entrepreneurs to drive sustainable business practices (Kuckertz & Wagner, 2010). Scholars have proposed frameworks to position sustainable entrepreneurship within the context of sustainability innovation, highlighting the need for novel approaches to address environmental and social challenges (Schaltegger & Wagner, 2011). Studies have also explored the role of knowledge management practices in enhancing sustainable entrepreneurial performance, underscoring the significance of effective management strategies in achieving sustainability goals (Tshiaba et al., 2021).

Moreover, the literature underscores the necessity of integrating sustainable development principles into entrepreneurship through the utilization of system-integrated management tools and digital platforms (Filyppova et al., 2021). Building a green brand, implementing environmental management practices, and embracing green innovations are identified as essential components for the successful realization of sustainable entrepreneurship (Starchenko et al., 2021). Researchers have also investigated the relationship between sustainability orientation and entrepreneurship orientation, shedding light on the tradeoff dynamics between these two constructs (Sung & Park, 2018).

Furthermore, the concept of sustainability-driven entrepreneurship has gained traction, with scholars advocating for entrepreneurs and managers to lead the way in promoting sustainable production and consumption practices (Haldar, 2019). Studies have identified factors such as place attachment, social legitimacy, and competence frameworks as critical success factors for sustainable entrepreneurship, offering insights for future research directions in this field (Kibler et al., 2015; Belz & Binder, 2015; Ploum et al., 2017). Additionally, research has explored the motivations behind sustainable entrepreneurship and their impact on enterprise performance, emphasizing the integration of sustainable management practices with entrepreneurial endeavors (Nhemachena & Murimbika, 2018).

In conclusion, sustainable entrepreneurship represents a pivotal avenue for addressing contemporary sustainability challenges. By fostering a sustainability orientation, leveraging innovative frameworks, and integrating sustainable practices into entrepreneurial activities, businesses can contribute to both economic growth and environmental stewardship.

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