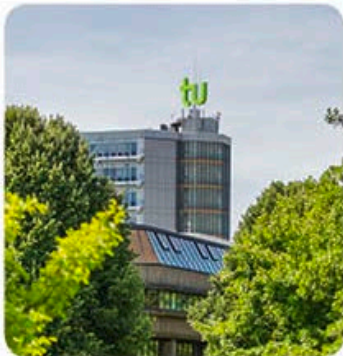


Sustainable Development and Entrepreneurship: Tackling Societal Challenges

Daniela Gimenez Jimenez
Junior Professor of Entrepreneurship
TU Dortmund University (Germany)

October 2024



TU Dortmund University



When you hear the word „entrepreneur“, who do you picture?

Usual Portrait of Entrepreneurs





Prof. Dr. Daniela Gimenez

But few time is portrait like this...



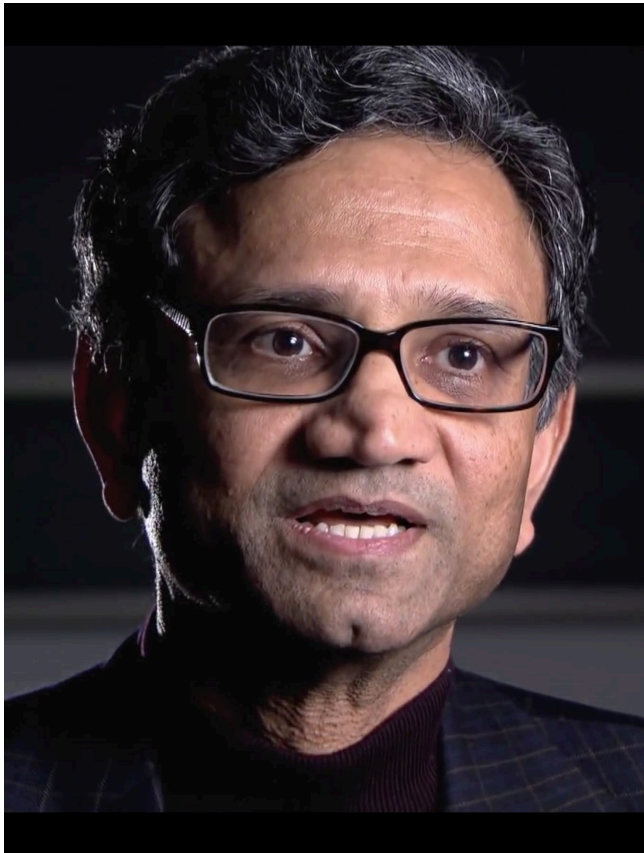


Prof. Dr. Daniela Gimenez

How do we link entrepreneurship and sustainable
development?

Because

Entrepreneurship Definition



“... the examination of how, by whom, and with what effects opportunities to create future goods and services are discovered, evaluated and exploited”

(Shane & Venkataraman, 2000, p. 218).

Definition Sustainable Development



“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

World Commission on Environment and Development
(1987, p.43)

Principles of Sustainable Development

- 1) Futurity- inter-generational equity
- 1) Social justice – intra-generational equity
- 2) Transfrontier responsibility- geographical equity
- 3) Procedural equity – people treated openly and fairly
- 4) Inter-species equity – importance of biodiversity

Haughton (1999)

Sustainable Development Goals (SDG)



What is Entrepreneurship for Sustainable Development?

Entrepreneurship for sustainable development refers to “the discovery, creation, and exploitation of opportunities for (future) goods and services that simultaneously sustain the natural and social environment and provide economic and noneconomic gain for others”

(Johnson and Schlattegger 2020)

Linking Sustainable Development and Entrepreneurship

- As the study of social, environmental, and sustainable entrepreneurship is a discipline that concerns how entrepreneurs balance economic, social, and/or environmental gains, it is natural that it is relevant in the field of entrepreneurship for sustainable development.
- However, sustainable development is broad and there is a possibility of neglecting other forms of entrepreneurship that also play a role in achieving this goal.

Research questions

Which other forms of entrepreneurship, besides environmental, green, social, and sustainable entrepreneurship, contribute to sustainable development?

How do sustainable development link with economic and non-economic goals in new ventures?

Search

- Entrepreneur* OR New business* OR New venture* OR New enterprise* OR Startup* OR Start-up*
AND
- SDG* OR Sustainable development OR Sustainable development goals* OR Sustainability principles OR Grand societal challenges.

First sample: 8,744

Duplicate: 4,491 articles.

First screening elimination: 4,276 articles

Search

Main Management Journals

- Academy of Management Journal, Academy of Management Review, Administrative Science Quarterly, Journal of Management, Journal of Management Studies, Management Science, Organization Science, and Strategic Management Journal

Main Entrepreneurship Journals

- Entrepreneurship Theory and Practice, Journal of Business Venturing, Journal of Small Business Management, Small Business Economics, and Strategic Entrepreneurship Journal + Entrepreneurship and Regional Development, Journal of Business Research, Research Policy, and Technological Forecasting and Social Change

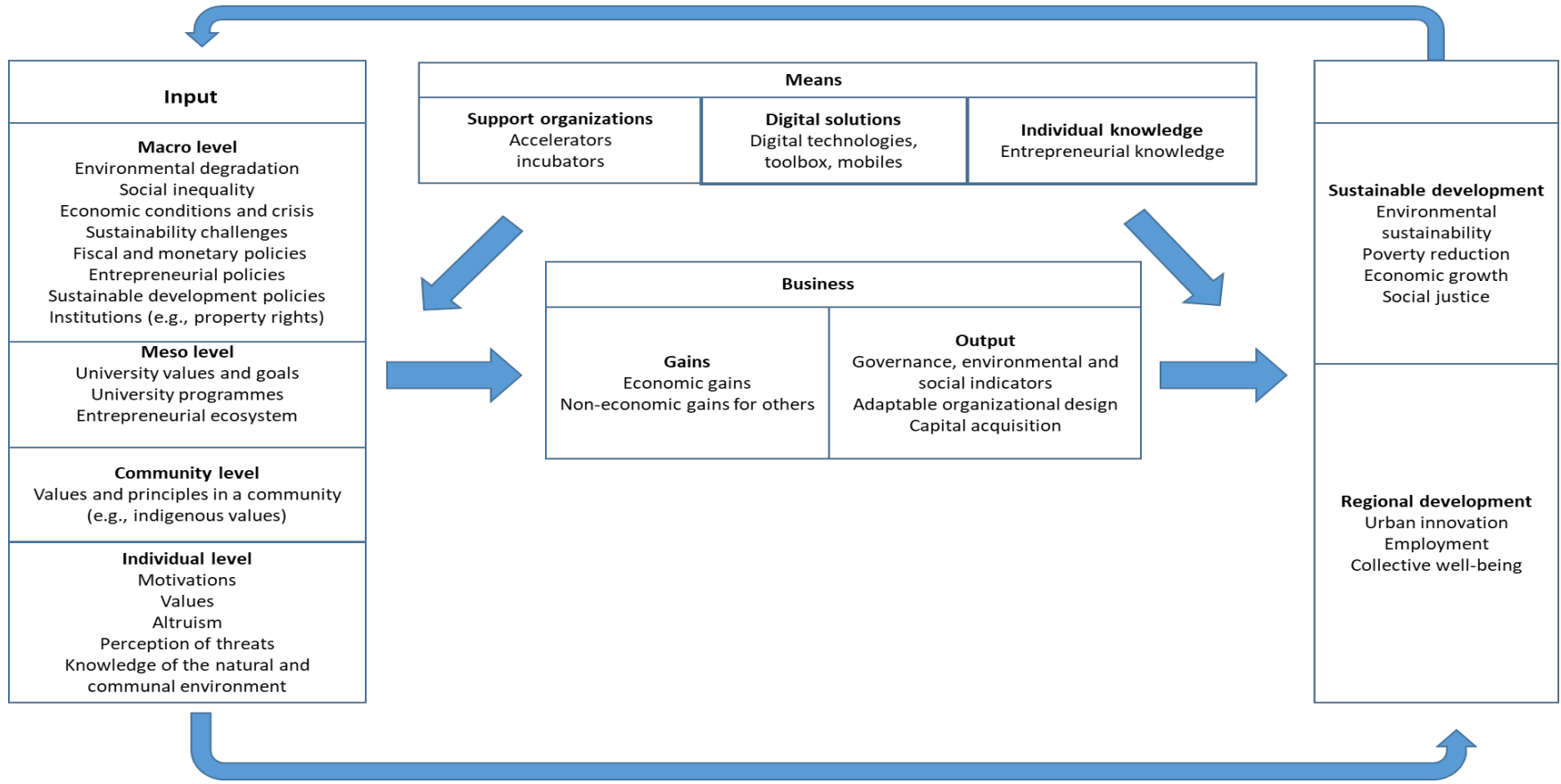
List of Journals

Journals	Impact factor	Number of articles	Conceptual article	Quantitative studies	Qualitativ studies
Journal of Business Venturing	8,7	5	3		2
Entrepreneurship: Theory & Practice	10,5	4	3		1
Technological Forecasting and Social Change	12	4		2	2
Journal of Business Research	11,3	3		1	2
Small Business Economics	6,4	2	1		1
Academy of Management Journal	10,5	1			1
Entrepreneurship & Regional Development	5,6	1	1		
Research Policy	7,2	1		1	
Strategic Entrepreneurship Journal	6,3	1	1		

Entrepreneurship forms

- Environmental/green entrepreneurship
 - Social entrepreneurship
 - Sustainable entrepreneurship
 - Academic entrepreneurship
 - Community-based entrepreneurship
 - Digital entrepreneurship
 - Indigenous entrepreneurship
 - Institutional entrepreneurship
 - Opportunity- and necessity-driven entrepreneurship
- Missing topics
- Family entrepreneurship
 - Female entrepreneurship
 - Immigrant entrepreneurship
 - Intra-entrepreneurship

Economic and non-economic goals at the heart



Gimenez-Jimenez (2024)

Conclusion

- It presented the close, complex, and interactive relationship between them and the importance of businesses pursuing economic and noneconomic goals to foster sustainable development.
- The role of academic, community-based, family, institutional, university, opportunity-driven, and necessity-driven entrepreneurship in sustainable development is for linking sustainable development and entrepreneurship.
- The model shows the antecedents that lead to businesses pursuing economic and non-economic gains for others and how they lead to sustainable and regional development.
- However, sustainable development also acts as a driver of entrepreneurship and influences business and management practices.
- Some of the means that can strengthen these relationships.

Conclusion

Having a comprehensive diversity of entrepreneurship types that contributes to sustainable development leads to:

- Understand the full contribution of entrepreneurship leads to difficulties in finding solutions to today's societal challenges.
- Recognize the different types of entrepreneurships that is crucial for understanding the unique challenges faced by each type and for providing suitable solutions.
- Acknowledge the variety of entrepreneurship types increases the understanding the outcomes of entrepreneurs' specific types of business, which extend beyond economic gains alone.
- Lenders, such as business angels, banks, and venture capital firms have fully comprehend the potential financial returns and overall success of the venture.
- Tailor the training and education for each specific group of entrepreneurs, increasing the likelihood that these entrepreneurs will have a long-term impact.

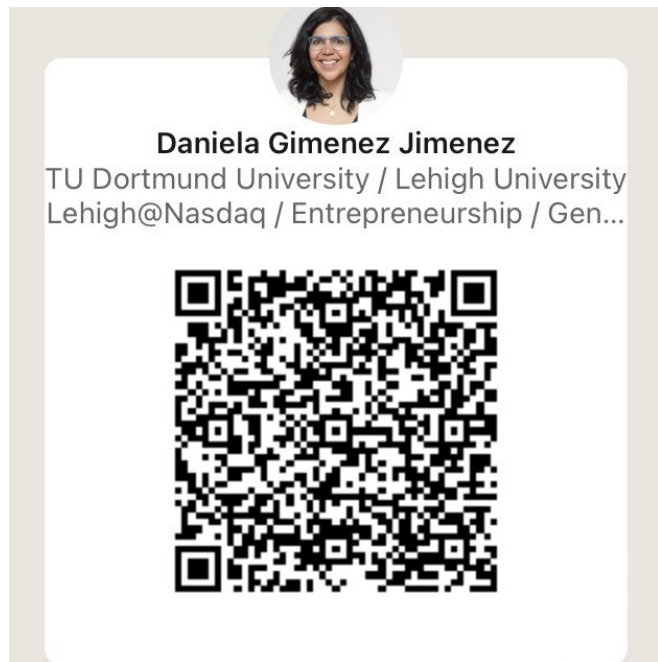
Conclusion

- Overall, entrepreneurs can play a significant role in achieving the sustainable development goals through business venturing.
- It is crucial to consider other forms of entrepreneurship to promote sustainable development.
- Although I take a positive approach to entrepreneurship, future studies should also explore the negative outcomes associated with entrepreneurial activities.
- Overcoming grand societal challenges requires the collective effort of everyone.

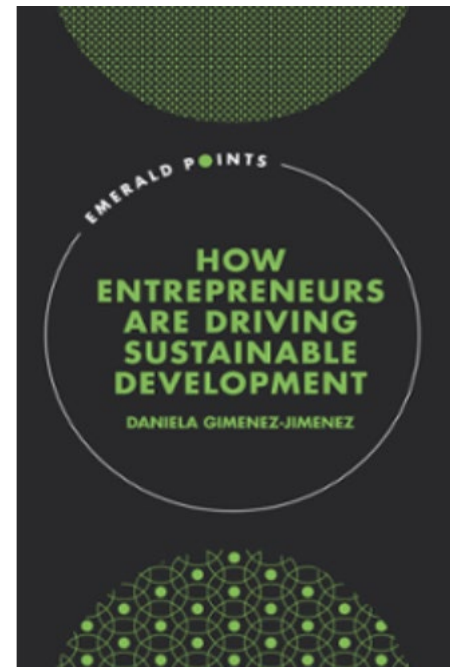
Sustainable Development Goals (SDG)



Thank you! Questions?



Let's connect!



<https://www.emerald.com/insight/publication/doi/10.1108/9781803822099>

