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Sustainable venturing, the process of starting a new sustainable enterprise, has been studied extensively through the triple-bottom-line lens. The narratives employed by sustainable entrepreneurs, however, have proven to be more complex and diverse.

## **Entrepreneurial Narratives in Sustainable Venturing ...**

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Sustainable entrepreneurship can impact companies of all sizes, from the very small to the world's largest. The entrepreneur is the key driver in sustainability efforts at both new and established companies. To be successful in sustainable business practices often requires entrepreneurship and innovation.

## **Entrepreneurship, Innovation, and**

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## **Sustainable Business**

Sustainable Venturing is the good content material materials companion to packages that mix case analysis, audio system, and experiential exercises to work together school college students in learning about the options for entrepreneurship in sustainability.

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entrepreneurial opportunities, and the emerging field of sustainable entrepreneurship. We believe that this paper begins to shed light on the potential for a new breed of entrepreneurial firm, one that is driven to contribute to a society which is sustainable, not just from an economic perspective, but from an environmental and social perspective as

## **Market imperfections, opportunity and sustainable ...**

Entrepreneurship can consist of

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innovation or the introduction of creative change. Change is generally considered as part of the entrepreneurial expectation. In that sense, the entrepreneur is a change agent. Change agents thrive in a land of opportunity in which people can rise from nothing to greatness, depending on their talents and their hard work.

## **Venture Opportunity, Concept, and Strategy E**

Sustainable entrepreneurship can be viewed as the continuing commitment of business to behave in an ethical way and contribute toward economic development while improving the quality of life of the workforce, their families, and the local and global community, as well as future generations . Sustainable entrepreneurship is focused on the

## **Sustainable Entrepreneurship: Past Researches and Future ...**

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Sustainable entrepreneurship as a new type of business opportunity represents a unique perspective that combines the creation of economic, social, and environmental values, with particular emphasis...



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## **Market Imperfections, Opportunity and Sustainable ...**

Sustainable entrepreneurship is just a generic entrepreneurial process that takes into consideration the boundaries set by sustainability, and does not address where to and why, the destination, the purpose or the aim of the venture.

## **Sustainopreneurship - Wikipedia**

Opportunity-driven entrepreneurs' primary motivation is to build a profitable venture. Sustainability is viewed as a market opportunity and serves as a means to achieving profit objectives. Sustainability-driven entrepreneurs' primary motivation is to contribute to sustainability, whereas a viable, profitable enterprise is a means to that end.

## **Sustainable development and entrepreneurship: Past ...**

Becoming an innovative entrepreneur is

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highly relevant to sustainable business ventures, so this course kicks-off by teaching you how a few methods commonly used to become a successful entrepreneur. It then proceeds to discuss entrepreneurial opportunities and possible sources of funds for the business.

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