Sustainable entrepreneurship pursues a triple bottom line approach of economic, social and ecological goals. The main aim of this paper is to add to our understanding of the process of sustainable entrepreneurship. Since the field of sustainable entrepreneurship is in a nascent stage, we conduct a qualitative study. We employ a multiple case study design to build theory. Based on four case studies we develop a model, which describes the process of sustainable entrepreneurship, including six phases: 1) recognizing a social or ecological problem; 2) recognizing a social or ecological opportunity; 3) developing a double bottom line solution; 4) developing a triple bottom line solution; 5) funding and forming of a sustainable enterprise; 6) creating or entering a sustainable market. By developing a convergent process model with two pathways, we make theoretical contributions to the emerging fields of sustainable entrepreneurship and social entrepreneurship. A key finding is that the triple bottom line of ecological, social and economic goals is integrated sequentially, not simultaneously. 

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Intellectual Contribution: Discipline-based Research
Zeitschriftentitel: Business Strategy and the Environment
Jahr: 2017
Band: 24
WWW: __blank
Key publication: Ja
Peer reviewed: Ja
International: Ja
Book review: Nein
commissioned: commissioned by government agency
Interdisziplinarität: Ja
Professional Journal: Ja
Leitbild: Energy, Climate, Environment; Health, Nutrition
Ethics & Sustainability: Ja

Occurences:
- Einrichtungen > Fakultäten > Fakultät für Wirtschaftswissenschaften > Kompetenzfelder > Marketing, Strategy & Leadership > Fachgebiet für unternehmerische Nachhaltigkeit - Brau- und Lebensmittelindustrie (Prof. Belz) > Key Publications

entries: