



## **CONCEPTUALISING SUSTAINABILITY ENTREPRENEURSHIP**

**Fiona Tilley**

University of Leeds, UK  
Email: [F.Tilley@see.leeds.ac.uk](mailto:F.Tilley@see.leeds.ac.uk)

### **ABSTRACT**

The concept of sustainability entrepreneurship has emerged from the minds of theoreticians and practitioners alike as a merger between the entrepreneurship and sustainable development agendas. Conceptually, it draws on knowledge from conventional entrepreneurship studies, newer research into social entrepreneurship, and business and environment studies, among others. Though fundamental to the concept of sustainable development integration has proved challenging at a theoretical and practical level. This paper uses a model of SE and the pervasive 'three-pillars' model of sustainable development to frame a theoretical examination of the challenges to integration for the sustainability entrepreneur.