

Call for Abstracts

**Corporate Responsibility Research Conference CRRC 2015**

16 – 18 September 2015 at Kedge Business School, Marseille

**SUSTAINABLE ENTREPRENEURSHIP TRACK**

The increased awareness regarding sustainability issues with regard to the impact of business on society and nature has first given rise to the corporate social responsibility movement, quickly followed by the green, and then the social entrepreneurship movement. The concept of sustainable entrepreneurship goes a step further and envisions entrepreneurship as an activity that aims at balancing the three pillars of sustainability: the economic, the social, and the environmental ones.

An increasing number of studies attempt to provide a comprehensive definition of the phenomenon (Richomme-Huet, De Freyman, 2014). The sustainable entrepreneur is a “for-profit entrepreneur committed and effective in [his/her] efforts and achievements toward sustainability” (Choi and Gray, 2008). S/he combines both social and environmental values in a holistic dimension, namely societal values. S/he is an individual who discovers, evaluates and exploits opportunities and creates value that produces economic prosperity in the form of wealthy and efficient economic system, social justice and social cohesion meeting individual and community needs, as well as environmental protection so as to maintain and improve the state of the earth in several respects (Katsikis and Kyrgidou, 2009). In this perspective, it is described as a combination of the three other types of entrepreneurs: the regular, the green, and the social entrepreneurs. For Shepherd and Patzel (2011) “sustainable entrepreneurship is focused on the preservation of nature, life support, and community in the pursuit of perceived opportunities to bring into existence future products, processes, and services for gain, where gain is broadly construed to include economic and non-economic gains to individuals, the economy, and society”. Schaltegger and Wagner (2011) emphasize the centrality of innovation and support the view that “sustainable entrepreneurs destroy existing conventional production methods, products, market structures and consumption patterns, and replace them with superior environmental and social products and services. They create the market dynamics of environmental and societal progress”.

This brief overview of current definitions offers some answers, but also raises a large number of questions which are starting to be approached within this vibrant field of research. This call for papers welcomes submissions dealing with the various facets of sustainable entrepreneurship, which can include the following:

- ✓ Definitions of sustainable entrepreneurship
- ✓ The motivation of sustainable entrepreneurs
- ✓ The purpose of sustainable entrepreneurship
- ✓ The assessment of impact specific to sustainable entrepreneurship
- ✓ Sustainable entrepreneurship business models
- ✓ The development of sustainable entrepreneurship in relation with global and local institutional change (International and national institutions, the Corporate Social Responsibility movement, climate change, economic crisis, etc)
- ✓ Women in sustainable entrepreneurship
- ✓ Sustainable entrepreneurship in the developing world
- ✓ .....

References:

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