

Research Gap in Sustainopreneurship

Amir Aghelie, Shahryar Sorooshian* and Noor Azlinna Azizan

Faculty of Industrial Management, Universiti Malaysia Pahang, Kuantan, Lebuhraya Tun Razak, Gambang – 26300, Pahang, Malaysia; sorooshian@gmail.com

Abstract

Entrepreneurs or the move towards self-employment is, and will continue to become, an increasingly important element of economic growth and development. It is now recognized that small firms in a nation are “net creators of jobs in a society with major impact on living lifestyle. Entrepreneurs are essential tools for growth and improving wealth of a society by contributing jobs to people to raise money supply for the economy to develop a nation. In order for entrepreneurs to have positive long term effect, they need to have sustainable successful business in order to be prosper in their competition in their industries and promise success for the country. In facing the challenges of reducing harmful environmental and societal impacts created by current Unsustainable business practices, sustainable entrepreneurship (or sustainopreneurship) is increasing in importance because it can lead to a socially, economically, and environmentally sustainable society. Firms can solve social and environmental problems and be economically self-sustaining at the same time. Innovation is seen as key to find new solutions for environmental sustainability. Furthermore, scholars see stakeholder engagement as a new solution to create innovations for sustainability and environmental sustainability in particular. Since there have only been few empirical studies in sustainable entrepreneurship ,the conditions, processes, features and outcomes that distinct this form of entrepreneurship are yet to be defined. Sustainability entrepreneurship is new breed in entrepreneurship world and they are very limited researchers have taken regarding such issue. More researchers need to be done to provide conceptual basis for stimulating scholarly thought and improving the understanding of sustainable entrepreneurship as an important field within entrepreneurship research and to perceive ultimate and definite concept of sustainability entrepreneurship.

Keywords: Entrepreneurship, Entrepreneurship Sustainability, Research Gap, Sustainability, Sustainopreneurship

1. Introduction

Entrepreneurship topics is a new, developing field faced by challenging definition and theoretical explanation, frameworks. Gaps in the research literature and limited empirical data¹ some of scholars claim that entrepreneurship is a procedure that can be used to the creation of economic or social ends. For instance, Cohen² mentioned that “the entrepreneurs continuously search for transformation, respond to it and exploits it’s as an opportunity”. He continues that of whether that opportunity is commercial or social in nature unrelatedly. Gibb³ mentioned people exposed to entrepreneurship commonly express that they have more opportunity to apply that leads in creative freedoms, boosting self-esteem, and an general greater independency over their own lives. The focus in

entrepreneurship studies is on only for profit activities. But Wagner⁴ clarifies that entrepreneurship is not only for making profit in the business, rather entrepreneurship focuses primarily on activities with environment, social and commercial purposes to answer all essentials and needs in an economy. Austin⁵ describes that entrepreneurship is a beneficial tool that concentrates on wealth creation and growth of business substance and is of interest because of potential to fuel economic development.

Shepherd¹⁰ specifies if entrepreneurs want to have successful business run and contribute to development of economy continuously, they need to adapt sustainability in their strategy. Global capitalism causes imbalances in today’s world, resulting in a flow of social, economic and environment with political changes¹¹. Although sustainability has increased in importance to nation’s

*Author for correspondence

government, NGOs and businesses after a clear definition of sustainable development was presented at conference of the world commission (WCED)¹². Statistics do not show any improvements in lowering energy consumption or reducing greenhouse gas emissions and production. Today, scholars yet do not see a significant improvement progress in solving social, economic and environmental issues^{13,14}. Therefore, while business are frequently blamed for majority of social, economic and environmental problems, they still have ability to help in order to solve them. Cohen² claimed that business may have the potential to lead the world into new industrial revolution, which would outcome in reversing negative environmental trends. Therefore, sustainability entrepreneurship is important at current stage of business. "Sustainability entrepreneurship explores the process of the discovery evaluation and exploitation of opportunities that simultaneously address economic environmental and social market failures¹⁵. Abrahamson¹ defines sustainability entrepreneurship as "a force is being able to tolerate and continue to survive in an environment into changes in future of business". From business perspective, sustainability management is about integrating social, economic and environmental aspects into the business plan. It engages to an emphasis long term objectives for entrepreneurs than planning on small short term objectives and profits in the future³. Abrahamson¹ stated that sustainability and entrepreneurship are completion of each other. He continued his argument by explaining that sustainable business is in large part about changing business practices. Sustainability entrepreneurship development has become a strategic in economic and society transformation of developing economies given the successes recorded by the Asian countries (China, India, Malaysia, Indonesia etc) in the 90s. Countries with increased entrepreneurial initiative tend to have experienced greater decrease in unemployment rates as well as recorded sustained increase in standard of living¹⁶.

Success in implementing sustainable business practices relies on entrepreneurship and innovation. Sustainable business is an important concept because it identify the importance of business, continuing, particularly in respect of providing jobs and practice for supplier¹⁷. Recently, Sustainability entrepreneurship has expanded to become more general view of business activity on impacts to people, planet and profit¹⁸ sustainability is an subject that challenges all business today, regardless to their size or place in marketplace. Progressively, business are finding that embracing sustainable practices hints to better

corporate culture, more consistent products and superior long term effectiveness¹⁷.

2. Concepts of Sustainable Entrepreneurship

As Figure 1 displays Sustainable entrepreneurship is based on and related: 1. Conventional entrepreneurship, 2. Environmental and 3. Social entrepreneurship. While sustainable entrepreneurship (sustainopreneurship) pursues the three dimension of economic, social and ecological (Triple bottom line), the other related concepts focus on one or two more dimensions. Conventional entrepreneurship is one dimensional as it mainly puts importance on economic goals as income^{6,18}.

In difference, environmental are two-dimensional: Environmental entrepreneurship follows the double bottom line of economic and ecological goals while social entrepreneurship pursues social goals and financed by economic income. The overview of the three concepts of sustainable entrepreneurship gives better understanding for emergence of sustainable entrepreneurship.

3. Mapping Field

The studies attained from the systematic review were used as a basis for mapping the field of sustainable entrepreneurship. Sustainable entrepreneurship is new emerging research stream. The systematic review supports this statement by finding the first article published in field of

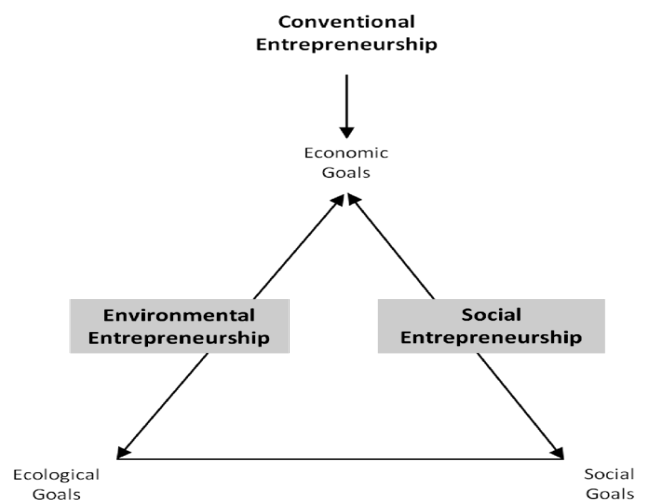


Figure 1. Related concept of sustainable entrepreneurship¹⁹.

sustainable entrepreneurship was by Pastakia in 1998⁹. According to Figure 2 In the following years, up to 2008, only 14 more journals or articles were written and dimmed relevant for the field of sustainable entrepreneurship. This is an average of 1.4 papers per annum. From 2009 onwards, the number has increased to 28 papers that have been published in field of sustainable entrepreneurship in international journals between 2009 and 2012 (Figure 2).

18 out of 43 articles (42%) were published in related to sustainable business journals such as Business Strategy and Greener Management International, and Journal of Cleaner Production. This is in line with Hall et al.⁹, who continue that articles on sustainable entrepreneurship are predominately published by scholars who have a background or knowledge in entrepreneurship business research, rather than by those that are expertized in entrepreneurship research. 15 articles (35%) were published in entrepreneurship journals in entrepreneurship Concept and Practice, journal of business new venturing and journal of smallll business and entrepreneurship. This comparatively high number confirms that sustainable entrepreneurship has gained a position in mainstream entrepreneurship in recent years. This also can be related to special issue “Sustainable Development and Entrepreneurship”, which was guest edited by Hall et al.⁹ and published in journal of new Business Venturing, which it became leading business entrepreneurship journal. The rest of identified journals (23%) were published in different of other journal forms in different fields such as Environmental Economics and Policy. Figure 3 illustrates the research methods used in the articles were based on both conceptual and empirical studies. The 22 journals based their research on theoretical consideration and were purely conceptual nature. The remaining

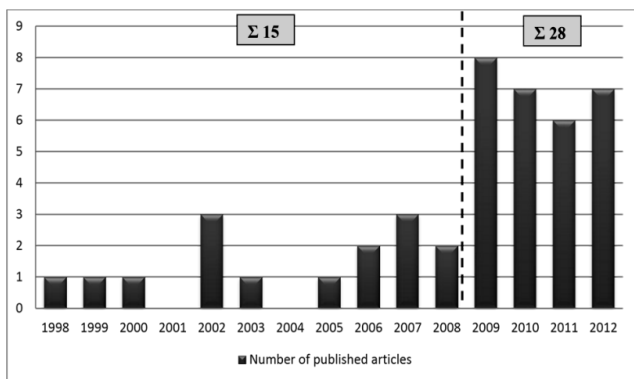


Figure 2. Number of articles published from 1998–2012¹⁹.

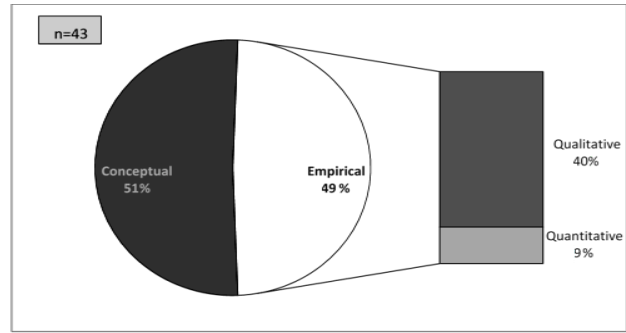


Figure 3. Research methods on Sustainable Entrepreneurship²⁰.

journals conducted empirical studies, where 17 of them were qualitative and 4 were quantitative.

4. Literature Review

Entrepreneurship, social entrepreneurship or anything within filed of entrepreneurship is an evolving and new appealing field of study as it is put today². The substantial volume of descriptions, explanation, and framework in the recent years is a spectator toward this statement. Entrepreneurship consists of a massive series of individual creativities, development and trends in organizations base. This significance of entrepreneurship is largely theorized as three dimension units which considers on “environment”, “social” and “economic”. But, Kerlin¹² explained entrepreneurship as entirely societal and as it has most important impacts on society especially in terms of employment. Entrepreneurs played the most role in helping to boost job creation and opportunities to revive economy during Europe crisis economy and drastic increased job unemployment^{12, 21}.

Several experts speaks that entrepreneurship is becoming popular field and recently many short essays and journals have been conducted. But, there is still high level of disagreement among researchers in order how to define the entrepreneurship. In a way to describe this phenomenon, we may be likely to divide the idea into different part since entrepreneurship can be linked to any field of business⁴. Gibbs⁸ described entrepreneurship as the procedure of recognizing, assessment and utilization of opportunity. Gartner⁶ argues the concept of entrepreneurship is significant to be defined and researchers cannot define this concept by putting words together, we must go beyond this negligible interpretation, and review the current explanation and conceptual frameworks.

Gartner explains that entrepreneurs are in charge of improving the society base on its needs.

Sharir²² stated entrepreneurs create solutions that is mostly align with societal desires or issues. Cohen² named entrepreneurs performances are mainly on protecting market and social values without preventive to existing assets. Leadbeater¹³ contends entrepreneurs recognize the resources of small scales which meet further needs. Leadbeater also displays that entrepreneurs basis happens at the connection of three areas of economic activities in both public and private sectors and as well as voluntarily. He claims entrepreneurship happens at the connection or joint of these three areas. Thompson²³ argues to the impact and importance of entrepreneurs in nonprofit markets. Reis²⁴ stated the immediacy of business grounded skills to community services. These businesses are willing to challenge their incomes by meeting in activities to face social, commercial obstacles and shortcomings. These businesses are willing to evaluate their incomes by engaging activities to meet social and commercial challenges. However, some authors stated that it ascends not from the individual, rather from an organization's mission and vision. Seelos and Mair²⁵ emphasized that the main task of entrepreneurs is competent creativity in order to provide fundamental community and individual necessities and desires that are in markets or other units have failed to achieve. Marti²⁵ considers that entrepreneurship engages in inclusive variety of activities on social matters, business speculations and nonprofit and humanitarian ventures. Nicholls⁷ categorizes the institutions base on their level of incorporation in regards to characteristics of their entrepreneurship activities into three classifications: Embedded, integrated and external. Zahra et al.²⁶ explains entrepreneurship as includes the activities and process take on to determine, explain and exploit opportunities in order to improve economic and social prosperity by generating innovative ventures. There have been many authors approve that the concept of entrepreneurship has had positive impact, primarily to social beings and human kinds¹⁸. Baron³ name entrepreneurs "engine of economic growth". Cohen² states entrepreneurs are innovators that bring creative destruction. Entrepreneurs originate new goods and services or ways to substitute the previous ones. Therefore, they are helping in enhancing living standard for individuals²⁷. This approves that entrepreneurs positively contributed for improving our lives in every aspect of social and humanity²⁷. Moreover, in contrast Dean⁵ claims entrepreneur caused various deleterious impacts

to the society. In past few years, a new observation in respects to entrepreneur's contribution has been considered that refers to the environmental degradation as an adverse importance of entrepreneurial actions due to market letdowns. Hall et al.⁹ continue the argument by saying the environmental damages affected by entrepreneurs should be and could be resolved by them^{10,19}.

Hockerts¹⁰ entrepreneurs can be our help tool to our society, economic and environmental needs if they come up with sustainable strategy to establish and maintain a dynamic balance between the three elements. Staber²⁸ defined sustainability as "meeting the needs of the current generation without conceding the ability of coming generations to meet their own needs". Richomme and Shepherd^{10,29} explained explains sustainability to development of a process or managing system that helps to create a vibrant economy and high quality of life while respecting the need to sustain natural resources and protect the environment. Dean²⁸ sustainability is a strategy plan which improve organization commitment to environmental, social and economic health. Tilley and Young³¹ entrepreneurs are gradually emerging to supplementary arenas not associated to them formerly. One of the substantial changes is that entrepreneurship recently is progressively changing from purely economic and commercial needs in the early stages toward integrating sustainability practices and standards in the recent stages Shahryar et al.³², Parrish³³ says sustainable entrepreneurs can act as substance for transforming the from current economy to a sustainable economy and fill the gaps left by business and government activities in delivering vital ecological and social environmental goods and services. Nonetheless, Cohen² argued that handful sustainable entrepreneurs are truly funding and supporting the sustainable development with business source. Smith³⁴ sees entrepreneurship as a means to improvement sustainable creativities. Entrepreneurs' intention moving toward sustainability has created new discussion in field in field entrepreneurship as called "Sustainable Entrepreneurship. Other researchers have used several terms sustainopreneurship"¹ "values-oriented entrepreneurs", "sustainability-motivated entrepreneurs"^{4,15}, "sustainability-driven enterprise"²¹ to refer the conduct of sustainable entrepreneurship. Sustainable entrepreneurship can be observed as the ongoing commitment of business to act in an ethical way of contribute toward economic development while help to increase standard of life of workforce and the community to ensure future generation²⁵. While Wagner⁴ claims sustainable entrepreneurship

can be strategic plan to focus on the perseverance of nature, life support in the seeking of perceived opportunities to bring into existence future success, process and service for gain as including economic and non-economic achievements to entities and society.

5. Conclusion

The sustainable entrepreneurship is new and an emerging stream of entrepreneurship with a lot to offer in business and society on individuals. The first written article regarding sustainable entrepreneurship was at end of 1990s. However, between 1998 and 2008 only 15 articles were written and published in international journals. Since 2009, the number of journals published on sustainable entrepreneurship has increased. Even though the number of published articles has increased in just recent years, sustainable entrepreneurship is still nascent stream of research. Even those written journals and articles on sustainable entrepreneurship has different perspective from researchers which bring up array of different description and definition of sustainable entrepreneurship which this would lead to confusion. It's been said that sustainopreneurship¹ could be putting emphasize to give more leverage forces emerging from world business entrepreneurship activities to contribute to sustainability entrepreneurship. The body of research on sustainable entrepreneurship is ever increasing which is we understood from questions that raised by some researchers in literature review. Giving answers and insights to the questions would strengthen theoretical and operational inputs in the field of entrepreneurship

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