

## Emerging Trends in Entrepreneurship: A Context to Sustainable Entrepreneurship Achieving Sustainability

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### ABSTRACT

While entrepreneurship is a phenomenon which comprises of innovation, creativity and resources. While sustainable entrepreneurship strives to explore opportunities that assists preserving the natural ecosystem and economic gains. For the purpose of study, a bibliometric analysis was conducted. The study included pool of medium to high standard journals. The initial slot of articles was 246 from which around 109 articles were selected on the basis of the criteria of bibliometric analyses, from which the analysis was finally conducted. The study uncovered several essential research areas, for which the present study entails through social, environmental and economic factors. The objective of this paper is to analyze the behavior of these three groups over sustainable entrepreneurship achieving sustainability. In addition, the paper aims in comprehending the impact of these three types on sustainable entrepreneurship. The study proves that there lies a positive relationship between entrepreneurship and economic growth. The study entails through both social and environmental aspects which influences the entrepreneurial activity. The current study aims to determine how sustainable entrepreneurship contributes in achieving the sustainability, whereas, covering sustainable development goals (SDGs). Through analysis of the article, revealed that quality of the environment has been degrading for past years and there has been exceptionally less attention across, for which sustainable entrepreneurship would help achieve the goal towards environment. The study is primarily based on a canvas which is tripartite, the first canvas explains the concept of social, environmental and economic paradigms. The second canvas establishes the application of social, environmental and economic in the realms of entrepreneurship. And last canvas highlights the role and impact of these three groups on sustainable entrepreneurship achieving sustainability. The study features in achieving sustainability through sustainable entrepreneurship comprising with social, economic and environmental paradigms.

**Keywords:** *Entrepreneurship, environmental ecosystem, sustainable entrepreneurship, sustainability, social*

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**E**ntrepreneurship has slowly become an important driver for innovation and growth of an economy across the entire globe. It comprises the method of identifying, exploiting as well creating opportunities to create products & services adding value to the community (Rosario et al., 2022). In recent times the notion of entrepreneurship has emerged to encompass both environmental and social factors along with socio-economic objectives leading to the evolution of sustainable entrepreneurship. Entrepreneurship has the capability to power sustainable development which is important for the prolonged well-being of the society and globe (Shabbir, 2023). Previously the main role of an entrepreneur used to be regarding profit maximization. But, owing to an increase in ecological degradation along with depletion of resources, the focal point has moved towards green/sustainability driven practices leading to the evolution of sustainable entrepreneurship, integrating both environmental and economical progress. Entrepreneurship plays a significant role in transforming the environment towards a better sustainable future. This helps to align both social, economic as well as ecological aspirations (Rosario et al., 2022). Despite all the hurdles, educated young adults' zeal for self-reliance ignites their efforts towards sustainable entrepreneurship especially in the developing areas (Tunio et al., 2021). Sustainable entrepreneurship scouts for value creation that survives over time by equalizing on three aspects – eco-cultural, social, and environmental. It not only highlights financial reverts but also environmental balance and integration of the society. The importance of sustainable entrepreneurship rests in its capability to link economic advancement with sustainable development. (Anand et al., 2021) has highlighted that those entrepreneurs Why adopt green practices are not just driven by profit but even by societal values emphasizing community responsibility and environmental guardianship. Entrepreneurs embracing this concept contribute instantly towards accomplishing (SDG) Sustainable Development Goals, thus boosting an inclusive economic prosperity. While doing this, the entrepreneurs play a pivotal role in remodelling business models prioritizing prolonged sustainability over brief profitability.

New entrepreneurs are mostly inclined towards exploiting market dynamics in order to seize opportunities as well as nearing proper remedies. At this point, the entrepreneurs might appreciate that a positive tactic towards people at large and shared benefits entails a lasting business performance (Soto-Acosta et al., 2016). Attitude towards sustainability, societal norms, perceived desirability as well as recognized feasibility are positively linked with the likelihood for sustainability entrepreneurship (Koe et al., 2014).

The following study contributes to comprehend how sustainable entrepreneurship acts as a catalyst in achieving sustainability. It emphasizes how social, economic, and environmental models engage to influence entrepreneurial actions along with sustainable outcomes.

### ***Sustainability and Sustainable Development Goals (SDG's)***

Properly positioned with Gray, (2010) stated 'sustainability' and 'sustainable development' as two different analogues. As there remains a slight difference between the two terms as sustainability refers to state, while sustainability refers to the process for achieving this state. Some unachieved goals "Millennium Development Goals", resulted in the adoption as a result the UN General Assembly in September 2015 of the 2030 Agenda for Sustainable Development, an execution plan with the intention of strengthening universal peace and access to justice Colglazier, (2015). The Agenda brings with 17 SDGs that absorbs with 169 goals, the focus on five main axes: people, planet, prosperity, peace and partnerships, balancing all facets of sustainable development, Colglazier, (2015). The SDGs are

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applicable to all 193 countries of the Member States, and their implantation will be in accordance with the development and transformation of the economy, Colglazier, (2015). The people axis, where human beings are at the middle of the development, whereas, most of the SDGs seeks to meet social needs. The planet axis, where environmental protection strengthen the principle of ecosystem mechanism. The prosperity axis is primarily an important factor, as without economic growth, it is not possible to achieve sustainable development in harmony with the social and environmental dimensions. The peace and partnership axis assists to promote peaceful and inclusive societies, with an ease in achieving justice and mobilizing public, private and other financial resources to strengthen a global partnerships for sustainable development.

As the reinforcement of five axis and the execution of these goals across the economy would lead to achieve sustainability.

**Table: 1 Sustainable development goals by axis.**

<b>Axis</b>	<b>Sustainable development goals</b>
People	
1	End poverty in all its forms everywhere
2	Zero Hunger
3	Good health and well-being
4	Quality education
5	Gender equality
Planet	
6	Clean water and sanitation
12	Responsible consumption and production
13	Climate action
14	Life below water
15	Life on land
Prosperity	
7	Affordable and clean energy
8	Decent work and economic growth
9	Industry, innovation and infrastructure
10	Reduced inequalities
11	Sustainable cities and communities
Peace	
16	Peace, justice and strong institutions
Partnership	
17	Partnerships for the goals

*Source: United Nations*

### ***Objective***

To determine the trends and factors of sustainable entrepreneurship.

## **METHODOLOGY**

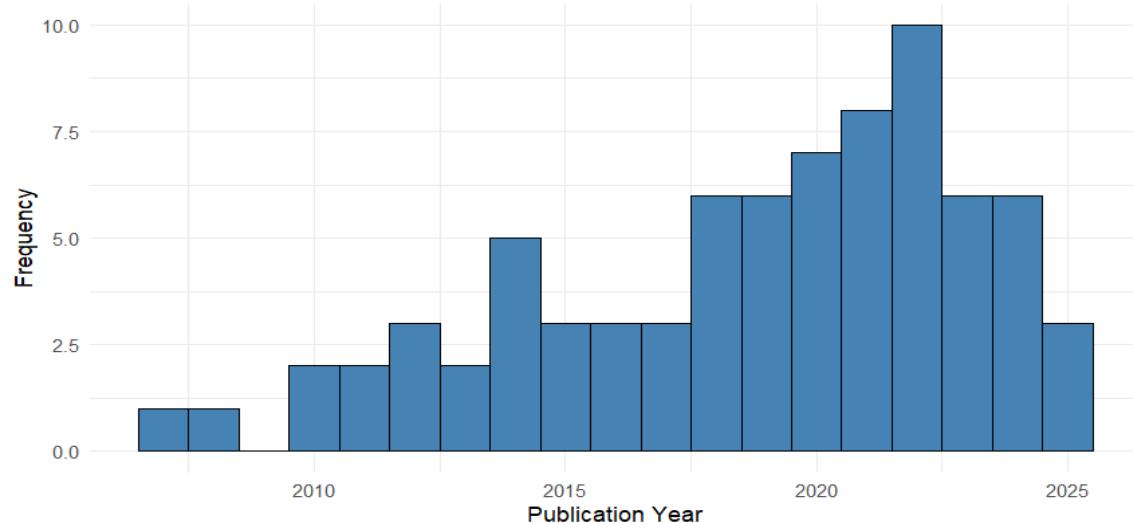
To fulfil the objectives of the research the qualitative bibliometric analysis shall be conducted. For this purpose a total number of papers have been reviewed. First, the codes were availed using the core subject matter (objectives) of the researches, to uncover the latent themes or clusters. The papers were allocated under the themes accordingly. For each of themes or clusters, text data analysis was done to determine the major nodes or sub-themes coming the respective papers, which best represented each of the themes (clusters).

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A wordcloud was also visualized for each of the clusters. Then, details of the clusters and the major sub-themes and the findings of the papers under each of the clusters were explained.

## RESULTS

*Fig. 1: Histogram showing the years of publication*



The above histogram illustrates the number of papers (approximately) for the different years of their publication. Most papers are found to be selected between the year range of 2020 and 2025.

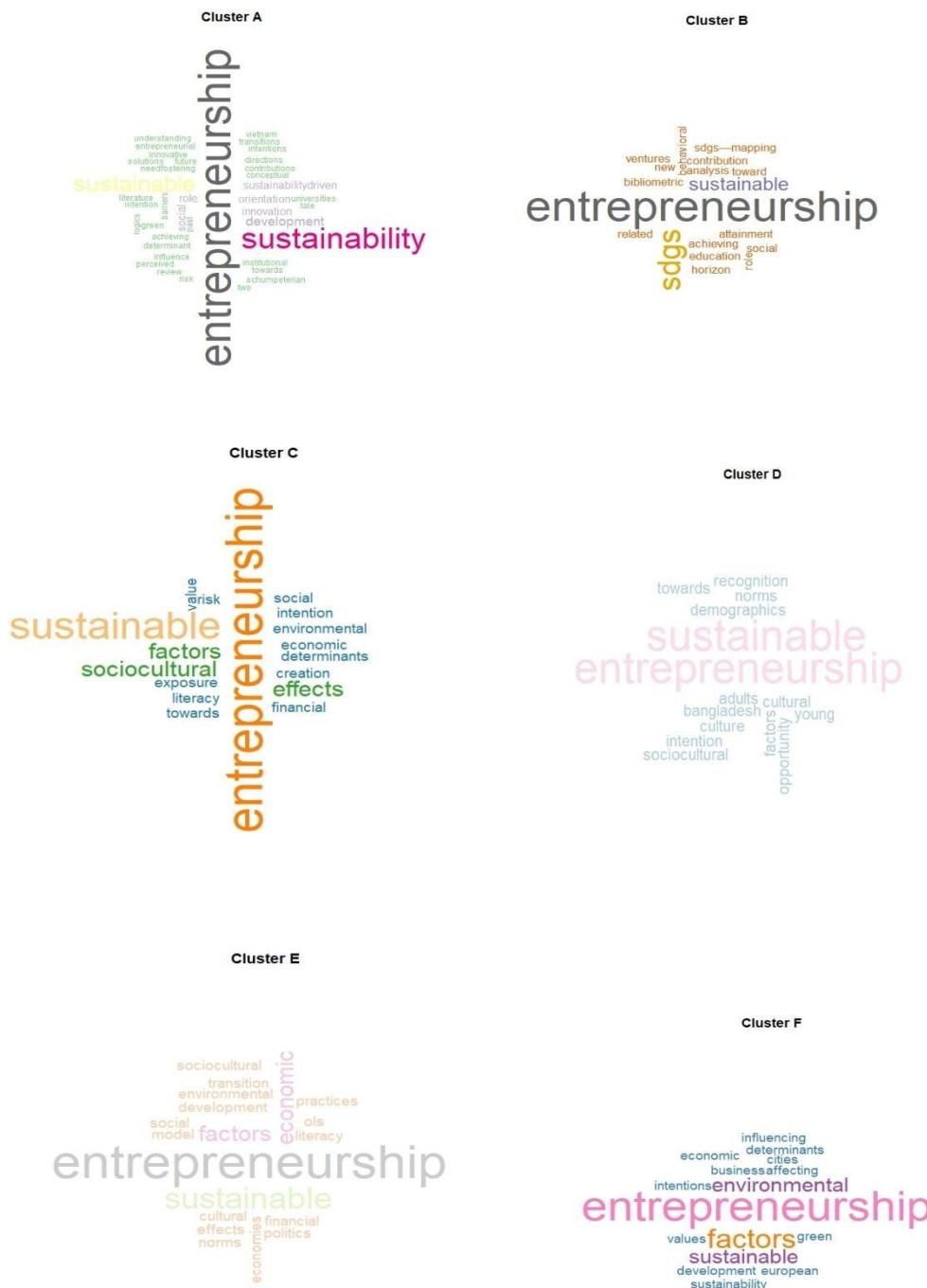
*Table 1: Influential Articles in Sustainable Entrepreneurship*

Authors	Year	Title	Journal	Total Citations
Schaltegger, S., & Wagner, M.	2011	Sustainable entrepreneurship and sustainability innovation	Business Strategy and the Environment	3279
Hall, J. K., Daneke, G. A., & Lenox, M. J.	2010	Sustainable development and entrepreneurship	Journal of Business Venturing	2110
Schaltegger, S., Hansen, E. G., & Lüdeke-Freund, F.	2016	Business models for sustainability	Organization & Environment	2057
Kuckertz, A., & Wagner, M.	2010	Sustainability orientation and entrepreneurial intentions	Journal of Business Venturing	1431
Belz, F. M., & Binder, J. K.	2017	Sustainable entrepreneurship: A convergent process model	Business Strategy and the Environment	1043
Terán-Yépez, E., et al.	2020	Sustainable entrepreneurship: Review and new trends	Journal of Cleaner Production	600
Hoogendoorn, B., Thurik, R., & van der Zwan, P.	2019	Barriers and risk in sustainable entrepreneurship	Journal of Business Ethics	527
Haldar, S.	2019	Understanding sustainability-driven	CSR & Environmental	255

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Authors	Year	Title	Journal	Total Citations
		entrepreneurship	Management	
De Clercq, D., & Voronov, M.	2011	Sustainability in entrepreneurship: A tale of two logics	International Small Business Journal	252
Muñoz, P., & Cohen, B.	2018	Entrepreneurial narratives in sustainable venturing	Journal of Small Business Management	129

**Fig. 2: Wordcloud for Major Findings across the Clusters**



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Fig. 4: Thematic Map



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**Table 2: Cluster Details**

Clusters	Themes	Nodes
<b>Cluster A</b>	Sustainability in entrepreneurship: foundations, drivers, and processes	Sustainability; Entrepreneurship; Orientation; Institution; Barrier; Risk; Innovation; Motivation; Model; Concept; Process; Transition; Environment; Intention; Green; Opportunity
<b>Cluster B</b>	Entrepreneurship for SDGs: policy links, goals, and strategic contributions	SDGs; Goal; Policy; Mapping; Development; Education; Agenda; Framework; Indicator; Strategy; Impact; Contribution; Opportunity; Assessment; Sustainability
<b>Cluster C</b>	Social factors and sociocultural influences in sustainable entrepreneurship	Society; Culture; Demographic; Behavior; Risk; Value; Attitude; Intention; Community; Knowledge; Social capital; Education; Financial literacy; Perception; Support
<b>Cluster D</b>	Cultural Factors: norms, beliefs, and contextual determinants of entrepreneurship	Culture; Norms; Belief; Practice; Values; Youth; Opportunity recognition; Context; Community; Attitude; Motivation; Institution; Behavior; Perception
<b>Cluster E</b>	Economic determinants and financial frameworks shaping entrepreneurship	Economy; Finance; Growth; Development; Policy; Transition; Institution; Income; Market; Capital; Structure; Political; Cost; Performance; Opportunity
<b>Cluster F</b>	Environmental pressures, ecological values, and sustainability motivations	Environment; Risk; Ecology; Values; Regulation; Pressure; Sustainability; Green; Awareness; Climate; Impact; Model; Resource; Innovation
<b>Cluster G</b>	Miscellaneous Factors	Hoslistic Approach, Technological Factors, Motivation, Women Entrepreneurship
<b>Cluster H</b>	Sustainable entrepreneurship: models, transitions, and conceptual development	Sustainable; Business model; Transition; Innovation; Concept; Strategy; Impact; Future trends; Evolution; Organization; Environment

The tables and figures above depict the papers selected, whose major findings were used to determine the clusters. Each clusters show different related and relevant sub-themes (see wordcloud for major findings in Fig. 1), which are the major findings of the papers under them. A thematic map also illustrates the number of paper under each of the clusters. The description of the themes with their found nodes

### ***Cluster A: Sustainability in Entrepreneurship***

The emergence of sustainable entrepreneurship and sustainability innovation emerges spontaneously. The purpose of the study positioned sustainable entrepreneurship in relation to sustainability innovation. The study included social and institutional entrepreneurship Schaltegger & Wagner (2011).

The conventional approach to sustainable development of philanthropy, corporate social responsibility, and technological process and product innovation Schaltegger et al., (2016) are insufficient, as the necessary radical transformation of organisations, industries and societies require genuine, substantive sustainable development goals in order to achieve sustainability. The sustainable entrepreneurship comprises a triple bottom approach as it comprises economic, social and ecological goals, Belz & Binder (2017), placing them chronologically and not simultaneously as a part of the foundational business model, would help execute the facets of sustainability, Broccia et al. (2022), which differs from a conventional mode of entrepreneurship, Volkmann et al. (2021). Anand et al. (2021)

confirmed that the fast moving development, the SE literatures are increasingly strenuous to channelize.

***Cluster B: Entrepreneurship for SDGs***

Individuals in today's community are increasingly aware of the need for activities that foster entrepreneurship, while securing environmental sustainability. As the awareness has been increasing changing in the business dynamics. Which would provide an advantage to the improvisation of the environment and advances the social wellbeing, along with generating profits. In such cases sustainable entrepreneurship acts as a catalyst into the socioeconomic transformation (Parrish & Foxon, 2006).

Additionally, environmental factor comprises problems related to water and sanitation, life on land, climate and clean energy. As in SDG 6 we find the inclusion of access towards clean water and sanitation. As the necessities of clean water comes under the preview of sustainable entrepreneurship as distinctive literatures proposes solution for the issues (Anbarasan & Sushil, 2018). The studies suggest various modifications such as implementation of clean water into drinking water by accommodating economical technologies, also by reducing water fossil fuels uses these measures can help derive a sustainable access towards water and sanitation, Jiang et al., (2018). Energy issues has been an integral facet into the realms of healthier environment, as the SDG 7 (Schaltegger et al., 2018), states about less access to energy amongst the population. Thus planning, executing, funding and maintain renewable energy are choices which sustainable entrepreneurship can bring over. SDG 13 (Dean & McMullen, 2007) quotes climate change another important factor when considering environment. As due to human intervention and intensification of greenhouse gas emission, climate change policy seems to a relevant topic to study. As the sustainable entrepreneurship can address the solutions to these problems by bringing up environmental transformation as a consequence, development of carbon free products adds up to the advantage, Moya-Clemente et al., (2020). Inadequate business problems gives rise to enormous environmental problems, as a result a planned and acknowledge business practises inside the organisation keeping the environment and its consequences would help achieve sustainability.

***Cluster C: Social Factors***

**Socio-Cultural aspects**

Socio-cultural components play a vital role in influencing sustainable entrepreneurship by impacting both the intentions and the demeanour of potential entrepreneurs. Social values as well as cultural norms build an environment encouraging both environmental and social objectives.

Socio-cultural conditions enable sustainable entrepreneurship by encouraging collective commitment and social welfare (Méndez-Picazo et al., 2021). Societal norms along with social pressures positively influence an individual's goal towards sustainable entrepreneurship (Koe & Majid, 2014). The visibility of communally focused business strongly encourages eco-friendly entrepreneurial plans in a low ecological risk setting, although this phenomenon decreases in a high-risk oriented environment, showcasing that Socio-cultural conditions integrate with situational conditions (Middermann et al., 2020). Cultural values also help to shape opportunity recognitions. Commercial market along with industrial production, concern regarding environment and religious and social welfare, are the four factors that guide the sustainability efforts of an entrepreneur (Gregori et al., 2019).

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Natural awareness, social environment integrated with self-motivation and knowledge regarding entrepreneurship, stimulates the recognition of sustainable opportunities (Hanohov & Baldacchino, 2018).

### ***Cluster D: Cultural Factors***

Generational subculture also impacts sustainable entrepreneurial objectives. (Vuorio, 2017) discovers that youths are more susceptible to take up ventures based on sustainability rather than older adults, especially when education focuses on environmental and communal values. Cultural norms present in the SMEs of Bangladesh encourage practices inclined towards sustainability through socially ingrained behaviour and societal values (Emon & Khan, 2023). Financial literacy also interplays with cultural values. People with a greater financial literacy level are more competent towards executing practices that align effectively with sustainable entrepreneurship, emphasizing on the role of education as well as knowledge in the cultural sectors (Burchi et al., 2021).

Overall, the socio-cultural factors such as values, societal pressure, norms, along with generational influence, play a significant role in impacting sustainable entrepreneurship. Understanding and utilizing these factors is important for both policies making process and programs which are aimed towards enabling sustainable entrepreneurship.

### ***Cluster E: Economic determinants***

#### **Economic epitome**

The study of entrepreneurship has been previewed from enormous perspectives, as one approach to execute the potential effects of entrepreneurship on the country's economy hails through the domain of employment and the well-being of society, as a consequence the economic growth plays a pivotal role in examining the dynamics of sustainable entrepreneurship. As there's a diffract relation between economic facets and entrepreneurship (Audretsch, 2005).

There exist varying reasons on the pathway towards flourishing on this domain of entrepreneurship as it's extremely important to understand that it comprises several aspects, such as financial factors, personal characteristics, and governmental issues, economic and non-economic shifts (Wilton and Toh, 2012). The access of all these factors would help achieve success for an entrepreneurship. As stated by Audretsch et al., (2007), government interventions act as a prime component as this variety of intervention directly influences type, number and accessibility of entrepreneurial opportunities. These intervention can create spaces for certain peculiar policies which again can create rooms for technological advancements as these advancements would help derive first mover advantages into the market places.

### ***Cluster F: Entrepreneurship, Innovation and Sustenance***

Innovation and entrepreneurship is considered be an intriguing factor of the economy. As entrepreneurship brings innovation into existence by creating products, process and elements. Literatures have witnessed that the economic drivers of innovation and entrepreneurship are the cultural forces that help shape these dynamics (Lounsbury et al., 2021). The culture has been emphasised since it enshrined the technological artefacts, which assists in the creation of material expression in the process Krabbe and Grodal, (2018).

The focus has been conveyed towards the environment over few years. The shifts towards the ecological pillar proposed in the Brundtland Report, (Sneddon et al., 2006) stated three-pillar models (such as the Brundtland concept and the three Ps, people, planet and profit) are getting attention over time. The modern approach towards entrepreneurship can be based on certain activities on sustainable, environment friendly and green principles, such as to minimise their impact on the planet. For the above root causes sustainable entrepreneurship proves to play a magnificent role in altering the aspects of ecology and its footprint while achieving sustainability in varied ways.

***Cluster G: Diversified Drivers to Entrepreneurship***

There exist several factors which pursue a common objective. As innovation, creativity and economic balance plays important role. The upscaling consciousness and awareness towards environment give rise to alarming activities into to maintain the ecological phenomenon. An entrepreneurship gets influenced through motivation as the concept of entrepreneurial intention and motivation plays an exceptional role in understanding the facets of an entrepreneurial venture. The influential factors examined through hailing the literatures have shown incidence where individuals who used to work for a company was not finding (Minarcine & Shaw, 2016) happiness, peace, prosperity and quality of balance in life, and a troubled work life balance. The individuals were filled with creative minds and innovative ideas, all these impactful living factors made them work for their own venture, where lastly all the problems were solved to great extent and they achieved success (Fayolle et al., 2014).

While hailing through the literatures evidences are witnessed such that women's are taking interest in making their own ventures whether it's a small initiative or a massive start. They follow a pattern and a method of financing for their ventures, as it has been acknowledged that women owned business are likely to flourish in an increasing proportion. In the recent times as it has started to take its shape especially in the western countries, mentioning the above it has also been noticed that women entrepreneurs have a separate set of patterns when financing, considering the growth of female ventures they still complain that it is difficult for women to raise finances for their ventures when compared to men (Gatewood et al., 2003). Previous studies have reported that the money invested initially in women owned firms are lesser in numbers to that of men. Technological initiatives and Ed-tech innovation can help assist the peculiar factors while attaining sustainability from a holistic approach. Sustainability fosters individual their wellbeing, the environment and preservation of the ecological balance in economy as well as earning economic gains.

***Cluster H: Business Models and Sustainability***

The SE brings with it enormous positive outcomes such as: poverty alleviation, economic development (SDG 1), (Rashid, 2019). Job creation (SDG 8) (Moya et al., 2020), product innovation (SDG 9) (Rashid, 2019), quality education (SDG 4) (Azcárate & García, 2022), social equality (SDG 5) (Bastian et al., 2019), inequalities reduction (SDG 10) (Mayombe, 2016). The facets of sustainability have been addressed through important factors such as Environmental, economic and socio-cultural paradigms. The literatures have acknowledged corporate sustainability providing a purview over the dynamics of sustainability transformation. As research as highlighted the particularities of the business models of sustainability, as the recent study provides evidences on the dynamic role of business models for sustainable entrepreneurship where it helps up scaling ecologically, socially and upgrading mas market players (Schaltegger, 2016). There exists distinctive dynamics between business model innovation and transformation of markets.

## **CONCLUSION**

The current review emphasises on the existing literatures in the field of sustainable entrepreneurship in attaining sustainability. The primary objective of the study was to determine the trends and factors of sustainable entrepreneurship. By reviewing articles from 2020 and 2025. This study employed bibliometric analysis and visualization approaches in order to highlight future research contents. As the increase in publications over a period of time elucidates the interest in the community's growth admiration in advancing the promotion of sustainable entrepreneurship. The most impactful research paper is "Sustainable entrepreneurship and sustainability innovation". Schaltegger, Stefan and Marcus Wagner are profuse authors in the sustainability entrepreneurship study. By using the Wordcloud significant clusters are profoundly explained. The clusters were done across authors and the clusters were also performed on the titles across. The study investigated the thematic maps while addressing. As the finding of the study offers distinctive directions for future investigation. The prominent topics evolved are Sustainability in Entrepreneurship, Entrepreneurship for SDGs, Social Factors, Cultural Factors, Economic determinants, Entrepreneurship, Innovation and Sustenance, Diversified Drivers to Entrepreneurship, Business Models and Sustainability.

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