

Instituto de investigación, desarrollo e innovación

Grado

TITULO:

**STUDYING OBSTACLES TO SOCIAL ENTREPRENEURSHIP
AND THE GROWTH OF SMALL AND MEDIUM
ENTERPRISES**

FACULTAD DE ADMINISTRACION Y NEGOCIOS

RESPONSABLE ACADÉMICO:

SAEIDI PARVANEH

2023

A. DATOS GENERALES DEL PROYECTO:

Título del proyecto:

STUDYING OBSTACLES TO SOCIAL ENTREPRENEURSHIP AND THE GROWTH OF SMALL AND MEDIUM ENTERPRISES

Centro de investigación / Unidad académica:

FACULTAD DE ADMINISTRACION Y NEGOCIOS

Duración: 12 MESES

Presupuesto financiado por Universidad \$ 2500.0

Presupuesto financiado con fondos \$ 0.0

Presupuesto total del \$ 7360.0

Áreas de conocimiento UNESCO:

ADMINISTRACION, NEGOCIOS Y LEGISLACION

Líneas de investigación

EMPRENDIMIENTO SOCIAL Y EMPREDURISMO: AGENCIAMIENTO Y DESARROLLO SOSTENIBLE DEL TERRITORIO

B. DESARROLLO DE LA PROPUESTA

Resumen

Green and sustainable entrepreneurship has recently attracted a lot of attention. Sustainable entrepreneurship focuses on the triple bottom line of social, economic, and environmental objectives which lead to improvement of sustainability. Despite the importance influence of that in countries, there is lack of theoretical and practical studies in this field, and it is in a nascent stage. Therefore, the objective of this paper is to evaluate the related barriers of sustainable entrepreneurship to help improving their attention and implementation on the sustainable entrepreneurship. To do that, this paper first conducted an in-depth literature review to obtain a list of all available barriers. Then, by conducting an expert interview (focus group), this study proceeded to classify and then rank the most important barriers. To prioritize the barriers this paper introduces a new approach named the q-ROF-entropy-rank sum-weighting integrated-additive ratio assessment method called q-ROF-entropy-rank-sum (RS)-additive ratio assessment (ARAS). The analyses results will demonstrate which barrier will rank as the first factor following to others. In addition, the results of this, will show the high efficiency and capability that the proposed approach has to handle the SE problem in developing countries.

Palabras Claves

sustainable entrepreneurship, q-ROF-entropy-ranksum, fuzzy-set, mix method

Estado Arte

Over the years, practitioners and academics have shown increased interest in entrepreneurship and its different aspects. Entrepreneurship has generally been accepted as a means of generating economic gains (Neumann, 2021). There are many definitions for entrepreneurship (Diandra and Azmy, 2020). Traditionally, it defines as “the carrying out of new combinations we call “enterprise” and the individuals whose function it is to carry them out we call “entrepreneurs” and the combination of these two is called entrepreneurship (Joseph Schumpeter, 1982; Joseph A. Schumpeter (1934), *The Theory of Economic Development*: 74). He recognized entrepreneurship as a combination of five basic factors namely: “introduction of new product, introduction of a new method of production, opening of a new market, the conquest of a new supply, carrying out a new organization of industry”. Segal et al., (2005) recognized entrepreneurship as a method to establish a kind of self-employment capable of creating economic advantages or as one of the strategies to generate businesses and improve economy (Sarango-Lalangui et al., 2018).

However recently, it is no longer sufficient to address simply the economic dimension and its growth in countries (REFERENCES); instead, all three economic, social, and environmental aspects must be evaluated, with a focus on 2030 agenda and sustainability (reference). According to Schaltegger and Wagner (2011), entrepreneurship should be focused on commercial, social, and environmental activities that meet the demands and requirements of today's sustainable economy.

Shepherd and Patzelt (2011) also suggest that, in order to build a successful firm that contributes to development, entrepreneurs must include and adapt sustainability into their business plan.

As a result, a growing number of scholars have begun to investigate and integrate the link between entrepreneurship, sustainable development, economic, environment, and society, which has led to the concept of sustainable entrepreneurship (SE) (Terán-Yépez et al., 2020).

Hart and Milstein (1999) were among the first to link the concepts of entrepreneurship and sustainable development, saying that sustainable development represents a huge opportunity for “entrepreneurs” and “innovators.” SE encompasses a wide range of fields, including environmental, sociology, and economics (Anand et al., 2021). Therefore, It's worth to mention briefly about the environmental and social entrepreneurship.

The term “social entrepreneurship” refers to an entrepreneurial approach that focuses on creating social value or benefit for individuals and communities. It is defined as entrepreneurship that benefits disadvantaged and marginalized people. García-Jurado et al. (2021), identified three levels for social entrepreneurship: a micro level, which focuses on individual entrepreneurs; a meso level, which focuses on organizations; and, finally, a macro level, which focuses on the economic and social setting as a whole. A social entrepreneurship distinguishing trait is that its aim is to maximize social gain and usefulness, while its business model ensures the organization's financial viability (Dees, 2008).

The impact of entrepreneurship on the economy and economic development is something that has been proven and is clear. However, economic growth and environmental degradation are often interrelated (Sun et al 2020). This led to increase necessity for starting businesses that do not only consider economic and financial income. Environmental entrepreneurship (also known as “ecopreneurship”), according to Thompson et al., (2011), is the concerned with how individuals perceive, exploit, and produce economic growth while also generating environmental benefits. Environmental entrepreneurs are motivated not just by financial gain, but also by ethical obligations to future generations (Anderson & Leal, 2001). Piwowar-Sulej et al. (2021) defined environmental entrepreneurship as the practice of using entrepreneurship to build firms

that solve environmental problems or function in a sustainable manner. In other words, to address environmental issues, environmental entrepreneurs are always engaging in radical environmental innovation (Sun et al., 2020).

According to The Entrepreneurship Competence Framework created by The European Commission, the ability to evaluate “the consequences of ideas that bring value and the effect of entrepreneurial action on the target community, the market, society, and the environment” is one of the key competencies of an entrepreneur (Bacigalupo et al., 2016, p. 12). In addition, entrepreneurial ventures are better positioned to address environmental degradation and social issues by promoting institutions that can create new environmentally and socially sustainable products and services (York & Venkataraman, 2010).

In light of the foregoing, despite the fact that SE has a significant impact on SD and the accomplishment of the 2030 Agenda's goals, recent studies have revealed that SE is still at a low level in many countries (ref). This might be due to the fact that it is unclear which obstacles prevent entrepreneurs from participating in sustainable entrepreneurship and how they are connected. Accordingly, this study conducts a deep literature review to address the key barriers to SE and proposing a conceptual holistic framework by considering the benefits of all stakeholders and prioritize those obstacles. This can help researchers and governments to suggest effective strategies for the sustainable development and entrepreneurship within the current dynamic business atmosphere.

In light of the foregoing, despite the fact that SE has a significant impact on SD and the accomplishment of the 2030 Agenda's goals, recent studies have revealed that SE is still at a low level in many countries (ref). This might be due to the fact that it is unclear which obstacles prevent entrepreneurs from participating in sustainable entrepreneurship and how they are connected. Accordingly, this study conducts a deep literature review to address the key barriers to SE and proposing a conceptual holistic framework by considering the benefits of all stakeholders and prioritize those obstacles. This can help researchers and governments to suggest effective strategies for the sustainable development and entrepreneurship within the current dynamic business atmosphere.

Problemática

Despite the fact that SE has a significant impact on SD and the accomplishment of the 2030 Agenda's goals, recent studies have revealed that SE is still at a low level in many countries. In other words, while the importance of SE in today's environment is clear, there is a lack of empirical and theoretical studies about this phenomenon. On a practical level, despite governments' and nations' strong desire to develop entrepreneurship, particularly sustainable entrepreneurship, the percentage of countries with sustainable entrepreneurship is low.

This might be due to the fact that it is unclear which obstacles prevent entrepreneurs from participating in sustainable entrepreneurship and how they are connected.

Justificación

Accordingly, this study conducts a deep literature review to address the key barriers to SE and proposing a conceptual holistic framework by considering the benefits of all stakeholders and prioritize those obstacles. This can help researchers and governments to suggest effective strategies for the sustainable development and entrepreneurship within the current dynamic business atmosphere.

Marco Conceptual

This study divides all barriers of sustainable entrepreneurship into three main categories, Environmental barriers, social barriers, and economical barriers.

Social barriers: Sociological theories believe that social structures affect the access of entrepreneurs to entrepreneurial opportunities. Therefore, any obstacle from the social can prevent creative people from flourishing and becoming entrepreneurs.

Environmental barriers: A countrys political environment can aect the mechanisms involved in likelihood of startup a business and continue it and sustainable entrepreneurship in a negative or positive way. Therefore, the types of unsupported regulations, conict issues, and the country context issues should be considered as some environmental barriers (i.e., political obstacles).

Economic barriers: Economic turmoil decreases valued resources and engenders stress reactions in the family domain (Ollier-Malaterre & Foucreault, 2017) Countries that undergo such dynamic changes are typically located in the transition stages either between the factor- and eciency-driven stages or between the eciency- and innovation-driven stages of economic development (Acs et al., 2008; Porter, 1990; Schwab, 2017). Such transition economies represent a challenging or outright hostile institutional environment.

OBJETIVOS

Objetivo General

The objective of this research is to identify and rank various types of obstacles to SE.

Objetivos Específicos

to do deep literature review about various types of obstacles to SE.

to identify and extract most important obstacles to SE.

to rank the various types of recognized obstacles to SE through interview.

to analyze interview through a new Fuzzy method.

Metodología

Before starting a firm, all entrepreneurs confront risks and difficulties, but researchers believe that sustainable entrepreneurs face a few more challenges and barriers especially in developing countries (Iqbal et al., 2020; Terán-Yépez et al., 2020). In this regard the present research will focused more on developing countries and their SE barriers.

With the use of a hybrid research technique, the current study will make an effort to identify the barriers to SE in developing countries. In identifying the main barriers impacting SE in developing nations, a survey technique will first be used to assess and analyze the existing research (draft of survey is available in appendix 1).

A comprehensive framework will be created in the second step using the SE obstacles. Data collection will be done with focus group research by bringing together at least 20 entrepreneurs who work on the sustainable business in developing countries. In sampling, the experts will be selected by considering the criterion that the experts should have a minimum of 5 years of stable “sustainable business”, and work in a “developing country”.

In the next stage, the chosen individuals will be contacted by phone or through their LinkedIn profiles and their opinions will be received in order to list the barriers and DMs matrix. Then in order to rank those barriers, the q-ROF-entropy-rank sumweighting integrated-additive ratio assessment method called q-ROF-entropy-ranksum (RS)-additive ratio assessment (ARAS) will be applied. We believe that the qROFSSs, as

opposed to other conventional extensions of "Fuzzy Sets (FSs)," can more clearly convey the DM's uncertainty.

C. RESULTADOS ESPERADOS E IMPACTO

Alcance

INTERNACIONAL

Impacto

Impacto social

The investigation of barriers to sustainable entrepreneurship has significant social impacts. Sustainable entrepreneurship has become increasingly important as society recognizes the need for businesses to operate in a way that is environmentally sustainable and socially responsible. The investigation can help identify the obstacles that entrepreneurs face when attempting to create sustainable businesses, which can lead to the development of more effective policies and programs to support them. By removing these barriers, entrepreneurs can create businesses that generate positive social and environmental impacts, including creating jobs, reducing pollution, and contributing to the local economy.

Furthermore, sustainable entrepreneurship can also have a broader impact on society. Sustainable businesses can provide solutions to social and environmental challenges, including poverty, inequality, and climate change. They can also contribute to the development of new technologies and business models that can help address these challenges on a larger scale. By identifying and addressing barriers to sustainable entrepreneurship, the investigation can help create a more sustainable future for society, where businesses operate in a way that benefits both the economy and the environment.

Impacto científico

A systematic literature review investigation of barriers to sustainable entrepreneurship can have significant scientific impacts. By analyzing existing research on the subject, the investigation can identify gaps in knowledge and highlight areas for further research. This can help promote scientific inquiry into the challenges that entrepreneurs face when trying to create sustainable businesses, which can lead to the development of new theories and frameworks for understanding sustainable entrepreneurship.

Moreover, a systematic literature review investigation can also contribute to the development of evidence-based policies and programs to support sustainable entrepreneurship. By synthesizing the existing research on barriers to sustainable entrepreneurship, the investigation can identify best practices and effective interventions for addressing these barriers. This can inform the development of policies and programs that support sustainable entrepreneurship, which can contribute to the development of more sustainable and socially responsible businesses.

Impacto económico

The investigation of barriers to sustainable entrepreneurship has significant economic impacts. Sustainable entrepreneurship can provide opportunities for economic growth and development by creating new markets, generating jobs, and increasing productivity. The investigation can help identify the challenges that entrepreneurs face when trying to start sustainable businesses, such as limited access to funding and lack of support from policymakers. By addressing these barriers, entrepreneurs can create businesses that contribute to economic development while also promoting sustainable practices.

Moreover, sustainable entrepreneurship can lead to long-term economic benefits.

Sustainable businesses can reduce costs by using resources more efficiently, leading to higher profits and increased competitiveness. By promoting sustainable practices and developing new technologies and business models, sustainable entrepreneurs can also create new opportunities for innovation and economic growth. Thus, the investigation of barriers to sustainable entrepreneurship can have significant economic impacts by creating a more sustainable and prosperous future for businesses and communities.

Impacto político

This can help researchers and governments to suggest effective strategies for the sustainable development and entrepreneurship within the current dynamic business atmosphere. By recognizing and breaking down the barriers, this can be a significant benefit to governments and countries in promoting sustainable business and at the end obtaining sustainable goals.

Furthermore, sustainable entrepreneurship can also promote transparency and accountability in governance. Sustainable businesses often prioritize transparency in their operations, which can promote accountability in government and other institutions. By promoting sustainable entrepreneurship, governments can create a more transparent and accountable business environment, which can improve trust between citizens and government. The investigation of barriers to sustainable entrepreneurship can help identify ways to promote transparency and accountability in governance and create a more sustainable and equitable political system.

Descripción actividad I+D

- 1- Deep Literature review
- 2- Extraction of Barriers
- 3- creation Questionnaire based on recognized barriers
- 4- Questionnaire distribution and data collection
- 5- Data analysis
- 6- Writing report and paper
- 7- last review of paper
- 8- Submission to the journal

Vinculación con la comunidad

Entrepreneurship has generally been accepted as a means of generating economic gains (Neumann, 2021). However recently, it is no longer sufficient to address simply the economic dimension and its growth in countries (Cohen et al., 2008); instead, all three economic, social, and environmental aspects must be evaluated, with a focus on 2030 agenda and sustainability. According to Schaltegger and Wagner (2011), entrepreneurship should be focused on commercial, environmental, and social activities that meet the demands and necessities of today's sustainable economy. sustainable development represents a huge opportunity for "innovators" and "entrepreneurs".

8 In light of the foregoing, despite the fact that SE has a significant impact on SD and the accomplishment of the 2030 Agenda's goals (Piwowar-Sulej et al., 2021), recent studies have revealed that SE is still at a low level in many countries specially in developing economic (Anand et al., 2021). This might be due to the fact that it is unclear which obstacles prevent entrepreneurs from participating in sustainable entrepreneurship and how they are connected.

Accordingly, this study conducts a deep literature review to address the key barriers to SE and proposing a conceptual holistic framework by considering the benefits of all stakeholders and prioritize those obstacles. This can help researchers and governments to suggest effective strategies for the sustainable development and entrepreneurship

within the current dynamic business atmosphere. By recognizing and breaking down the barriers, this can be a significant benefit to governments and countries in promoting sustainable business and at the end obtaining sustainable goals.

Consideraciones Éticas

Plan de publicaciones

Nombre Publicación	Revista	Tipo Publicación	Cuartil / Decil
Studying obstacles to social entrepreneurship and the growth of small and medium enterprises	International Journal of Fuzzy Systems	ARTICULOS DE REVISTA	Q2

Cronograma de actividades

Actividad	Fecha Inicio	Fecha Fin
Starting of the project	4/24/23 12:00 AM	5/24/23 12:00 AM
Literature review writing	6/1/23 12:00 AM	8/31/23 12:00 AM
questionnaire distribution and data collection	8/1/23 12:00 AM	11/1/23 12:00 AM
Data analysis	10/1/23 12:00 AM	12/31/23 12:00 AM
Writing report and paper	1/1/24 12:00 AM	3/1/24 12:00 AM
Last review of paper	3/1/24 12:00 AM	3/31/24 12:00 AM
Submission to the journal	4/1/24 12:00 AM	4/30/24 12:00 AM

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D. PRESUPUESTO DEL PROYECTO DE INVESTIGACIÓN

Presupuesto valorado

Descripción	Docente	N° Horas	Valor Hora	Monto Total
DOCENTE INVESTIGADORA	SAEIDI PARVANEH	432	11.25	4860.0
DOCENTE	GALARRAGA CARVAJAL MERCEDES FABIOLA	288	10.31	2970.0
			Total:	7830.0

Presupuesto solicitado

Tipo	Descripción	Monto Institucional	Monto Externo	Monto Total
EQUIPOS	SMART PLS 4, PRINT	250.0	0.0	250.0
TRADUCCIONES Y EDICIONES	EDITAR Y CORREGIR	250.0	0.0	250.0
H. SERVICIOS PROFESIONALES	CONSULTORIO	1000.0	0.0	1000.0
PUBLICACIONES	PAPER	1000.0	0.0	1000.0
			Total:	2500.0

Presupuesto del proyecto

Presupuesto del Proyecto	
Monto	2500.0
Monto externo:	0.0
Monto	7830.0
Monto	2500.0
Monto total:	10330.0

E. FIRMAS DE RESPONSABILIDAD Y AVAL

Monto total:				
	Nombre	Cargo	Firma	Fecha
Elaborado por:	SAEIDI PARVANEH	Docente Investigador	 Firmado electrónicamente por: PARVANEH SAEIDI	4/27/23 12:38 PM
Revisado por:	SAEIDI PARVANEH	Gestor de Investigación	 Firmado electrónicamente por: PARVANEH SAEIDI	4/27/23 12:38 PM
Aprobado por:	NUÑEZ TORRES LUIS GABRIEL	Decano Coordinación	 Firmado electrónicamente por: LUIS GABRIEL NUNEZ TORRES	4/27/23 12:38 PM