

1. Record Nr.	UNINA9910298196903321
Autore	Roth Florentine Mariele Sophie
Titolo	B Corp Entrepreneurs : Analysing the Motivations and Values behind Running a Social Business // by Florentine Mariele Sophie Roth, Ingo Winkler
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2018
ISBN	3-319-90167-2
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XI, 113 p. 20 illus.)
Collana	Palgrave pivot
Disciplina	658.421
Soggetti	<p>Entrepreneurship</p> <p>Industrial management—Environmental aspects</p> <p>Social responsibility of business</p> <p>Leadership</p> <p>Nonprofit organizations</p> <p>Sustainability Management</p> <p>Corporate Social Responsibility</p> <p>Business Strategy/Leadership</p> <p>Non-Profit Organizations and Public Enterprises</p>
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Challenging the Traditional Way of Doing Business -- 2. The B Corp Movement -- 3. Values and Motivations of B Corp Entrepreneurs and Social Entrepreneurs -- 4. Schwartz's Values and Motivation Theory -- 5. The Study - B Corp Entrepreneurs in Chile -- 6. Chilean B Corp Entrepreneurs' Values and Motivations -- 7. Motivational Profiles of Chilean B Corp Entrepreneurs -- 8. Implications and Future Research.
Sommario/riassunto	Highlighting the motivations of B Corp entrepreneurs in Chile, this book explores the phenomenon behind for-profit organisations that are committed to social and ecological sustainability as well as human welfare. By examining the personal and social drivers of businesses which are not solely focused on profit-making, the authors reveal a dual orientation that is an important factor in the creation of hybrid organisations. Offering an in-depth study of B Corp entrepreneurs in

Chile, the largest B Corp community outside of North America, this pioneering book challenges dominant assumptions that there is only one ideal type of entrepreneur and argues that the values of the purely profit-driven and purely social-driven do in fact intersect. An enlightening read for researchers of social business and sustainability, this book analyses perceptions towards success, and the desire to solve environmental problems, underlining a fundamental aspect of the entrepreneur's personal value structure.
