

| | |
|-------------------------|--|
| 1. Record Nr. | UNINA9910483261403321 |
| Autore | Santini Cristina |
| Titolo | The good entrepreneur : mapping the role of entrepreneurship in society // Cristina Santini |
| Pubbl/distr/stampa | Cham, Switzerland : , : Palgrave Macmillan, , [2021] Â©2021 |
| ISBN | 3-030-59332-0 |
| Edizione | [1st ed. 2021.] |
| Descrizione fisica | 1 online resource (XIII, 109 p. 8 illus., 7 illus. in color.) |
| Disciplina | 174.4 |
| Soggetti | Entrepreneurship - Moral and ethical aspects |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Sommario/riassunto | <p>This book explores the relationship between entrepreneurship and doing good. As research into entrepreneurship has evolved, so has the business environment and the society in which entrepreneurs work. Now more than ever, entrepreneurs are found to reflect on personal commitment, ethical issues and more recently, the influence they could have on society. In short they have embraced the concept of 'the good entrepreneur.' Over time many different strands of 'good' entrepreneurship have emerged; from social, green and sustainable entrepreneurship to ecopreneurship and so forth. Indeed some strands of research have merged while others have registered a lack of field research and analysis. In this book the author argues that this excessive fragmentation has created the need for a reflection on the role of niches in entrepreneurship. Providing analysis from multiple perspectives, the author provides an overview of the relationship between entrepreneurship and doing good as well as an exploration of the drivers that promote research in this field and an outline of research dynamics. Contributing to the current debate around the field of entrepreneurship and its ability to drive responsible and sustainable business practices, this book presents a comprehensive guide for students (graduate, master and PhD), academics and institutions and offers the reader an enhanced understanding of the evolution and</p> |

research challenges within 'good entrepreneurship.' Cristina Santini, PhD is an Associate Professor of Business Strategy and Strategic Management at the Università Telematica San Raffaele in Rome. She has authored many research articles and her interests focus on Agribusiness, the wine sector, entrepreneurship and participatory approach. She teaches Business Strategy and Strategic Marketing at graduate and undergraduate programs.
