

Cross-Cultural entrepreneurship and sustainability: The future directions

Proponent: Dr. Lorenza Claudio

Nowadays, entrepreneurs should be capable of facing multiple cultural contexts, which differ in terms of values/practices and in terms of institutions, firms' failure rates or consumer behaviours. Further, entrepreneurs must deal with the dynamism of a VUCA world. It is fundamental to create new opportunities from crises. Sustainability is acquiring more attention. Particularly, scholars start discussing new topics, from social entrepreneurship to social sustainability. This awareness leads entrepreneurs to consider social aspects. Indeed, what are the future directions that cross-cultural entrepreneurship should follow while pursuing sustainability? Possible topics could include: is there any relationship between cultural values and sustainability? Does people with different cultural backgrounds could improve firms' sustainability? Is there any relation between social entrepreneurship and cultural values?