

EMPHASIS ENTREPRENEURIAL COMPETENCIES AND ETHICS FOR GLOBAL SUSTAINABILITY: (AT THE INTERNATIONAL CONFERENCE OF LAMAPPAPOLEONRO UNIVERSITY)

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Abstract

This abstract was presented at the international conference of Lamappapoleonro University, themed "Excellent And Professional Entrepreneurship For Global Sustainability," conducted via Zoom on October 13, 2025, at 1:30 PM. The speakers were scholars from several universities in India, Pakistan, Malaysia, Thailand, and Uzbekistan. This study analyzes how entrepreneurial skills and ethics affect global sustainability goals. Entrepreneurship is seen as a key driver of economic growth and sustainability in the face of climate change, social inequality, and environmental degradation. This study outlines the core competencies and ethics that promote sustainable business growth and professional entrepreneurship. The qualitative study interviewed 15 successful entrepreneurs from Asia, Europe, and Africa who have integrated sustainability into their businesses. The findings emphasize the need of ethical decision-making, long-term thinking, and stakeholder engagement in company strategies. These attributes lead entrepreneurs to make more expensive but beneficial social and environmental decisions. This research illuminates the relationship between professional entrepreneurship and global sustainability activities, influencing educational curriculum and company operations. To achieve sustainable growth, entrepreneurial skills and ethics are needed, according to study. The data show that entrepreneurial greatness includes integrity, social responsibility, and environmental care as well as financial success.

Keywords: Entrepreneurial, Ethical, Global Sustainability, Professional.

INTRODUCTION

The 21st century has introduced significant global issues, many of which threaten the ongoing welfare of humanity. Climate change, environmental degradation, social injustice, and economic instability are critical challenges necessitating urgent attention and coordinated response. The interdependence of these difficulties necessitates a collective, global strategy for their resolution rather than separate attempts (Daradkeh, 2023). The urgency of tackling these difficulties is intensified by their disproportionate impact on vulnerable communities and ecosystems, with consequences for future generations. In the context of these intricate global challenges, entrepreneurship has surfaced as a pivotal catalyst for constructive transformation and innovation. Entrepreneurs, historically regarded as profit-driven economic agents, are increasingly acknowledged for their crucial contribution to social, environmental, and economic sustainability.

Entrepreneurship has consistently served as a catalyst for innovation, creativity, and economic development. In an increasingly linked world, entrepreneurs must confront the dual challenge of attaining financial success while ensuring their business practices foster a sustainable and equitable future (Rosário et al., 2022). The increasing recognition of the global sustainability challenge has prompted a reassessment of entrepreneurship's role in society. The conventional perspective of entrepreneurship, centered exclusively on financial gain, is progressively being augmented by a more comprehensive outlook that includes environmental stewardship, social responsibility, and long-term sustainability.

As global sustainability issues grow, entrepreneurs must take charge. The international community is realizing that sustainability goals require systemic policy and governance changes and commercial engagement. Entrepreneurs can lead sustainable world projects because they innovate, grow economies, and create new solutions. Entrepreneurs need the right skills and ethics to contribute to global sustainability.

Entrepreneurial abilities, including invention, leadership, strategic thinking, and resilience, have consistently been regarded as vital for corporate success. In the contemporary globalized and sustainability-focused marketplace, these competences must also conform to ethical principles that emphasize social equality and environmental sustainability (Ahsan, 2020). Ethical entrepreneurship necessitates that entrepreneurs prioritize not only the generation of economic value but also the wider implications of their business activities on society and the environment. In this environment, ethical decision-making and a dedication to sustainability are essential elements of entrepreneurial success in the 21st century.

This study seeks to examine the convergence of entrepreneurial

competences and ethics in relation to global sustainability. It aims to comprehend how entrepreneurs may effectively incorporate sustainability into their business models and how ethical issues impact their decision-making processes (Anh et al., 2022). The study will delineate the critical competences necessary for effective sustainable entrepreneurship and analyze the influence of ethical decision-making on fostering long-term sustainability. This research will yield significant insights into the role of professional entrepreneurship in advancing global sustainability objectives.

Entrepreneurship has historically been linked to economic expansion and wealth generation. Nonetheless, in recent decades, there has been a notable transformation in the perception and execution of entrepreneurship. As global consciousness of environmental and social issues has increased, there is a corresponding acknowledgment that businesses must assume a more proactive role in tackling these challenges. Entrepreneurs are increasingly tasked with not only fostering economic growth but also addressing global issues such as climate change, poverty, and inequality.

Sustainable entrepreneurship, defined as the establishment and management of enterprises that emphasize environmental, social, and economic sustainability, has emerged as a significant concern in the business sector. Sustainable entrepreneurship beyond merely operating a "green" business or adopting eco-friendly methods it involves developing business models aimed at generating enduring positive effects on society and the environment. Sustainable entrepreneurs strive to harmonize profit generation with environmental stewardship and the enhancement of social welfare. This entails reevaluating company strategies, products, and services to guarantee their contribution to the collective welfare.

Sustainability is becoming more important in entrepreneurship for numerous reasons. First, consumers are becoming more aware of their purchases' social and environmental implications and prefer sustainable brands. Sustainable firms gain an advantage from this customer behavior shift. Second, governments and international organizations have implemented carbon price and waste reduction targets to promote sustainability and punish destructive behaviors. Finally, businesses know they must adapt to a continuously changing global environment to succeed. Entrepreneurs who overlook sustainability risk losing customers, investors, and staff, risking their future.

(González-Serrano et al., 2020) In this evolving context, entrepreneurship transcends just profit generation; it focuses on delivering value to all stakeholder employees, customers, communities, and the environment. Entrepreneurs that prioritize sustainability recognize that their enterprises must contribute to addressing the world's most urgent challenges. They perceive entrepreneurship as

a mechanism for beneficial transformation, employing their innovations and resources to implement solutions that enhance the quality of life for individuals and save the planet for future generations.

To adeptly traverse the intricate realm of global sustainability, entrepreneurs must cultivate a diverse set of competences that empower them to recognize possibilities for sustainable business practices and proficiently address the hurdles inherent in their implementation. These competencies extend beyond conventional business acumen and encompass an understanding of sustainability challenges, the capability to incorporate sustainability into business strategy, and the proficiency to lead and motivate people to adopt sustainable practices.

Some of the key competencies required for sustainable entrepreneurship include:

1. Innovation and Creativity

Entrepreneurs who care about sustainability must innovate. Beyond creating new products or services, innovation involves finding creative environmental solutions. Sustainability entrepreneurs continuously look for new ways to reduce environmental impact, boost efficiency, and improve social benefits. Innovation requires looking beyond the enterprise to its wider systems.

2. Leadership and Vision

Effective leadership is crucial for sustained entrepreneurship. Entrepreneurs must motivate and direct their staff to adopt sustainability as a fundamental corporate value. It is essential to articulate a coherent vision of sustainability and synchronize stakeholders towards shared objectives. Visionary leadership enables entrepreneurs to manage uncertainty and complexity, cultivate robust connections with stakeholders, and prioritize sustainability as a fundamental aspect of the firm.

3. Strategic Thinking and Systems Thinking

Sustainable entrepreneurs must possess strategic thinking skills and comprehend the interdependence of economic, social, and environmental systems. They must evaluate the long-term ramifications of their choices and foresee the impact of their activities on the wider environment. Systems thinking empowers businesses to make decisions that are advantageous for their enterprises while also promoting societal and environmental welfare.

4. Ethical Decision-Making

Ethical decision-making is fundamental to sustainable entrepreneurship. Entrepreneurs must make judgments that account for the social, environmental, and economic ramifications of their actions. Ethical entrepreneurs assume accountability for their firms' effects on individuals and the environment, striving to mitigate adverse outcomes. This encompasses guaranteeing equitable work standards, mitigating

environmental damage, and advancing social fairness.

5. Resilience and Adaptability

Entrepreneurship, particularly regarding sustainability, is replete with hurdles and uncertainty. Entrepreneurs must exhibit resilience in the face of adversity and adaptability to evolving conditions. Sustainable businesses must adeptly adjust their tactics in reaction to changing environmental restrictions, fluctuations in consumer demand, or supply chain interruptions. Adaptability enables entrepreneurs to maintain competitiveness and advance their sustainability objectives, even during challenges.

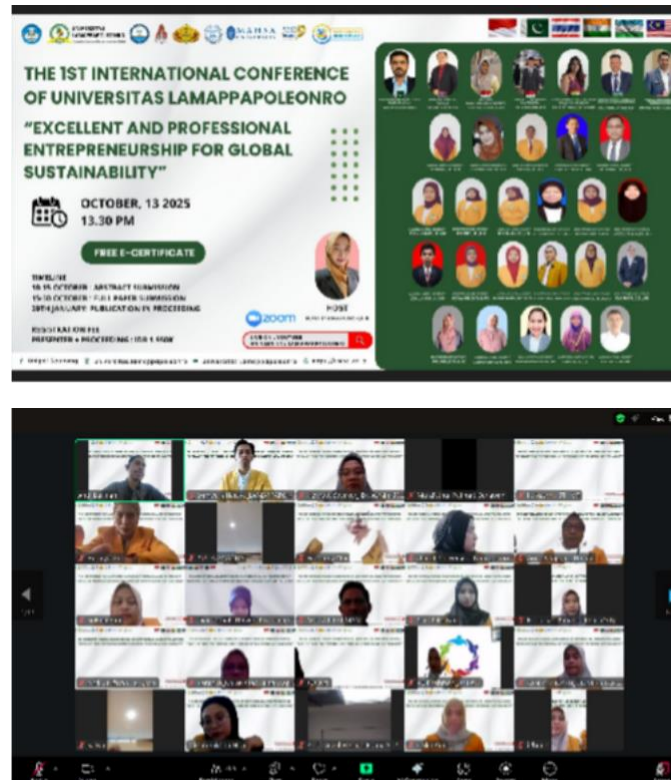
Ethical considerations are essential to sustainable entrepreneurship. Entrepreneurs must emphasize social and environmental welfare in their decision-making, even if it entails increased expenses or diminished short-term profitability. Ethical decision-making necessitates that entrepreneurs reconcile the interests of diverse stakeholders including employees, customers, suppliers, and communities while guaranteeing that their enterprises favorably impact society and the environment.

Entrepreneurs who uphold robust ethical standards acknowledge that their enterprises are situated within a wider social and environmental framework. Their judgments are influenced by the needs and interests of the communities in which they function, rather than being made in isolation. Ethical entrepreneurship encompasses transparency, integrity, and accountability. Entrepreneurs must recognize the repercussions of their actions and assume accountability for any adverse outcomes that may occur.

Integrating ethical concepts into entrepreneurship can be challenging, particularly in sectors characterized by intense rivalry and a focus on cost reduction. Nonetheless, the enduring advantages of ethical decision-making such as heightened consumer trust, bolstered business reputation, and augmented employee loyalty can significantly surpass the immediate expenses. Furthermore, ethical entrepreneurship fosters the establishment of a sustainable enterprise capable of flourishing in a society that increasingly prioritizes social responsibility and environmental care.

This study aims to investigate the correlation among entrepreneurial competences, ethics, and global sustainability. The research specifically seeks to discover the abilities required by successful entrepreneurs to incorporate sustainability into their business practices and the ethical values that inform their decision-making. This study will elucidate the interaction between entrepreneurial competencies and ethical practices in fostering sustainability, so offering critical insights into entrepreneurship's role in advancing global sustainability objectives.

This research is significant for its potential to influence educational curriculum and commercial operations. This study identifies essential abilities and ethical concepts that



underpin sustainable entrepreneurship, offering direction to entrepreneurs, educators, policymakers, and business leaders aiming to promote responsible and sustainable business practices. The findings will augment the existing literature on sustainability in entrepreneurship and enhance the comprehension of how enterprises can significantly address global sustainability concerns.

RESEARCH METHOD

This qualitative study examines entrepreneurial skills, ethics, and sustainability in global business operations. This study examines how entrepreneurs from around the world incorporate sustainability into their business models and the skills and ethics that guide their decisions. This study is ideal for qualitative research since it allows for a thorough evaluation of sustainable entrepreneurs' experiences, views, and attitudes. Through thorough, descriptive data, this research tries to illuminate the complex dynamics of entrepreneurship and sustainability.

Research Design

This study examined how skills and ethics integrate in global sustainable entrepreneurship using a descriptive, exploratory approach. The goal is to analyze entrepreneurs' different skills and ethical frameworks for sustainable business practices. The study examines how entrepreneurs that have integrated sustainability into their operations handle practical challenges. The study uses an inductive approach to find themes and patterns in the data without using ideas or preconceptions. This approach is ideal for understudied areas and provides a complete understanding of sustainable entrepreneurship (Adawiah et al., 2020). This strategy helps explain how skills and ethics affect entrepreneurial decision-making.

Data Collection

The study interviews 15 Asian, European, and African entrepreneurs semi-structured for insight. These regions were chosen to showcase entrepreneurship and sustainability concerns across cultures and economies. Business sustainability-focused entrepreneurs were studied. They include industry, technology, agriculture, and retail companies of various sizes and regions. Diversity enhances understanding of sustainable entrepreneurship in many circumstances.

Semi-structured interviews focus on research issues while collecting flexible data. The interview protocol covers (1) the skills entrepreneurs need to implement sustainable practices, (2) ethical considerations that influence business decisions, (3) challenges in aligning business and sustainability goals, and (4) the long-term effects of sustainability initiatives on business performance. Open-ended inquiries foster thought, value, and experience sharing. Interviewing entrepreneurs internationally via video conferencing accommodates busy professionals. In each interview, entrepreneurs have 60–90 minutes to elaborate. Transcribed interviews ensure data gathering and analytical accuracy.

Sampling Strategy

Purposive sampling is used to find participants with traits that match research goals. Regardless of firm size or scope, entrepreneurs who actively integrate sustainability into their business processes are selected. This criterion ensures that the study includes sustainable entrepreneur practitioners. To balance insight depth with study limits, 15 entrepreneurs are sampled. This number may seem low, but qualitative research often uses smaller samples to collect data. This strategy allows for a deeper understanding of each participant's experiences and viewpoints than a bigger sample size. The diverse geographical representation of participants helps explain how sustainable behaviors and entrepreneurship abilities vary by geography and culture.

Data Analysis

Thematic analysis reveals interview transcript patterns and topics after data collection. Qualitative researchers use thematic analysis to organize data into key themes that answer research questions. Multiple steps are involved in analysis:

1. **Acquaintance with the Data** The first step is reading the interview transcripts to comprehend the responses. Researchers can gain a rudimentary understanding of entrepreneurs' main thoughts and topics through this technique.
2. **Programming**
During coding, interview data is broken into smaller chunks and assigned a topic or concept code. The codes help uncover research objectives-related themes and patterns from data content.
3. **Identification of Themes**
After coding the data, comparable codes are grouped into themes. These themes demonstrate the key factors influencing entrepreneurial sustainability decisions. The preliminary research indicated long-term vision, ethical decision-making, business resilience and stakeholder engagement.
4. **Analysis**
The final step is examining the themes and connecting them to the study questions. This analysis examines how entrepreneurial talents and ethics promote sustainable entrepreneurship. Themes are compared to current literature to see if they support or contradict earlier studies.

Ethical Considerations

The integrity of human participant research depends on ethical problems. Interview data is anonymized, and the research report uses pseudonyms to protect participant anonymity. Before the interviews, all participants give informed consent, ensuring their understanding of the study's goal, their participation, and their right to withdraw without penalty. Participants are further assured that their opinions will be used for academic reasons and that no identifying information will be released. To ensure ethical compliance, the relevant institutional review board approves the study.

Constraints

This research on sustainable entrepreneurship is valuable, but it has limits. The study only included 15 entrepreneurs, which may restrict its generalizability. The qualitative study stresses depth over breadth, and the substantial participant data provides valuable insights into sustainable entrepreneurs' skills and ethics. Second, the study uses interview data, which may be impacted by social desirability or recall bias. To overcome this, participants are encouraged to speak freely while

the researcher maintains a non-judgmental environment during interviews. Despite these limitations, the study method provides a comprehensive framework for understanding the skills and ethics that affect global sustainable entrepreneurship.

RESULT AND DISCUSSION

The purpose of this section is to provide a detailed explanation of the findings of the research and to investigate the implications of the interaction between ethical behaviors, entrepreneurial competences, and global sustainability. The results of qualitative interviews with fifteen successful businesspeople from Asia, Europe, and Africa highlighted a number of important themes concerning the skills that are necessary for sustained business ownership and the ethical considerations that play a role in the decision-making processes of these businesspeople. These findings contribute to a better understanding of how organizations can navigate the complexities of sustainability and make use of their expertise and ethical values in order to achieve long-term profitability while simultaneously advancing global sustainability.

Competencies for Sustainable Entrepreneurship

According to the findings, sustainable entrepreneurs need to possess a wide range of skills, which may be categorized into numerous fundamental domains. These fundamental domains include strategic thinking, innovation, leadership, and stakeholder engagement. It is crucial to cultivate sustainable business practices and enable entrepreneurs to achieve economic success while also achieving positive social and environmental effects. Each of these competences is essential in this regard.

1. Strategic Thinking and Long-Term Vision

A prevalent topic throughout the interviews was the significance of strategic thinking and a long-term vision. Entrepreneurs underscored the necessity of adopting a proactive strategy in business, linking their operations with overarching global sustainability objectives. A European entrepreneur remarked, “Sustainability is not a transient trend; it is about establishing a legacy for the future.” This indicates that successful sustainable entrepreneurs pursue long-term goals that enhance environmental and social welfare, rather than concentrating simply on immediate profits.

Strategic thinking encompasses forecasting future trends and modifying company structures to tackle sustainability concerns. Entrepreneurs must discover innovation opportunities that connect with sustainability objectives, such as manufacturing energy-efficient goods or establishing business structures that support circular economies. This long-term vision enables entrepreneurs to endure short-term financial challenges associated

with investing in sustainable practices, since such investments typically yield larger long-term profits.

2. Innovation and Creativity

Innovation has evolved into a skill that is absolutely necessary for prolonged entrepreneurial endeavors. The importance of innovation in solving the challenges associated with sustainable business operations was emphasized by business owners. Innovation is essential to the practice of sustainable entrepreneurship. This can be accomplished through the reduction of waste, the creation of environmentally friendly products, or the investigation of new business models that place an emphasis on making society more equitable.

An entrepreneur from Africa made the following statement: "Innovation is essential for addressing global challenges." It is imperative that we move beyond conventional methods and come up with solutions that are beneficial to both the business and the environment. In light of this, it is clear that sustainable entrepreneurs view innovation not only as a means of achieving commercial difference, but rather as an indispensable instrument for promoting global sustainability projects. Innovation in areas such as sustainable procurement, resource efficiency, and renewable energy sources is an essential accelerator for businesses that have the goal of achieving excellence in sustainability.

3. Leadership and Visionary Thinking

Leadership was identified as a crucial quality for sustainable enterprise. Entrepreneurs observed that effective leadership involves a robust sense of purpose, the capacity to inspire people, and a dedication to principles that emphasize sustainability. A CEO dedicated to sustainability can motivate employees, customers, and other stakeholders to adopt ethical behaviors, so enhancing the business's success in both environmental and economic dimensions.

An entrepreneur from Asia remarked, "Leadership in sustainable entrepreneurship involves aligning your team with your vision for an improved future." Sustainability cannot be attained in isolation; it requires a collaborative endeavor. This sentiment conveys that leadership in sustainability transcends personal ambition; it necessitates the development of a collective vision and the promotion of collaboration within the company.

4. Stakeholder Engagement and Inclusivity

The capacity to interact with stakeholders including employees, customers, suppliers, and local communities was recognized as an essential asset for sustainable entrepreneurship. Entrepreneurs must cultivate connections

with stakeholders founded on trust, openness, and common values. Given that sustainability is a worldwide concern, enterprises must engage with many stakeholders to guarantee that their operations do not adversely affect society or the environment.

For instance, a European entrepreneur stated, “We consistently engage our suppliers and customers in our sustainability initiatives.” It is essential for them to comprehend the significance of sustainability to us and its advantages for all stakeholders in the value chain. This suggests that sustainable entrepreneurs perceive stakeholder involvement as a long-term strategy for cultivating partnerships and connecting their business objectives with wider societal interests.

Ethical Considerations in Entrepreneurial Decision-Making

Alongside capabilities, the ethical frameworks influencing entrepreneurial decision-making have surfaced as a crucial element in attaining global sustainability. Ethical procedures are crucial for ensuring that corporate operations prioritize social and environmental welfare in conjunction with financial success. The interviews revealed that the following ethical values are essential for sustainable entrepreneurship:

1. **Transparency and Accountability**

On the other hand, transparency was underlined as a core ethical principle that is vital for establishing confidence with stakeholders and ensuring that declarations of sustainability are supported by practical actions. It was brought to the attention of business owners that openness regarding business operations, such as the sourcing of materials, the working conditions of employees, and the impact on the environment, helps to cultivate credibility and confidence among consumers, investors, and other stakeholders.

An entrepreneur from Africa made the following statement: "Transparency is essential because modern consumers are knowledgeable and require accountability." "If you assert sustainability, you must substantiate it with evidence and action." In light of this, it is clear that consumers are becoming more and more interested in transparency, and that businesses are becoming increasingly required to take responsibility for the environmental and social impacts of their actions.

2. **Fairness and Social Responsibility**

As ethical principles that have an impact on decision-making, equity and social accountability were acknowledged as essential components. In addition to providing a positive contribution to society, entrepreneurs emphasized the need of treating their employees and communities in a fair

and equal manner. The assuring of equitable compensation, the promotion of diversity and inclusion, and the endorsement of community development programs are all included and included in this.

A European entrepreneur stated, “Social responsibility is fundamental to our business model.” Profit generation is not the sole objective; it is imperative that our workers, customers, and the communities in which we operate derive advantages from our achievements. This underscores the extensive social responsibility that sustainable entrepreneurs adopt, perceiving their enterprises not merely as economic entities but also as catalysts for constructive societal transformation.

3. Environmental Stewardship

Environmental stewardship constitutes a fundamental ethical principle that surfaced during the interviews. Entrepreneurs constantly demonstrated a profound dedication to reducing the environmental impact of their economic activities. This encompasses diminishing carbon emissions, preserving natural resources, and guaranteeing that production processes are as ecologically sustainable as feasible.

An entrepreneur from Asia stated, “As business leaders, we bear the responsibility to safeguard the environment for future generations.” Profitability alone is insufficient; we must conduct our operations in a manner that mitigates environmental harm. This sentiment indicates the increasing acknowledgment among entrepreneurs that environmental sustainability is both a moral duty and a strategic necessity for sustained economic success.

Challenges and Barriers to Sustainable Entrepreneurship

Although some entrepreneurs shown a dedication to sustainability, they also identified various problems and obstacles to realizing their sustainability objectives. These problems encompass financial limitations, insufficient access to sustainable resources, and the intricacies of managing international sustainability standards.

1. Financial Constraints

A big obstacle that was commonly identified by entrepreneurs was the financial burden that comes with adopting environmentally friendly practices. Despite the fact that a number of business owners were in agreement that sustainability would result in long-term financial benefits, the initial costs that were connected with the implementation of eco-friendly technology, the acquisition of sustainable materials, and the establishment of fair labor practices were frequently substantial.

2. Regulatory Complexities

The complexity of navigating through international legislation concerning

sustainability was an additional barrier that needed to be overcome. Entrepreneurs have expressed their discontent with the lack of universal sustainability criteria across multiple nations, which makes it more difficult to ensure compliance and measure success in a consistent manner.

CONCLUSION AND IMPLICATIONS

This study highlights the essential importance of entrepreneurial competencies and ethical decision-making in attaining global sustainability objectives. The results underscore the significance of combining strategic competencies with ethical principles to promote sustainable entrepreneurship. Entrepreneurs with a suitable combination of competencies such as foresight, innovation, leadership, and stakeholder engagement are more adept at managing the intricacies of sustainability while securing the lifespan of their enterprises. Moreover, ethical issues including openness, justice, and environmental stewardship are crucial for ensuring that company activities favorably impact society and the environment, rather than concentrating exclusively on financial returns.

The study demonstrates that sustainable entrepreneurship transcends simply regulatory compliance or short-term profit generation it entails making decisions that harmonize corporate practices with overarching global sustainability goals. Entrepreneurs that incorporate these ethical principles into their business models frequently achieve enhanced long-term success by fostering trust with consumers, investors, and other stakeholders. These ethical principles establish a basis for attaining a sustainable competitive advantage, as enterprises that emphasize sustainability can distinguish themselves in the marketplace, attract increasingly conscientious consumers, and engage investors who prioritize corporate responsibility.

Notwithstanding the evident advantages of sustainable entrepreneurship, the study identifies numerous obstacles that entrepreneurs encounter in the execution of sustainable practices. Financial limitations and the substantial initial expenses related to the adoption of sustainable technologies and practices are major obstacles. Entrepreneurs have challenges in managing varied and intricate sustainability requirements across multiple areas. These problems underscore the necessity for supportive policies and frameworks that promote the adoption of sustainable practices and furnish enterprises with the requisite resources for effective implementation.

This research provides significant insights for politicians, educators, and corporate leaders. Policymakers ought to strive for a more unified regulatory framework that streamlines the compliance process for entrepreneurs, allowing them to implement sustainable practices without apprehension regarding legal

intricacies. Educational institutions might utilize these findings to develop curricula that equip future entrepreneurs with the requisite skills and ethical consciousness essential for addressing sustainability concerns. Conversely, business executives may leverage these insights to enhance their strategy, thereby positioning their organizations for success in a swiftly evolving global market.

This research underscores the convergence of entrepreneurship, ethics, and sustainability, illustrating that enterprises can attain financial prosperity while significantly benefiting the earth and society. As the global economic landscape evolves, it is increasingly evident that sustainability is not merely an ethical consideration but a business need. Entrepreneurs that adopt sustainability as a fundamental principle will foster good change and ensure the enduring viability of their enterprises.

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