



## Social Innovation and Sustainable Entrepreneurship

The Johns Hopkins University series on Entrepreneurship

Edited by Maritza I. Espina, Dean and Professor of Strategy and Entrepreneurship, College of Business, St. Ambrose University, Phillip H. Phan, Alonzo and Virginia Decker Professor of Strategy and Entrepreneurship, Johns Hopkins University and Gideon D. Markman, Professor of Strategy, Innovation and Sustainable Enterprise, Colorado State University, US

The rapid and formative rise in research on social innovation and entrepreneurship means that theoretical frameworks are still being created, while traditional notions of economic efficiency and social welfare are tested. The field is progressing fastest in the measurement and measuring of social entrepreneurial effectiveness. Social innovators, who draw from philanthropy, as well as capital markets, for financial resources, have adopted the lean start up as a paradigm for their organization logics.

'My favourite chapters were Michael Zhang's article on the entrepreneurial journey of Geely's founder, which provided a well-contextualised case study of the use of institutional voids as a source of business opportunities, and Turell and Earle's piece Social Entrepreneurs and Field Level Change, which was a rigorous presentation of the interconnectedness of social and institutional entrepreneurship. I believe both would make for inspiring reading for undergraduate students and academic scholars alike.'

– Satu Aaltonen, International Small Business Journal

'The aim of the 'social entrepreneurship', 'social innovation' and 'sustainable entrepreneurship' is to create waves of change that would influence. . . the way non-profit enterprises, public services and businesses are delivered. The work of Espina et al. (2018) help us focus on . . . such concepts [in] environmental and climate change; besides the ethical issues relevant to such practices. They show how the market impact measures are shifting from 'percentage of market share', or 'sales growth', . . . towards 'sustainable entrepreneurship' and 'sustainability innovation'. The book is recommended as an extra reference for MBA, innovation and entrepreneurship courses; besides being a library reference for researchers, scholars and educators in the area of sustainability entrepreneurship. The book carries many novel ideas which open doors for more in-depth future research.'

– Mohamed Buheji, American Journal of Economics



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