Societal Engagement
The African Voice

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13.30 – 13.45

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Recent publications


We have only 15 minutes...

• Societal commitment => Sustainable entrepreneurship

• The African voice => Zambia
Entrepreneurship is the creation, discovery and exploitation of value-adding opportunities.
Sustainable entrepreneurship is the modern form of entrepreneurship

Leading the organization in making balanced choices between profit, people and planet

Beyond compliance: voluntary behavior
Entrepreneurship is everywhere not only in the western world

But does this also count for societal engagement of entrepreneurs outside the western world?
Outline of the paper

• This paper examines the motivations of different forms of sustainable entrepreneurship by SMEs in an African developing country (Zambia)
• On the basis of our literature study and expert interviews, we identified three forms of sustainable entrepreneurship: employee-related, community-related and environment-related
• Important: unique historical development, business systems, and political and cultural settings
• Survey among 220 owners-managers of SMEs in the trading and service sector who supply goods and services to the mining industry in Zambia (Copperbelt region)
• Fieldwork took place in 2013
Specific examples of sustainable entrepreneurship in Zambia

Employee-related (People)
• My company pays for some of the employee’s recreational activities
• My company helps employees to balance work-life and family life
• More
  • Average score (1-5): 3.42

Community-related (People)
• My company supports orphans and underprivileged in society
• My company sponsors students in schools
• More
  • Average score (1-5): 3.26

Environment-related (Planet)
• My company saves water beyond legal requirements
• My company suggests sustainable solutions to its clients
• More
  • Average score (1-5): 3.66
Specific forms of motivation for sustainable entrepreneurship in Zambia

Moral and ethical
- Because it improves the health/well-being of people in my community
- Because it improves the natural environment
- More
- Average score (1-5; 3 items): 3.60

Financial motivation
- Because it improves my business reputation and image
- Because it ensures more revenues
- More
- Average score (1-5; 3 items): 3.24

External motivation
- Because in the future it will be a legal requirement
- Because it will prevent negative media attention
- More
- Average score (1-5; 7 items): 2.61
Results

• Internal motivations (financial motivation and moral & ethical motivation) are the reasons why the Zambian SMEs adopt community-CSR and environmental CSR

• External motivation does not influence any of the three forms of sustainable entrepreneurship

• Employee-related sustainable entrepreneurship is not influenced by internal motivations neither by external motivation

• If you want to know more: download and read the paper
So: Also sustainable entrepreneurship is everywhere, not only in the western world.

Different in appearance and different in motivation (important role of context!)