



Humane entrepreneurship and innovation: an alternative way to promote sustainable development : An Alternative Way to Promote Sustainable Development

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Entrepreneurship is evolving rapidly due to positive phenomena, such as digitalization and the green transition, and negative ones, such as crises and global emergencies. In this fresh approach to the unique role entrepreneurship can play across environmental protection and social equity, leading scholars explore the world of Humane Entrepreneurship (HumEnt). Introducing a new model of entrepreneurship that considers the human side of sustainable development, they delve into elements of Entrepreneurship Orientation, Human Resource Orientation, and Sustainability Orientation, focusing on risk-taking, effective people management practices, and societal expectations.

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