

sustainable business and management journal

sustainable business and management journal serves as a vital resource for academics, practitioners, and policymakers focused on advancing sustainability within corporate and organizational contexts. This publication specializes in disseminating cutting-edge research, case studies, and theoretical frameworks that explore the intersection of environmental stewardship, social responsibility, and economic viability. The journal emphasizes multidisciplinary approaches to sustainable business practices and innovative management strategies designed to foster long-term value creation. Readers benefit from comprehensive insights into topics such as corporate social responsibility (CSR), sustainable supply chains, green innovation, and ethical leadership. This article delves into the significance of the sustainable business and management journal, its key thematic areas, and its role in shaping future business models. The discussion also highlights how this journal supports global efforts toward achieving sustainable development goals (SDGs) by promoting evidence-based management practices.

- Overview of Sustainable Business and Management Journal
- Core Themes and Research Areas
- Impact on Academic and Professional Communities
- Submission and Publication Process
- Future Directions and Emerging Trends

Overview of Sustainable Business and Management Journal

The sustainable business and management journal is a peer-reviewed academic publication dedicated to exploring sustainable development within the business sector. It provides a platform for disseminating research that integrates ecological, social, and economic dimensions of sustainability. The journal attracts contributions from experts in fields such as environmental management, corporate governance, economics, and organizational studies. Through rigorous review processes, it ensures the publication of high-quality articles that advance knowledge and practical applications in sustainable business practices. This journal plays a critical role in bridging the gap between theory and practice, supporting companies in adopting sustainability-oriented strategies and management frameworks.

Scope and Objectives

The primary objective of the sustainable business and management journal is to promote research that addresses the challenges and opportunities of sustainability in business operations. Its scope encompasses topics such as resource efficiency, stakeholder engagement, sustainability reporting, and innovation in sustainable products and services. The journal aims to foster interdisciplinary dialogue and encourage the development of sustainable business models that contribute to environmental conservation and social equity while maintaining economic performance.

Target Audience

This journal targets a diverse readership that includes scholars, business leaders, sustainability consultants, policymakers, and students. By delivering evidence-based insights and practical recommendations, it supports decision-making processes at multiple organizational levels. The content is relevant to those seeking to understand how sustainable management principles can be integrated into corporate strategies and operations to enhance competitiveness and societal impact.

Core Themes and Research Areas

The sustainable business and management journal covers a wide array of research themes that reflect the complexity of sustainability challenges faced by modern organizations. These themes explore both theoretical perspectives and applied case studies that illustrate successful sustainability initiatives across industries.

Corporate Social Responsibility (CSR) and Ethics

CSR remains a foundational topic within the journal, focusing on how businesses can ethically manage their impact on society and the environment. Articles often analyze CSR strategies, stakeholder relationships, and ethical decision-making processes that align corporate goals with broader social values.

Sustainable Supply Chain Management

Efficient and responsible supply chain management is critical for minimizing environmental footprints and ensuring social standards. The journal publishes research on sustainable procurement, logistics optimization, and supplier engagement practices that contribute to supply chain transparency and resilience.

Green Innovation and Technology

Innovation plays a pivotal role in advancing sustainability. The journal highlights studies on green technologies, eco-design, and product lifecycle management that enable organizations to reduce waste, enhance resource efficiency, and develop environmentally friendly products.

Organizational Change and Leadership

Transforming traditional business practices requires effective leadership and organizational change management. Research featured in the journal explores leadership styles, cultural shifts, and change management frameworks that support sustainability integration within corporate structures.

Environmental Performance Measurement

Measuring and reporting environmental performance is essential for accountability and continuous improvement. The journal addresses methodologies for sustainability reporting, key performance indicators (KPIs), and the role of external audits and certifications in validating sustainability claims.

Impact on Academic and Professional Communities

The sustainable business and management journal significantly influences both scholarly research and practical applications in sustainability. It serves as a reference point for advancing academic discourse and promoting evidence-based management practices globally.

Advancing Research and Theory

By publishing novel research findings, the journal contributes to the theoretical foundations of sustainable business and management. It encourages the development of new models and frameworks that better capture the complexities of sustainability challenges and solutions.

Guiding Business Practice

The journal's insights help businesses design effective sustainability strategies, improve operational practices, and foster a culture of responsibility. Case studies and best practices published in the journal support companies in benchmarking and adopting innovative approaches.

Informing Policy Development

Research findings disseminated through the journal provide valuable evidence for policymakers seeking to create regulations and incentives that promote sustainable business behavior. The journal's interdisciplinary focus strengthens the dialogue between academia, industry, and government.

Submission and Publication Process

The sustainable business and management journal maintains strict editorial standards to ensure the quality and relevance of published content. Understanding the submission and publication process is essential for prospective authors and contributors.

Manuscript Submission Guidelines

Authors are required to submit original research manuscripts that align with the journal's thematic scope. Submissions undergo a preliminary editorial review to assess suitability before entering a rigorous peer-review process involving experts in relevant fields.

Peer Review and Editorial Decisions

The double-blind peer review process ensures impartial evaluation of manuscripts based on originality, methodological rigor, and contribution to the field. Editorial decisions may include acceptance, revision, or rejection. Authors are encouraged to address reviewer comments thoroughly.

Publication and Accessibility

Accepted articles are published online and in print, making research widely accessible to the global community. The journal often supports open access options to enhance dissemination and impact, facilitating knowledge transfer among scholars and practitioners.

Future Directions and Emerging Trends

The sustainable business and management journal continuously evolves to reflect emerging trends and address new sustainability challenges. Anticipating future directions helps maintain its relevance and influence in the field.

Integration of Digital Technologies

The journal increasingly explores the role of digital transformation, including big data analytics, blockchain, and artificial intelligence, in driving sustainable business solutions. These technologies offer novel opportunities for enhancing transparency and efficiency.

Focus on Circular Economy

Research on circular economy principles is gaining prominence, emphasizing resource regeneration, waste reduction, and closed-loop systems. The journal supports studies that investigate how businesses can transition from linear models to circular models.

Social Equity and Inclusive Business Models

Addressing social dimensions of sustainability is a growing priority. The journal encourages research on inclusive business practices, diversity and inclusion, and community engagement that promote equitable economic development.

Climate Change Mitigation and Adaptation

With climate change posing urgent risks, the journal highlights strategies for mitigation and adaptation within corporate strategies. These include carbon management, resilience building, and sustainable investment approaches.

- Rigorous peer-review ensures high-quality research.
- Focus on interdisciplinary and practical sustainability topics.
- Supports global sustainability goals through evidence-based insights.
- Encourages innovative approaches to sustainable business challenges.

Frequently Asked Questions

What is the focus of the Sustainable Business and

Management Journal?

The Sustainable Business and Management Journal focuses on research and practices that promote sustainability in business operations and management, integrating environmental, social, and economic dimensions.

How does the Sustainable Business and Management Journal contribute to academic research?

The journal contributes by publishing peer-reviewed articles that advance knowledge on sustainable business strategies, corporate social responsibility, and innovative management practices that support sustainable development.

What types of topics are commonly covered in the Sustainable Business and Management Journal?

Common topics include sustainable supply chain management, green innovation, ethical leadership, sustainability reporting, circular economy, and the impact of sustainability on organizational performance.

Who is the target audience for the Sustainable Business and Management Journal?

The target audience includes academics, researchers, business practitioners, policymakers, and students interested in sustainability and responsible management practices.

How can practitioners apply insights from the Sustainable Business and Management Journal?

Practitioners can apply insights by adopting evidence-based sustainable practices, improving corporate social responsibility initiatives, enhancing stakeholder engagement, and aligning business strategies with sustainability goals.

Additional Resources

1. *Green Giants: How Smart Companies Turn Sustainability into Billion-Dollar Businesses*

This book explores how leading companies successfully integrate sustainability into their core business strategies. It presents case studies of firms that have turned environmental and social responsibility into competitive advantages. Readers will learn practical insights on driving innovation, reducing environmental impact, and engaging stakeholders effectively.

2. *Managing Sustainable Business: An Executive Education Case and Textbook*

Designed for business leaders and students, this textbook offers comprehensive coverage of sustainable business principles and management practices. It combines theoretical frameworks with real-world case studies to demonstrate how organizations can balance economic success with environmental stewardship. The book also addresses challenges in implementing sustainable strategies across different industries.

3. Corporate Sustainability: Integrating Performance and Reporting

This title provides an in-depth look at how companies measure and report their sustainability performance. It covers frameworks such as GRI and integrated reporting, emphasizing transparency and accountability. The book is ideal for managers seeking to enhance corporate sustainability communication and stakeholder trust.

4. Sustainable Business: Concepts, Methodologies, Tools, and Applications

A comprehensive resource that covers a wide range of topics related to sustainable business management. It includes methodologies for assessing environmental impact, tools for sustainable supply chain management, and applications across sectors. This multi-volume work is valuable for academics, practitioners, and policy makers interested in advancing sustainability in business.

5. Leading Sustainable Change: An Organizational Perspective

Focused on change management, this book examines how leaders can drive sustainability initiatives within their organizations. It discusses the cultural, structural, and strategic shifts necessary to embed sustainability into business operations. Practical guidance and leadership models are provided to help managers overcome resistance and foster innovation.

6. The Triple Bottom Line: How Today's Best-Run Companies Are Achieving Economic, Social, and Environmental Success

This book introduces the triple bottom line concept, emphasizing the importance of balancing profit, people, and planet. It showcases companies that excel in integrating these three pillars into their business models. Readers gain insights into measuring success beyond financial metrics and creating long-term sustainable value.

7. Sustainable Business Models: Principles, Promise, and Practice

Exploring innovative business model designs, this book highlights how sustainability can be embedded in value creation and delivery. It covers various types of sustainable business models and discusses drivers and barriers to their adoption. Case studies illustrate practical examples and lessons learned from pioneering companies.

8. Ethics and Sustainability in Global Supply Chains

This book addresses the ethical challenges and sustainability issues in managing global supply chains. It provides frameworks for responsible sourcing, labor rights, and environmental protection. The content is particularly relevant for managers seeking to ensure their supply chains are transparent, ethical, and sustainable.

9. Innovation and Sustainability: Business Opportunities and Challenges

Focusing on the intersection of innovation and sustainability, this book explores how new technologies and business practices can promote sustainable development. It discusses the role of entrepreneurship, corporate innovation, and policy frameworks in driving sustainable business growth. Readers will find strategies to leverage innovation for environmental and social benefits.

Sustainable Business And Management Journal

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sustainable business and management journal: *Sustainable Business* Geoffrey Wells, 2013-01-01 'This is an immensely useful and important book. By applying sustainability theory and practice to all areas of business management for firms of all sizes it has the potential to make a significant difference to the long term viability of businesses and the societies in which they operate.' - Juliet Roper, The University of Waikato, New Zealand Recent surveys of international CEOs confirm that companies increasingly see sustainability as critical to their business strategy. The rigorous academic framework for the field of sustainable business required to respond to this need is now emerging. This book presents important new work in the theory of the sustainable firm, in the application of sustainability principles to key management disciplines, in sustainable business in practice, and in the international challenges that are critical to sustainability demands. Sustainable Business will prove invigorating for both undergraduate and graduate students on business, society and sustainability themed courses. Policymakers and practitioners will find the urgent global sustainability issues and sub-disciplines essential.

sustainable business and management journal: *Management for Sustainable Development* Carolina Machado, J. Paulo Davim, 2022-09-01 Today, increasingly more, the word sustainability is present in all kinds of discussions: at home, at work, at school, in all society. Conscious of the environment where we live everybody looks to find the best solutions to solve problems that result from Human Being evolution. Management for a sustainable development appears as a process from which organizations try to use all its resources, as well as improve its organizational and technological development, in order to answer not only to the present but also to future human and social needs. Only in this way is it possible to improve the quality of life. Seen in this way, sustainable development is understood to be people centred. We have a special concern with cultural, social and economic dimensions, where individuals can develop, together as a society, whilst at the same time individual and organizational activities can be implemented without destroying the present diversity and complexity of the ecological system where we live. Taking into account these concerns, this book looks to cover issues related to the management for sustainable development in a context where organizations are continually facing high challenges for what concerns the items related to, amongst others, the re-use, recycling, waste reduction, add value, low costs and time of production, sustainable behaviour, not only in an environmental perspective but also in an organizational perspective. Today's organizations can no longer develop their practices based in the existent paradigms. On the contrary, it is necessary to completely break from these paradigms, creating a total change of mentality in the way we manage the organizational activities. Taking into account this reality, managing for a sustainable development appears as a management philosophy focused in productivity improvement considering different kinds of goals, such as biological, economic and social systems goals. Conscious of this reality, this book contributes to the exchange of experiences and perspectives about the state of research related to the management for a sustainable development, as well as the future direction of this research field. It looks to provide a support to academics and researchers, as well as those operating in the management field and who need to deal with policies and strategies related to sustainable development issues.

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sustainable business and management journal: International Encyclopedia of Business Management , 2025-09-01 The Encyclopedia of Business Management, Four Volume Set is a comprehensive resource that covers over 200 topics across various areas of business management. Each entry is written in an accessible manner, making complex concepts easy to understand. The encyclopedia addresses interdisciplinary subjects such as cultural entrepreneurship, tourism innovation, and marketing promotions. By emphasizing definitions and practical applications, the entries help readers grasp the relevance of each topic. Expert editors lead each section, ensuring that the contributions are authoritative and well-rounded. The encyclopedia is divided into seven broad themes, including business entrepreneurship, human resource management, innovation management, international business, organizational behavior, project management, supply chain management, and sport and tourism management. Each section's articles begin with a technical analysis of key definitional issues, followed by an exploration of the topic's broader context. This structured approach provides a holistic examination of the subjects, allowing readers to gain a comprehensive understanding of vital business management concepts. - Provides a comprehensive overview of the main business management topics - Focuses specifically on business management from a range of perspectives - Includes new and emerging business management topics - Presents an interdisciplinary focus in terms of business management practices - Features templates across all chapters for ease of navigation and use

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sustainable business and management journal: Proceedings of the International Conference of Inland Water and Ferries Transport Polytechnic of Palembang on Technology and Environment (IWPOSPA-TE 2024) Andri Yulianto, P. Marcello Lopulalan, Driaskoro Budi Sidharta, Bambang Setiawan, Muhamad Fahmi Amrillah, Fisca Dian Utami, 2025-09-15 This book is an open access. Inland Water and Ferries Transport Polytechnic of Palembang will hold an international scientific seminar in transport and engineering science, namely The 4th International Conference Inland Water and Ferries Transport Polytechnic of Palembang (IWPOSPA 2024). Inland Water and Ferries Transport Polytechnic of Palembang successfully conducted the 1st IWPOSPA in 2019. This activity is a seminar which is expected to be a kick off event for the exchange of scientific information from various scientific disciplines between experts from many countries in the field of transport and engineering in a broad sense, as well as creating networks and collaborations in further research in efforts to find solutions to transport and engineering problems. In addition, as an event to increase the possibility for young researchers to

conduct independent research in their home countries in the future.

sustainable business and management journal: *Entrepreneurship, Innovation and Sustainability* Marcus Wagner, 2017-09-08 This book addresses the intersection of entrepreneurship, innovation and sustainability (EIS), presenting high-quality research illuminating the relationship between the three fields. The EIS nexus is particularly relevant from a European point of view given the focus of the European Commission on corporate social responsibility (CSR) and sustainability, as well as their prominent role within the European Union in general. Also, the rapid economic growth witnessed especially in the BRIC countries in recent years requires that firms reconcile sustainability aspects with profitability and innovation, and entrepreneurs are seen as key diffusers of these aims. Sustainability requires both radical and incremental innovation at many different levels (technology, product, process, system). In many cases, such innovations come from small and medium-sized enterprises and so the role of the entrepreneur is key to their success. The book is split into six sections. The first section examines the nexus in detail focusing on system-oriented connectivity between sustainability, innovation and entrepreneurship. The second section looks at how to nurture corporate entrepreneurship for sustainability; and the third considers mature industries such as automotives, chemicals and electronics and how sustainability aspects can be integrated into innovation process and strategy. The fourth section examines the nexus through the lens of developing countries in Africa. Sustainable entrepreneurship is identified as a hugely beneficial way to foster development. The fifth section of the book concentrates on SMEs; and finally the EIS nexus is approached from a network perspective and focuses on inter-organisational partnerships, which are often an important facilitator or spark for EIS initiatives. This book will prove to be essential for researchers in the EIS nexus and be of invaluable help to practitioners, governments and inter-governmental bodies attempting to encourage sustainable entrepreneurship and innovation.

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seeking a business, policy, or industry perspective. By addressing the key issues at the intersection of operations management and environmental and social responsibility, the book presents a novel approach to mitigating negative impacts and aligning logistics with sustainability and digitalization requirements. Structured in a modular format, this book allows readers to explore specific current topics relevant to their interests. It covers a wide range of subjects, such as measuring environmental impacts, transforming supply chains to meet sustainability challenges, business models for sustainable logistics, and integrative business strategies. Furthermore, the book addresses emerging technologies like big data analytics, artificial intelligence, and the Internet of Things (IoT), exploring their applications in supply chain management.

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sustainable business and management journal: *Blockchain for Good* Shoufeng Cao, Marcus Foth, 2025-05-13 Blockchain, a technology originally developed for cryptocurrency, has evolved into a versatile tool capable of driving significant change across industries and communities. Its decentralised, secure, and transparent nature has proven valuable in applications that transcend finance, impacting supply chains, digital governance, and sustainability practices. By enabling greater trust and accountability, blockchain technology can foster ethical solutions to global challenges, promoting transparency, inclusivity, and efficiency within sectors like agriculture, healthcare, and environmental management. This book explores blockchain's role as a catalyst for meaningful change and its potential to contribute positively to our digital future. Structured into three parts—Industry, Community, and Planet—this book examines blockchain's role in advancing (i) sustainable business practices, (ii) supporting fairer social systems, and (iii) addressing environmental goals. Each section presents diverse case studies and theoretical insights, showing how blockchain can be applied responsibly and ethically. From enhancing transparency in fashion supply chains to supporting smallholder farmers, and from reshaping public governance to promoting the circular economy, the book offers a thorough understanding of blockchain's transformative capabilities. It highlights interdisciplinary research and applied projects across the globe that exemplify blockchain's capacity to serve societal and environmental purposes. Ideal for researchers, policymakers, and industry professionals, this book provides practical insights into blockchain's potential beyond the hype. Whether you are in technology, social sciences, or environmental studies, *Blockchain for Good* serves as an essential resource for anyone interested in exploring how blockchain can contribute to a more equitable and sustainable world.

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introduction to entrepreneurship and a guide to transforming ideas into a reality in the MENA region. Also, it possesses solid research and theoretical background in the literature on entrepreneurial ecosystems.

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sustainable business and management journal: Entrepreneurial Strategies for Value Creation in Times of Uncertainty Wojciech Dyduch, 2024-01-01 Entrepreneurial (re)orientation in the face of crisis: Is it worth modifying entrepreneurial strategy? Abstract PURPOSE: This article aims to determine how companies in the SME sector modify their business strategies in response to changes in the external environment. The research focused on modifications to entrepreneurial strategies expressed through the fundamental dimensions of entrepreneurial orientation (EO): risk-taking, innovativeness, and proactiveness. Additionally, it identified which types of reactions (modifications in strategies) lead to the most favorable changes in firm performance. The external environment was determined based on the market situation that resulted from the emergence of the COVID-19 pandemic. METHODOLOGY: This is quantitative research. The study utilized data from 126 small printing businesses operating throughout Poland. Analyses were conducted on the data that reflected modifications in entrepreneurial behaviors and performance during three periods: the pre-crisis period, the initial phase of the crisis (the full lockdown period), and the second phase of the crisis (the period of easing the restrictions). The identification of the behavior types was carried out using cluster analysis. FINDINGS: The results of the research led to the conclusion that, with a

change in market conditions, companies significantly change their levels of EO. In particular, the surveyed companies reduced their levels of EO during the outbreak of the COVID-19 pandemic. At the same time, this decrease was mainly due to significant decreases in risk-taking. The levels of EO increased when the conditions improved due to significant increases in innovativeness and proactiveness. Moreover, the analysis enabled the identification of four types of reactions to the emergence of the crisis as well as three types of reactions to the improvement of the external conditions that resulted from the easing of restrictions and the introduction of anti-crisis support measures for businesses. Additionally, it was demonstrated that the type of reaction had a significant impact on the changes in the performances of the examined companies. In particular, it was shown that the lowest decline in performance during the initial phase of crisis could be observed in passive enterprises, i.e., those that did not modify their entrepreneurial strategies (did not alter their levels of individual dimensions of EO). The greatest increase in performance was achieved during the period of easing restrictions by those companies that significantly enhanced their activities across all of the considered dimensions of EO.

IMPLICATIONS: The research results provided insights for entrepreneurs in strategic management. Specifically, they learned about the modifications in entrepreneurial behaviors that could lead to the most favorable and optimal improvements in a firm's performance when market conditions change.

ORIGINALITY AND VALUE: The study contributes to the literature concerning reactions to changes in market conditions. This innovative approach considers dynamics where the changes themselves are variables. In particular, this research identifies types of entrepreneurial reactions to market condition changes in terms of dimensions of entrepreneurial orientation. Furthermore, it provides an answer to how firm performance evolved regarding various reaction types (using the example of the printing industry).

Keywords: entrepreneurial orientation, crisis management strategies, strategy adaptation, strategy modification, business strategy, risk-taking, innovativeness, proactiveness, crisis, COVID-19, external environment, small businesses, firm performance, cluster analysis, entrepreneurial behavior

Redefining rural entrepreneurship: The impact of business ecosystems on the success of rural businesses in Extremadura, Spain

Abstract

PURPOSE: Regarding the growth of public policies fostering rural entrepreneurship, the primary objectives of this work involve examining the concept of rural entrepreneurship, identifying key aspects that differentiate it from non-rural entrepreneurship, and assessing the role of the local entrepreneurial ecosystem in supporting the initiation and growth of rural ventures. To achieve these goals, the study adopts a novel approach by integrating an analysis of rural entrepreneurship features with an exploration of the entrepreneurial ecosystem's impact.

METHODOLOGY: After a review of the previous academic literature, the characteristics of rural entrepreneurship have been delimited, distinguishing it from non-rural. The research results have been obtained using a questionnaire, after a descriptive analysis of the sample, and an analysis of the difference in means by contrasting hypotheses using IBM SPSS Statistics 26.

FINDINGS: This article explores the factors that contribute to rural entrepreneurship, challenging the notion that geographic location is the sole defining characteristic. Through the conducted investigation, it has been determined that a company's classification as rural is not solely based on its geographical location in rural areas or involvement in primary sector activities. Other aspects, such as a strong connection with the local community or the ability to create value, are also essential in defining a rural enterprise. Additionally, it examines how business ecosystems can foster the growth and success of rural entrepreneurship.

IMPLICATIONS: This study provides an analysis of how rural entrepreneurship can drive endogenous development in rural areas. It also offers insights for government entities and policymakers to implement effective support measures and strategies in business ecosystems within rural environments. This study highlights that the resources found in rural entrepreneurial ecosystems may not be sufficient to support rural entrepreneurship. It's important to acknowledge that rural entrepreneurship requires specific resources that may not currently be available in business ecosystems. To increase the number of viable rural businesses, new resources tailored to rural entrepreneurship must be created, leveraging the area's endogenous resources and growth models.

ORIGINALITY AND VALUE: This

study examines the distinctive attributes of rural entrepreneurship, with a deliberate departure from exclusive emphasis on geographical location or primary economic sector. Drawing upon empirical research conducted among a cohort of rural enterprises, the analysis reveals that neither physical location nor primary sector affiliation substantially contribute to the establishment of these rural businesses. Instead, a profound connection to, and a heightened sense of belonging within the rural milieu emerge as pivotal determinants. Furthermore, rural entrepreneurship emerges as a promising avenue for the development of the region, offering substantial growth prospects. The investigation encompasses a scrutiny of the resources within the rural business ecosystem and their capacity to stimulate rural entrepreneurial activity. This emerging focal point represents a novel field of concern for governmental bodies and political institutions operating in rural areas.

Keywords: entrepreneurship, rural entrepreneurship, business ecosystems, rural business success, entrepreneurial ecosystem, rural development strategies, endogenous development, rural ventures, geographic location impact, local community engagement, policy implementation for rural areas, value creation, embeddedness Making of intrapreneurial managers: Investigating unethical behavior, risk-taking, and decision-making speed as antecedents

Abstract PURPOSE: The entrepreneurship-ethics nexus draws considerable interest from researchers and practitioners with little resolution. Our purpose with this paper is to contribute to the debate by shedding light on the relationship between managers' attitudes toward unethical behavior and their subsequent entrepreneurial intention (EI) in an emerging economy context. Given the complex and multifaceted interplay between unethical behavior and EI, we extend our investigation by including decision-making speed and attitude toward risk to explain the relationship further. We take a granular approach to facets of unethical behavior to gain deeper insights into the specificity of influences they pose on subsequent behavioral intentions. **METHODOLOGY:** Primary data were collected from 214 Kosovan managers employed in companies from different industries.

Hypothesized relationships were tested by conducting hierarchical regression analyses. **FINDINGS:** Our results indicate that managers with higher EI are not necessarily unethical overall. We did not find support for the hypothesis that managers with stronger attitudes toward unethical behavior demonstrate higher entrepreneurial intentions. Focusing on dimensions of unethical behavior, we find that managers who favor bribery are more entrepreneurially inclined. Furthermore, we find that managers who are quick decision-makers and risk-takers express higher EI. **IMPLICATIONS:**

Theoretically, we add to the existing body of research on ethics and entrepreneurship by empirically examining the relationship between attitude toward unethical behavior and EI and the viability of the Theory of Planned Behavior as a framework for integrating unethical behavior in entrepreneurship research. Our study affirms the extension of the theoretical and empirical underpinnings concerning ethics and entrepreneurship, contemplating that they are pervasive across contexts. We provide important practical implications for managers, especially in the corporate entrepreneurship and training context. Managers are encouraged to foster an entrepreneurial-friendly environment that abides by ethical standards. Our study also informs policymakers of the importance of formal education on entrepreneurship as a mechanism to enforce ethical awareness in future entrepreneurs and intrapreneurs. **ORIGINALITY AND VALUE:** This study is among the first attempts to test the relationship between unethical behavior and EI in a managerial sample and non-western context. **Keywords:** entrepreneurial intention, unethical behavior, bribery, risk-taking, decision-making speed, intrapreneurial managers,

entrepreneurship-ethics nexus, hierarchic regression analysis, corporate entrepreneurship, theory of planned behavior, ethical standards, entrepreneurship Entrepreneurial agility and organizational performance of IT firms: A mediated moderation model **Abstract PURPOSE:** The Information and Communication Technology (ICT) sector is playing an important role in the growth of the world's economy. However, limited knowledge exists concerning the underlying mechanisms and boundary-spanning conditions under which entrepreneurial agility (EA) affects the organizational performance (OP) of IT firms. This study draws on the Dynamic Capability Theory (DCT) to examine the effect of entrepreneurial agility (EA) on the organizational performance (OP) of Italian IT firms

with the mediating role of open innovation (OI) and the moderating role of environmental dynamism (ED). **METHODOLOGY:** Employing an explanatory research design and convenience sampling technique via an online survey to gather data from a sample of 411 Italian IT firms, the study tested the formulated hypotheses using the structural equation modeling technique in AMOS statistical software. **FINDINGS:** The results revealed that EA, directly and indirectly, influences OP of IT firms. Moreover, the mediation analysis unveils that OI plays a complementary, partial mediation role in the EA—OP nexus. Finally, ED moderates this focal relationship, such that in the presence of high environmental dynamism, the relationship between EA and OP gets stronger compared to low environmental dynamism. **IMPLICATIONS:** The findings imply that IT firms should emphasize adopting agile procedures and structures that allow them to react to new problems and opportunities swiftly by building a culture of innovation through the adoption of OI strategies (inbound, outbound, and coupled) to tap into the broader range of expertise and resources in the business environment. To improve the link between OI and OP, managers should prioritize building relationships with external partners, such as customers, suppliers, and academic institutions. IT firms should also prioritize building a diverse and inclusive workforce that can bring diverse perspectives and experiences to the innovation process to enhance their innovation capabilities and create products and services that better meet the needs of customers. **ORIGINALITY AND VALUE:** The study's value lies in extending the ongoing scholarly discussion on the nexus between EA and OP by exploring OI as an intermediary mechanism that connects EA, OP, and ED as a boundary-spanning condition that moderates the focal relationship. This research highlights the interplay between EA, OI, ED, and OP, using the DCT as a theoretical foundation. It is the first to examine such interrelationships in the IT sector. In addition, the study provides new insight for researchers focusing on the information technology (IT) sector. **Keywords:** entrepreneurial agility, organizational performance, IT firms, dynamic capability theory, open innovation, environmental dynamism, mediated moderation model, structural equation modeling, information and communication, technology sector, innovation management

Decoding startup failures in Indian startups: Insights from Interpretive Structural Modeling and Cross-Impact Matrix Multiplication Applied to Classification Abstract

PURPOSE: Start-ups are widely acknowledged as crucial catalysts for innovation and drivers of economic progress. However, their vulnerability to failure continues to pose a persistent and significant obstacle. In light of this, the study intends to ascertain the various elements responsible for the elevated incidence of start-up failures and examine their contextual associations. It further aims to establish the hierarchical structure and identify the crucial factors of start-up failure. **METHODOLOGY:** The paper uses the Interpretive Structural Modeling (ISM) approach to determine the structural hierarchy and interconnections among the causes of start-up failures identified through the comprehensive analysis of existing literature and experts' opinions. MICMAC (Cross-Impact Matrix Multiplication Applied to Classification) analysis is also being utilized to categorize these identified failure causes into autonomous, independent, dependent, and linking factors by their driving and dependency powers. **FINDINGS:** A structural framework depicting the interrelationships among the factors has been derived, showing the failure factor, 'poor market positioning' factor at the highest level, and the 'lack of entrepreneurial efficiency' at the lowest level of the model. The results also revealed that lack of entrepreneurial efficiency, poor management, and external environmental issues are the most significant independent factors upon which all other failure factors rely. It also categorizes 'poor market positioning' as the dependent factor, signifying its passive role in the failure of start-ups. **IMPLICATIONS:** As previous literature has discussed the various factors responsible for the failure of start-ups in isolation, the current study fills out the gap in the literature by establishing linkages among those factors. The study's insights emphasize the value of effective management teams and entrepreneurial skills in averting start-up failures. It highlights the importance of skill development and mentorship to enhance the capabilities of entrepreneurs and their teams. Furthermore, the research indicates that policymakers and support groups can create focus initiatives addressing issues like market validation, team dynamics, and financial management to enhance the start-up environment. These initiatives may encompass

entrepreneurship training, financial assistance, and mentorship through the 'Start-up India' Program, Bharat Fund platform, etc. ORIGINALITY AND VALUE: Previous studies on entrepreneurial failure are based on AHP (Analytical Hierarchical Process), content analysis, and quality management methodologies. This is potentially the first study using the ISM-MICMAC approach that explores the complex world of start-up failures in India and illustrates the relative influence and interdependence of various failure factors of start-ups through a hierarchical model. Keywords: start-ups, failure factors, start-up failures, Interpretive Structural Modeling, ISM, Cross-Impact Matrix Multiplication Applied to Classification, MICMAC, entrepreneurial efficiency, market positioning, management competency, external environmental issues, failure prevention strategies, Indian, entrepreneurship skill development. The effectiveness of agile leadership in practice: A comprehensive meta-analysis of empirical studies on organizational outcomes Abstract PURPOSE: The COVID-19 pandemic and the digital transformation have hastened the demand for enterprises to be more flexible and adaptive in a fast-changing environment, making agile leadership a prominent business trend. Agile leadership improves innovation efficiency, employee performance, and team effectiveness. However, there is limited research on agile leadership's effects on organizational outcomes. Thus, this study provides a meta-analytic review of the impact of agile leadership on organizational outcomes that cover various common dimensions like operational, employee, customer, financial, and social environments. METHODOLOGY: The study has two phases: the first phase performs bibliometric literature analysis, and the second phase performs meta-analysis. In the bibliometric literature analysis, 74 articles that were published between 2004 and 2023 were identified from Scopus and Google Scholar, and their type of publication, year of publication, countries involved in agile leadership research, keywords involved, and their association are examined. For the meta-analysis, 24 articles that performed empirical research were chosen from which the various independent and dependent variables studies, along with their standard regression coefficients (β) and correlation coefficients (r) that represent the relationship between agile leadership or agile leaders and that of other factors, were extracted and examined. FINDINGS: The study found that there was a significant rise in publications on agile leadership after 2020, and Turkey, the United States, and Indonesia were involved more than other countries. Moreover, agile leadership is studied more in terms of operational outcomes and employee outcomes. The results of the meta-analysis indicate that agile leadership has a strong relationship with factors like interpersonal trust ($\beta=0.93$), organizational performance ($\beta=0.90$), organizational effectiveness ($\beta=0.89$), individual career success ($\beta=0.89$) and innovation management ($\beta=0.81$). Thus, it is clear that agile leadership has a stronger impact on operational outcomes than employee outcomes. Agile leadership characteristics such as digital innovation, trust, competency, result orientation, and wisdom are significant for organizational growth, team collaboration, team effectiveness, and organizational innovation. IMPLICATIONS: Identifying agile leadership concepts helps assess the progress of empirical research, improve leadership theories and models, and identify potential growth opportunities. The success of agile leadership depends on factors like a company's culture, industry, and size, and this can be studied further. Furthermore, organizations may need to adjust their strategies on customer service, financial management, and investment so that they better reflect the values of agile leadership. ORIGINALITY AND VALUE: This study classifies numerous different research models that shed light on the efficiency of agile leadership based on a comprehensive literature review that serves as the basis for this study. In addition, this study identifies potential problem areas that need to be fixed, and as a result, it makes a contribution to the research on agile leadership. Keywords: agile leadership, organizational outcomes, operational outcome, employee outcome, interpersonal trust, leadership practice, organizational performance, meta-analysis, digital transformation, innovation management, employee performance, interpersonal trust, team effectiveness, COVID-19, strategic flexibility Relationship between entrepreneurial orientation, innovative co-branding partnership, and business performance Abstract PURPOSE: This study aimed to determine the relationship between entrepreneurial orientation (EO), innovative co-branding partnership, and business performance. EO was analyzed through five dimensions:

innovativeness, proactiveness, risk-taking, competitive aggressiveness, and autonomy.

METHODOLOGY: As part of the first phase of brand management research, the quantitative survey was conducted in June 2023 among managers of companies operating in Poland using an online questionnaire. 280 responses were obtained, of which 266 questionnaires were qualified for further calculations. Incomplete questionnaires were eliminated. Hypotheses were formulated regarding the positive impact of the five dimensions of EO (innovation, proactivity, risk-taking, competitive aggressiveness, and autonomy) on business performance and innovative co-branding partnership, and the positive impact of innovative co-branding partnership on business performance. Structural equation modeling using partial least squares (PLS-SEM) was applied to support the conceptual framework and proposed hypotheses. The calculations were performed in Smart PLS version 4.0.9.5.

FINDINGS: The results indicate that three EO dimensions (innovativeness, proactiveness, and competitive aggressiveness) influence business performance. There was no effect of risk-taking and autonomy on business performance. In addition, three EO dimensions (innovativeness, competitive aggressiveness, and autonomy) influence innovative co-branding partnership. No effect of risk-taking and proactivity was found on innovative co-branding partnership. This means that two EO dimensions (innovativeness and competitive aggressiveness) positively influence innovative co-branding partnership and business performance. Furthermore, innovative co-branding partnership was proven to influence business performance. **IMPLICATIONS for theory and practice:** The results of the study point to theoretical implications for further exploration of entrepreneurial orientation and its dimensions. The practical implications relate to recommendations for managers. Managers should make efforts to increase innovation, market activity, and competitiveness of the market offer. It is necessary to monitor the actions taken in the context of their impact on selected market, consumer, product, and brand performance. In addition, managers should analyze the possibilities of undertaking cooperation of this nature to increase business performance.

ORIGINALITY AND VALUE: This study provides a better understanding of the impact of entrepreneurial orientation on business performance using innovative co-branding. Compared to previous studies, it has an advantage in research by introducing the issue of innovative co-branding, which can be used for the development of new business activities. In addition, this study focuses on several areas of business performance, including product, brand, consumer, and financial performance. **Keywords:** entrepreneurial orientation, innovativeness, proactiveness, risk-taking, competitive aggressiveness, autonomy, innovative co-branding partnership, business performance, Structural Equation Modeling (SEM), brand management, market performance

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