

Entrepreneurship for Sustainable Development

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Course instructors

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Application procedure

Goal and target audience

The seminar mainly targets doctoral students from the TUM School of Management (including Munich, Garching, Weihenstephan, Straubing, and Heilbronn) with a special focus on entrepreneurship. Doctoral students from other TUM schools and universities interested in entrepreneurship for sustainable development are also welcome. Due to its interactive nature, the seminar is limited to 15 participants.

Application process

If you are interested in the seminar, please send a short letter of motivation and CV as one pdf file to Prof. Dr. Frank-Martin Belz (frank.belz@tum.de), Prof. Dr. Claudia Doblinger (claudia.doblinger@tum.de) and Prof. Siddharth Vedula Ph.D. (siddharth.vedula@tum.de) by **31 October 2023**.

Course aims

What this course is

Sustainable development has emerged as a prominent concept for business and society, and there is increasing recognition that a fundamental transformation is needed to tackle major environmental and social problems. Entrepreneurship has the potential to play a key role in the pursuit of sustainable development. In this seminar, we will provide an overview of research on entrepreneurship for sustainable development and discuss ongoing conversations and ample opportunities for future research in this dynamic, vibrant field.

What this course is not

This research-focused doctoral seminar will acquaint students with the academic literature on sustainable entrepreneurship. As such, it is not a “practice-focused” class (e.g. there will be no projects where you pitch or evaluate venture ideas)

Course objectives

Knowledge Objectives

At the end of the seminar, you will be able to:

- Get an in-depth overview of the state of the art in the vibrant field of entrepreneurship for sustainable development;
- Join an ongoing conversation in the field of entrepreneurship for sustainable development by formulating, presenting, and discussing a research paper proposal.

Skills Objectives

The seminar is designed as interactive, including group exercises, role plays, open plenum discussions, and direct talks with instructor feedback. The seminar objectives will be achieved by:

- reading assigned papers (before class!);
- attending all classes;
- participating actively in group exercises and classroom discussions;
- developing a research project proposal relating entrepreneurship to sustainable development;
- providing feedback on the project proposals submitted by your fellow students.

Learning Objectives

In addition to learning about the body of work on sustainable entrepreneurship, you will also develop generalizable skills necessary for academia (e.g. academic writing and presentation).

Schedule

Session 1: Introduction to Entrepreneurship for Sustainable Development

Main facilitators: Frank-Martin Belz, Claudia Doblinger, Siddharth Vedula

Date and location: Monday, 4 December 2023 (9:15-12:45), TUM main campus in Munich

Session 2: Governmental Policy and Entrepreneurship for Sustainable Development

Main facilitator: Claudia Doblinger

Date and location: Monday, 4 December 2023 (13:45-17:45), TUM main campus in Munich

Session 3: Communities and Entrepreneurship for Sustainable Development

Main facilitator: Siddharth Vedula

Date and location: Tuesday, 5 December 2023 (9:15-12:45), TUM main campus in Munich

Session 4: Process of Sustainable Entrepreneurship

Main facilitator: Frank-Martin Belz

Date and location: Tuesday, 5 December 2023 (13:45-17:45), TUM main campus in Munich

Session 5: Impacts of Sustainable Entrepreneurship

Main facilitator: Frank-Martin Belz

Date and location: Wednesday, 6 December 2023 (9:15-13:00), TUM main campus in Munich

Session 6: Future Research - Presentation and Discussion of Paper Proposals

Main facilitators: Frank-Martin Belz, Claudia Doblinger, Siddharth Vedula

Date and location: Friday, 8 December 2023 (9:15-13:00), TUM main campus in Munich

Core readings

The following articles are **basic readings** in the doctoral seminar on entrepreneurship for sustainable development. Altogether they form a basis for our discussion. For the convenience of the participants, all required readings are provided as PDF files in the TUM Moodle learning platform. To get the most out of it and allow a fruitful discussion, make certain to read the articles **before class**!

Session 1: Introduction to entrepreneurship for sustainable development

Anand, A., Argade, P., Barkemeyer, R., & Salignac, F. 2021. Trends and patterns in sustainable entrepreneurship: A bibliometric review and research agenda. *Journal of Business Venturing*, 36(3): <https://doi.org/10.1016/j.jbusvent.2021.106092>

Johnson, M.P., & Schaltegger, S. 2020. Entrepreneurship for Sustainable Development: A Review and Multilevel Causal Mechanism Framework. *Entrepreneurship Theory and Practice*, 44(6): 1141-1173.

Vedula, S., Doblinger, C., Pacheco, D.F., York, J., Bacq, S., Russo, M., Dean, T. 2022. Entrepreneurship for the Public Good: A Review, Critique, and Path Forward for Social and Environmental Entrepreneurship Research. *Academy of Management Annals*, 16(1), pp. 391-425.

Session 2: Governmental Policy and Entrepreneurship for Sustainable Development

Doblinger, C., Surana, K., Anadon, L.D. 2019. Governments as partners: the role of alliances in U.S. cleantech startup innovation. *Research Policy*, 48(6): 1458–1475.

Goldstein, A.P., Narayanamurti, V. 2018. Simultaneous pursuit of discovery and invention in the US Department of Energy. *Research Policy*, 47(8): 1505–1512.

Georgallis, P., Dowell, G. and Durand, R., 2019. Shine on me: Industry coherence and policy support for emerging industries. *Administrative Science Quarterly*, 64(3): 503-541.

Howell, S.T. 2017. Financing innovation: evidence from R&D grants. *American Economic Review* 107(4): 1136–1164.

York, J.G., Hargrave, T.J. and Pacheco, D.F., 2016. Converging winds: Logic hybridization in the Colorado wind energy field. *Academy of Management Journal*, 59(2): 579-610.

Session 3: Communities and Entrepreneurship for Sustainable Development

- Bacq, S., Hertel, Ca. & Lumpkin, G.T. 2022. Communities at the nexus of entrepreneurship and societal impact: A cross-disciplinary literature review. *Journal of Business Venturing*, 37(5), 106231.
- Lumpkin, G.T. and Bacq, S., 2019. Civic wealth creation: A new view of stakeholder engagement and societal impact. *Academy of Management Perspectives*, 33(4): 383-404.
- Sine, W.D. and Lee, B.H., 2009. Tilting at windmills? The environmental movement and the emergence of the US wind energy sector. *Administrative Science Quarterly*, 54(1): 123-155.
- York, J.G., Vedula, S. and Lenox, M.J., 2018. It's not easy building green: The impact of public policy, private actors, and regional logics on voluntary standards adoption. *Academy of Management Journal*, 61(4): 1492-1523.

Session 4: Process of Sustainable Entrepreneurship

- Belz, F. M., & Binder, J. 2017. Sustainable entrepreneurship: a convergent process model. *Business Strategy and the Environment*, 26(1): 1-17.
- Davidsson, P. & Gruenhagen, J.H. 2020. Fulfilling the Process Promise: A Review and Agenda for New Venture Creation Research. *Entrepreneurship Theory and Practice*, 45 (5): 1083-1118.
- Eller, F.J., Gielnik, M.M., Wimmer, H., Thölke, C., Holzapfel, S., Tegtmeier, S., Halberstadt, J. 2019. Identifying business opportunities for sustainable development: Longitudinal and experimental evidence contributing to the field of sustainable entrepreneurship, *Business Strategy and the Environment*, 29(3), 1387-1403.
- O'Neil, I., & Uzbasaran, D. 2016. Balancing "What matters to me" with "What matters to them": Exploring the legitimization process of environmental entrepreneurs. *Journal of Business Venturing*, 31(2): 133-152.

Session 5: Impacts of Sustainable Entrepreneurship

- Argiolas, A., Rawhouser H., Sydow A., 2024. Social entrepreneurs concerned about Impact Drift. An approach prompted by persistent and pervasive need. *Journal of Business Venturing*, 39(1): 106342.
- Hahn, T. & Tampe, M. 2021. Strategies for regenerative business. *Strategic Organization*. 19(3): 456-477.
- Molecke, G., & Pinkse, J. 2017. Accountability for social impact: A bricolage perspective on impact measurement in social enterprises, *Journal of Business Venturing*, 32 (5): 550–568.
- Munoz, P., Gamble, E.N., & Beer, H. 2022. Impact Measurement in an Emerging Social Sector: Four Novel Approaches. *Academy of Management Discoveries*, 8(2): 298-330.
- Rawhouser, H., Cummings, M., & Newbert, S. L. 2019. Social Impact Measurement: Current Approaches and Future Directions for Social Entrepreneurship Research. *Entrepreneurship Theory and Practice*, 43(1): 82–115.

Course procedures

All classes will take place in person at the TUM main campus in Munich (Room TBA). The seminar consists of 6 sessions of 3.5-4 hours. The doctoral students must read the mandatory readings **before class** and engage in classroom discussions and exercises. The lecturers will provide an in-depth overview of academic conversations in sustainable entrepreneurship and facilitate discussions in class. At the end of the seminar, the students will have the competencies to write a scientific research proposal on sustainable entrepreneurship.

The learning objectives will be achieved by completing all mandatory readings, actively participating in class discussions and exercises, completing the oral presentation, and submitting the final written proposal. All required readings and slides are available in TUM Moodle.

Classroom rules

The seminar is conversational and interactive in nature. Be courteous to the instructor and fellow students by creating a learning environment without distractions. Do not text messaging, web surfing, checking social media, or email during lecture periods. Make sure to silence all cell phones and any other electronic devices. You will get the most out of the seminar by reading the required articles in advance, paying attention, and participating actively in classroom discussions and exercises.

Use of Artificial Intelligence (AI)

In recent years, AI has become an integral part of our daily lives, revolutionizing various activities, including how we study, teach, and conduct research. New tools like Scite Assistant, Elicit, and Research Rabbit benefit us as scholars and students. We believe in the potential of AI to enhance our classroom experiences and your learning journey. However, we are also aware of the potential pitfalls of uncritical AI usage, and thus, we encourage a thoughtful and responsible approach.

During our sessions, we will introduce AI research tools (e.g. Scite Assistant, Elicit, Research Rabbit, Chat PDF). While you are not obligated to use these tools, we suggest exploring their potential. By engaging with the literature both with and without AI tools, you will gain a deeper understanding of their capabilities and limitations, recognizing that they cannot replace your critical analysis. We will also encourage you to reflect on your experiences with AI, fostering class discussions about its role.

Using AI for assignments is permitted under two conditions: First, it follows the [ethical code of conduct](#) set forth by the TUM School of Management, particularly adhering to principles of Honesty, Responsibility, Trust, Fairness, and Scientific Approach. Second, any use of AI should be acknowledged at the outset of your assignment, with a detailed explanation of how you employed AI tools.

Assessment

The seminar will have two deliverables:

- A short PowerPoint presentation (~10 minutes) explaining your research idea based on your learnings from the seminar. This will be presented on the last day of the seminar (8 December 2023).
- A written seminar paper comprising a research project proposal on sustainable entrepreneurship. It includes an introduction, a theoretical framework, a research methodology (design/methods), and the expected theoretical and practical implications (max. 3,000 words, including a reference list, excluding tables and figures). The written seminar paper is due on 15 January 2024.

Instructor Bios

Prof. Dr. Frank-Martin Belz

Frank-Martin Belz is a [full professor of corporate sustainability](#) at the Technical University of Munich (TUM School of Management). He received his doctorate from the University of St. Gallen, Switzerland. Over the last decade, he has focussed his research and teaching on sustainable entrepreneurship. From 2014 to 2016, he led a large-scale European research project on sustainable innovation and entrepreneurship driven by users. Since 2020, he has been Director of the [TUM SEED Center](#), an interdisciplinary and international Center of Excellence, which aims to offer higher education and conduct research at the intersection of sustainable energies and entrepreneurship to contribute to the 2030 Agenda for Sustainable Development. His work has been published in peer-reviewed, international journals like the Academy of Management Discoveries, Business Strategy and the Environment, Entrepreneurship Theory and Practice.

Prof. Dr. Claudia Doblinger

Claudia Doblinger holds the professorship for Innovation and Technology Management at the Campus Straubing for Biotechnology and Sustainability (tim.cs.tum.de), Technical University of Munich (TUM). She received her Ph.D. in Innovation and Technology Management from the University of Regensburg, Germany and primarily works on clean energy innovation and entrepreneurship. Her main focus is on understanding how political incentives affect the innovation and entrepreneurial activities of firms, especially in the context of clean energy and transportation technologies. Her research has been published in peer-reviewed journals such as Nature Energy, Research Policy, and the Journal of Product Innovation Management. She has previously worked at the Harvard Kennedy School, the University of Regensburg (Germany), and a German energy company.

Prof. Siddharth Vedula, PhD.

Prof. Vedula holds the professorship for Entrepreneurship and Communities at the TUM Entrepreneurship Research Institute. His research interests are in the geography of entrepreneurship and environmental entrepreneurship. He has researched a wide array of topics including spatial contagion behavior in the venture capital investment industry, regional differences in the adoption of green building practices, how ideological differences in communities shape renewable energy entrepreneurship, and the dynamics of regional entrepreneurial ecosystems. Current research projects include an analysis of competitive dynamics between startups and incumbents in the green building supply industry, configurations that drive high-growth entrepreneurship in regional entrepreneurial ecosystems, and innovation dynamics in renewable energy. Prof. Vedula completed his Bachelors degree in Physiology and Mathematics from the University of Toronto. He subsequently obtained a Masters degree in Biomedical Engineering from McGill University, and a Ph.D. in Strategic, Organizational, and Entrepreneurial Studies from the University of Colorado Boulder. He previously worked as an assistant professor of Entrepreneurship at Babson College in Boston, USA.