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SUSTAINABLE ENTREPRENEURSHIP IN ZAMBIA

Entrepreneurship is often seen as a means of reducing poverty and creating gains for economies particularly in developing countries. Despite these important contributions, entrepreneurial activities can also result in destructive outcomes such as pollution and pose risk and damage to nature and human health. This PhD thesis investigates the factors influencing the engagement in sustainable practices and examines the effect of sustainable practices on firm performance among SMEs in Zambia. The focus is on environmental and social dimensions of sustainability. More specifically, the study focuses on the following: (1) the factors influencing the identification of sustainable opportunities among entrepreneurs managing SMEs; (2) the influence of personal values on sustainability orientations; (3) the factors that motivate entrepreneurs to engage in sustainable practices; and (4) the impact of corporate social responsibility (CSR) on firm performance. We adopted a mixed methods approach, with an emphasis on quantitative data analysis. On the basis of the findings from the four empirical chapters, the answers to the main research question: *“What factors influence the engagement in sustainable practices among SMEs in Zambia and what is the performance effect of the engagement in these practices?”*, is that altruism towards others, entrepreneurial knowledge, self-transcendence values, conservation values, openness to change values, internal motivations and the identification of sustainable opportunities are the influencers. In turn, the engagement in sustainable practices leads to better financial performance. Thus, the engagement in sustainable practices is good for firms, society and environment.

PROGRESS CHONGOO

Progress Choongo is a lecturer at the Copperbelt University (CBU) in the School of Business in Kitwe, Zambia. He completed his Bachelor's degree in Production Management at CBU in 2000. Thereafter, he worked in industry in the areas of quality and project management in companies based in Zambia. In 2007, he obtained a Master's degree in Project Management from Leeds University in the United Kingdom. His Master's degree was jointly sponsored by Canon Collins Education Trust and Chevening. He joined CBU in 2008. Before starting his PhD at Vrije Universiteit Amsterdam in February 2012, he was a lecturer and coordinator of postgraduate studies in the School of Business at CBU. His PhD was sponsored by the HEART project. NUFFIC provided funding to the project. His main research interests include entrepreneurship, small business management, sustainability, corporate social responsibility (CSR) and other related topics. He has for example presented his research work at the 5th World Sustainability Conference held in 2017. He also publishes his work in international peer-reviewed journals.



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THE ENGAGEMENT IN AND EFFECT OF SUSTAINABLE PRACTICES
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