

Factors Influencing Sustainable Entrepreneurship Development in Zambia: A Case Study of Chingola Town

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ABSTRACT

This research study delves into the intricate landscape of entrepreneurship sustainability within the context of Chingola town in Zambia. The objective of the study is to establish the factors influencing sustainable entrepreneurship development in Zambia. To be specific, in Chingola town. By adopting a case study approach, the research aims to shed light on the dynamic interplay between various internal and external factors that impact the sustainability of entrepreneurship.

The study employs a correlational research design, encompassing quantitative methodology. Through a survey and rigorous data analysis, the research examines a range of factors influencing entrepreneurship sustainability. These factors encompass both micro-level elements, such as individual entrepreneurial characteristics and business strategies, and macro-level components, including economic, social, and regulatory environments.

Key themes explored include: access to financial resources, availability of business support services, local market conditions, governmental policies, and cultural influences. By elucidating the challenges and opportunities presented by these factors, the study aspires to offer valuable insights into fostering a conducive environment for sustainable entrepreneurship development in Chingola town and potentially other similar contexts.

Survey participants were mostly middle aged adults (35-44 years old), followed by the age group (25-34 year old) and the least was the age group (15-24 year old). This is because the survey mostly targeted the middle aged who were more interested in the survey than any other age group. The middle aged also had more time to complete the survey. The research finding was that the middle aged had more entrepreneurial experience, resources, capital, connections and networks giving them an advantage in understanding entrepreneurial sustainability and hence a better chance of achieving sustainable entrepreneurship development. Moreover, the research finding was that entrepreneurs could be young or older but the older had a higher chance of achieving sustainable entrepreneurship development due to more experience, more access to capital, more connections and networks. It was also found that there were more males than females and one explanation for this was that in the settings where the survey was done, there were more males than females. It showed the tendency that sustainable entrepreneurship development was being undertaken by more males than females.

Additionally, another research finding is that a large proportion of the respondents are not in a long term committed relationship. 33% of the respondents are widowed, divorced or separated. 32% of the respondents are single.

Another research finding is that majority of respondents (34%) have completed at least primary education. It suggests that a large number of people have basic skills and knowledge necessary to participate in society and the work force or businesses. Because 45% of respondents have attained a higher level of education

beyond secondary school, there is an emphasis on education. 11% of respondents have not completed primary education. This group may face challenges in participating in activities requiring basic skills of which education is necessary and hence it is important for such people to utilise opportunities to further their education. To achieve sustainable entrepreneurship development, basic skills and knowledge must be acquired by entrepreneurs so that they can understand the demands of their businesses and serve the communities more effectively. Hence, education is important for entrepreneurs because it equips them with the skills and knowledge needed to run their businesses, participate in society and ultimately achieve sustainable entrepreneurship development.

A significant number of surveyed individuals are self-employed or work in the gig economy. 34% of respondents started their businesses in the age group, 15-24 years old. This was followed by 22% of respondents in the age group, 25-34 years old. Some respondents started their businesses in their later years, with 18% beginning between the ages of 45 and 54 and 9% at 55 years old and above. The explanation for this demographic is that young people are more likely to be entrepreneurial because they are more willing to take risks and have less to lose. Young people also have more energy and drive. Hence, creating more businesses or startups. Older people are more likely to leverage experience, connections, finances and networks as they engage in entrepreneurship and hence more likely to create sustainable entrepreneurship developments. These age's at which entrepreneurs attempt to start businesses reflect the likelihood of venturing into sustainable entrepreneurship development, which is a consequence of starting a business and then sustaining it. Based on the survey, the young have a chance to create sustainable entrepreneurship development due to their high risk in creating businesses. However, the older people may have a higher chance of creating sustainable entrepreneurship development due to their business experiences, work experience, connections and networks and others may utilise their pension.

The identified sustainable business practices represent a diverse range of strategies, initiatives and ultimately entrepreneurial ventures that seek to align with sustainable operations that are environmental, social and economic. Meaning there is an emphasis on sustainability in the business world but it also highlights the multifaceted approach taken by different entrepreneurs. For instance, circular economy initiatives were highlighted by 18% of respondents while entrepreneurial education and training were emphasised by 16% of respondents. These findings acknowledge the multifaceted approach by entrepreneurs in seeking sustainability for their ventures.

Moreover, influential factors were cited as adding to the dynamic nature of sustainable entrepreneurship development. Factors such as regulatory frameworks, operational procedures and compliance standards, consumer behavior, socio-economic aspects and personal traits are all a component of sustainable entrepreneurship development. Meaning that the same factors that are experienced by some entrepreneurs in achieving sustainable entrepreneurship development may pose as challenges for other entrepreneurs and hence failing to achieve sustainable entrepreneurship development. The success rate of 71% emphasises that a significant majority of entrepreneurs have achieved positive outcomes through experiencing these influential factors. This can be seen as encouraging the integration of sustainable practices into entrepreneurial endeavours. The relatively low rate of perceived unsuccessful outcomes (19%) suggests that while challenges and barriers may exist, entrepreneurs are generally able to adapt their strategies to align with sustainability principles successfully. These findings also point to the diversity of experiences and outcomes among entrepreneurs.

The research finding on the prevalence of entrepreneurs within the K2,100-K3,000 range; implies a competitive market segment. This is owing to entry barriers to businesses, market demand and the availability of resources within this specific range. Thus creating intense competition that may lead to creativity and innovation. The concentration of entrepreneurs in the K3,100-K4,000 range indicates a significant market opportunity within this segment. This is linked to an emerging market trend, consumer preferences or specific industry dynamics that make this bracket attractive for business ventures. Hence,

sustainable entrepreneurship development begins to take shape in an emerging economy but businesses, no matter how small are its base.

32% of entrepreneurs rely on savings accumulated from previous employment to finance their initial business venture of which they intend to achieve sustainable entrepreneurship development. 27% of entrepreneurs choose to leverage income generated from previous entrepreneurial ventures to fund new business endeavours. 12% of respondents raised capital through familial support and 15% of respondents raised capital through pension funds. 9% of respondents raised capital through grants, which are a form of external funding. Hence, capital is important in starting a business and if sustained leads to achieving sustainable entrepreneurship development.

The implications of this research are manifold. Policymakers, local governments, and business support organisations can benefit from a deeper understanding of the factors that influence entrepreneurship sustainability, enabling them to tailor interventions that foster growth and resilience among entrepreneurial ventures. Furthermore, these findings may contribute to the academic discourse on entrepreneurship sustainability and development, particularly in the context of emerging economies like Zambia. Ultimately, the research aspires to facilitate the creation of an ecosystem where entrepreneurship thrives and is sustained, thereby contributing to economic development, job creation, and societal progress.

INTRODUCTION

Overview

This chapter serves as an introductory gateway into the factors that influence sustainable entrepreneurship development. It provides a comprehensive overview of sustainable entrepreneurship development, defining the central phenomenon and its significance. Furthermore, the chapter delves into the historical context of sustainable entrepreneurship, tracing its evolution and highlighting key milestones.

Within this chapter, sustainable entrepreneurship development takes centre stage as its meaning, objectives, and distinct characteristics are thoroughly explored. The chapter goes beyond the surface definition, delving deeper into the essence of sustainable entrepreneurship development. It identifies the various objectives it seeks to achieve and elaborates on its inherent characteristics. Additionally, the chapter scrutinizes the contributing factors that influence and shape the phenomenon.

This chapter dives into a comprehensive exploration of the multifaceted factors that are intrinsically linked to sustainable entrepreneurship. Social, economic, political, and environmental factors are dissected and analysed, showcasing their interconnectedness and influence on sustainable entrepreneurship dynamics. The chapter unveils the intricate web of elements that contribute to the existence and evolution of sustainable entrepreneurship.

Presenting a panoramic perspective, this chapter offers a statistical overview of sustainable entrepreneurship on a global scale. It delves into its prevalence across diverse countries and regions worldwide. Through data analysis and interpretation, the chapter paints a detailed picture of how sustainable entrepreneurship manifests across various global contexts.

Zooming in from a global perspective, this chapter narrows its focus to the local level (Zambia). It presents a granular statistical analysis of the phenomenon within a specific region or country, which is the central point of the research. By providing localised insights, the chapter deepens the understanding of sustainable entrepreneurship impact within a specific geographical context.

This chapter highlights the practical significance of the research study within the current context. It discusses how the findings of the study can be harnessed to enhance comprehension of sustainable entrepreneurship

and formulate targeted interventions. By demonstrating the study's real-world applicability, the chapter underscores its potential to drive positive change.

Acting as a guidepost for the ensuing chapters, this chapter provides a concise preview of the upcoming sections. It elucidates the objectives and roles of each chapter in relation to the overarching research question. By offering a roadmap, the chapter enhances the reader's understanding of the research's structure and objectives.

A general introduction to the broad field and the concerned phenomena

According to the International Finance Corporation-IFC (2011), the private sector involves businesses created by entrepreneurs, which, by virtue of this, are able to provide income, jobs, goods, and services. This enhances people's lives by providing them with an income through a job and, hence, having a source of income that may be used for investments or purchasing basic needs and other essential items to enhance the quality of life.

The developed world has advanced its private sector due to an increased number of entrepreneurs that continue to create sustainable employment through various business ideas. The private sector is, therefore, important in advancing the cause of sustainable entrepreneurship, which, in turn, addresses developmental challenges such as economic growth, jobs, poverty reduction, and employment.

It is, therefore, imperative for a developing country such as Zambia to evaluate the factors influencing sustainable entrepreneurship development to create jobs, help individuals generate more money, and advance economic activities, all of which are imperative for economic development.

According to Avis (2016), private sector activities and investments account for major sources of economic growth. For instance, on average, the private sector contributes more than 80 percent of government revenues in low and middle income states. This is done through taxes, resource rents, and income taxes on employees. The private sector consists of formal and informal jobs. More than 700 private businesses in Africa are large enough to generate more than \$500 million a year in revenue. However, most African private businesses are small, and too few are medium or large. Small firms are less productive than larger ones, especially in the manufacturing sector. Small and medium enterprises (SMEs) in Africa struggle to survive and become large firms.

The AfDB (2019) attributes the struggles of SMEs to financial constraints. Despite this, SMEs are considered the backbone of African economies since they account for about 90 percent of employment in most African countries. Since entrepreneurs are the drivers of the private sector, the situation of the productivity gap between SMEs and large firms offers a perspective, as explained by the low value added and labour intensive sectors in which SMEs predominantly operate, their limited use of technologies, and their low participation in foreign markets. At the same time, the Edinburgh Group (2013) estimates that SMEs that export or operate internationally are more productive, contribute more to higher paying jobs, especially in the low wage segments of the economy, and grow 4 percentage points faster than non-exporting SMEs.

Mbhele (2011) defined entrepreneurship as an activity involving the discovery, evaluation, and exploitation of opportunities to introduce new goods and services that are sold on the market to meet the demands of customers. Entrepreneurship therefore involves deliberate efforts by the entrepreneur to be alert to opportunities for trade. Entrepreneurship is also the art of the entrepreneur taking risks to trade, and when the profit is made, it becomes the benefit of the entrepreneur by virtue of assuming the risks involved in creating a business and running it.

Kirzner (2009) defines entrepreneurship as the ability to perceive new opportunities and encompass

decisions and judgments about the coordination of scarce resources. Therefore, entrepreneurship is about endowing existing resources with new wealth producing capacity. Entrepreneurship means exploiting a new opportunity in a situation in order to sell a product that will meet the demands of customers. The new opportunity entails using the same or similar production with the same resources in a new way (innovative). In this way, a new business is created. Entrepreneurship also entails creating a business out of a chaotic situation. As a result, entrepreneurship is the art of taking a risk, being creative, forming a business, and benefiting from the business' reward (profit).

Panda (2000) defined an entrepreneur as one who represents an individual or group of individuals who conceive, initiate, and maintain for a significant period of time a social institution producing economic goods. Hence, what defines an entrepreneur is the exceptional capacity to identify and use new opportunities, have the necessary commitment and motivation to materialise them, as well as assume the inherent risks, and in the end be rewarded with profit.

Ozili (2002) defined sustainability as a philosophy, approach, or practise that guides the use of today's resources in an efficient manner to ensure that resources are available and sufficient to meet today's needs and the needs of future generations. Therefore, sustainability entails that a business or entrepreneurial venture must prolong its operations and manage to meet the demands of customers all the time by being efficient and effective in its operations. By doing this, not only will the business satisfy today's demands but also those of generations to come. This is what the term sustainable entails.

Similarly, Hodge (1997) defined sustainability as the driving force or agenda that directs a development process towards the fulfilment of a level of development deemed sustainable. The study used the term sustainability to mean an entrepreneurial venture or business continuing operations over a long period of time by virtue of deliberate efforts by the entrepreneur or business owner that ensure the business incorporates efficiency and effectiveness to create profit and goes on operating for a long time to satisfy societal demands.

Diesendorf (2000) defined sustainable development as a goal or target that is achieved by following a set of sustainability principles or guidelines. Hence, sustainability and sustainable development are related, where sustainability is the process through which business operations are conducted to ensure continued operations to always meet customer demands, while sustainable development refers to the goals that must be met and help in the actualisation of sustainability.

According to Juma, James, and Kwesiga (2017), sustainable entrepreneurship development refers to the increase in the natural standard of living of the poor at the grassroots level, which could be quantitatively measured in terms of increased food, real income, educational services, health care, sanitation, and water supply. Ebiringa (2013) stipulates that entrepreneurship development has become a strategic point to sustain the economic developments achieved by creative entrepreneurs creating job opportunities through businesses. Given the successful economic developments of countries such as China, India, Malaysia, and Indonesia, the Youth Enterprise with Innovation in Nigeria (You Win) programme in the South Eastern States of Nigeria was created. The goal was to evaluate entrepreneurship development more and seek ways to sustain it in order to advance the economy of Nigeria so that it could also follow a similar route of advancing the economy like China or Malaysia. Some of the aspects used in the You Win programme were skills, motivation, personality, and attitudes, which are critical aspects of individuals and have a bearing on entrepreneurship development.

Lis and Ptak (2022) defined sustainable entrepreneurship development as the use of resources to run a business and its products to the satisfaction of the principle of sustainability. Sustainability is the development consisting of satisfying human needs without having a negative impact on the ability of future generations to function. Sustainable entrepreneurship development thus encompasses a business or an entrepreneurial venture that conducts sustainable activities using sustainable resources. The resources

include people, living infrastructure (buildings and structures), fixed and non-fixed assets (machines, tools, and devices).

Sustainable entrepreneurship is an area of study that involves the establishment of new ventures and the advancement of existing businesses with a positive impact on both the environment and society (Schaltegger & Wagner, 2019). Sustainable entrepreneurship is a business strategy focused on increasing value for society, the environment and the company or business. Over the past years, sustainable entrepreneurship has gained momentum owing to the growing recognition of the imperative for sustainable development (Carayannis *et al.*, 2018).

Numerous factors play a pivotal role in shaping the trajectory of sustainable entrepreneurship. Among the most critical factors are government policies, which can serve as catalysts for sustainable entrepreneurship by offering financial incentives, tax benefits, and other forms of support to eco-friendly businesses (Barber *et al.*, 2020). Furthermore, entrepreneurial ecosystems, comprised of interconnected individuals, organisations, and institutions, play a vital role in providing sustainable entrepreneurs with essential resources, mentorship, and support to foster success (Stam & Spiegel, 2016).

Moreover, technological innovation constitutes another decisive factor in driving sustainable entrepreneurship. Technological advancements can open doors to new possibilities for environmentally conscious entrepreneurship, such as the development of energy efficient and sustainable products and services (Kuckertz & Wagner, 2017). Additionally, the growing consumer demand for sustainable products and services influences the emergence of opportunities for sustainable entrepreneurs (Hartmann *et al.*, 2018). As consumers become more conscious of the ecological and social impacts of their purchases, they increasingly seek out sustainable alternatives, propelling sustainable entrepreneurship forward.

In parallel, social entrepreneurship emerges as a distinct type of sustainable entrepreneurship dedicated to addressing social problems (Mair & Mart, 2006). Social entrepreneurs establish businesses with the intent of making a positive impact on society, such as by providing education, healthcare, or other essential services to marginalised communities (Dacin *et al.*, 2010).

Impact investing also plays a significant role in advancing sustainable entrepreneurship. Impact investors actively seek opportunities that yield financial returns while simultaneously promoting positive environmental or societal outcomes (Bugg-Levine & Emerson, 2011). These investors direct their funds towards businesses that actively work to solve social or environmental issues, further stimulating sustainable entrepreneurship.

Furthermore, the concept of the circular economy, which aims to minimise waste and pollution by maximising the utilisation of products and materials, offers a pathway for sustainable entrepreneurship to contribute to a greener and more efficient economic system (Geissdoerfer *et al.*, 2017). Sustainable entrepreneurs can develop businesses that collect, reuse, and recycle materials, thus aligning with the principles of the circular economy.

Meaning, objectives, and characteristics of the phenomenon

Sustainable entrepreneurship is a vital process that entails the establishment of new ventures or the management of existing ones in a manner that caters to present needs while safeguarding the ability of future generations to meet their own needs. This type of entrepreneurship places a high emphasis on considering the environmental and social impacts of business activities (Fischer, 2018).

The main objectives of sustainable entrepreneurship are manifold. Firstly, it seeks to create businesses that are not only profitable but also sustainable in the long term. Secondly, it aims to reduce the environmental impact of businesses, thereby promoting ecological conservation. Thirdly, sustainable entrepreneurship

endeavours to enhance the social impact of businesses by prioritising human well-being and societal welfare. Finally, it is dedicated to fostering a more just and equitable world where economic activities benefit all stakeholders rather than just a select few (Schaltegger & Wagner, 2018).

The characteristics that define sustainable entrepreneurship are multidimensional. Firstly, it revolves around the concept of the triple bottom line, encompassing considerations of profit, people, and the planet. This means that businesses must take into account not only financial performance but also the well-being of individuals and the planet's health. Secondly, sustainable entrepreneurship leverages innovative business models that generate both economic value and environmental benefits, ensuring a win-win scenario for all involved parties. Thirdly, it is rooted in a strong commitment to social responsibility and ethical business practices, which enable businesses to contribute positively to society (Hockerts, 2017). Lastly, sustainable entrepreneurship embraces a long-term perspective, with a focus on enduring sustainability rather than short-term gains (Renko *et al.*, 2015).

The development of sustainable entrepreneurship is influenced by various factors. Government policies play a pivotal role in creating an enabling environment by offering incentives, such as tax breaks, to businesses that adopt sustainable practices (Carayannis & Rakhmatullin, 2014). Public awareness also significantly impacts the growth of sustainable entrepreneurship as an informed consumer base demands sustainable products and services, which subsequently fosters the emergence of businesses meeting such demands (Hall & Vredenburg, 2018). Education and training programmes are essential in equipping entrepreneurs with the skills and knowledge required to establish and manage sustainable businesses effectively (Bacq & Alt, 2018). Moreover, access to finance emerges as a significant barrier, particularly for small businesses, and addressing this challenge is crucial to promoting sustainable entrepreneurship (Kuckertz *et al.*, 2018). Lastly, networking and collaboration with other entrepreneurs, businesses, and organisations can foster knowledge sharing and resource pooling, creating a supportive ecosystem that facilitates sustainable entrepreneurship (Schaper *et al.*, 2015).

Sustainable entrepreneurship is a critical aspect of addressing environmental and societal challenges while promoting economic growth and development. The success and proliferation of sustainable entrepreneurship are influenced by a complex interplay of various factors.

Individual factors constitute a fundamental category that significantly influences sustainable entrepreneurship. Entrepreneurs' personal values, motivations, and beliefs about sustainability play a pivotal role in shaping their business practices (Kuckertz *et al.*, 2019). Entrepreneurial ventures led by individuals who are genuinely motivated to make a positive impact on the environment or society are more likely to adopt and pursue sustainable business models (Schaltegger & Wagner, 2019). Such individuals are driven by a sense of responsibility and empathy, leading to a higher commitment to incorporating sustainability principles into their business operations.

Environmental factors represent another crucial determinant of sustainable entrepreneurship. The availability of natural resources, the extent of environmental regulations, and the demand for sustainable products and services play vital roles in creating opportunities for sustainable ventures (Lozano & Lukman, 2016). In regions endowed with abundant natural resources and stringent environmental regulations, sustainable entrepreneurship is more likely to thrive due to favourable conditions for eco-friendly business practices and green innovation (Wang & Bansal, 2019).

Economic factors also significantly influence the growth of sustainable entrepreneurship. The overall economic climate, the availability of financial capital, and the level of government support for sustainable businesses all play vital roles in fostering sustainable ventures (Schaltegger & Wagner, 2019). In economically robust regions with accessible financial resources and supportive policies for sustainable enterprises, entrepreneurs are encouraged to invest in sustainable initiatives and adopt long-term, environmentally conscious strategies (Hockerts & Wüstenhagen, 2010).

Technological factors are instrumental in shaping the landscape of sustainable entrepreneurship. The development of innovative technologies that enable businesses to reduce their environmental impact is crucial to promoting the adoption of sustainable practises (Kuckertz *et al.*, 2019). For instance, advancements in renewable energy technologies have empowered businesses to adopt clean energy sources, thus enhancing their sustainability performance and competitiveness (Bocken *et al.*, 2014).

Social factors also exert a significant influence on the success of sustainable entrepreneurship. The level of public awareness about sustainability, the support of civil society organisations, and the presence of a critical mass of sustainable businesses are crucial in shaping the market environment for sustainable ventures (Lozano & Lukman, 2016). In regions where there is widespread awareness and acceptance of sustainable practises, consumers are more likely to support sustainable businesses, creating a conducive market for such enterprises to flourish (Hockerts & Wüstenhagen, 2010).

Global statistical scenario of the particular phenomenon

Sustainable entrepreneurship is a critical aspect of modern business, as it focuses on creating ventures that not only generate profits but also contribute positively to the environment and society. The factors influencing sustainable entrepreneurship can be broadly categorised into internal and external factors.

Internal factors are within the control of the entrepreneur or business and play a pivotal role in determining the success of sustainable ventures. Firstly, entrepreneurial motivation is a crucial determinant in the initiation of sustainable businesses. Entrepreneurs who are driven by a desire to make a positive impact on the environment or society are more inclined to establish ventures with sustainability at their core. Such intrinsic motivation fosters commitment and dedication towards sustainable business practices.

Secondly, entrepreneurial knowledge and skills are significant internal factors. Entrepreneurs equipped with a deep understanding of environmental and social issues, coupled with strong business management skills, are better positioned to navigate the challenges of sustainable entrepreneurship successfully (Martin & Osberg, 2019). This knowledge empowers entrepreneurs to develop innovative solutions that align with sustainability goals.

Lastly, access to resources is vital for sustainable entrepreneurship. Entrepreneurs with access to financial capital, technical expertise, and market opportunities are more likely to overcome the financial and operational barriers associated with launching and scaling sustainable businesses (Sengupta *et al.*, 2020). These resources are instrumental in supporting sustainable practices and fostering long term business viability.

On the other hand, external factors beyond the control of the entrepreneur also exert a significant influence on sustainable entrepreneurship. Government policies play a key role in shaping the sustainability landscape. Supportive policies, such as tax breaks and subsidies for sustainable practices, create a conducive environment for entrepreneurs to engage in sustainable business activities (Montabon *et al.*, 2018). Conversely, unfavourable policies may hinder the growth of sustainable ventures.

Public awareness is another influential external factor. When society is aware of sustainability issues and values responsible consumption, it fosters a demand for sustainable products and services (Tashman *et al.*, 2019). Entrepreneurs responding to this demand by incorporating sustainability into their business models can gain a competitive edge in the market.

Furthermore, market demand directly impacts sustainable entrepreneurship. When consumers actively seek and purchase sustainable products and services, it creates a market niche for sustainable ventures to thrive (Andersson *et al.*, 2021). This demand incentivizes entrepreneurs to align their offerings with sustainability objectives, driving innovation and investment in sustainable practices.

A number of studies have been conducted to investigate the factors that influence sustainable entrepreneurship development.

Despite being a relatively new field of study, a number of studies have been conducted to investigate the factors that influence sustainable entrepreneurship development.

Five studies that provide valuable insights into the factors that influence sustainable entrepreneurship and its potential to address global challenges are:

The study “Sustainable Entrepreneurship: Investigating the Role of Institutional Factors” by Martnez-Córcoles *et al.* (2015) examines the role of institutional factors in shaping sustainable entrepreneurship. The study defines sustainable entrepreneurship as "the process of creating new ventures that integrate economic, environmental, and social objectives."

The study found that institutional factors can either promote or hinder sustainable entrepreneurship. Government policies and regulations can create a supportive environment for sustainable entrepreneurship by providing incentives, such as tax breaks or subsidies, or by removing barriers, such as restrictive environmental regulations. Cultural norms can also promote sustainable entrepreneurship by encouraging people to value sustainability and providing role models for sustainable entrepreneurs.

On the other hand, institutional factors can also hinder sustainable entrepreneurship. For example, government policies that favour large businesses over small businesses can make it difficult for sustainable entrepreneurs to compete. Cultural norms that emphasise economic growth over sustainability can also make it difficult for sustainable entrepreneurs to gain support.

The study concludes that institutional factors play a critical role in shaping sustainable entrepreneurship. By understanding the role of institutional factors, policymakers and other stakeholders can create a more supportive environment for sustainable entrepreneurship.

Here are some specific examples of how institutional factors can promote or hinder sustainable entrepreneurship:

Government policies and regulations: Government policies and regulations can create a supportive environment for sustainable entrepreneurship by providing incentives, such as tax breaks or subsidies, or by removing barriers, such as restrictive environmental regulations. For example, the U.S. government has a number of policies and regulations that promote sustainable entrepreneurship, such as the Small Business Administration’s Green Business Lending Programme and the Environmental Protection Agency’s Energy Star programme.

Cultural norms can also promote sustainable entrepreneurship by encouraging people to value sustainability and providing role models for sustainable entrepreneurs. For example, in countries where there is a strong cultural emphasis on environmental protection, there is often more support for sustainable entrepreneurship.

Market demand for sustainable products and services can also promote sustainable entrepreneurship. When there is a strong demand for sustainable products and services, entrepreneurs are more likely to start businesses that meet that demand. For example, the growing demand for organic food has led to the emergence of a number of sustainable food businesses.

Overall, the study by Martnez-Córcoles *et al.* (2015) highlights the importance of institutional factors in shaping sustainable entrepreneurship. By understanding the role of institutional factors, policymakers and other stakeholders can create a more supportive environment for sustainable entrepreneurship.

The study “Green Entrepreneurship and Global Environmental Challenges” by Tukker *et al.* (2010) begins

by defining green entrepreneurship as “the identification, evaluation, and exploitation of opportunities to bring new products, services, processes, organisations, or markets into being that have a reduced environmental impact.” The authors then go on to discuss the potential of green entrepreneurship to address global environmental challenges.

They argue that green entrepreneurs can play a significant role in addressing climate change by developing and commercialising new technologies that reduce greenhouse gas emissions. For example, green entrepreneurs have developed new solar and wind power technologies, as well as energy efficient appliances and buildings. These technologies have the potential to significantly reduce our reliance on fossil fuels and help mitigate climate change.

In addition to climate change, green entrepreneurs can also address other global environmental challenges, such as pollution. For example, green entrepreneurs have developed new waste management technologies as well as water purification and recycling technologies. These technologies can help reduce pollution and improve the quality of our environment.

The study concludes by discussing the challenges and opportunities of green entrepreneurship. One of the biggest challenges facing green entrepreneurs is access to finance. Green businesses often require higher upfront costs, longer payback periods, and more uncertain returns than conventional businesses. This makes it difficult for green entrepreneurs to secure the funding they need to start and grow their businesses.

Another challenge facing green entrepreneurs is the lack of government support. In many countries, there are few government policies or incentives that support green businesses. This makes it difficult for green entrepreneurs to compete with traditional businesses that do not have to consider the environmental impact of their operations.

Despite these challenges, the study concludes that green entrepreneurship has the potential to play a significant role in addressing global environmental challenges. The authors call for more government support for green businesses and greater public awareness of the importance of green entrepreneurship.

In addition to the challenges mentioned above, green entrepreneurs also face challenges in terms of: green products and services are often more expensive than their traditional counterparts, which can make it difficult to attract customers; and green entrepreneurs may have difficulty finding suppliers of green materials and components, as well as access to financing and other resources. As mentioned above, many governments do not provide enough support for green businesses. This can make it difficult for green entrepreneurs to compete with traditional businesses.

Despite these challenges, green entrepreneurship is a growing field with the potential to make a significant positive impact on the environment. As the world becomes more aware of the need to address environmental challenges, it is believed that we will see more and more green entrepreneurs emerge.

The study “Sustainable Entrepreneurship and Social Innovation in Europe” by Bocken *et al.* (2014) defines sustainable entrepreneurship as “the discovery, evaluation, and exploitation of opportunities to create social and environmental benefits using entrepreneurial principles.” Social innovation is defined as “the process of creating new social value through the design, implementation, and diffusion of new ideas (products, services, processes, and organisations) that respond to social needs and challenges.”

The study found that social innovation can play a key role in sustainable entrepreneurship by helping to create new business models that address social and environmental challenges. The study identified four types of social innovation that are particularly relevant to sustainable entrepreneurship:

Social entrepreneurs can create new products and services that address social and environmental challenges.

For example, a social enterprise might create a new type of solar panel that is more affordable and accessible to low-income households.

Social entrepreneurs can also create new business models that are more sustainable. For example, a social enterprise might create a business model that relies on recycled materials or that provides social services to its employees.

Social entrepreneurs can also create new organisational forms that are more democratic and participatory. For example, a social enterprise might create a worker owned cooperative or a community-based organisation.

Social entrepreneurs can also create new social norms that promote sustainability. For example, a social entrepreneur might create a social media campaign to raise awareness about climate change.

The study by Dunlap *et al.* (2017) defines entrepreneurial leadership as “the ability to create and implement new ideas that create value for society and the environment.” The study found that entrepreneurial leaders have a number of characteristics that make them well suited to developing and implementing sustainable business models. These characteristics include: entrepreneurial leaders have a clear vision for the future of their businesses, and they are able to articulate this vision to others; entrepreneurial leaders are constantly looking for new ways to improve their businesses, and they are not afraid to take risks; entrepreneurial leaders are able to withstand setbacks and challenges, and they are able to learn from their mistakes; and entrepreneurial leaders are able to build strong relationships with others, and they are able to work effectively with cross-functional teams.

The study by Dunlap *et al.* (2017) found that entrepreneurial leaders can play a key role in developing and implementing sustainable business models in a number of ways. These include: entrepreneurial leaders are able to identify new opportunities for businesses to create value for society and the environment; entrepreneurial leaders are able to build partnerships with other businesses, organisations, and government agencies to create sustainable solutions; and entrepreneurial leaders are able to communicate the benefits of sustainable business models to stakeholders, such as customers, employees, investors, and the public.

The study by Dunlap *et al.* (2017) concludes that entrepreneurial leadership is essential for the development and implementation of sustainable business models. Entrepreneurial leaders have the vision, innovation, resilience, and collaboration skills that are needed to create businesses that have a positive impact on society and the environment.

The study by Schaltegger *et al.* (2016) found that government policies can have a significant impact on the growth and development of sustainable entrepreneurship in a number of ways. Providing financial support: governments can provide financial support to sustainable entrepreneurs through a variety of mechanisms, such as grants, loans, and tax breaks. This can help entrepreneurs cover the start-up costs of their businesses and make them more financially viable.

Governments can create a favourable regulatory environment for sustainable entrepreneurs by reducing or eliminating regulations that may be seen as barriers to entry. This can include things like reducing the amount of paperwork required to start a business or making it easier to obtain permits.

Governments can help sustainable entrepreneurs access markets by providing them with access to government procurement contracts or by promoting their products and services to potential customers.

Governments can help build the capacity of sustainable entrepreneurs by providing them with training and education on topics such as sustainable business practices, marketing, and finance.

The study found that government policies that combine these elements can be particularly effective in

promoting sustainable entrepreneurship. For example, the study found that the German government's "Green Start-up" programme, which provides financial support, training, and access to markets to sustainable entrepreneurs, has been very successful in promoting the growth of sustainable entrepreneurship in Germany.

The study's findings have important implications for governments that are interested in promoting sustainable entrepreneurship. The study suggests that governments can play a significant role in promoting sustainable entrepreneurship by providing financial support, creating a favourable regulatory environment, providing access to markets, and building capacity.

In addition to the specific policy measures identified in the study, there are a number of other ways that governments can promote sustainable entrepreneurship. For example, governments can raise awareness of the importance of sustainable entrepreneurship through education and outreach programmes. They can also provide incentives for businesses to adopt sustainable practices, such as through tax breaks or green procurement programmes.

By taking these steps, governments can help create a more supportive environment for sustainable entrepreneurship and accelerate the transition to a more sustainable economy.

These studies provide valuable insights into the factors that influence sustainable entrepreneurship and its potential to address global challenges. They suggest that government policies, institutional factors, and entrepreneurial leadership can all play a role in promoting sustainable entrepreneurship on a global scale.

These studies have found that a combination of internal and external factors is important for sustainable entrepreneurship. In particular, the motivation of the entrepreneur, access to resources, and government policies has been found to be important factors.

The global statistical scenario for factors influencing sustainable entrepreneurship is positive. There is a growing awareness of sustainability issues, and there is an increasing demand for sustainable products and services. This creates opportunities for entrepreneurs to start and grow sustainable businesses. However, there are still some challenges that need to be addressed, such as the lack of access to resources and the need for more supportive government policies.

Local statistics scenario

In the Zambian context, entrepreneurship saw significant promotion in 1991, when the government introduced an open market system that allowed for entrepreneurial growth. Prior to that, a socialist regime had been in place, with the state heavily involved in running industries and limited opportunities for entrepreneurship. Consequently, there were very few entrepreneurs, and state-run enterprises were sufficient to provide jobs for the smaller population.

Over time, however, the population started to grow, and the possibility of transitioning from socialist to capitalist rule became more apparent. Eventually, in 1991, a democratic governance system was established, embracing capitalism. Nevertheless, more efforts were required to fully leverage the business skills and potential of Zambian citizens.

Entrepreneurship development in Zambia revolves around generating more income for the populace by promoting initiatives that involve converting raw materials into finished products and selling them locally or internationally. This process creates employment opportunities, allowing more individuals to earn income that can be used for investments and other entrepreneurial ventures. This form of entrepreneurship is founded on identifying and seizing opportunities to produce and supply goods and services that meet the needs of the community.

However, for this entrepreneurial growth to contribute to sustained economic progress for individuals and communities, it needs to be nurtured. This is where the concept of sustainable entrepreneurship development comes in. Sustainable entrepreneurship development ensures that the economic goals achieved continue to flourish over time.

Thus, the focus of this study is to understand why entrepreneurship development in Zambia has not grown as rapidly as expected, despite the government's active promotion of entrepreneurship since 1991 through the free market system. The research aims to identify the factors influencing entrepreneurship development in a developing country like Zambia. By doing so, it seeks to establish the key factors that impact the growth of entrepreneurship in the country.

Zambia, as a nation, is striving to encourage its citizens to harness their business skills and capabilities to engage in trade and create sustainable income and employment opportunities (Mumba, 2017).

Sustainable entrepreneurship development is one of Zambia's objectives, but it has not really been attained because, even though entrepreneurship levels are increasing, most people work for the civil service and do not engage in tangible entrepreneurship. This study will therefore aim to find out what is needed in Zambia for entrepreneurship to take centre stage and ensure that sustainable entrepreneurship is achieved. That is why this research is based on investigating the factors that influence sustainable entrepreneurship development in a developing country like Zambia. In this way, it will help to understand what can be done to promote entrepreneurship to reach a level where the majority of citizens are utilising their skills to engage in viable businesses, income-generating businesses, and sustainable job-creating entrepreneurship that is sustainable (Malunde, 2012).

Additionally, Chongo (2018) asserts that SMEs have become popular in Zambia due to their significant role in driving economic development and reducing the unemployment rate. The Zambian government has undertaken various measures and programmes to establish and sustain SMEs in order to contribute to economic development. Despite this, most SMEs are performing below their expected potential. Hence, it is unclear whether these measures to enhance SMEs have a significant economic contribution to Zambia. This research is about finding out the factors influencing sustainable entrepreneurship development in Zambia. Thus, this research or study is important and relevant to small businesses, or SMEs, and potential entrepreneurs. The study seeks to establish the factors influencing sustainable entrepreneurship development in Zambia.

Moreover, the Government of the Republic of Zambia (2006) indicates that Zambia is endowed with natural resources that could provide an impetus to the sustainability of agriculture, tourism, manufacturing, mining, and energy sectors. Unfortunately, these resources are not fully utilised and have not culminated in sustainability. For instance, the Ministry of Commerce, Trade, and Industry indicates that at independence in 1964, the Zambian economy was broadly stable but characterised by slow growth. Using the World Bank Atlas method for ranking world economies, Zambia's gross national income (GNI) per capita stood at US\$ 200. Zambia's per capita GNI remained higher than that of Botswana, Gabon, and Panama during this period. During the period 1965–2001, the economy grew at an average annual rate of 1.7 percent, compared to 10.3 percent for Botswana, 6.9 percent for Malaysia, and 5.4 percent and 4.8 percent for Egypt and Gabon, respectively. The main growth sector in Zambia, while at much slower rates than in Botswana, Egypt, Malaysia, Panama, and South Africa, was industry, which accounted for 0.8 percentage points of the 1.7 percent real GDP growth. The rest of Zambia's economic growth was accounted for by the services sector (0.6 percentage points) and agriculture (0.3 percentage points).

Chileshe (2015) asserts that, like many African countries, Zambia has been working towards building a middle-income nation, of which incorporating entrepreneurship is a part. This is highlighted in its first national policy document, Vision 2030. This document stipulates the socio-economic indicators with respect to the expected goals set by the Zambian government to achieve Vision 2030. One of the conditions for

building a middle-income nation is to have strong entrepreneurial capabilities and self-reliant, outward-looking, and enterprising qualities among the citizenry. In which case the nationals will take advantage of potential and available opportunities.

Mtonga (2010) observes that in the recent past, unemployment has risen among youths, both higher education graduates and non-graduates. The youth expect to be employed either by the government or by the private sector, but available positions are limited. As a result, graduates have left and are leaving the country in search of employment. This has led to a loss of skilled labour that would have added to the technological and innovative contributions of the country.

To solve this issue of unemployment, the OECD (2012) highlights the need to promote and sustain entrepreneurship. It also highlights the initiative that the Zambian government undertook in 1995 to integrate technical and vocational training with entrepreneurship development. The idea behind this approach was to bridge the gap between technical training and the needs of the job market through the provision of basic skills to those graduates who cannot be absorbed by the formal sector and therefore engage in self-employment or entrepreneurship. This agenda was supported by the development of the Technical Education Vocation and Entrepreneurship Training (TEVET) policy in 1994. This policy therefore addressed unemployment through skills development and encouraged entrepreneurship as one of the options for a sustainable livelihood among Zambians.

UNZA (2013) recognises that employers expect the university to produce graduates who are enterprising, critical thinkers and lifelong learners who are able to adapt to a complex and rapidly changing environment. However, concerns were expressed over the university's inability to prepare its graduates adequately for the industry. Additionally, in a bid to address these issues, UNZA, in its 2013–2017 strategic plans, outlined intentions to develop capacity to engage in entrepreneurial business for sustainability and competitiveness in the knowledge economy. In the same vein, UNZA's 2013–17 strategic plan objective 3.1 outlines the university's intention to develop capacity to engage in entrepreneurship and business for sustainability and competitiveness in the knowledge economy.

In 2002, the Ministry of Finance (MoF) recognised that small and medium enterprises (SMEs) serve as a reflection of a country's level of entrepreneurship sustainability. Given their significance, SMEs play a crucial role in a country's economic development by generating employment opportunities, expanding the tax base, and improving the income of low-income earners. While the majority of businesses in Zambia fall under the SME category, they still contribute to employment provision. However, it is essential to create more sustainable jobs, necessitating additional efforts.

One possible solution is to encourage small businesses to grow and transform into larger enterprises. By doing so, not only will the availability of jobs increase, but the scope of jobs can also improve, leading to better employee welfare. Concurrently, it is crucial to promote micro, small, and medium enterprises (MSMEs) due to their capacity to create jobs, even in the face of financial challenges in their operations. Recognising the significance of MSMEs, the Zambian government enacted the Small Industries Development (SID) Act of 1981 to support entrepreneurship development and the welfare of MSMEs in the country.

This research aims to identify the factors influencing sustainable entrepreneurship development in Zambia. The timing of this study is opportune, as it can provide relevant information on sustainable entrepreneurship in Zambia, especially given the various efforts made by the government and citizens to promote more entrepreneurial ventures. The research-maintained objectivity in its analysis to identify clear and unbiased factors that influence sustainable entrepreneurship development in the country.

The usefulness of the study in the present scenario

The study of factors influencing sustainable entrepreneurship development in Zambia is of significant

importance in the present context for several reasons. Firstly, Zambia is a developing nation experiencing rapid population growth and an evolving economy. As a consequence, there is a rising demand for sustainable enterprises that can not only create employment opportunities and generate income but also uphold environmental conservation. By exploring the key factors that drive the development of sustainable entrepreneurship in Zambia, this study can provide essential insights to policymakers and other stakeholders to facilitate the promotion of this type of entrepreneurial activity.

Secondly, the timing of this study is opportune, as there is increasing global attention and commitment to the pursuit of sustainability. Initiatives such as the United Nations Sustainable Development Goals (UN SDGs) emphasise the imperative of sustainable development across all countries, including Zambia. Thus, by identifying the crucial factors influencing sustainable entrepreneurship, this research can contribute to Zambia's endeavours to align with and achieve these global sustainability goals (UN General Assembly, 2015).

Thirdly, the study's focus on factors influencing the identification of sustainable business opportunities holds particular relevance for Zambia. Despite the presence of potential sustainable ventures, many remain unrealized. Investigating the barriers hindering entrepreneurs from recognising and pursuing such opportunities can lead to valuable insights, enabling the formulation of strategies to overcome these obstacles (Chikweche & Fletcher, 2019).

Chapterisation

In the introduction chapter, the focus is directed towards introducing the broad field under investigation and the phenomena of concern. The reader is acquainted with the meaning, objectives, and defining characteristics of the sustainable entrepreneurship that form the core of this study. Factors intricately linked to sustainable entrepreneurship are explored, shedding light on their multifaceted nature. The chapter extends its scope to present a global statistical overview of sustainable entrepreneurship, providing a panoramic view of their prevalence and significance on a larger scale. Transitioning from the global perspective to a local one, the chapter also delves into the statistics scenario at a more localised level.

Embarking on an insightful journey through the scholarly landscape, literature review as the second chapter undertakes a comprehensive review of existing literature related to the study's topic. By synthesising both theoretical and empirical works, the reader gains a comprehensive understanding of the foundation upon which this study is built. Inherent gaps within the existing body of knowledge are meticulously identified, paving the way for the unique contributions that this study intends to make. Chapter two not only contextualises the study within the broader academic discourse but also signifies its novelty and importance in addressing unexplored areas.

The third chapter commences by providing a nuanced introduction to the research methodology employed in this study. The reader gains insight into the process of formulating the research problem, understanding the rationale behind its exploration, and appreciating the potential impact it may yield. The scope of the study is delineated, outlining the boundaries within which the investigation operates. Clear objectives are outlined, illuminating the specific goals that the research aims to achieve.

With a solid foundation laid, the chapter delves into the intricate design of the research, beginning with the chosen research design itself. The extent of the universe under investigation is defined, followed by a detailed exposition of the sampling procedure adopted. The sample size and the geographical extent of the sampling area are scrutinised, ensuring the validity of the study's findings. Sources of data are elucidated, providing transparency into the origin of the information utilised. The methods of data collection and the tools employed for this purpose are meticulously described.

Guiding the reader through the analytical process, the chapter unveils the tools employed for data analysis.

Variables instrumental to the study are presented, and a report on the data analysis is furnished, showcasing the meticulous examination that the collected data undergoes. Amidst this exposition, the study's limitations and the challenges encountered by the researcher are openly acknowledged, fostering transparency and accountability.

Chapter four constitutes a critical juncture where the amassed data is subjected to comprehensive scrutiny. Employing a multifaceted approach, the data is rigorously analysed through both descriptive statistical methods. The chapter functions as a bridge between raw data and meaningful insights, converting numbers into narratives that can be understood in the context of the research questions.

Bringing the study to its culmination, chapter five presents a succinct summary of the findings unearthed through rigorous analysis. The significance of these findings is discussed in relation to the existing academic discourse, drawing parallels and disparities. The chapter offers a reflective space for drawing informed conclusions. It serves as a platform for the study to make its mark in the scholarly arena, leaving a lasting impression on how the phenomena under scrutiny are perceived and understood.

REVIEW OF LITERATURE

Overview

The purpose of this chapter is to give more objective insight concerning factors influencing sustainable entrepreneurship development in Zambia. This is in terms of the gaps observed or experienced by entrepreneurs towards sustainable entrepreneurship development in Zambia. Hence, the literature review also seeks to objectively suggest remedies that will close gaps regarding factors influencing sustainable entrepreneurship development in Zambia. The topic will be investigated through an extensive literature review, including publications based on advanced countries and African countries similar to Zambia. More attention will be paid to Zambia because it is at the centre of the research. The research will therefore provide an academic foundation regarding factors influencing entrepreneurship development in Zambia. The literature review will also be comprised of secondary research in the form of academic and management journals.

Socio-economic factors influencing sustainable entrepreneurship development

Kshetri (2007) explained that China has earned a reputation as one of the world's most entrepreneurially friendly countries. The Chinese government acknowledged and encouraged entrepreneurship due to its potential to promote economic growth through employment and more revenue. Entrepreneurialism was therefore booming in China based on the Chinese government's promotion of entrepreneurship, thereby creating a mindset of entrepreneurship in China's society. As of 2005, China had 24 million small independent companies, and the number was growing by 15-20% annually. Nationwide, SMEs accounted for 75% as of 2006 due to the entrepreneurial attitude that was growing among the Chinese community. The entrepreneurial image in China was seen as important due to the rise in economic growth it brought and the fact that it fueled China's hopes of becoming the world's top economic power. Therefore, the Chinese Communist Party (CCP) advocated for more entrepreneurs, as sustainable entrepreneurship gave China hope to become a major economic power due to the creation of employment, more revenue, innovation, and more infrastructure, which are all requirements for becoming an economic global factor. The CCP's policies and formal legal institutions encouraged entrepreneurship, and in 2002, the CCP changed its by-laws to allow entrepreneurs to become members. Hence, the socio-economic aspect in this regard was one that welcomed sustainable entrepreneurship both socially as a form of status and politically as a form of promoting global economic power, as championed by the CCP.

Furthermore, the CCP sought to enhance its global economic dominance by integrating with the World Trade Organisation (WTO). Regarding incorporating entrepreneurs into governance systems, in 2001, during the

CCP's 80th anniversary, the President, Jiang Zemin, acknowledged the role entrepreneurs played in improving the economy through job creation. This was reiterated by handing party membership to a capitalist and founder of one of China's most respected private companies. In another instance, in 2003, the CCP appointed one of China's wealthiest private entrepreneurs as deputy chairman of an advisory body to the government of Chongqing municipality. It was an advantage for entrepreneurs to be in influential positions to formulate policies bordering on the economic and social sectors.

Hence, it was an advantage for the private sector, as entrepreneurs who understood business creation and sustainability could easily promote sustainable entrepreneurship development through policy formulation. Despite the positive attitude towards entrepreneurship in the Chinese community, this was not the case in the past. Early Chinese leaders were communists and discouraged capitalism as much as possible. Private property, income, wealth, and material interests were discouraged in the early Chinese community. Based on this societal background, some Chinese entrepreneurs are still sensitive to society and the communist party due to their background of resisting ownership of private property.

However, the Chinese environment changed, and leaders provided societal validity to entrepreneurship. Consequently, entrepreneurs began to engage in sustainable entrepreneurship development due to the encouragement they were getting from the government to engage more in entrepreneurship.

Gbadeyan, Opong, and Oduro (2017) conducted a study in Ghana, where the high rate of unemployment led the government to focus on entrepreneurship as a potential solution to reduce joblessness. They noted that entrepreneurship had become a significant driver of economic and social development worldwide, and Ghana embraced this idea through international interactions, seeing entrepreneurship as a means of generating revenue, creating jobs, and attracting domestic and international investments. The country also recognised that entrepreneurial activities, especially by SMEs, not only provided employment but also improved the living standards of both employers and employees. Moreover, these activities complemented large-scale modern enterprises.

Despite the potential benefits of entrepreneurship, entrepreneurs faced challenges in achieving sustainable entrepreneurship development. Research indicated that the rate of entrepreneurship failure was higher in developing countries like Ghana compared to developed countries such as China. In Cape Coast, the government, private sector, and non-governmental organisations had implemented programmes to promote entrepreneurship, yet many SMEs struggled to sustain their businesses over time. This situation highlighted the importance of understanding the socio-economic factors influencing sustainable entrepreneurship in the region.

Thus, an objective study was conducted to assess the impact of socio-economic factors on entrepreneurial activities in Cape Coast, Ghana. The researchers employed a simple random sampling method to select 181 entrepreneurs from the area for the study. For the analysis, they used the Structural Equation Model Partial Least Square version 2.0.

The findings of the study revealed that several socio-economic factors influenced entrepreneurial activities and performance in Cape Coast. These factors included inflation, a high tax rate, religion, and the lifestyle of the entrepreneurs. In other words, these elements played a significant role in determining the success or failure of entrepreneurs in the region.

Based on their results, the study concluded that the presence of favourable socio-economic policies was crucial for the success of entrepreneurs. They further recommended that the government should reduce the interest rate to make borrowing more flexible for entrepreneurs. Additionally, implementing a lower tax regime would encourage low-level income earners to have better access to funding for entrepreneurial activities in Cape Coast, Ghana. By addressing these factors, the researchers believed that the entrepreneurial ecosystem could be strengthened and sustained in the region, leading to positive economic and social

outcomes.

The Ministry of National Development Planning (2017) emphasised Zambia's dedication to the socio-economic development planning of the country, which had been evident since 2005. The 7th National Development Plan succeeded previous development plans and aimed to achieve the objectives outlined in the 2030 Vision, which sought to make Zambia a prosperous middle-income country by 2030. However, the successful attainment of these goals relied on addressing certain cultural and behavioural constraints.

To achieve socio-economic transformation, Zambia needed positive citizens' attitudes, improved life expectancy, sustainable economic taxation, favourable exchange rates, and overall better economic welfare. Unfortunately, there were cultural and behavioural issues hindering progress. Many individuals, both in the public and private sectors, failed to adhere to set rules and standards relating to individual and business conduct. This lack of adherence resulted in unprofessionalism, laziness, and late reporting for work, causing impropriety, abuse of people's rights, and unnecessary costs for organisations.

Furthermore, there was a growing lack of cohesion among Zambian citizens, with increased instances of nepotism and a lack of care and concern for each other. Additionally, the citizens' diminishing sense of patriotism negatively impacted the sustainable maintenance of communal facilities. This disregard for communal facilities led to unclean environments, contributing to the spread of diseases like cholera.

Another critical issue hindering Zambia's progress was corruption. Corruption impeded the expected economic development envisioned in Vision 2030, where Zambia was projected to become a middle-income country.

Addressing these cultural and behavioural constraints would be crucial for Zambia to successfully achieve its socio-economic development goals and realise its vision of becoming a prosperous middle-income country by 2030.

Geda (2021) highlighted that the COVID-19 pandemic had a detrimental impact on the Zambian economy, leading to adverse effects on the country's socio-economic aspects as well. The loss of lives from COVID-19, including breadwinners in families, resulted in many households facing a lack of income and falling into deeper poverty. Additionally, small-scale businesses suffered as they lost customers who could no longer make purchases due to adherence to COVID-19 guidelines. The lockdown measures implemented to curb the pandemic further disadvantaged small-scale entrepreneurs who were unprepared and lacked technological mechanisms for online sales, leading to the closure of many businesses.

Before the pandemic, Zambia's economy was growing, driven by the global price of copper and external capital flows. However, with the arrival of COVID-19, external capital inflows decreased due to the burden of servicing borrowing, leading to a deceleration in the country's growth of around 2.5 percent in 2020. The pandemic also negatively impacted employment opportunities, as downsizing and reduced business capacities made it difficult for those who lost their jobs to find new ones.

Furthermore, COVID-19 exacerbated existing gender biases, particularly affecting women, who often played significant roles in caring for their families. Many Zambian women lost breadwinners in their families due to the pandemic, leaving them without sustainable incomes to support their families adequately. Consequently, women bore the brunt of the adverse economic effects caused by the pandemic.

The World Bank CSO report of 2021 revealed that poverty incidence in Zambia was already a concern before the pandemic, with a significant percentage of the population living below the international poverty line of \$1.90 per day of purchasing power parity (PPP). Rural areas were particularly affected, with poverty rates higher than in urban areas.

OMCT (2001) highlighted the transition of the Zambian economy from a state-centred to a market economy in 1991, encouraging capitalism and leading to a rise in small-scale entrepreneurship. This shift was accompanied by the implementation of structural adjustment programmes (SAP) recommended by the World Bank and the International Monetary Fund (IMF). These reforms aimed to stabilise the economy, enhance productivity, create employment, facilitate the emergence of a market economy, and ensure economic growth.

Some of the key measures included market liberalisation, liberalisation of interest rates, abolishing foreign exchange controls, privatisation of state-owned companies, liquidation of loss-making state-owned enterprises, de-regulation of agricultural prices, removal of subsidies on essential goods, restructuring of the civil service, introduction of user fees in education and health sectors, and commercialization of certain government departments. By 1997, positive outcomes were evident, such as a reduction in annual inflation, a decrease in the government's fiscal deficit, and the implementation of tighter monetary and fiscal policies.

The economic improvements resulting from SAP also had a positive impact on the social aspects of the country. Infrastructural developments, including schools, hospitals, and roads, improved the livelihood of the people in the community. However, despite these developments, Zambia's Human Development Index (HDI) declined by four and a half percent between 1975 and 1997, according to the Zambia Association for Research and Development (ZARD).

The 2001 Human Development Report of the United Nations Development Programme (UNDP) revealed that 86 percent of the Zambian population lived below the poverty line, with 63.7 percent living on less than one dollar a day. Women were disproportionately affected by the increase in poverty, as they tended to their families without adequate access to sustainable employment or business opportunities. Of the 86 percent living below the National Poverty Line, more than 50 percent were women and children, facing the harsh impacts of negative social attitudes and inadequate governmental policies.

Throughout the 1990s, Zambia experienced a deterioration of social and development indicators, with increased unemployment and infant mortality rates. This decline was so severe that the UN General Assembly classified Zambia as one of the least developed countries (LDCs) in the early 1990s. While the government promoted entrepreneurship as a remedy for the socio-economic hardships, challenges persisted despite the liberalisation efforts that began in 1991.

Challenges facing entrepreneurs in achieving sustainable entrepreneurial development

Xiangfeng (2008) pointed out that despite the significant role of small and medium enterprises (SMEs) in driving Chinese economic growth, there were still weak linkages with external markets. While SMEs contributed 62.3 percent to China's total exports in 2006, the small enterprises themselves only accounted for a modest 5 to 10 percent of exports, as indicated by data from the China Private Economy Year Book for 2004–2006. This disparity was further confirmed by a survey conducted across 29 provinces, which revealed that the ratio of small enterprises' external markets to total exports was just 18 percent, significantly lower than that of medium enterprises.

One major hindrance to SME development in China was the lack of adequate financing. SMEs faced challenges with poor credit guarantee systems, making it difficult for them to obtain bank loans due to imperfect management and inadequate accounting systems that discouraged banks from lending to them. According to a survey of 948 small enterprises, 73.3 percent of the respondents cited the lack of a credit guarantee system as their main financing challenge. This was followed by the lack of professional information on obtaining bank loans, at 24.7 percent, and an equivalent ratio of 12 percent. Other obstacles included poor profitability (11.5 percent), scarcity of capital from banks (11.4 percent), poor bank valuation ability (10.20 percent), lack of credit history (8.9 percent), and a dearth of credit institutions.

Besides financing challenges, there were other barriers hampering SME growth, such as a shortage of equity financing and the absence of a more supportive legal and regulatory environment. Addressing these issues was crucial to unlocking the full potential of SMEs in contributing to China's economy and strengthening their linkages with external markets.

According to Asare, Amankwah, and Ankoma (2019), small and medium-sized enterprises (SMEs) played a crucial role in Ghana's economic growth. However, these SMEs faced challenges due to inadequate credit supervision and monitoring, resulting in low loan recovery rates. As a consequence, the entrepreneurs running these SMEs had no financial security (collateral) to support their loan applications from banks, making it difficult for them to access much-needed funds.

Entrepreneurs resorted to different strategies to secure credit, such as presenting family projects as potential ventures. However, if credit was granted, some entrepreneurs misused the funds for personal consumption instead of investing in their businesses as intended. Similarly, funding from non-governmental organisations (NGOs) was sometimes treated as gifts, and the money was not utilised to boost business operations. This misuse of funds hindered the growth potential of these SMEs, preventing them from fully benefiting from available opportunities.

The textile industry in Ghana was particularly affected by these financial mismanagement issues. Moreover, Ghanaian entrepreneurs in the textile sector faced tough competition from textile imports from countries like China and Pakistan. Additionally, the Economic Community of West African States (ECOWAS) did not fully support the initiative of importing textiles from each other. For instance, Nigeria imposed a ban on certain textile goods from Ghana to protect its own domestic market. As a result, Ghanaian entrepreneurs lost out on revenue, and the textile industry, already facing challenges, was pushed to the brink of collapse.

According to Mumba (2017), the first five years are crucial in a business's life cycle, as more than half of businesses fail during this initial period. Failures and successes in small business development and expansion are influenced by various underlying causes. Challenges arise during this phase, including the need to consolidate and compete with larger businesses.

The identified underlying causes of small business failures are numerous and diverse. They include managerial incompetence, lack of balanced experience and training, unfamiliarity with the chosen line of business, inadequate managerial experience, unknown reasons, neglect, fraud, and disasters. Among these, lack of experience and managerial skills, along with insufficient capital and financial control, emerge as the most significant reasons for small business failures in Zambia.

One common mistake made by entrepreneurs is confusing profit with cash flow. This misunderstanding contributes to the downfall of businesses, hindering sustainable entrepreneurship development in Zambia.

Moreover, the research highlights that local traditions in Zambia pose a significant internal constraint to the growth of sustainable entrepreneurship. Zambia's recent exposure to Western influences, in contrast to West African countries, which have a longer history of such contact, might explain why there are more small business failures in Zambia. On the other hand, West African countries exhibit a more entrepreneurial spirit, with a greater number of thriving entrepreneurs and small businesses.

According to Chewe (2020), the growth of SMEs in Zambia has been a challenge. One obstacle has been the presence of a negative entrepreneurial mindset, hindering entrepreneurs from sustainably growing their businesses. This mindset prevented them from objectively running their businesses and interpreting business records, leading to difficulties in identifying and rectifying problems. Consequently, businesses faced failure as entrepreneurs struggled to address losses resulting from unnecessary costs. Successful entrepreneurs, on the other hand, could overturn negative trajectories by formulating strategies to avoid losses and being persuasive with customers to increase sales while reducing expenses. The mindset and personality of the

entrepreneur were found to be critical in building lasting and sustainable businesses, and those lacking such qualities often failed to sustain their ventures in the long run.

Another challenge related to mindset was the lack of access to information. Many entrepreneurs in Zambia lacked proper knowledge on how to sustainably run their businesses due to a poor environment with inadequate business support services and technological infrastructure. Unlike in developed countries where information and communication technology (ICT) infrastructure and easy access to computers were prevalent, Zambia faced integration challenges, making it difficult for small businesses to thrive. This lack of information and innovation caused SMEs to fail to expand and become sustainable.

The absence of innovation among many entrepreneurs posed another challenge to small-scale entrepreneurs in Zambia, as most of their products were similar, making it difficult to gain a competitive advantage in the market. Insufficient technology and human capital, which required proper financing, exacerbated this issue. However, small-scale entrepreneurs struggled to acquire enough capital for sustainable business growth, leading to frustration and the inability to compete in the long run. Consequently, aspects of mindset and personality played a crucial role in entrepreneurs acquiring the right information for their businesses and creating innovative products to gain an edge over competitors in the market. Unfortunately, many entrepreneurs in Zambia were lacking in these aspects, making it challenging to sustainably run their businesses.

According to Mwananga and Chewe (2016), entrepreneurs in Solwezi expressed a strong desire to expand their businesses. However, as they progressed through each growth stage, they encountered several challenges. These challenges included insufficient capital and limited access to credit, inadequate infrastructure, and a lack of market information.

One of the major hurdles faced by small-scale entrepreneurs in Solwezi was their struggle to secure enough capital to establish sustainable businesses. They lacked the financial resources to initiate their ventures independently and faced difficulty obtaining loans due to their lack of a reliable income source. As a result, banks were hesitant to lend money, as these entrepreneurs could not offer substantial collateral to guarantee repayment.

Additionally, the entrepreneurs in Solwezi encountered problems related to infrastructure. The region lacked necessary resources like computers and suitable physical spaces for businesses to operate effectively and attract customers. This infrastructural deficiency posed significant obstacles to the growth and development of their enterprises.

Moreover, the absence of market information was a critical impediment to the success of small businesses in Solwezi. The entrepreneurs struggled to determine appropriate product prices, identify target markets, and comprehend market trends, leading to a loss of income and the eventual failure of their businesses to thrive.

Overall, the study highlighted that access to capital, adequate infrastructure, and reliable market information were pivotal components for fostering sustainable entrepreneurship development in Solwezi. Addressing these challenges would play a crucial role in empowering entrepreneurs and facilitating the growth of their businesses in the region.

Innovative and effective strategies for promoting sustainable entrepreneurship

Reshtnikova (2018) highlighted China's recent shift towards a new phase of economic development, focusing on high-tech production and national breakthrough technologies. This transformation in innovation was facilitated by scaling innovative systems through the involvement of small and medium-sized enterprises (SMEs). To support this, the Chinese government collaborated with business angels and private venture capital funds to finance SMEs, aiming to promote sustainable entrepreneurship development. This

strategy contributed to China's rapid economic growth, elevating the country to a prominent position in the world economy.

In 2009, China actively encouraged innovative activities among SMEs through the “Mass Entrepreneurship, Universal Investments” programme, which provided annual financing of \$6.5 billion. The government also introduced the Small Business Innovation and Research (SBIR) programme in 2010, aiming to engage private businesses in solving scientific and technical challenges faced by federal ministries and national agencies. By 2016, the SBIR programme had allocated over \$42 billion to support 28,410 projects, fostering modernization and independent innovation in SMEs. Overall, the Chinese government invested more than \$56 billion in promoting mass innovation and entrepreneurship, leading to the establishment of 19.1 million companies engaged in research and development (R&D) by 2016, employing over 164 million specialists.

To further enhance SMEs, China adopted innovative strategies such as business incubators and hacker spaces, providing crucial assistance in organising research for private enterprises. These initiatives included modern research and production infrastructure, facilitating sustainable growth for small businesses to evolve into larger organisations that offered numerous employment opportunities and addressed contemporary challenges to improve livelihoods. One example of such modern infrastructure was the public workshop hacker space opened in Shenzhen in 2010, with the number of such spaces increasing to 47 by 2016.

The Chinese government's innovative and effective approaches resulted in notable achievements in sustainable entrepreneurship development. For instance, the Beijing high technology zone registered 18,000 scientific and technological enterprises and more than 10,000 high technology enterprises by 2016, accounting for 25% and 20% of the country's production volume, respectively. This demonstrated China's commitment to fostering a thriving ecosystem for innovation and entrepreneurship, contributing significantly to its economic progress and global standing.

Asare (2006) provided insights into the efforts made in Ghana to promote technology adaptation within the SME sectors. One of these initiatives was the establishment of the Technology Industrial Service in 1987, which monitored technology transfer through the Technology Transfer Unit. In addition to this, the government implemented various measures to foster sustainable entrepreneurship, such as creating the Private Sector Advisory Group and abolishing the Manufacturing Industries Act 1971, which led to the repeal of the price control law. The Private Sector Development Board was also set up in 2001 to oversee and promote private sector development. Moreover, the Ghanaian government launched the President Special Initiative (PSI) to generate employment opportunities in the agricultural sector through entrepreneurial ventures. As a result of the PSI, many agri-business entrepreneurs gained knowledge and technical know how and established beneficial business networks.

However, despite these efforts, accurately measuring the level of innovative performance among SMEs in Ghana posed challenges. This difficulty hindered the assessment of SMEs' competitive levels, the factors influencing entrepreneurship, and the barriers to innovation performance among entrepreneurs. A study conducted by the New Partnership for African Development (NEPAD) revealed that 39% of firms experienced delayed innovation activities, 31% abandoned their innovation projects after initiation, and 30% gave up on innovation at the concept stage due to financial constraints.

Recognising the significance of innovation for SMEs in Ghana's economic development, the African Science, Technology, and Innovation Indicator (ASTII) recommended enhancing access to credit for SMEs through financial institutions. It also suggested establishing financial institutions at the local government and Ministry of Trade levels to offer financial support to SMEs and ensure easy accessibility to government financial schemes, especially in areas like Tema metropolitan. Additionally, the encouragement for SME owners to collaborate and support each other's businesses financially was emphasised.

According to Devere Zambia (2022), the country exhibited a high potential for economic growth due to its

youthful population and abundant natural resources. The Zambian government recognised the significance of boosting entrepreneurship and innovation to foster growth in the private sector, particularly by supporting small businesses that could evolve into major players. To realise this potential, the government prioritised creating a conducive environment that would foster entrepreneurship and innovation, leading to the expansion of micro, small, and medium enterprises. By nurturing innovative and viable enterprises, the country could experience economic growth, job creation, and better resource retention within its borders.

Recognising the importance of supporting MSMEs in Zambia, the Finnish government has been actively involved in the Accelerated Growth for Small and Medium-Sized Enterprises programme for some time. Both Finland and Zambia joined forces to promote entrepreneurial innovation, aiming for long-term competitiveness and a dynamic, sustainable private sector. As part of this collaboration, the two countries brought together companies and next-generation experts to collaboratively identify future opportunities, challenges, and solutions in the entrepreneurial landscape. Through this joint effort, they aimed to strengthen the business ecosystem, encourage innovation, and drive overall economic development.

Wise Zambia (2020), an NGO, had decided to provide vocational training, such as sewing and agricultural skills, to deserving vulnerable women and students. This was an innovative and strategic way to promote sustainable entrepreneurship development in Zambia. Since 2020, Wise Zambia, in collaboration with Youth of Africa Career Development, has begun intense entrepreneurial trainings for grades 10, 11, and 12. The curriculum included effective decision making, management skills, and time management during the 36-week programme. The goal of Wise Zambia was to innovatively and strategically promote sustainable entrepreneurship development in Zambia. Students in the programme were therefore advised to create their own businesses later on. The work provided by Wise Zambia was also meant to complement that of other institutions, such as the Zambia Development Agency (ZDA), whose efforts were also targeted towards empowering individuals with entrepreneurial skills.

Forss, Lundstrom, Saasa, and Temu (2003) asserted that the Enterprise Development Programmes (EDP) were initiated in 1995. The aim was to encourage and facilitate growth in Tanzania and Zambia through twinning partnerships between small and medium-scale enterprises in the two countries and Swedish firms. This was made possible through the Swedish International Development Cooperation Agency (Sida), which was a government agency working on behalf of the Swedish government.

According to the Logical Framework Analysis (LFA), the target was to support 20–25 enterprises and establish at least 15 twinning relationships in each country. At least 80 percent of the supported companies were expected to show an increase in profitability by the time of evaluation. The result was that 54 companies in Tanzania and Zambia were screened and took part in training or counselling. When the programme ended in 2000, 19 partnerships had survived. By 2003, six of the partnerships had survived.

The EDP programme was initiated in 1995 but came to an end in 2000. The evaluation was held in 2003. The project objective expected 90 percent of the supported companies to still be in business by year 5 of the programme. However, data for year 8 (2003) showed that by then, 75% of the companies were still in business, which suggested that the figure for 2000 was probably rather close to the target.

When it came to company performance, the achievements were further from the targets. 19 companies (32%) said that they had increased turnover up to 2003, and 17% had increased profitability (the average for both countries). This was an innovative and effective strategy to promote sustainable entrepreneurial development. This was on account of the programme's effect on increasing the gross domestic product (GDP). Moreover, the programme expanded the private sector and reduced poverty through job creation. The 54 companies that were in various ways involved in the EDP together had more than 2500 employees. The number of new employment opportunities that could be linked to EDP amounted to 135 jobs.

In the case of Zambia, the EDP was beneficial in the sense that it helped create more entrepreneurs, thereby

potentially creating more jobs. While monitoring the Zambian companies under the EDP, it was discovered that the Zambian economic environment presented challenges. Additionally, there was a poor record of patent statistics, reflecting less inventive activity. Nonetheless, the EDP was innovative and strategically effective in helping to promote entrepreneurship and sustain it in Zambia as well as Tanzania, where the EDP programme was also in effect.

RESEARCH METHODOLOGY

Introduction

This section of the paper provides an overview of the methodology that was used to conduct the study. It begins by formulating the research problem, which is the central question or issue that the study seeks to answer. The need and impact of the study are then discussed, followed by the scope of the study, which identifies the specific population or group that is being studied. The objectives of the study are then presented, which outline the specific goals that the study is trying to achieve.

The next section of the methodology discusses the research design, which is the overall plan for conducting the study. The universe, sampling procedure, sample size, sampling area, and sources of data are then discussed. This is followed by a discussion of the method of data collection, which describes how the data was collected. The tools of data collection are then presented, followed by a discussion of the tools for data analysis.

The final section of the methodology chapter presents a report of the data analysis, including the variables used in the study. The limitations of the study are then discussed, followed by a discussion of the difficulties faced by the researcher.

Formulation of a research problem

According to Schaltegger and Wagner (2011), sustainable entrepreneurship refers to the realisation of innovations at the mass market and providing benefit to the larger part of society in a way that is substantial to development and viewed from a long-term perspective. Sustainable entrepreneurship development can therefore be viewed as the process of pursuing opportunities through creativity, innovativeness, and transformations in order to promote economic prosperity, which translates to an increase in the standard of living at the grass-roots level and whose benefits will last to future generations. It is for this reason that the Zambian government began to advocate for sustainable entrepreneurship in 1991, when the economy transitioned to a liberal economy.

Malunde (2012) highlights that the traditional concept of life-time employment in Zambia has been fading, and more individuals are now opting for self-employment and starting their own enterprises. The ultimate goal is to transform this trend into sustainable entrepreneurship. This shift towards entrepreneurship began in the early 1990s, as people started recognising the social and economic significance of the small business sector and the role of entrepreneurship in fostering economic growth. The change in government in 1991 played a crucial role in promoting the free market system, leading to the official introduction of capitalism in the Zambian market.

Since 1991, numerous entrepreneurs have taken the initiative to establish small businesses with the hopes of generating employment opportunities and reaping the benefits of business success, such as profits. However, a significant number of these small businesses face failure within a few years, and sometimes even within a few months of operation. The initial five years of a business's life cycle are particularly crucial, as more than half of them fail during this period. Many of these failures could have been avoided had the entrepreneurs identified and addressed early signs of serious issues.

There are various reasons underlying these business failures. In the first two years of establishment, entrepreneurs encounter challenges, and in the subsequent stage, consolidating the business becomes difficult, especially in terms of delegating authority and responsibility. As businesses attempt to expand, they face additional hurdles, such as competition with larger enterprises. Understanding these challenges is crucial to evaluating and promoting sustainable entrepreneurship in Zambia (Mhango & Nkundabanyanga, 2021).

Kalyongwe (2019) highlights that the most obvious constraint on Zambia's private enterprise lies in the local traditions of many Zambians. Most notably, in the independent countries of East and Southern Africa, where, compared to West Africa, contact with Western societies has been relatively recent, there are still relatively few indigenous entrepreneurs. Such entrepreneurship as does exist in Zambia has been imitative and not innovative, although a few entrepreneurs have been very successful. Many of these have gone into business due to their lack of formal education and their consequent effective exclusion from more secure and prestigious forms of employment. Managerial inadequacy, incompetency, inefficiency, and inexperience all contribute to most entrepreneurial failures in Zambia. Furthermore, the other challenge facing entrepreneurs in Zambia is inadequate and improper financing, which is exacerbated by the risk of financial assistance associated with small businesses because of the high probability of failure.

According to the Government of the Republic of Zambia (2006) and the Ministry of Commerce, Trade, and Industry (MCTI), the sector's challenges and constraints include, but are not limited to, limited access to markets, limited access to appropriate technology, machinery, and equipment, limited access to suitable business financing, and inadequate business infrastructure such as roads and telecommunication facilities. Other constraints are limited technical and management skills, inadequate and unsuitable operating premises that can facilitate enterprise growth, inadequate regulatory systems, and excessive competition from the unregulated importation of cheap products, some of which are smuggled into the country. These constraints lead to a lack of business sustainability (sustainable entrepreneurship development) and ultimately a failure in sustainable entrepreneurship development. In comparison to small businesses in India, Central Asia, and South Africa, Zambian small businesses operate at a lower level and are lacking in sustainability. The Zambian government's efforts to develop small businesses have continued. In 2006, through the ZDA Act, the small enterprise development board was dissolved and its activities incorporated into the ZDA under the small and medium enterprise (SME) division. In view of this, it was hoped that sustainable entrepreneurship development would be enhanced. It is against this backdrop that the researcher seeks to determine the socio-economic factors influencing sustainable entrepreneurship development in Zambia, determine the challenges facing entrepreneurs in achieving sustainable entrepreneurship development, and identify innovative and effective strategies for promoting sustainable entrepreneurship development. Moreover, the researcher seeks to establish the factors influencing sustainable entrepreneurship development in Zambia.

The need and impact of the study

Need for the study

Sustainable entrepreneurship aims to address the pressing environmental and social issues facing Zambia. The country is grappling with challenges such as deforestation, water scarcity, and the degradation of natural resources (Zambia Environmental Management Agency, 2021). Sustainable entrepreneurship can contribute to tackling these problems by developing eco-friendly products and adopting sustainable practices in their businesses.

The creation of sustainable businesses provides an opportunity to address unemployment and poverty in Zambia. By generating job opportunities, sustainable entrepreneurs can contribute to the nation's economic growth and social well-being. This, in turn, supports poverty reduction efforts and fosters inclusive development (Chabane *et al.*, 2020).

Despite the evident potential, there is not much research focusing on sustainable entrepreneurship in Zambia. Current literature largely concentrates on conventional entrepreneurship, overlooking the specific factors and challenges related to sustainable entrepreneurship in the Zambian context (World Bank, 2018).

This study aims to fill the void by identifying the factors that influence sustainable entrepreneurship in Zambia. By examining the unique socio-economic and environmental context of the country, it will provide valuable insights for policymakers, entrepreneurs, and other stakeholders interested in fostering sustainable entrepreneurship.

Impact of the study

The study is expected to have a number of positive impacts. Firstly, it would provide insights into the factors that influence sustainable entrepreneurship in Zambia. This information can be used by policy makers, entrepreneurs, and other stakeholders to develop and implement policies and programmes that support sustainable entrepreneurship. Secondly, the study would contribute to the body of knowledge on sustainable entrepreneurship. The findings of the study would be of interest to researchers and practitioners in other countries who are working on sustainable entrepreneurship.

Specifically, the study is expected to have the following impacts: identify the key factors that influence sustainable entrepreneurship in Zambia, provide insights into the challenges and opportunities facing sustainable entrepreneurs in Zambia, help to develop and implement policies and programmes that support sustainable entrepreneurship in Zambia, and contribute to the body of knowledge on sustainable entrepreneurship.

Scope of the study

The study focused on the following factors that influence sustainable entrepreneurship in Zambia: knowledge of the natural and social environment, perception of threats to the natural and social environment, altruism towards others, entrepreneurial knowledge, access to business development services, government policies and regulations, and cultural norms and values.

The study used a case study approach to examine the factors that influence sustainable entrepreneurship in Chingola District, Zambia. The study collected data from a sample of sustainable entrepreneurs in Chingola District. The data was collected through a quantitative method. The study used a quantitative analysis approach to analyse the data.

The study would contribute to the literature on sustainable entrepreneurship by providing a better understanding of the factors that influence sustainable entrepreneurship in Zambia. The study would also provide insights for policy makers and practitioners on how to promote sustainable entrepreneurship in Zambia.

The scope of the study is limited to the factors that influence sustainable entrepreneurship development in Chingola District, Zambia. The study does not examine the impact of sustainable entrepreneurship on the environment or society. The study also does not examine the role of sustainable entrepreneurship in economic development.

The study is expected to be completed within four months. The findings of the study would be disseminated through a research report, journal articles, and conference presentations.

Objectives of the study

General Objective

To establish the factors influencing sustainable entrepreneurship development in Zambia.

Specific Objectives

1. To determine socio-economic factors influencing sustainable entrepreneurship development.
2. To determine challenges facing entrepreneurs in achieving sustainable entrepreneurship development.
3. To identify innovative and effective strategies for promoting sustainable entrepreneurship development

Research design

A correlational research design is a type of non-experimental research design that investigates the relationships between two or more variables (Johnson & Christensen, 2014). In this study, the variables of interest are the factors that influence sustainable entrepreneurship development in Chingola Town. The correlational research design was used to identify the relationships between these factors and determine the strength of these relationships.

The correlational research design was a suitable design for this study because it allowed the researcher to investigate the relationships between multiple factors without having to manipulate any of the variables (Creswell, 2014). This is important because it is not possible to manipulate the factors that influence sustainable entrepreneurial practises.

Universe

The universe of this study was the population of all entrepreneurs in Chingola Town. This included entrepreneurs who are currently operating businesses as well as entrepreneurs who are starting to operate businesses.

Chingola is a town with a growing economy and a young population. This makes it an attractive market for entrepreneurs. However, Chingola is also a town that is facing a number of environmental challenges. These challenges include climate change, deforestation, and pollution growth.

Sustainable entrepreneurship is an approach to business that can help address these environmental challenges. Sustainable entrepreneurs are businesses that prioritise economic, social, and environmental sustainability. They are businesses that use environmental resources efficiently and create positive social impacts.

Sampling procedure

The target population for this study were sustainable entrepreneurs in Chingola town, Zambia. The sampling frame was the list of registered businesses in Chingola town. A stratified random sampling technique was used to select the sample of sustainable entrepreneurs from the sampling frame. The strategy was based on the following categories: size of business (small, medium, large); Sector of business (manufacturing, services, retail); Age of business (new, established) A random number generator was used to select the sample from each stratum. Data was collected through a self-administered questionnaire.

The sampling procedure was designed to ensure that the sample is representative of the target population of sustainable entrepreneurs in Chingola town. The stratified random sampling technique ensured that the sample was evenly distributed across the different strata, which helped to ensure that the results of the study were not biased towards any particular group of entrepreneurs.

The self-administered questionnaire was convenient and an efficient way to collect data from a large number of respondents. The questionnaire was designed to be clear and easy to understand, and it was pilot tested to ensure that it is reliable and valid.

The sampling procedure was appropriate for the research design of this study. The correlational research design was used to investigate the relationships between two or more variables. The sampling procedure ensured that the sample was representative of the target population, which helped to ensure that the results of the study were generalisable to the population of sustainable entrepreneurs in Chingola town.

Sample size

According to the researcher, the sample size for the study depended on several factors, including the population size, the desired level of precision, and the effect size the study aimed to detect. As a general rule of thumb, the study needed a sample size of at least 100 participants to achieve a reasonable level of precision.

In this particular case, the population size was the number of sustainable entrepreneurs in Chingola town, which was difficult to estimate but likely to be in the hundreds or even thousands. To ensure confidence in the findings, the researcher collected data from a sample that represents the entire population, requiring the use of a random sampling method to select participants.

The desired level of precision was related to the accuracy the researcher wanted for the results. The study aimed to detect small effects, which necessitated a larger sample size. The effect size, indicating the strength of the relationship between the independent and dependent variables, also played a role. A larger effect size meant that the researcher needed a smaller sample size to detect the relationship.

Taking all these factors into account, the researcher decided to use a sample size of at least 100 participants for the study. This choice provided a reasonable level of precision and allowed them to detect moderate to large effect sizes.

Sampling area

Chingola is a mining town in Zambia with a population of over 200,000 people. The town is home to a number of small and medium-sized enterprises (SMEs) that operate in the mining, manufacturing, and service sectors. Chingola is also a major transportation hub, making it an ideal location for businesses that need to reach a wide customer base.

Sources of data

Primary data

This was collected through surveys with sustainable entrepreneurs in Chingola. The survey asked questions about the entrepreneurs' motivations, challenges, and success factors.

Secondary data

This included government reports, academic papers, and industry reports on sustainable entrepreneurship in Zambia. This data provided a broader context for the study and helped identify the key factors that influence sustainable entrepreneurship in the country.

Expert opinion

This was gathered through interviews with experts on sustainable entrepreneurship in Zambia. Experts provided their insights on the key factors that influence sustainable entrepreneurship and the challenges and opportunities facing sustainable entrepreneurs in the country.

Method of data collection

The data for the study was collected through a survey of sustainable entrepreneurs in Chingola town. The survey was conducted physically and consisted of a series of questions about the factors that have influenced their decision to start a sustainable business. The survey was open to all sustainable entrepreneurs in Chingola town, regardless of their size or industry.

The survey was an important part of the study because it provided insights into the motivations and experiences of sustainable entrepreneurs in Chingola town. This information is valuable for policymakers and other stakeholders who are interested in promoting sustainable entrepreneurship development in the town.

The survey is also important because it would help raise awareness of sustainable entrepreneurship among the general public. By sharing the findings of the study, we can encourage more people to start sustainable businesses and contribute to the green economy.

Tools for data collection

Questionnaires

This is a common tool for collecting data in social science research. Questionnaires can be used to collect quantitative data on a variety of factors, such as the demographic characteristics of entrepreneurs, their attitudes towards sustainability, and their experiences with sustainable business practices.

Document analysis

This involved collecting and analysing documents related to sustainable entrepreneurship in Zambia. This included government policies, reports from non-governmental organisations, and news articles. Documentary analysis provided valuable insights into the historical context of sustainable entrepreneurship in Zambia and the current challenges and opportunities facing entrepreneurs.

Tools for data analysis

Descriptive statistics were used to summarise the data and describe the characteristics of the sample. Descriptive statistics were used to calculate measures such as the mean, median, standard deviation, and range.

Limitations of the study

The study was conducted in a single location, so the findings may not be generalizable to other areas of Zambia or other countries. The study used a correlational research design, which means that it could not establish causation. The study relied on self-reported data, which is subject to bias. The study did not collect data on the impact of sustainable entrepreneurship on the environment or society. The sample size was relatively small, which could limit the generalisability of the findings. The study did not control for other factors that could influence sustainable entrepreneurship, such as the level of economic development or the availability of government support. The study did not consider the long-term impact of sustainable entrepreneurship.

Difficulties faced by the researcher

The researcher faced difficulties in accessing data on sustainable entrepreneurship in Zambia. This is because there is limited research on this topic in the country. The researcher needed to collect primary data through surveys.

The researcher had limited resources to conduct the study. This included funding, time, and personnel. The researcher needed to find creative ways to overcome these limitations, such as collaborating with other researchers or using less expensive data collection methods.

The researcher needed to be sensitive to cultural factors when conducting the study. The researcher needed to be aware of the different ways that people in Zambia define and understand sustainable entrepreneurship development.

DATA ANALYSIS AND INTERPRETATION

Introduction

This chapter presents the findings and provides a discussion of the data obtained from the study that was conducted. It contains the data analysis and the research findings on the factors that influence sustainable entrepreneurship in Zambia, Chingola town.

Response Rate

The data for this study was collected in the month of June and July in 2023 using a semi structured questionnaires comprising open and closed questions. A sample size of 100 respondents was chosen. The response rate for the study was 100%.

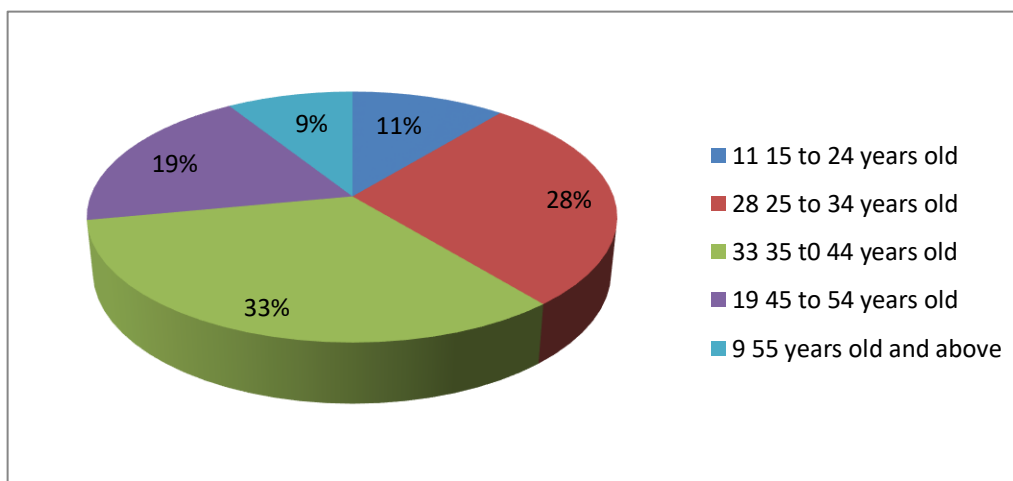
Section A: Demographic profile

The demographic characteristic contains details of the variable of the respondents in this study. It contains information on age distribution, sex, marital status, level of education, main source of income and age at which participants deliberately and actively started business

Age of participants

These findings reveal the distribution of age groups among the survey participants. The largest age group represented in the survey was individuals aged 35 to 44 years old, comprising 33% of the respondents. The second-largest group was individuals aged 25 to 34 years old, making up 28% of the participants. The youngest age group (15 to 24 years old) accounted for 11% of the respondents, while those aged 45 to 54 years old and 55 years old and above made up 19% and 9%, respectively.

Figure 1: Age of participants



Source: Current Field Data by Clement R. Mumba (2023)

Gender of participants

Among the participants, 67 identified as male, representing approximately 67% of the total sample. 33 respondents identified as female, making up about 33% of the total sample. The findings indicate that the majority of the respondents identified as male, constituting approximately two-thirds of the total sample. On the other hand, the female respondents accounted for approximately one-third of the total sample.

Table 1: Gender of participants

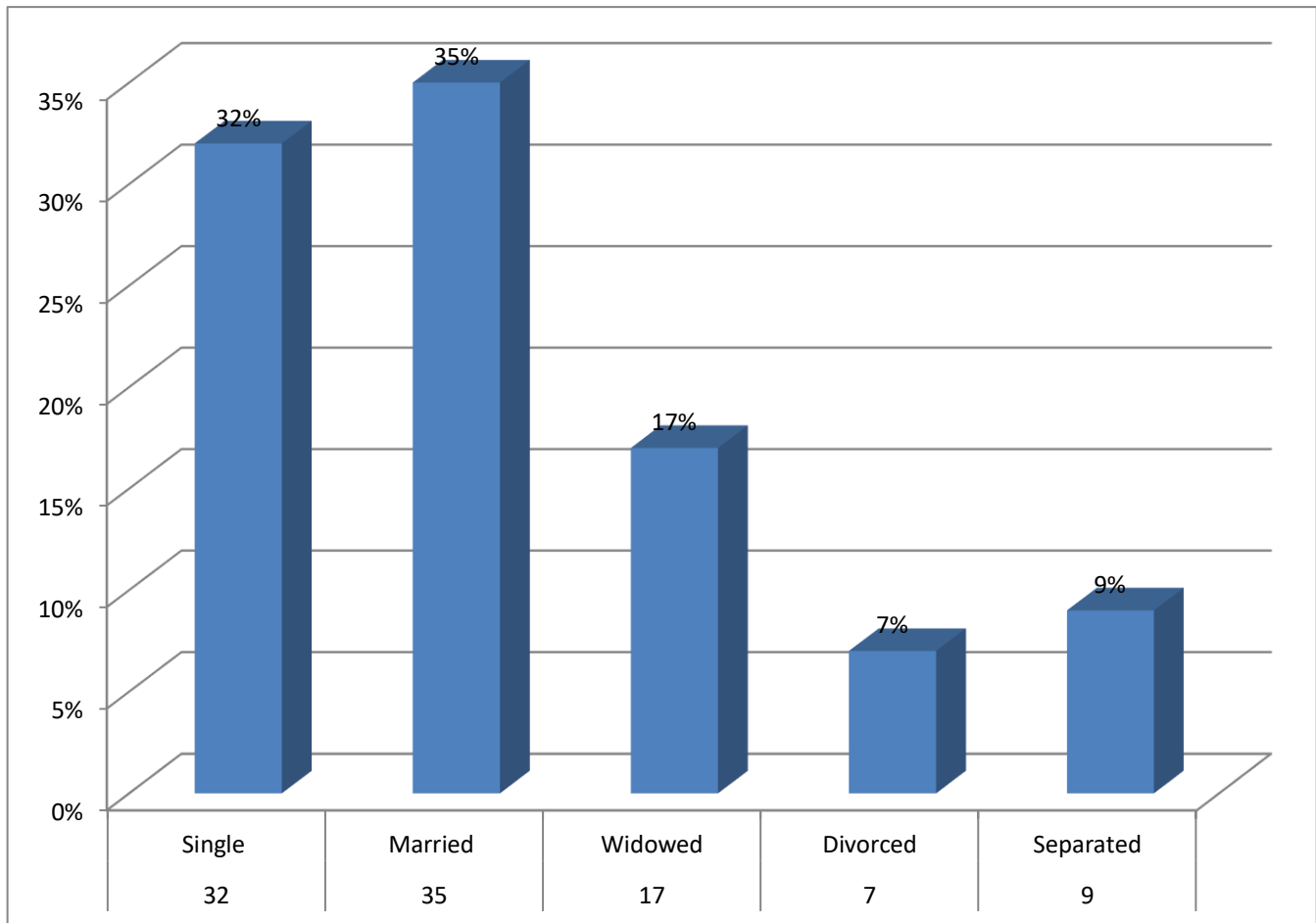
Gender	Frequency	Percentage
Male	67	67%
Female	33	33%
Total	100	100%

Source: Current Field Data by Clement R. Mumba (2023)

Marital status of participants

32% of the respondents reported being single, 35% of the respondents stated that they were married, 17% of the respondents reported being widowed, and 7% of the respondents stated that they were divorced and 9% of the respondents reported being separated.

Figure 2: Marital status distribution of participants

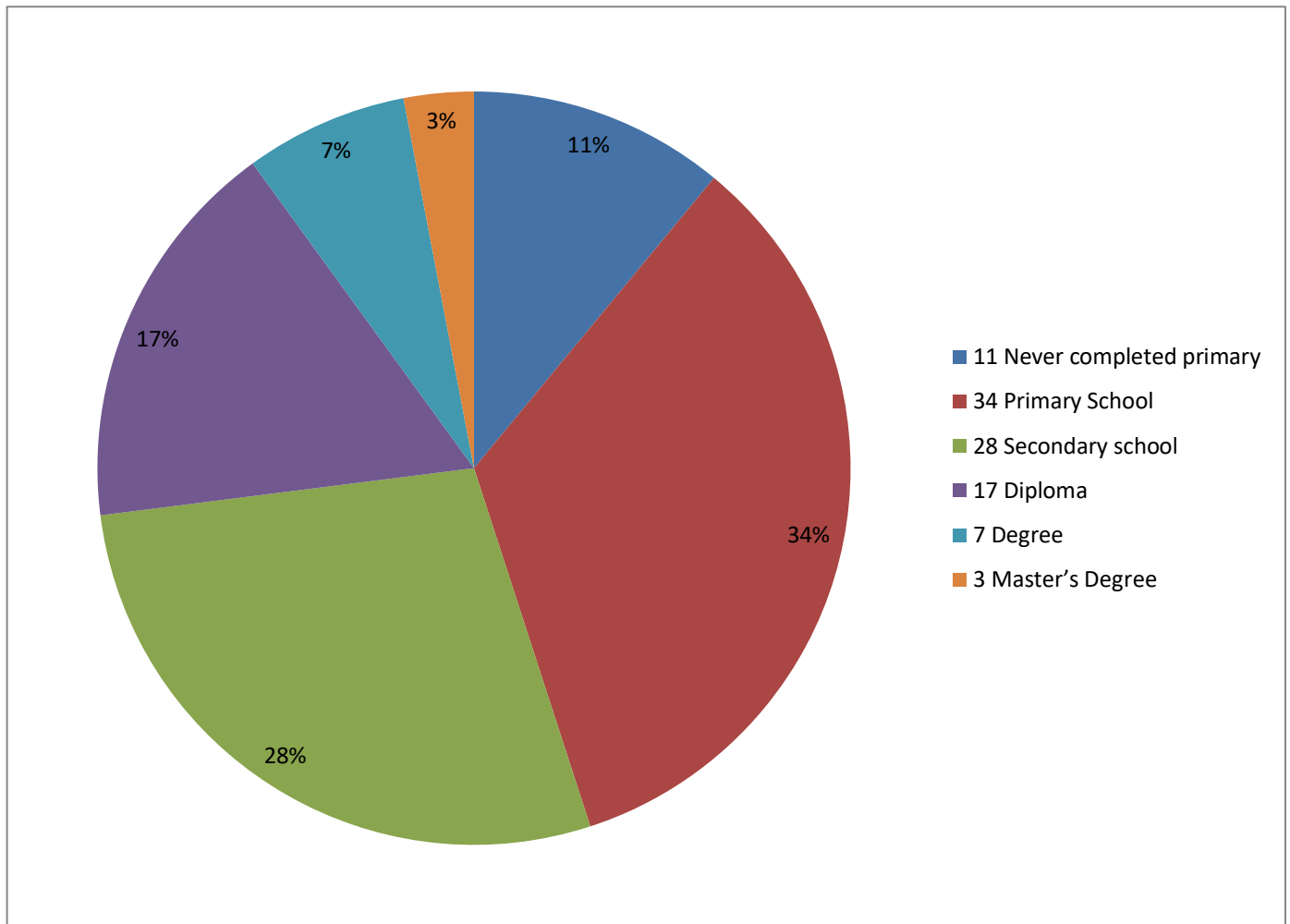


Source: Current Field Data by Clement R. Mumba (2023)

Highest level of education completed by participants

Based on the data collected from the survey, the distribution of education levels among the respondents shows the following patterns: 11% of the participants had not completed primary education; the largest group, comprising 34% of respondents, had completed primary school education; 28% of the respondents had completed their secondary education; 17% of the participants had achieved a diploma as their highest educational qualification; 7% of the respondents held a degree as their highest educational attainment; and the smallest group, with 3% of respondents, had completed a Master's Degree.

Figure 3: Highest level of education completed by participants

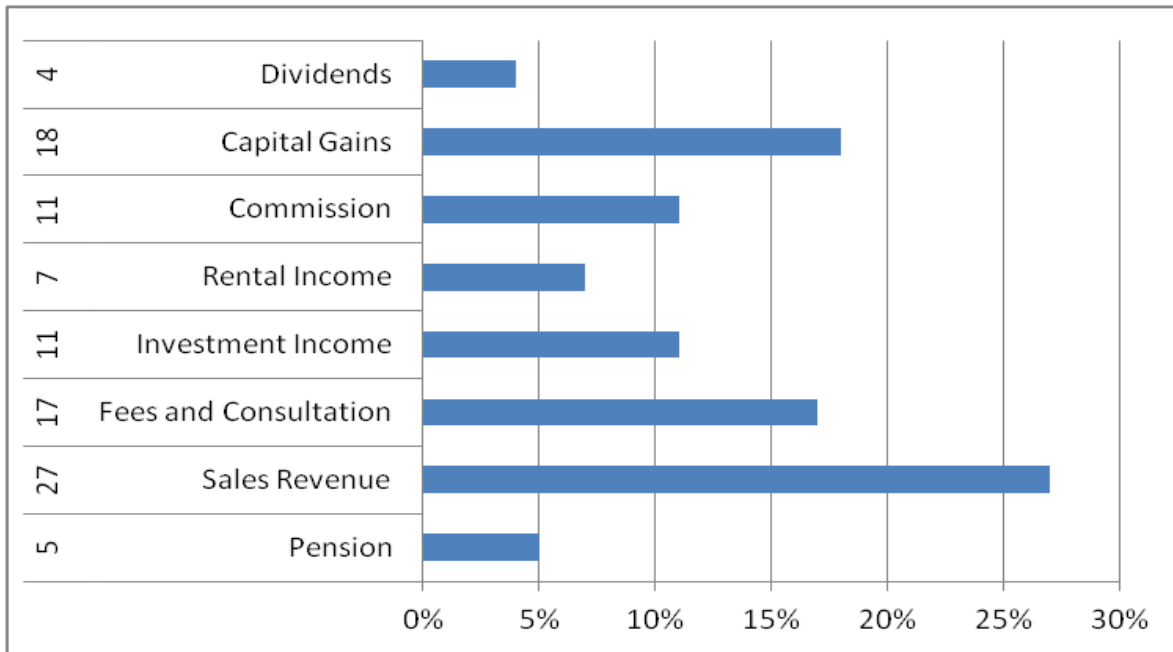


Source: Current Field Data by Clement R. Mumba (2023)

Main source of income for the participants

Based on the findings, the main source of income for the surveyed individuals is as follows: 5% of the respondents relied on their pension as their primary source of income; 27% of the respondents generated income through sales revenue; 17% of the respondents earned income by providing services and consultations; 11% of the respondents generated income from their investments, such as stocks, bonds, or other financial instruments; 7% of the respondents earned income through renting out properties or assets they owned; 11% of the respondents earned income through commissions, which could be related to sales, real estate, or other commission-based work; 18% of the respondents generated income from capital gains, which usually come from the sale of assets like stocks, real estate, or businesses; and 4% of the respondents received income in the form of dividends, typically from owning shares in companies.

Figure 4: Main source of income for the participants

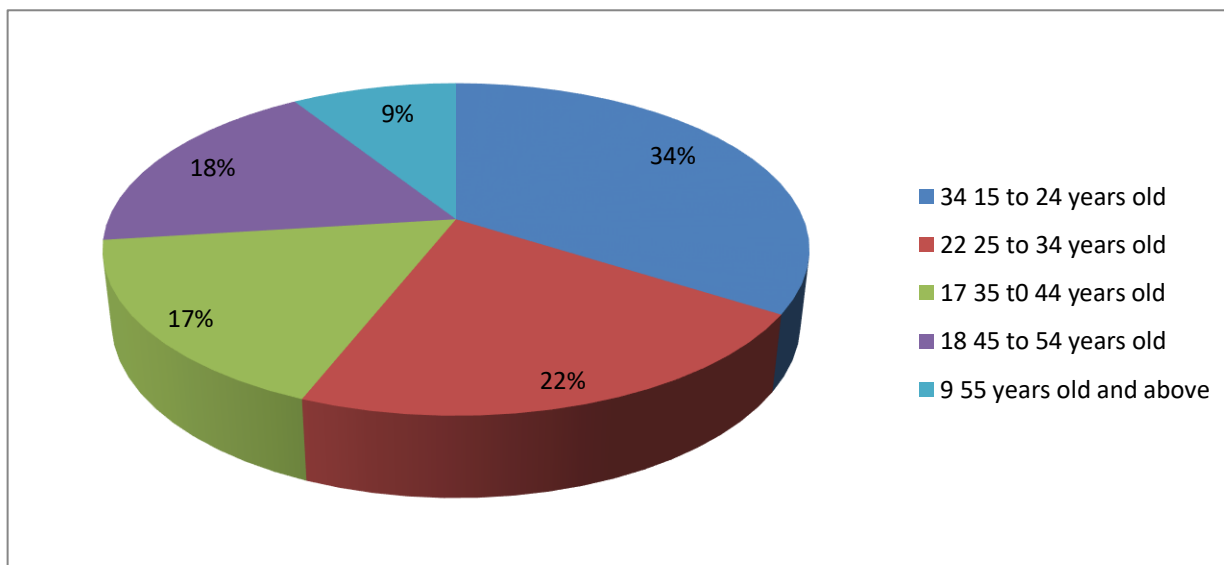


Source: Current Field Data by Clement R. Mumba (2023)

Age at which participants started businesses with intent and action

34% of the respondents started a business in the age group 15 to 24 years old; 22% of the respondents started a business in the age group 25 to 34 years old; 17% of the respondents started a business in the age group 35 to 44 years old; 18% of the respondents started a business in the age group 45 to 54 years old; and 9% of the respondents started a business in the age group 55 years old and above. Therefore, the majority of respondents (34%) began their business ventures in the 15 to 24 years old age group, followed by 25 to 34 years old (22%). It is interesting to note that a significant portion of respondents also started their businesses in their later years, with 18% beginning between the ages of 45 to 54 and 9% at 55 years old and above.

Figure 5: Age at which participants started businesses with intent and action



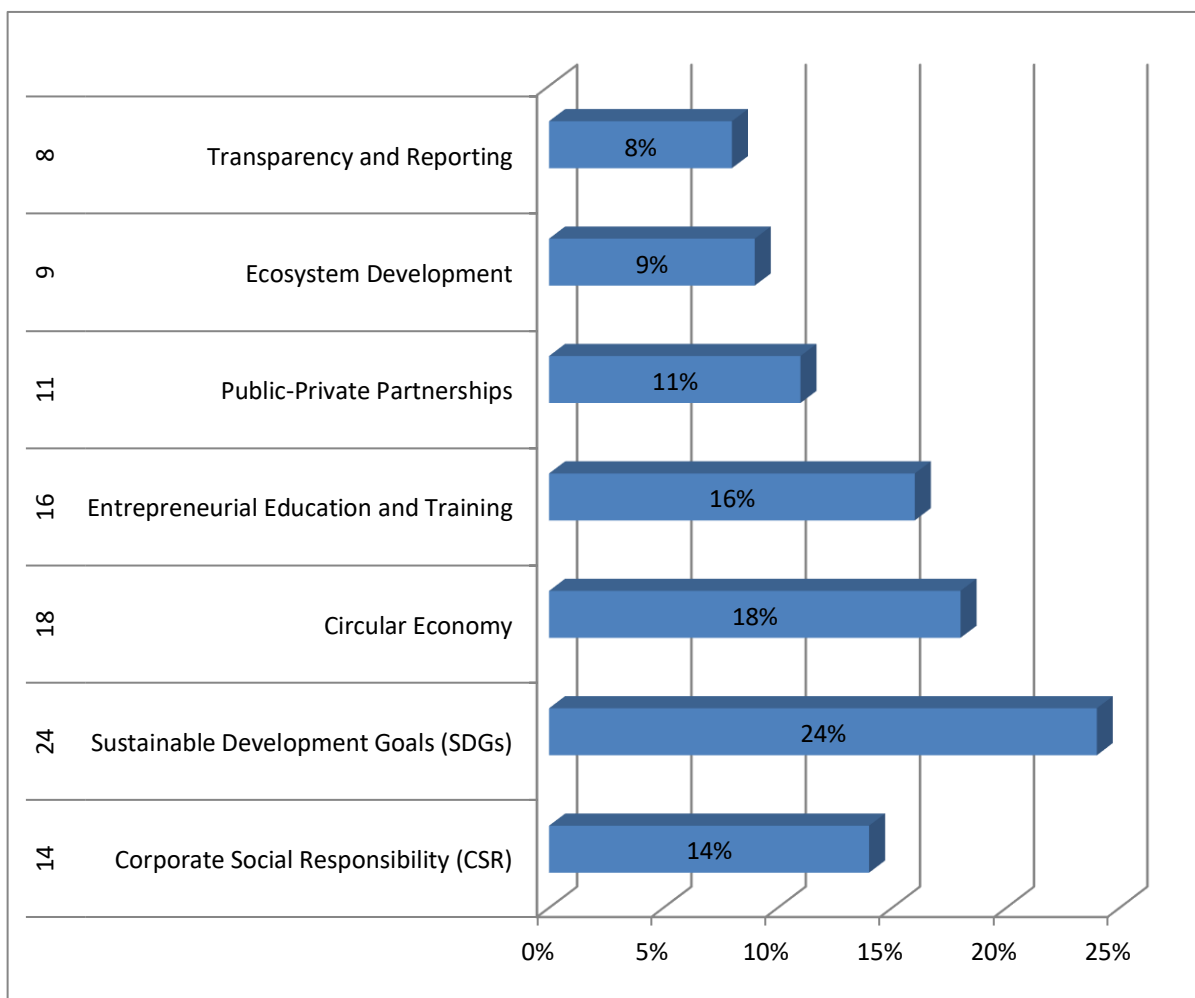
Source: Current Field Data by Clement R. Mumba (2023)

Section B: Entrepreneurship profile

Establishing a robust framework to foster sustainable entrepreneurial development among participants

Based on the findings, a wide array of sustainable business practices has been identified. Among the respondents, 14% emphasised Corporate Social Responsibility (CSR), 24% focused on Sustainable Development Goals (SDGs), while 18% highlighted Circular Economy initiatives. Additionally, 16% emphasised the importance of Entrepreneurial Education and Training, 11% mentioned the value of Public-Private Partnerships, and 9% recognised the significance of Ecosystem Development. Transparency and Reporting were also noted by 8% of the participants.

Figure 6: Establishing a robust framework to foster sustainable entrepreneurial development among participants

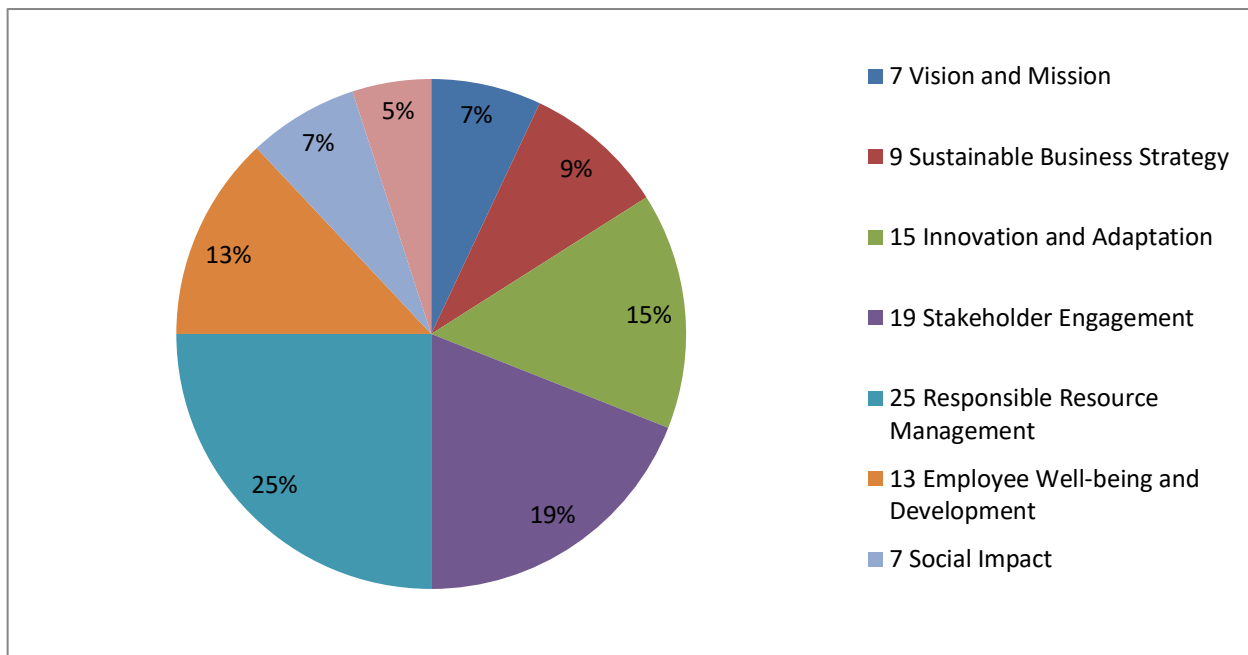


Source: Current Field Data by Clement R. Mumba (2023)

The integral role entrepreneurs play in ensuring business sustainability

The significance of an entrepreneur's role in ensuring business sustainability is highlighted by several key factors. These include vision and mission (7%), sustainable business strategy (9%), innovation and adaptation (15%), and stakeholder engagement (19%). Additionally, responsible resource management (25%), employee well-being and development (13%), social impact (7%), and collaboration and advocacy (5%).

Figure 7: The integral role entrepreneurs play in ensuring business sustainability

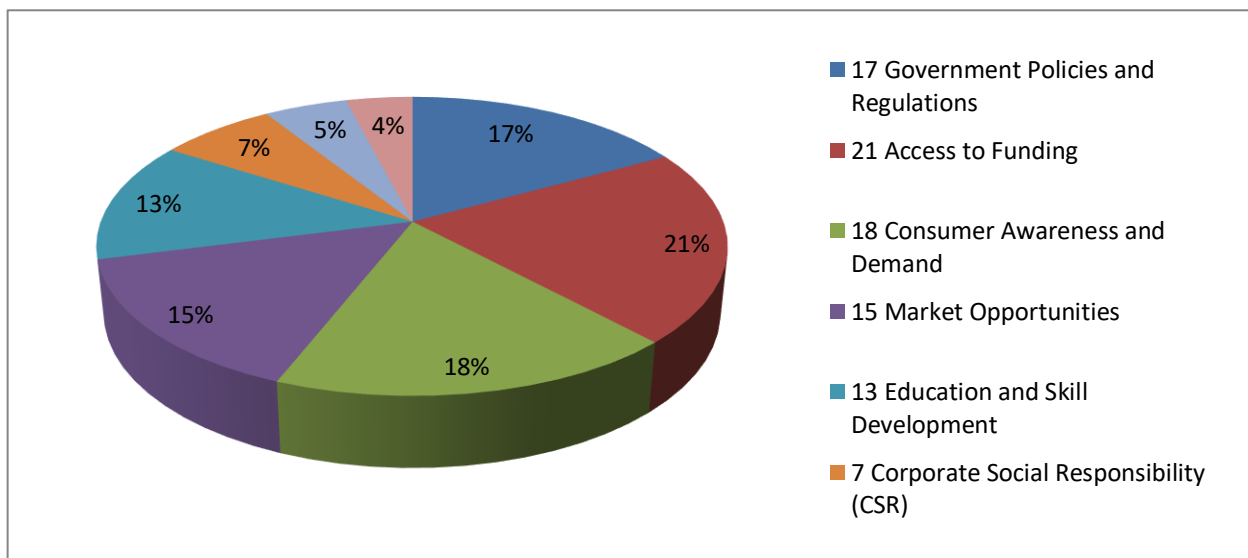


Source: Current Field Data by Clement R. Mumba (2023)

Socio-economic factors influencing sustainable entrepreneurship development

Government policies and regulations were the most influential factor, cited by 17% of respondents. Access to funding was the second most influential factor, cited by 21% of respondents. Consumer awareness and demand was the third most influential factor, cited by 18% of respondents. Market opportunities were also important, cited by 15% of respondents. Education and skill development were also important, cited by 13% of respondents. Corporate social responsibility (CSR) was cited by 7% of respondents. Climate change and environmental concerns were cited by 5% of respondents. Waste management and circular economy were cited by 4% of respondents.

Figure 8: Socio-economic factors influencing sustainable entrepreneurship development



Source: Current Field Data by Clement R. Mumba (2023)

Optimizing the impact of socio-economic factors on the advancement of sustainable entrepreneurship

The percentage of very successful outcomes was 19%, the percentage of successful outcomes was 58%, and the percentage of unsuccessful outcomes was 23%.

Table 2: Optimizing the impact of socio-economic factors on the advancement of sustainable entrepreneurship

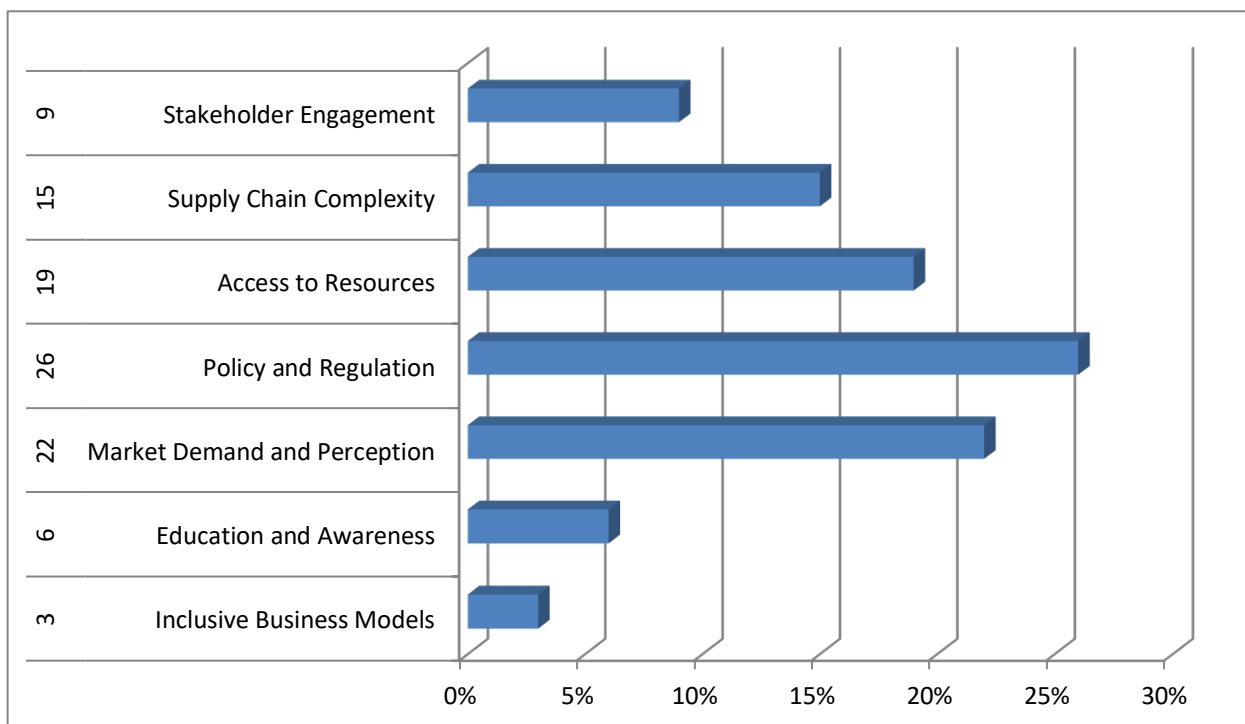
Optimizing the impact of socio-economic factors on the advancement of sustainable entrepreneurship	Frequency	Percentage
Very successful	19	19%
Successful	58	58%
Unsuccessful	23	23%
Total	100	100%

Source: Current Field Data by Clement R. Mumba (2023)

Socio-economic factors that hindered sustainable entrepreneurship development

Below are the findings regarding the challenges encountered in integrating socio-economic factors to drive sustainable entrepreneurship development in business: inclusive business models were mentioned by 3% of respondents; education and awareness were mentioned by 6% of respondents; market demand and perception were mentioned by 22% of respondents; policy and regulation were mentioned by 26% of respondents; access to resources were mentioned by 19% of respondents; supply chain complexity was mentioned by 15% of respondents and stakeholder engagement was mentioned by 9% of respondents. A smaller but significant percentage of participants noted the difficulty of engaging relevant stakeholders to ensure that socio-economic factors are actively integrated into their entrepreneurship development strategies.

Figure 9: Socio-economic factors that hinder sustainable entrepreneurship development

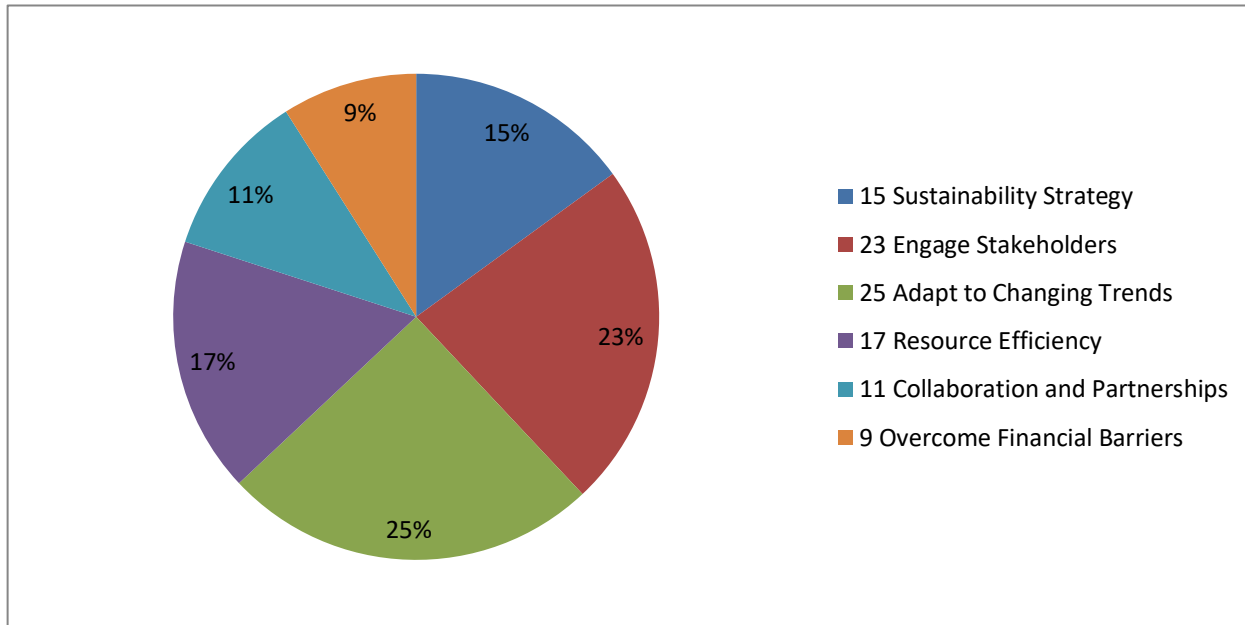


Source: Current Field Data by Clement R. Mumba (2023)

Key challenges for entrepreneurs in achieving sustainable entrepreneurship development

The following are the top challenges facing entrepreneurs in achieving sustainable entrepreneurship development: sustainability strategy (15%); engaging stakeholders (23%); adapting to changing trends (25%); resource efficiency (17%); collaboration and partnerships (11%); and overcoming financial barriers (9%).

Figure 10: Key challenges for entrepreneurs in achieving sustainable entrepreneurship development



Source: Current Field Data by Clement R. Mumba (2023)

Entrepreneurs’ Strategies for Overcoming Challenges in Sustainable Entrepreneurship Development

The findings show that 24% of entrepreneurs were very successful in dealing with the challenges facing them in achieving sustainable entrepreneurship development for their businesses, while 57% were successful. Only 19% were unsuccessful.

Table 3: Entrepreneurs’ Strategies for Overcoming Challenges in Sustainable Entrepreneurship Development

Entrepreneurs’ Strategies for Overcoming Challenges in Sustainable Entrepreneurship Development	Frequency	Percentage
Very successful	24	24%
Successful	57	57%
Unsuccessful	19	19%
Total	100	100%

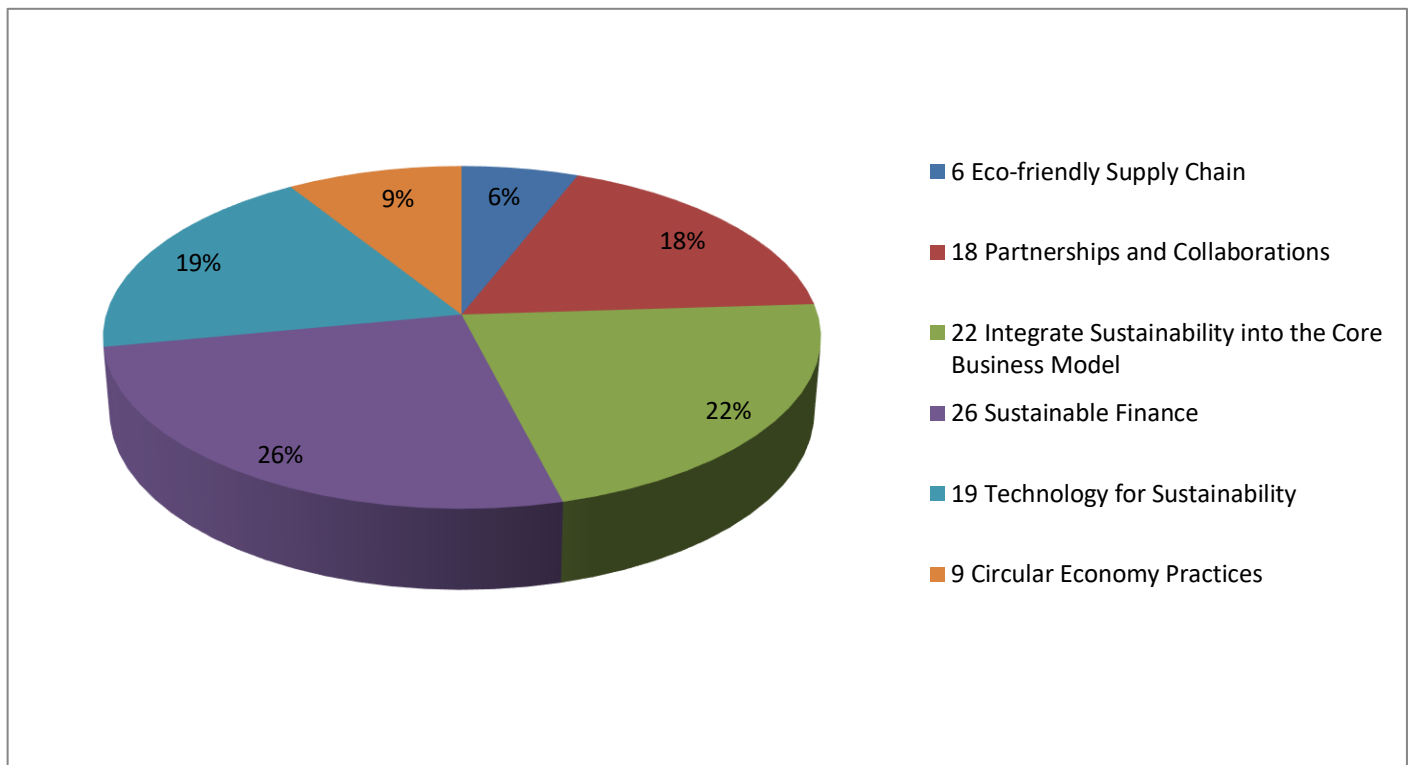
Source: Current Field Data by Clement R. Mumba (2023)

Innovative and effective strategies for promoting sustainable entrepreneurship development

The data showcases distinctive strategies that entrepreneurs harnessed to foster sustainable entrepreneurship development within their enterprises. These encompass a variety of forward-looking approaches: the implementation of eco-friendly supply chains (6%), forging partnerships and collaborations (18%), the seamless integration of sustainability into the very fabric of their core business models (22%), tapping into

sustainable finance avenues (26%), leveraging technology to bolster sustainability (19%), and embracing circular economy practices (9%).

Figure 11: Innovative and effective strategies for promoting sustainable entrepreneurship development



Source: Current Field Data by Clement R. Mumba (2023)

The impact of innovative strategies on sustainable entrepreneurship

The findings show that a majority of entrepreneurs (71%) found the strategies to be successful in promoting sustainable entrepreneurship development for their businesses. Specifically, 24% of entrepreneurs found the strategies to be very successful, and 57% found them to be successful. Only 19% of entrepreneurs found the strategies to be unsuccessful.

Table 4: The impact of innovative strategies on sustainable entrepreneurship

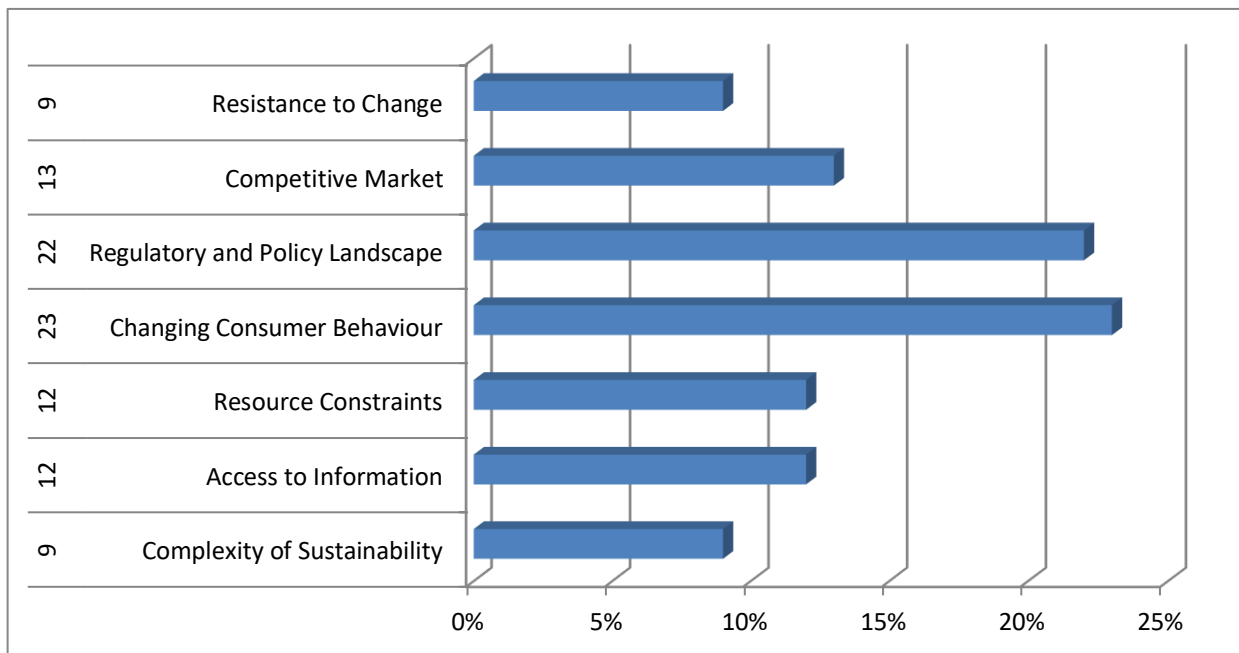
The impact of innovative strategies on sustainable entrepreneurship	Frequency	Percentage
Very successful	24	24%
Successful	57	57%
Unsuccessful	19	19%
Total	100	100%

Source: Current Field Data by Clement R. Mumba (2023)

The challenges of promoting sustainable entrepreneurship development through innovative strategies

Data below shows the challenges in identifying innovative and effective strategies for promoting sustainable entrepreneurship development and among them complexity of sustainability was (9%); access to information (12%); resource constraints (12%); changing consumer behaviour (23%); regulatory and policy landscape (22%); competitive market (13%); and resistance to change (9%).

Figure 12: The challenges of promoting sustainable entrepreneurship development through innovative strategies

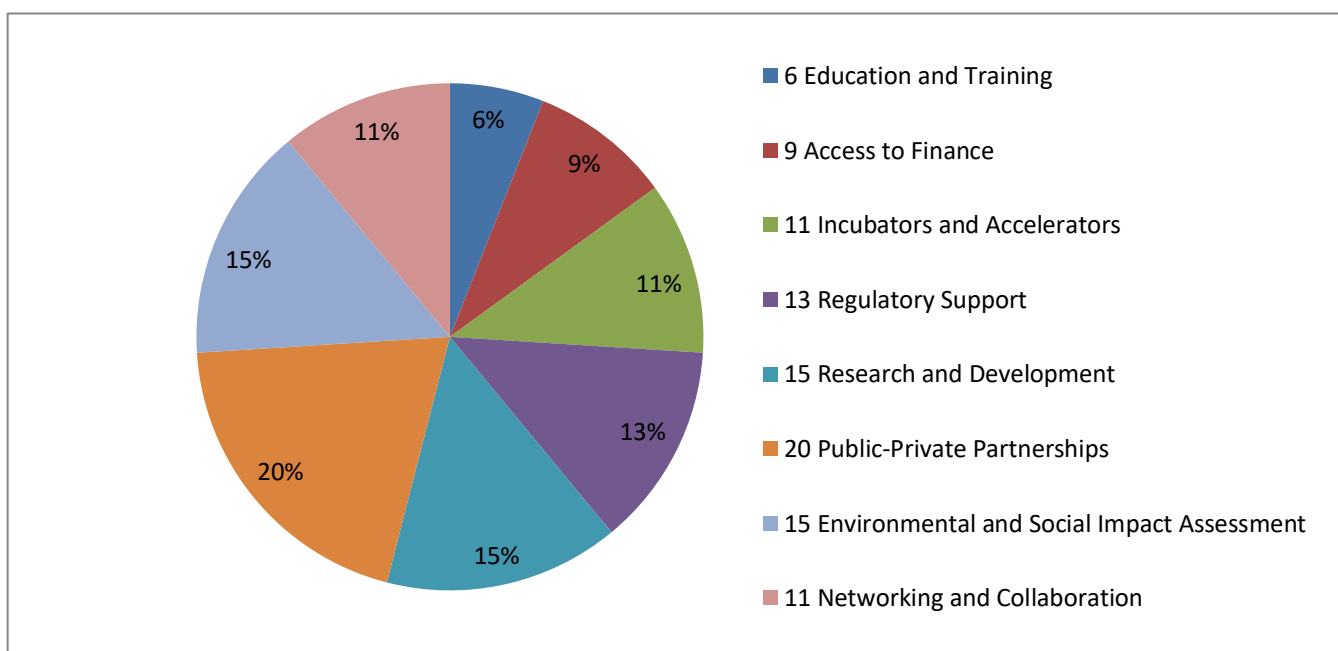


Source: Current Field Data by Clement R. Mumba (2023)

Fostering sustainable entrepreneurship development: strategies for success

According to the findings the following factors are essential for promoting sustainable entrepreneurship: education and training was (6%), access to finance was (9%), incubators and accelerators (11%), regulatory support was (13%), research and development was (15%), public-private partnerships was (20%), environmental and social impact assessment was (15%), and networking and collaboration was (11%).

Figure 13: Fostering sustainable entrepreneurship development: strategies for success



Source: Current Field Data by Clement R. Mumba (2023)

Number of operational businesses

This data represents the distribution of individuals based on the number of businesses they are currently running. The figure shows that 47% of individuals are running between 1 and 5 businesses, 34% are running between 6 and 10 businesses, and 19% are managing 10 or more businesses.

Table 5: Number of operational businesses

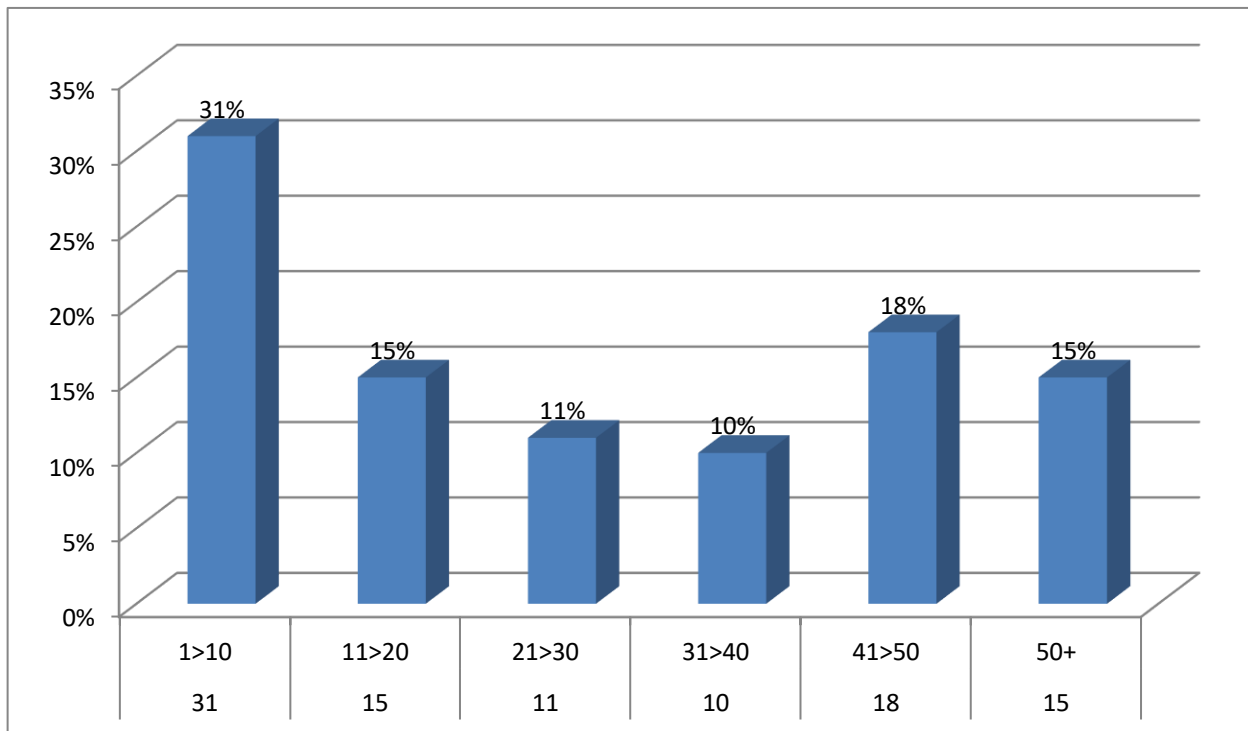
Number of operational businesses	Frequency	Percentage
1>5	47	47%
6>10	34	34%
10+	19	19%
Total	100	100%

Source: Current Field Data by Clement R. Mumba (2023)

Number of employees

The data shows that the most common number of employees for businesses in this sample is 1-10. This accounted for 31% of businesses in the sample. The next most common number of employees is 11-20, which accounted for 15% of businesses. The remaining businesses had 21-30, 31-40, 41-50, or 50+ employees.

Figure 14: Number of employees



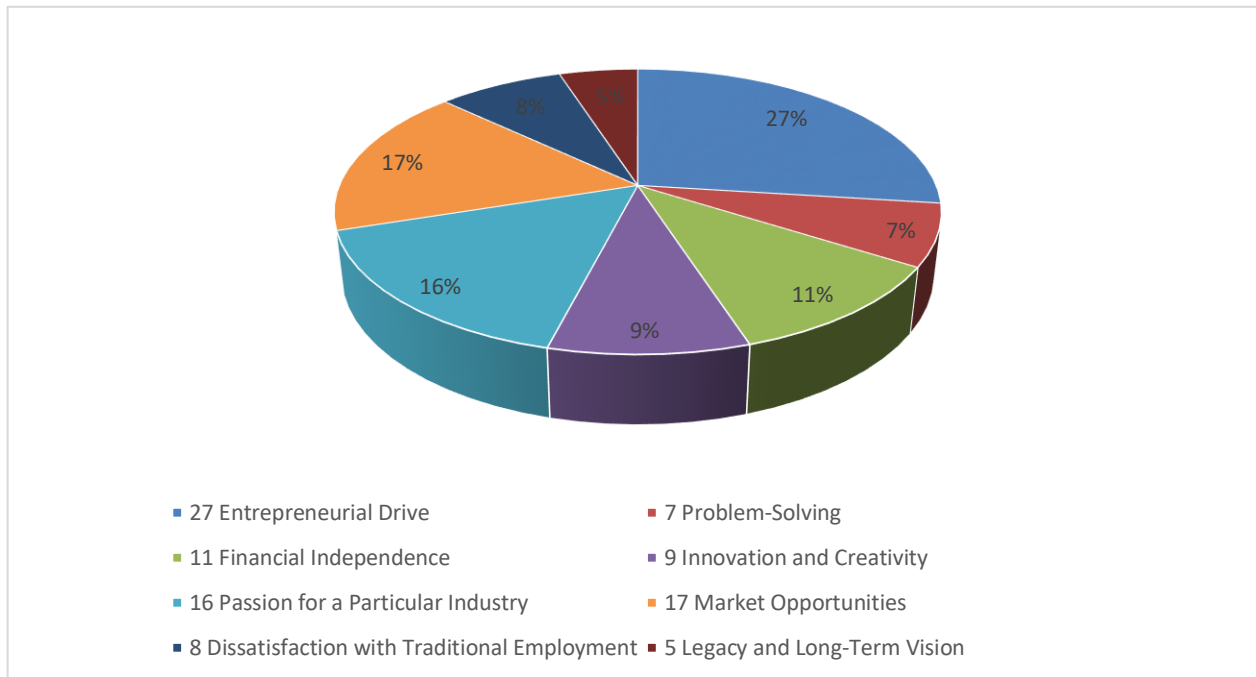
Source: Current Field Data by Clement R. Mumba (2023)

Influence to start a business

According to the findings the driving forces behind individuals' decisions to start their own businesses were entrepreneurial drive (27%), problem-solving (7%), financial independence (11%), passion for a particular

industry (16%), market opportunities (17%), dissatisfaction with traditional employment (8%), and legacy and long-term vision (5%).

Figure 15: Influence to start a business



Source: Current Field Data by Clement R. Mumba (2023)

The impact of the environment on entrepreneurial ventures

The figure below shows that 87% of the respondents believe that the environment influenced them to venture into entrepreneurship, while the remaining 13% did not share this belief. This suggests a significant influence of the environment on individuals' decisions to pursue entrepreneurship.

Table 6: The impact of the environment on entrepreneurial ventures

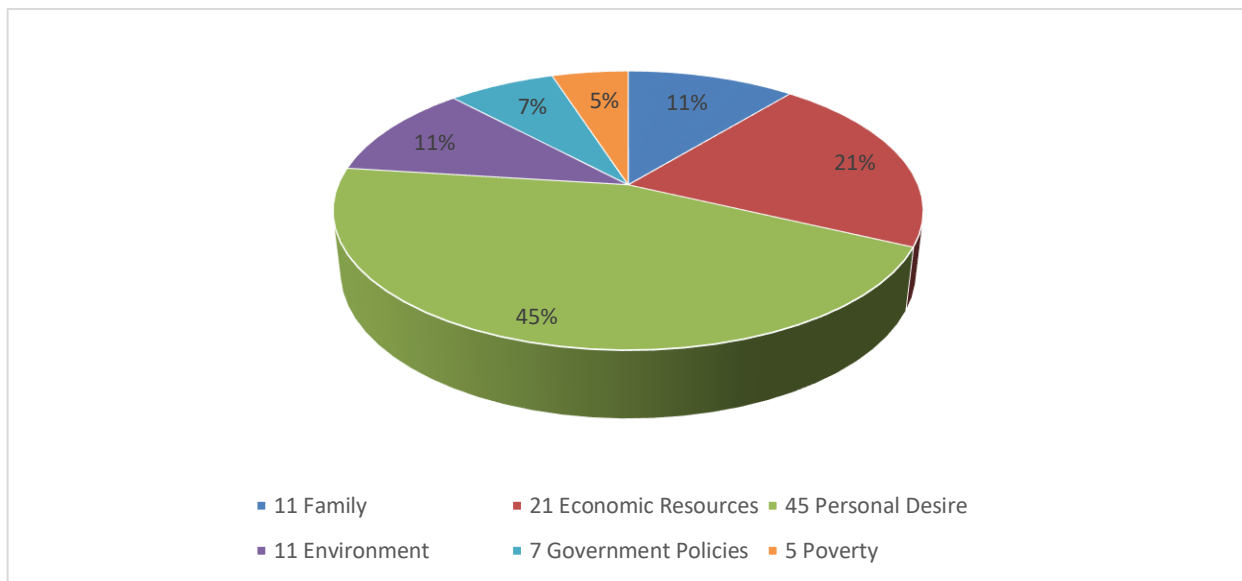
The impact of the environment on entrepreneurial ventures	Frequency	Percentage
Yes	87	87%
No	13	13%
Total	100	100%

Source: Current Field Data by Clement R. Mumba (2023)

Most influential factors driving business initiation

The figure below pertains to the factors that influence individuals when considering the decision to start a business. 11% of respondents identified family as the primary influencing factor in their decision to start a business; 21% of respondents indicated that economic resources played a crucial role in motivating them to start a business; significant 45% of respondents cited personal desire as the driving force behind their decision to venture into entrepreneurship; 11% of respondents believed that their immediate environment had a considerable impact on their choice to start a business; 7% of respondents pointed to government policies as a factor that influenced their decision to initiate a business; and 5% of respondents mentioned poverty as a motivating factor for them to start a business.

Figure 16: Most influential factors driving business initiation

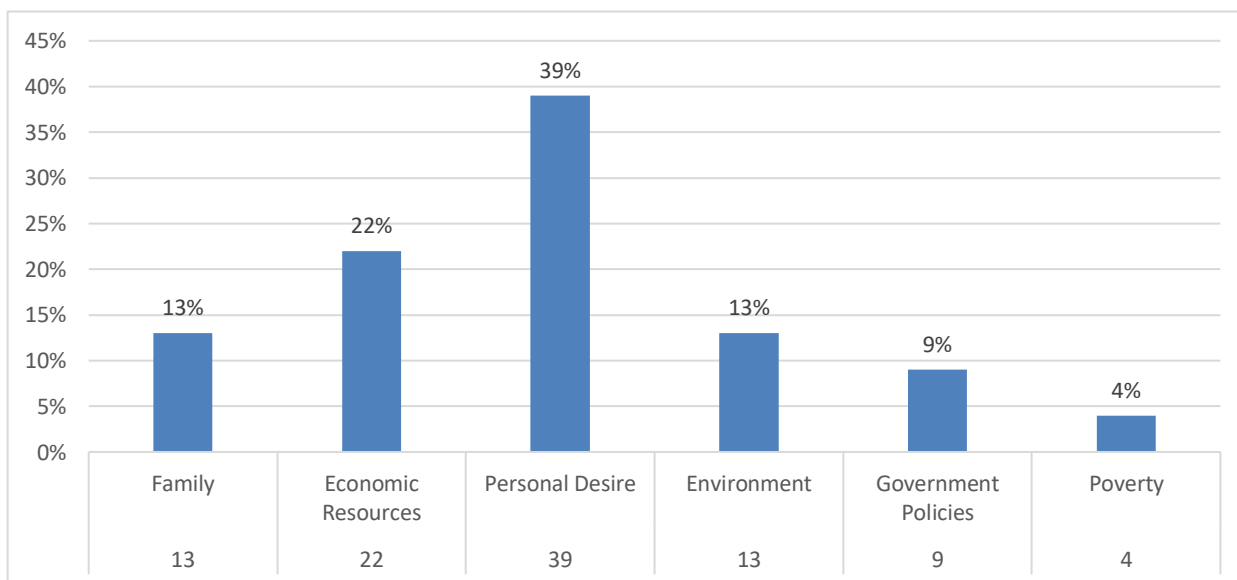


Source: Current Field Data by Clement R. Mumba (2023)

Uncontrollable factors impacting business management for entrepreneurs

The figure below shows that family was mentioned by 13% of respondents as a key factor in their decision to become entrepreneurs. Economic resources were mentioned by 22% of respondents as a key factor. Personal desire was mentioned by 39% of respondents as the most important factor. Environment was mentioned by 13% of respondents. Government policies were mentioned by 9% of respondents. Poverty was mentioned by 4% of respondents.

Figure 17: Uncontrollable factors impacting business management for entrepreneurs



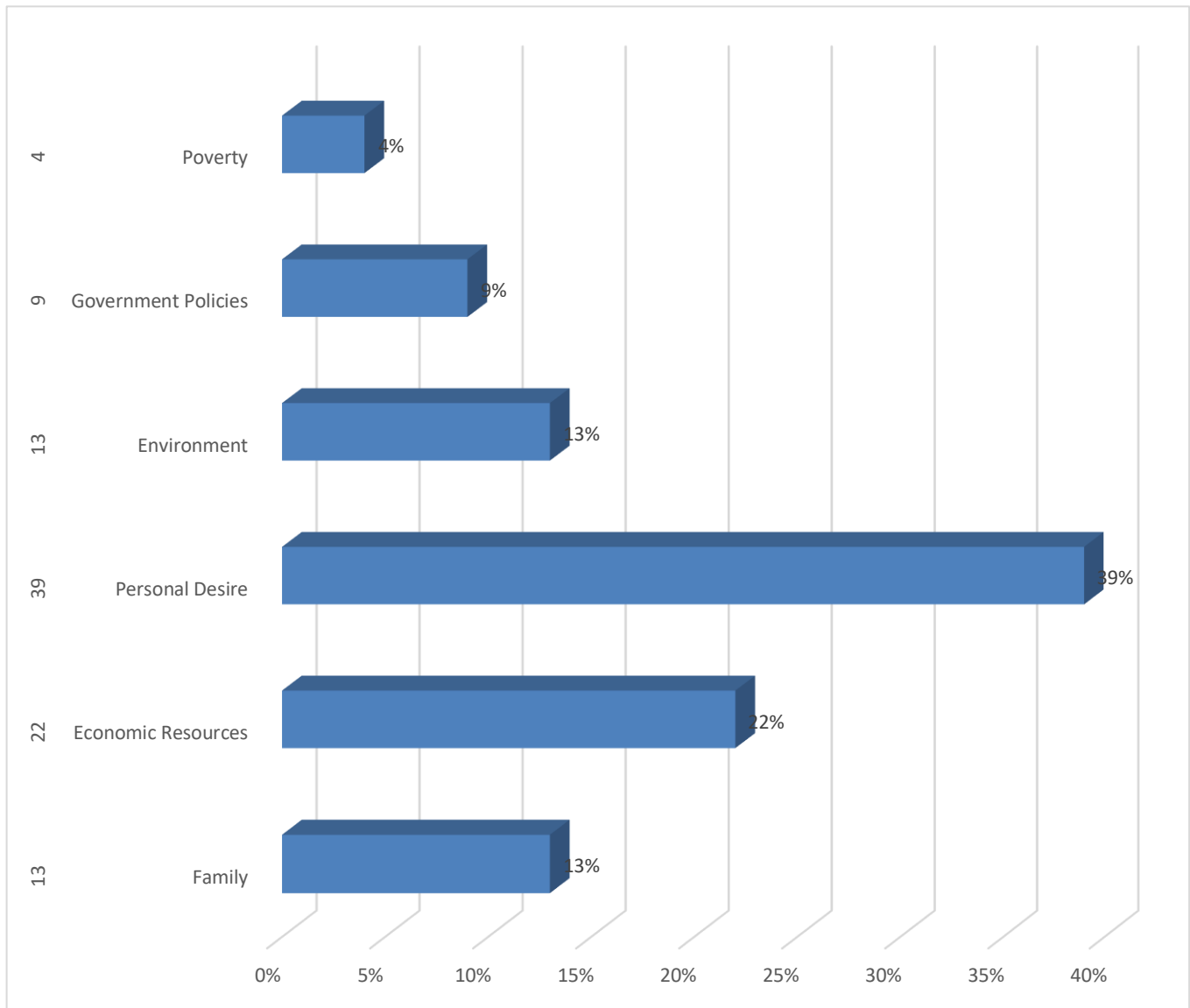
Source: Current Field Data by Clement R. Mumba (2023)

Least influential factor in initiating a business

According to the figure below, the following factors were cited as the most important for entrepreneurs: 13% of entrepreneurs said that family support was the most important factor for their success; 22% of

entrepreneurs said that access to financial resources was the most important factor for their success; 39% of entrepreneurs said that their own drive and ambition was the most important factor for their success; 13% of entrepreneurs said that the political, regulatory, and economic environment in which they operated was the most important factor for their success; 9% of entrepreneurs said that government policies, such as tax breaks and regulations, were the most important factor for their success; and 4% of entrepreneurs said that poverty and lack of opportunity in their communities was the most important factor affecting their success.

Figure 18: Least influential factor in initiating a business

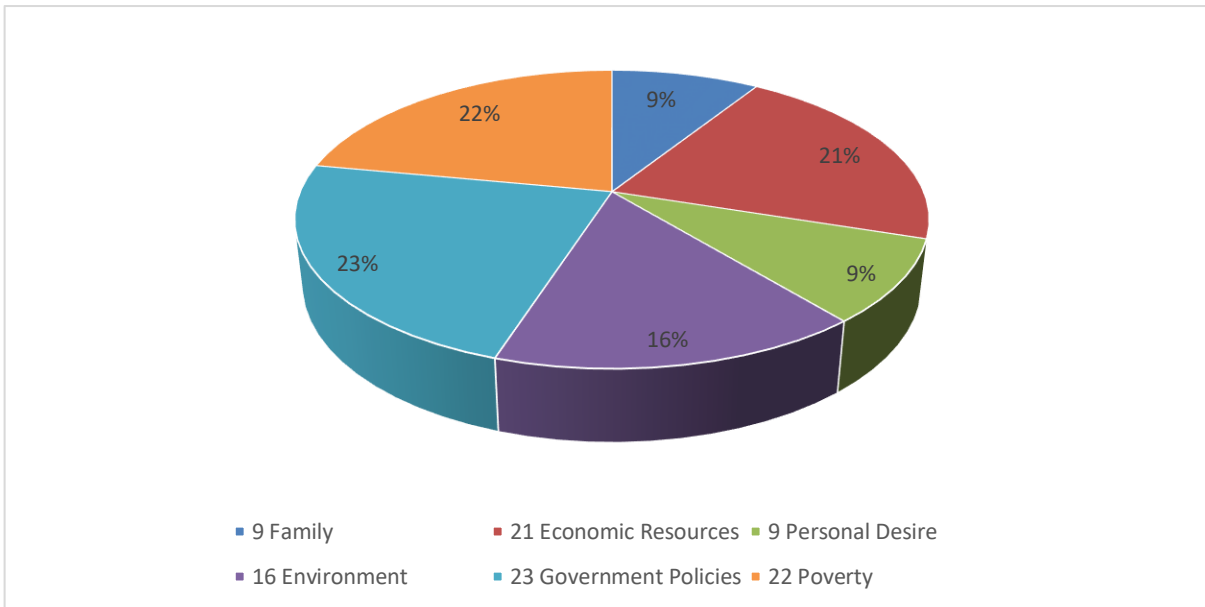


Source: Current Field Data by Clement R. Mumba (2023)

Biggest challenge to entrepreneurs

According to challenges faced by entrepreneurs and their percentages, 9% of entrepreneurs found challenges related to their family environment. 21% of entrepreneurs faced challenges related to economic resources. 9% of entrepreneurs attribute challenges to their personal desires. 16% of entrepreneurs encountered challenges stemming from their external environment. 23% of entrepreneurs found challenges arising from government policies. 22% of entrepreneurs faced challenges related to poverty. These findings highlight a range of challenges that entrepreneurs can encounter, spanning personal, financial, regulatory, and environmental factors.

Figure 19: Biggest challenge to entrepreneurs

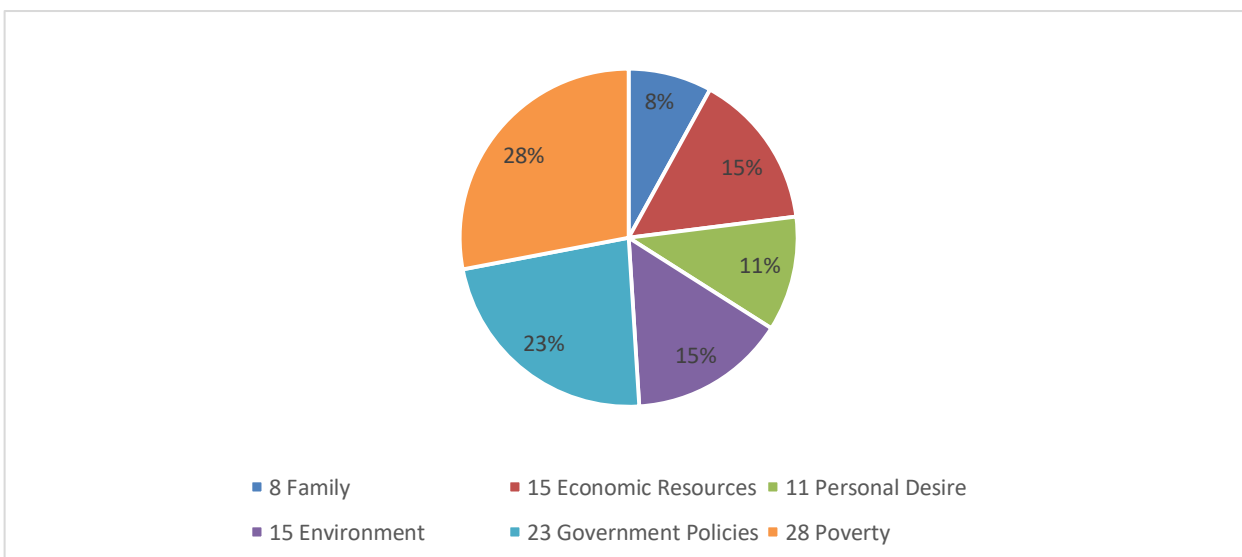


Source: Current Field Data by Clement R. Mumba (2023)

Key areas for advancing sustainable entrepreneurship development

Among the entrepreneurs surveyed, 8% emphasized the necessity of refining family-related factors as fundamental to advancing sustainable entrepreneurship. Additionally, 15% of respondents pinpointed the enhancement of economic resources as a pivotal area demanding attention. Moreover, 11% of entrepreneurs underscored personal desire as a critical element warranting augmentation to promote sustainable entrepreneurship development. Similarly, 15% of participants accentuate the significance of ameliorating the business environment, encompassing market dynamics, competition, and consumer trends. A substantial 23% of entrepreneurs assert that government policies wield a significant influence in shaping the landscape of sustainable entrepreneurship. Most notably, a significant 28% of respondents prioritize the alleviation of poverty as a crucial determinant in sustainable entrepreneurship development.

Figure 20: Key areas for advancing sustainable entrepreneurship development



Source: Current Field Data by Clement R. Mumba (2023)

Facilitating the initiation of entrepreneurial ventures in Zambia

The survey results indicate that a significant majority of respondents, 80%, believe that it is not easy to start an entrepreneurial venture in Zambia. Only 20% of respondents reported that they find it easy to initiate such ventures in the country.

Table 7: Facilitating the initiation of entrepreneurial ventures in Zambia

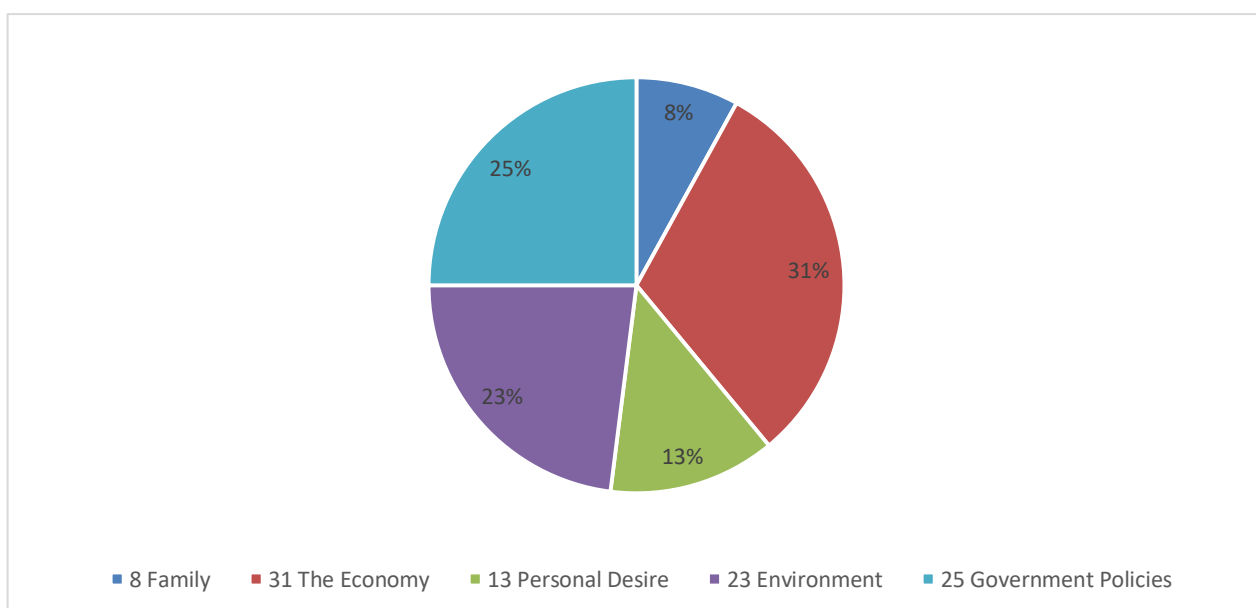
Facilitating the initiation of entrepreneurial ventures in Zambia	Frequency	Percentage
Yes	20	20%
No	80	80%
Total	100	100%

Source: Current Field Data by Clement R. Mumba (2023)

Field that requires the most innovative and effective strategies for promoting sustainable entrepreneurship development

According to a survey of respondents, the following fields require innovative and effective strategies for promoting sustainable entrepreneurship development. A small percentage of respondents (8%) indicated that the family plays a role in requiring innovative and effective strategies for promoting sustainable entrepreneurship development. The highest percentage of respondents (31%) identified the economy as the field that demands the most innovative and effective strategies for promoting sustainable entrepreneurship development. A moderate percentage of respondents (13%) highlighted personal desire as a factor that necessitates innovative strategies for promoting sustainable entrepreneurship development. A significant portion of respondents (23%) pointed to the environment as a key field requiring innovative and effective strategies for promoting sustainable entrepreneurship development. A substantial percentage of respondents (25%) emphasised the significance of government policies in demanding innovative and effective strategies for promoting sustainable entrepreneurship development.

Figure 21: Field that requires the most innovative and effective strategies for promoting sustainable entrepreneurship development

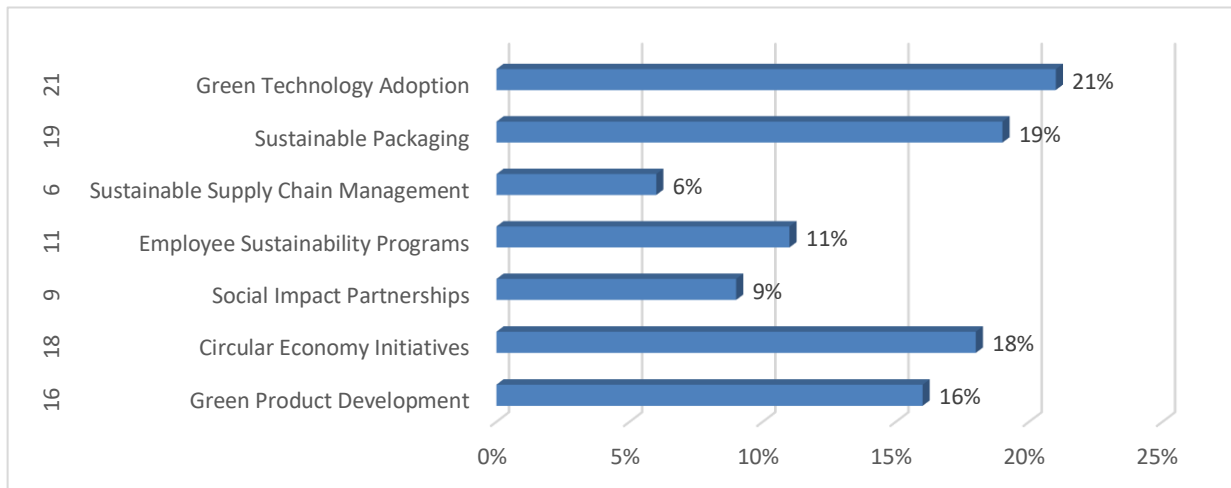


Source: Current Field Data by Clement R. Mumba (2023)

Innovative strategies for sustainable entrepreneurship

According to strategies for promoting sustainable entrepreneurship development, green product development was (16%), circular economy initiatives was (18%), social impact partnerships was (9%), employee sustainability programmes was (11%), sustainable supply chain management was (6%), sustainable packaging was (19%), and green technology adoption was (21%).

Figure 22: Innovative strategies for sustainable entrepreneurship



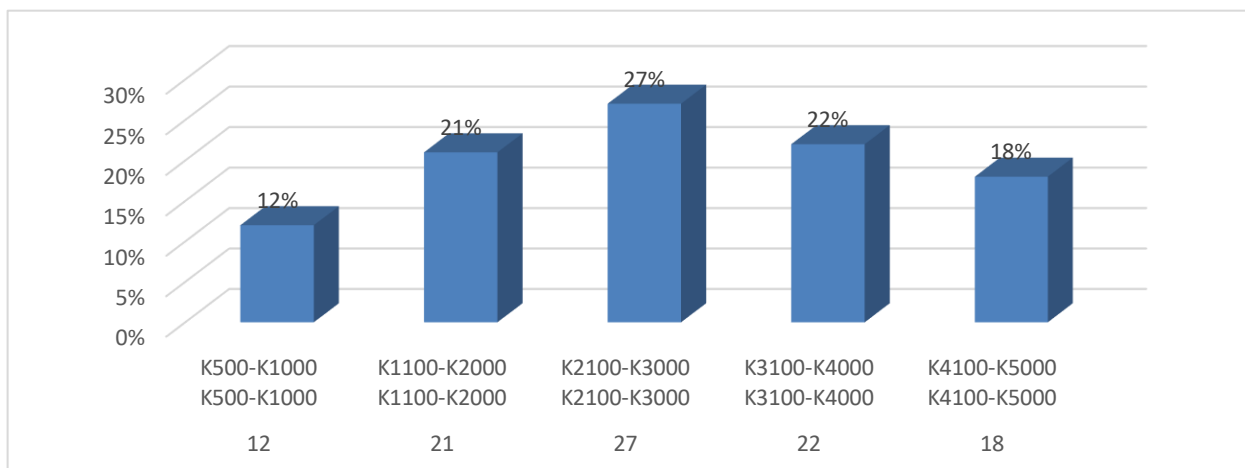
Source: Current Field Data by Clement R. Mumba (2023)

Section C: Finances

Turnover and net pay as an entrepreneur

The majority of entrepreneurs (27%) fell within the K2100-K3000 turnover and net pay range. The K3100-K4000 range accounted for 22% of entrepreneurs, indicating a substantial segment in this bracket. Ranges K1100-K2000 and K4100-K5000 accounted for 21% and 18% respectively, showing a relatively balanced distribution. The data reflects a diverse distribution of turnover and net pay, showcasing various levels of entrepreneurial success. Entrepreneurs in the K2100-K3000 range appear to be the most common, which could suggest a competitive market segment within this range.

Figure 23: Turnover and net pay as an entrepreneur

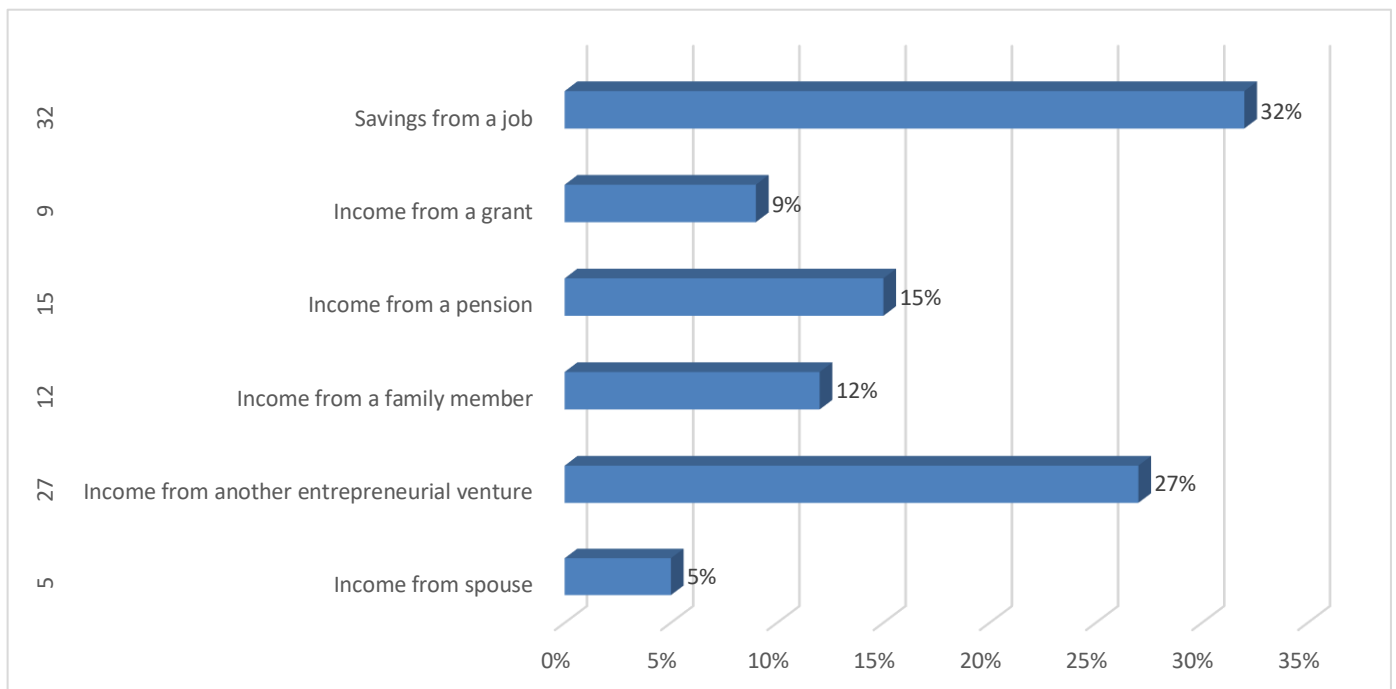


Source: Current Field Data by Clement R. Mumba (2023)

Source of capital to start the first business

These findings illustrate the distribution of capital sources used by entrepreneurs to initiate their first business. The largest proportion of entrepreneurs (32%) relied on personal savings from a job to finance their initial business venture, indicating a strong inclination towards self-funding. Additionally, a considerable number of entrepreneurs (27%) leveraged income generated from previous entrepreneurial activities to fund their new business endeavour. Income from family members contributed to 12% of the capital, showcasing the role of familial support in entrepreneurial pursuits. Income from a pension accounted for 15% of the funding, indicating that a notable portion of entrepreneurs might be utilising retirement funds to start their businesses. A smaller but still significant portion of entrepreneurs (9%) obtained capital through grants, underscoring the importance of external funding sources, such as government or private sector grants, in facilitating business creation. Surprisingly, only 5% of entrepreneurs relied on income from their spouses to finance their first business, suggesting that spousal income is a less common source of capital in this context.

Figure 24: Source of capital to start the first business



Source: Current Field Data by Clement R. Mumba (2023)

Approaching the bank for business financing

The data reveals that a significant portion (67%) approached the bank for financing of their business, while the remaining 33% have not utilized this option. This indicates a noteworthy inclination among business owners to seek financial assistance from banks.

Table 8: Approaching the bank for business financing

Approaching the bank for business financing	Frequency	Percentage
Yes	67	67%
No	33	33%
Total	100	100%

Source: Current Field Data by Clement R. Mumba (2023)

FINDINGS AND CONCLUSION

Overview

This chapter presents a comprehensive analysis of the data collected, processed, and interpreted throughout the study. This chapter serves as the culmination of the research, offering insights derived from the research objectives and addressing the research objectives. Through a systematic exploration of the findings, this chapter aims to provide answers and contribute to the existing body of knowledge in the field of study.

Findings

Section A: Demographic Profile

The findings in Figure 1 reveal that the survey participants were mostly middle-aged adults, with the largest age group being 35 to 44 years old. This is followed by the 25- to 34-year-olds. The youngest age group, 15 to 24 years old, made up the smallest percentage of respondents. There are a few potential explanations for this age distribution. One possibility is that the survey was targeted at middle-aged adults. Another possibility is that middle-aged adults are more likely to be interested in the topic of the survey. Additionally, middle-aged adults may have more time to complete surveys than younger or older adults. It also showed that the younger and older age groups were starting businesses and attempting to achieve sustainable entrepreneurship development but it was the older age group that was better at sustaining businesses and reaching sustainable entrepreneurship development. This is because the older age group have more entrepreneurial experience, resources, capital, connections and networks. The age distribution of the survey participants is important to consider when interpreting the results.

The survey findings in Table 1 indicate that the majority of the respondents identified as male, constituting approximately two-thirds of the total sample. On the other hand, the female respondents accounted for approximately one-third of the total sample. There are a number of possible explanations for this gender imbalance in the survey sample. One possibility is that the survey was conducted in a setting where men are more likely to be present. Based on this, there are more males than females that are likely to achieve sustainable entrepreneurship development.

The findings in Figure 2 show that the majority of the respondents (32% + 35% = 67%) are either single or married. This suggests that a large proportion of the respondents are not in a long-term committed relationship. The remaining 33% of the respondents are widowed, divorced, or separated. This suggests that a significant proportion of the respondents have experienced the end of a long-term relationship. This also showed that businesses are significant to those that are single, married, widowed, divorced and separated as they seek to enhance their livelihoods by generating more income and in the process attempting to achieve sustainable entrepreneurship development.

The findings in Figure 3 of the survey show that the majority of respondents (34%) have completed at least primary education. This is a positive finding, as it suggests that a large number of people have the basic skills and knowledge necessary to participate in society, the work force and run businesses. It is also interesting to note that 45% of respondents have attained a higher level of education beyond secondary school and hence have a higher chance of understanding business ventures and sustaining them. This is a significant number, and it suggests that there is a growing emphasis on education in the population. This is likely to have a positive impact on the economy and society as a whole. The survey also found that 11% of respondents had not completed primary education. This is a smaller number, but it is still important to note. This group of people may face challenges in participating in society, the workforce and may fail at business due to lack of skills and knowledge. It is important for them to further their education so that they can reach their full potential. Education is important in providing the basic skills and knowledge which are also relevant to entrepreneurship and achieving sustainable entrepreneurship development.

The findings in Figure 4 show that the most common main source of income for the surveyed individuals is sales revenue (27%), followed by providing services and consultations (17%), investments (11%), and renting out properties (7%). This suggests that a significant number of the surveyed individuals are self-employed or work in the gig economy. The findings also show that a substantial number of the surveyed individuals generate income from pensions (5%), commissions (11%), capital gains (18%), and dividends (4%). This suggests that a diverse range of income sources are represented in the survey sample. The findings provide a snapshot of the main sources of income for a diverse group of individuals. The findings suggest that a variety of income sources are represented in the survey sample, with self-employment, the gig economy, investments, and pensions being particularly popular. Hence, sustainable entrepreneurship development depicts a diverse group of entrepreneurs with different businesses and consequently income sources.

According to the findings in Figure 5, the majority of respondents (34%) started their businesses in the age group of 15 to 24 years old. This is followed by the age group of 25 to 34 years old (22%). A significant portion of respondents also started their businesses in their later years, with 18% beginning between the ages of 45 and 54 and 9% at 55 years old and above. There are a few possible explanations for these findings. One possibility is that young people are more likely to be entrepreneurial because they are more willing to take risks and have less to lose. They may also be more creative and innovative, which can be helpful in starting a new business. Additionally, young people may have more energy and drive, which can be essential for the success of a start-up business. Another possibility is that older people are more likely to start businesses later in life because they have more experience and knowledge. They may also have more financial resources, which can be helpful in starting a business. Additionally, older people may have more connections and networks, which can be helpful in getting their business off the ground and sustaining them, in contrast to the younger age group.

Section B: Entrepreneurship Profile

In Figure 6 the identified sustainable business practices represent a diverse range of strategies that organisations can adopt to align their operations with environmental and social responsibility goals. These findings underscore the growing emphasis on sustainability in the business world and highlight the multifaceted nature of approaches being taken by different stakeholders.

Corporate social responsibility (CSR) emerged as a prominent focus for 14% of the respondents. CSR involves the integration of ethical and responsible practices into a company's operations, considering the impact of business activities on various stakeholders, including employees, customers, communities, and the environment (Smith, 2003). This finding suggests that a considerable portion of respondents recognise the importance of aligning business objectives with broader societal well-being and sustainability goals to sustain businesses.

Sustainable Development Goals (SDGs) garnered the attention of 24% of the participants. The SDGs are a set of 17 global goals established by the United Nations to address pressing social, economic, and environmental challenges by 2030 (United Nations, 2015). This high percentage indicates a strong recognition of the role businesses can play in contributing to these global objectives. This finding aligns with the increasing trend of businesses incorporating the SDGs into their corporate strategies to drive positive impacts (Dyllick & Muff, 2016).

Circular economy initiatives were highlighted by 18% of the respondents. The Circular Economy framework aims to minimise resource consumption, waste generation, and environmental impacts by promoting the design, production, and consumption of products with a focus on reuse, recycling, and regeneration (Ellen MacArthur Foundation, 2012). This finding indicates a growing interest in shifting away from linear production models and embracing more sustainable resource management practices.

Entrepreneurial education and training were emphasised by 16% of the participants. This finding suggests an acknowledgment of the role of education in fostering a culture of sustainability and innovation within the business community. Entrepreneurial education can equip future business leaders with the knowledge and mindset needed to develop and implement sustainable business practices (Lackéus, 2015).

The value of public-private partnerships was mentioned by 11% of the respondents. Public-private partnerships (PPPs) involve collaboration between government entities and private sector organisations to jointly address societal challenges (World Bank, 2021). This finding indicates recognition of the synergies that can be created when different stakeholders work together to advance SDGs.

Ecosystem development was recognised by 9% of the participants. This refers to the establishment of supportive ecosystems that enable sustainable business practices to thrive. Such ecosystems can include regulatory frameworks, funding mechanisms, and networks of like-minded organisations (Bocken *et al.*, 2015). This finding highlights the importance of creating an enabling environment for sustainable business initiatives.

Transparency and reporting were noted by 8% of the respondents. Transparency involves openly sharing information about an organisation's environmental, social, and governance (ESG) performance, while reporting involves communicating this information to stakeholders (Kolk, 2016). This finding suggests a recognition of the role of transparency in building trust and accountability with stakeholders.

The significance of an entrepreneur's role in ensuring business sustainability is highlighted by several key factors. An entrepreneur's vision and mission form the foundation of the business's purpose. A clear and concise vision statement provides a sense of direction for the business, while a mission statement articulates the business's values and goals. Both of these statements are essential for ensuring that the business is sustainable in the long term (The World Business Council for Sustainable Development, 2010).

A sustainable business strategy provides a roadmap for long-term success. It identifies the business's key sustainability goals and objectives and outlines the actions that will be taken to achieve them. A well-crafted sustainable business strategy can help the business reduce its environmental impact, improve its social responsibility, and create a more sustainable future (UNEP, 2018).

In a dynamic marketplace, businesses need to be able to innovate and adapt in order to stay ahead of the competition. This is especially true for businesses that are committed to better products and a better environment (The World Economic Forum, 2017).

Stakeholder engagement is essential for ensuring that a business is sustainable. Stakeholders include employees, customers, suppliers, investors, and the community. By engaging with stakeholders, businesses can gain their support for sustainability initiatives, and they can also get feedback on how to improve their sustainability performance (The Sustainability Consortium, 2019).

Responsible resource management is a crucial part of sustainability. Businesses need to use resources efficiently and effectively, and they need to minimise their waste. This can be done by using renewable energy, by recycling and reusing materials, and by reducing water consumption. (The Ellen MacArthur Foundation, 2013)

A happy and healthy workforce is essential for a sustainable business. Employees whose well-being is enhanced are more productive, more creative, and more likely to sustain the business. Businesses can promote employee well-being and development by providing opportunities for training and development, offering flexible work arrangements, and creating a positive work environment (The Business Roundtable, 2019).

Businesses have a responsibility to contribute positively to society. This can be done by providing jobs, by supporting education and training, and by giving back to the community. By making a positive social impact, businesses can build trust and goodwill with their stakeholders, and they can also create a more sustainable future (The United Nations Global Compact, 2019).

Businesses can amplify their sustainability efforts by collaborating with other businesses and organisations. This can be done through joint initiatives, through sharing resources, and through advocating for common sustainability goals. By collaborating and advocating, businesses can make a bigger impact on sustainability than they could on their own (The World Resources Institute, 2018).

The research findings in Table 2 highlight a range of influential factors, each contributing to the dynamic landscape of business success. Government policies and regulations emerge as having a substantial influence on business success. Regulatory frameworks impact market entry, operational procedures, and compliance standards. The stability and effectiveness of these policies play a pivotal role in shaping business strategies and outcomes. The availability of funding significantly affects business growth and innovation. Access to capital is crucial for scaling operations, investing in research and development, and exploring new markets (Kaplan & Stromberg, 2003). Respondents emphasised the importance of understanding consumer behaviour and adapting to changing preferences. Meeting consumer needs and desires through tailored products and services is pivotal for sustaining competitive advantage (Kotler et al., 2020). Businesses thrive when they identify and capitalise on market gaps and emerging trends. Recognising and seizing opportunities within evolving industries contributes to sustained growth (McGrath, 2013). The development of a skilled workforce is crucial for innovation and productivity. Continuous learning and up skilling empowers employees to drive business success (Kerka, 1995). Increasingly, businesses are expected to contribute positively to society and the environment. CSR initiatives enhance brand reputation and foster community engagement (Porter & Kramer, 2006). Environmental considerations are gaining prominence in business strategies. Adapting to climate change, reducing carbon footprints, and adopting sustainable practices are vital for long-term viability (Hart, 2011). Sustainable waste management and circular economy models minimise resource depletion and waste generation. Implementing such practices can enhance cost-efficiency and environmental stewardship (Ellen MacArthur Foundation, 2021).

The finding that the majority of outcomes were either very successful or successful suggests that socio-economic factors have been generally successful in influencing sustainable entrepreneurship development. A study by Acs and Szerb (2007) found that economic development and institutional quality are positively correlated with entrepreneurship rates. This supports the idea that a supportive socio-economic environment can foster successful entrepreneurial outcomes. The high percentages of very successful outcomes further suggest that these socio-economic factors have played a positive role in the development of sustainable businesses. This aligns with the notion that sustainable entrepreneurship not only contributes to economic growth but also addresses environmental and social challenges. Several studies have highlighted the positive impact of sustainable entrepreneurship on economic, social, and environmental dimensions. For instance, Zahra *et al.* (2009) emphasised that sustainable entrepreneurship can lead to innovative solutions that benefit both society and the environment, contributing to long-term success.

Inclusive business aims to integrate marginalised and vulnerable populations into economic activities, promoting equitable growth and social development. A mere 3% of respondents identified inclusive business models as a barrier. This might suggest that the inherent structure of inclusive business itself might not be a primary hindrance. Education and awareness were identified by 6% of respondents as barriers. This highlights the need for raising awareness and providing training on the benefits and mechanisms of inclusive business models. Market demand and perception emerged as significant barriers for 22% of respondents. This underscores the challenge of aligning inclusive business products or services with market preferences and overcoming any negative perceptions. Access to resources was cited as a barrier by 19% of respondents. Limited access to capital, technology, infrastructure, and raw materials can impede the adoption of inclusive

business models. Approximately 9% of respondents identified stakeholder engagement as a barrier. This underscores the importance of involving various stakeholders, including local communities, governments, NGOs, and businesses, in the development and implementation of inclusive business initiatives.

In Figure 10 the study's findings shed light on the significant challenges that entrepreneurs encounter while striving for sustainable entrepreneurship development. Acquiring and retaining customers are central concerns for entrepreneurs. Building a loyal customer base requires strategies that focus on customer satisfaction, personalised experiences, and consistent communication. A study by Gummesson (1999) highlights the importance of customer relationship management in achieving customer loyalty and long-term success. The unpredictable nature of markets can disrupt business operations and strategic planning. Entrepreneurs need to be equipped with adaptive strategies to navigate economic downturns, changes in consumer behaviour, and geopolitical factors. The concept of dynamic capabilities, introduced by Teece *et al.* (1997), emphasises the necessity for organisations to build flexibility and responsiveness into their business models. Intense competition is a common challenge faced by entrepreneurs across industries. It necessitates differentiation, innovation, and a deep understanding of market dynamics. Porter's Five Forces Framework (Porter, 1980) emphasises the importance of analysing competitive forces and developing strategies to gain a competitive advantage. Limited financial and human resources pose a significant obstacle for entrepreneurs. Effective resource management and strategic allocation become essential in optimising business operations. The resource-based view of the firm (Barney, 1991) underscores the role of unique and valuable resources in achieving sustained competitive advantage. Increasingly, entrepreneurs are expected to consider environmental and ethical considerations in their business practices. Embracing sustainability not only aligns with societal expectations but also opens opportunities for innovation and cost savings. The Triple Bottom Line framework (Elkington, 1994) emphasises the importance of balancing economic, social, and environmental outcomes. The ability to adapt to evolving market conditions and technological advancements is crucial. Entrepreneurs need to foster a culture of continuous learning and flexibility within their organisations. The concept of organisational ambidexterity (Tushman & O'Reilly, 1996) highlights the need for businesses to balance the exploitation of existing competencies with the exploration of new opportunities.

Sustainable entrepreneurship development has gained attention in recent years due to an increasing emphasis on environmental social responsibility. Entrepreneurs therefore play a pivotal role in driving positive change through their innovative ideas and business ventures. However, they also face challenges in their pursuit of sustainable entrepreneurship development. For instance, many entrepreneurs face a challenge developing a well-defined sustainability strategy crucial for aligning business goals and values with environmental and social objectives. The solution has been to create comprehensive sustainability strategies that guide decision-making processes.

In Table 3 the relatively high combined percentage of "very successful" and "successful" entrepreneurs (81%) indicates a positive trend in the business community's ability to navigate challenges for sustainable entrepreneurship development. The ability of these entrepreneurs to innovate and adapt their strategies to incorporate sustainability practices might be contributing to their success. However, the 19% of entrepreneurs who reported being unsuccessful highlights the existence of significant challenges in the path towards sustainable entrepreneurship development. These challenges might stem from a variety of factors, such as financial constraints, regulatory barriers, limited access to resources, and market dynamics.

Entrepreneurs play a vital role in driving innovation and economic growth while simultaneously addressing environmental and social challenges. Implementing environmentally conscious supply chains has emerged as a strategy for sustainable entrepreneurship. Entrepreneurs recognise the significance of sourcing materials and components sustainably, reducing carbon emissions throughout the supply chain, and minimising waste. Entrepreneurs have increasingly realised the power of partnerships and collaborations to drive sustainability. By teaming up with like-minded organisations, businesses can pool resources, share expertise, and amplify

their impact. The seamless integration of sustainability into the core business model is a strategy that reflects a commitment to making sustainable practices integral to an enterprise's identity and operations. Entrepreneurs are exploring sustainable finance avenues to support their initiatives. This involves seeking funding from sources that prioritise ESG criteria. Leveraging technology to bolster sustainability is a prominent strategy among entrepreneurs. Innovations such as renewable energy solutions, smart manufacturing processes, and digital platforms for resource optimisation enable businesses to enhance their operational efficiency while reducing their environmental footprint. Embracing principles of the circular economy is another strategy employed by entrepreneurs to promote sustainability. This approach focuses on designing products and systems that prioritise the longevity, re-use, and recycling of materials.

The findings of this research highlight the overall effectiveness of strategies in promoting sustainable entrepreneurship development among businesses. The success rate of 71% emphasises that a significant majority of entrepreneurs have achieved positive outcomes through their implementation of such strategies. This can be seen as encouraging the integration of sustainable practices into entrepreneurial endeavours. The relatively low rate of perceived unsuccessful outcomes (19%) suggests that while challenges and barriers may exist, entrepreneurs are generally able to adapt their strategies to align with sustainability principles successfully. These findings also point to the diversity of experiences and outcomes among entrepreneurs. The in-depth interviews conducted as part of the study could provide deeper insights into the factors that contributed to success or failure for different individuals and businesses.

The finding in Figure 12 shows the challenges in identifying innovative and effective strategies for promoting sustainable entrepreneurship development. A notable proportion of respondents (9%) acknowledged the complexity of sustainability as a challenge. Sustainable entrepreneurship involves balancing economic, social, and environmental considerations, which can create difficulties in the decision-making and implementation of strategies that align with all dimensions of sustainability. Access to accurate and relevant information was cited as a challenge by 12% of participants. The availability of up-to-date information on sustainable business practices, technologies, and market trends is crucial for entrepreneurs to make informed decisions and adopt sustainable strategies effectively. Resource constraints, identified by 12% of respondents, pose a significant hurdle to sustainable entrepreneurship development. Limited access to financial capital, skilled labour, and other necessary resources can hinder the adoption of sustainable practices and innovative solutions. Changing consumer behaviour was highlighted as a major challenge by 23% of participants. As consumers increasingly demand sustainable products and services, entrepreneurs must adapt their offerings to align with these preferences, which can require substantial adjustments and investments. The regulatory and policy landscape was recognised as a significant barrier by 22% of respondents. Inconsistent or unclear regulations, a lack of supportive policies, and inadequate incentives for sustainable entrepreneurship can impede the adoption of environmentally and socially responsible practices. Thirteen percent of participants identified the competitive market as a challenge in promoting sustainable entrepreneurship development. Operating in a competitive environment can make it challenging for sustainable entrepreneurs to differentiate themselves and gain a competitive edge. Resistance to change was noted as a challenge by 9% of respondents. Introducing new sustainable practices and business models can face opposition from stakeholders accustomed to traditional approaches, making it difficult to implement innovative strategies.

According to the findings in Figure 13, the following factors are essential for promoting sustainable entrepreneurship in Zambia: Education and training play a crucial role in nurturing entrepreneurial skills and mindsets. Equipping individuals with the necessary knowledge and skills can enhance their ability to identify opportunities, innovate, and manage businesses effectively. Programmes that offer entrepreneurship education and practical training can empower aspiring entrepreneurs and contribute to the overall growth of the entrepreneurial ecosystem (Shane & Venkataraman, 2000). Access to finance is often a major challenge for entrepreneurs, especially in developing countries. Adequate funding is essential for launching and scaling businesses. Various financial instruments, such as microfinance, venture capital, angel investment, and

government grants, can provide the necessary financial support for startups and small businesses. Improving access to finance can enable entrepreneurs to turn their ideas into viable enterprises (Beck, Demirgüç-Kunt, & Maksimovic, 2005). Incubators and accelerators provide critical support to startups by offering mentoring, networking opportunities, office space, and resources. These programmes help entrepreneurs refine their business models, connect with potential investors, and navigate the challenges of early-stage business development. They contribute to creating a nurturing environment for startups to grow and succeed (Rice, 2002). Favourable regulatory environments can significantly impact the ease of doing business for entrepreneurs. Simplified business registration processes, reduced bureaucratic hurdles, and transparent regulations encourage entrepreneurship and attract both local and foreign investments. Governments can play a crucial role in creating an enabling regulatory framework (Djankov *et al.*, 2002). Research and development (R&D) activities contribute to innovation, which is essential for the growth of sustainable entrepreneurship. Encouraging R&D initiatives can lead to the development of new products, technologies, and processes that address societal challenges and create opportunities for new businesses to emerge (Mowery *et al.*, 2004). Collaboration between the public and private sectors can foster an environment conducive to entrepreneurship. Governments, industry associations, and academia can work together to provide resources, infrastructure, and expertise that support startups and business growth. Such partnerships can amplify the impact of entrepreneurship initiatives (Etzkowitz & Leydesdorff, 2000). Considering environmental and social impacts is essential for sustainable entrepreneurship. Businesses that take these factors into account contribute to long-term environmental and social well-being, which aligns with global sustainability goals. This approach can lead to the development of businesses that are both profitable and socially responsible (Schaltegger & Wagner, 2011). Networking and collaboration opportunities enable entrepreneurs to connect with peers, mentors, potential customers, and investors. Building a strong support network can provide entrepreneurs with valuable insights, feedback, and partnerships that are essential for business success. (Uzzi, 1996).

From the findings in Table 5 it is evident that 47% of individuals were engaged in the management of a range of 1 to 5 businesses. This segment underscores the prevalence of entrepreneurs who are focusing on a manageable number of enterprises, potentially allowing for more direct involvement and dedicated attention to each venture. Furthermore, the data reveals that 34% of individuals fall within the category of overseeing between 6 and 10 businesses. This segment showcases a notable portion of individuals who have chosen a slightly more ambitious path, juggling multiple business endeavours concurrently. This might suggest a level of proficiency and adeptness in handling a greater workload and diverse set of responsibilities. Lastly, the figures indicate that 19% of individuals are entrusted with the management of 10 or more businesses. This segment signifies a smaller yet significant group of highly seasoned and resourceful entrepreneurs who have reached a level of expertise that enables them to effectively manage a substantial portfolio of businesses. Such individuals likely possess refined strategies for delegation, organisation, and the efficient allocation of resources. Collectively, this distribution data paints a comprehensive picture of the diverse landscape of business ownership. It not only highlights the prevalence of individuals focused on a more concentrated number of enterprises but also showcases the existence of those who have embarked on a more extensive entrepreneurial journey, ultimately contributing to the dynamism and complexity of the business ecosystem.

The data collected from the sample in Figure 14 provides an insightful glimpse into the distribution of employee counts within enterprises. It is evident that a significant portion of the businesses fall within the smaller end of the spectrum, with the most prevalent range being 1 to 10 employees. This category constitutes a substantial 31% of the businesses included in the sample, underscoring the prevalence of micro- and small-scale operations in the business landscape. Moving on, the subsequent range of 11 to 20 employees emerges as the next frequently occurring tier. Approximately 15% of the businesses in the sample belong to this bracket, highlighting a noticeable step up in terms of organisational size compared to the 1–10 employee category. This observation suggests a trend towards a gradual expansion of the workforce as businesses strive to meet evolving demands and operational complexities. The analysis also reveals that the remaining businesses in the sample are distributed across several further categories based on employee

count. Ranging from 21 to 30, 31 to 40, and 41 to 50 employees, these groups capture the diverse middle ground of businesses that have managed to establish a slightly larger operational structure. These ranges potentially represent enterprises that have achieved a certain level of stability and growth, warranting a larger employee pool to effectively manage their operations. Lastly, there is the category of businesses with 50 or more employees, signifying a significant level of organisational magnitude and maturity. While the exact proportions of businesses falling within these larger categories are not specified in the provided information, their inclusion highlights the presence of well-established and potentially even sizable enterprises within the sample.

The results of the study in Figure 15 shed light on the intricate tapestry of motivations that propel individuals onto the path of entrepreneurship. These motivations, like the diverse threads of a richly woven fabric, weave together to create a comprehensive picture of why people embark on the journey of starting their own businesses. At the forefront of this array of driving forces is the unmistakable power of entrepreneurial drive. Accounting for a significant 27%, this inherent desire to forge new paths, innovate, and bring transformative ideas to life serves as a foundational bedrock for many entrepreneurs. It fuels the fire of ambition and inspires individuals to not just follow existing paths but to carve out their own. Linked closely to this drive is the compelling facet of problem-solving, which accounts for 7% of the motivations. Entrepreneurs, often driven by a deep seated curiosity and a relentless desire to tackle challenges, view obstacles as opportunities waiting to be conquered. This problem solving mindset doesn't just address existing issues; it forges ahead to identify potential problems before they even arise, ensuring that the solutions they provide are not only timely but forward-thinking. A quest for financial independence, encompassing 11% of the motivations, resonates with those who seek to control their financial destinies. The allure of determining one's income and financial stability, free from the constraints of traditional employment structures, draws individuals towards entrepreneurship. This autonomy over financial matters aligns with the broader theme of autonomy that entrepreneurship often represents. Delving further into the mosaic of motivations, a profound passion for a particular industry occupies 16% of the landscape. This intense ardour for a specific field propels individuals to immerse themselves in its nuances, continually seeking ways to make impactful contributions. This passion, akin to a guiding compass, not only fuels determination but also fosters expertise, setting entrepreneurs apart as industry leaders. Among the driving forces, market opportunities command a significant 17%, underscoring the innate ability of entrepreneurs to identify and seize upon gaps in the market. Their capacity to foresee trends and envision products or services that cater to latent needs showcases their acute awareness of the ever-evolving demands of the consumer landscape. Intriguingly, a sense of dissatisfaction with traditional employment claims 8% of the motivations. This dissatisfaction is not rooted in mere discontent but is a powerful catalyst for change, pushing individuals to explore unconventional avenues and challenge the status quo. It embodies the spirit of rebellion against the mundane, compelling entrepreneurs to seek fulfilment beyond the confines of a regular job. Finally, legacy and long-term vision, comprising 5% of the mosaic, reflect the far-reaching aspirations of entrepreneurs. Beyond immediate gains, these individuals envision a lasting impact, a legacy that will resonate through time. Their ventures become not only vehicles for personal success but also vessels for leaving an indelible mark on their industries and communities.

The data analysis in Table 6 reveals a compelling insight into the connection between individuals' perceptions and the role of the environment in shaping their entrepreneurial aspirations. A substantial majority, accounting for 87% of the respondents, clearly endorse the notion that the environment holds a considerable sway over their inclination towards embarking on entrepreneurial endeavours. This resounding consensus among this sizable portion of the respondents underscores the potency of external factors in moulding the mindset and motivations of potential entrepreneurs.

In contrast, the remaining 13% of respondents stand as a minority who do not align with this prevailing viewpoint. While their perspective diverges, it is noteworthy that their stance does not eclipse the overwhelming majority who acknowledge the environment's significance in stimulating entrepreneurial

pursuits. This contrast highlights the diversity of opinions within the sampled population, further underscoring the complexity of human motivations and the multifaceted interplay between personal beliefs and external influences.

These findings collectively demonstrate that entrepreneurship is influenced by a complex interplay of personal, external, and societal factors. While personal desire and passion appear to be the most predominant driving forces, economic resources, family support, the immediate environment, government policies, and even challenging circumstances like poverty can also play significant roles in shaping an individual's decision to start a business. It's important to note that the proportions mentioned represent the respondents in this specific survey. Different cultures, economic contexts, and survey methodologies could yield varying results. Additionally, individual motivations are often multifaceted and can be influenced by a combination of factors rather than a single determinant.

Entrepreneurs operate in a complex landscape where numerous factors influence their success. While they can control many aspects of their businesses, there are also factors beyond their control. The findings suggest that entrepreneurial success is a result of a combination of internal traits, external factors, and strategic decision-making. Entrepreneurs need to balance their personal attributes, such as determination and ambition, with the external realities of the business environment, including financial constraints, government policies, and market dynamics. Understanding this intricate interplay of factors enables entrepreneurs to make informed choices about how to allocate their time, resources, and energy. For example, an entrepreneur aware of the significance of family support might prioritise building a strong support network. Alternatively, an entrepreneur who recognises the importance of access to financial resources could focus on securing funding or optimising cash flow management. Ultimately, entrepreneurship requires a holistic approach that considers both controllable and uncontrollable factors. Entrepreneurs who are equipped with this knowledge and a well-rounded perspective are better positioned to navigate the challenges and seize the opportunities that arise in their journey.

The findings of the study in Figure 19 highlight the various challenges faced by entrepreneurs. These challenges can be categorised into family environment, economic resources, personal desires, external environment, government policies, and poverty. Some entrepreneurs face challenges arising from their family environment. This could include issues related to family dynamics, responsibilities, and expectations. Entrepreneurs often need support and understanding from their families to successfully navigate the demands of their businesses. A significant portion of entrepreneurs encounter challenges linked to economic resources. Starting and growing a business requires funding for various activities, such as product development, marketing, and operations. Some entrepreneurs attribute challenges to their personal desires. Balancing personal aspirations with business goals can be demanding. External factors such as market competition, technological changes, and industry trends can pose challenges for entrepreneurs. Adapting to these dynamic external conditions requires continuous innovation, agility, and strategic planning. Entrepreneurs frequently encounter challenges arising from government policies and regulations. Regulatory complexities, bureaucratic hurdles, and inconsistent policies can impede business operations and growth. Challenges related to poverty can be especially daunting for entrepreneurs in low-income or developing regions. Limited access to basic necessities, education, and healthcare can hinder entrepreneurial efforts.

The findings shed light on various aspects that entrepreneurs believe need improvement to foster sustainable entrepreneurship development. Around 8% of the surveyed entrepreneurs consider family related factors essential for advancing sustainable entrepreneurship. Family support and work life balance have been recognised as influential factors in entrepreneurial success (Aldrich & Cliff, 2003; Dyer Jr., 1994). A strong family network can provide emotional and logistical support, positively impacting an entrepreneur's ability to focus on business growth while managing personal responsibilities. 15% of respondents highlight the need to improve economic resources to promote sustainable entrepreneurship. Adequate financial resources and access to capital are crucial for business growth (Brush *et al.*, 2001; Ucbasaran *et al.*, 2003). Insufficient

funding can hinder entrepreneurial endeavours, making it imperative to address this area. Entrepreneurs' personal desire for success is underscored by 11% of participants as a critical factor for sustainable entrepreneurship development. Entrepreneurial passion and motivation are linked to business success (Cardon *et al.*, 2009; Zhao *et al.*, 2010). An entrepreneur's intrinsic drive can lead to innovative ideas and sustained efforts to overcome challenges. 15% of entrepreneurs emphasise the significance of improving the business environment, encompassing market dynamics, competition, and consumer trends. A conducive business environment facilitates growth and innovation (Audretsch & Keilbach, 2005; Wennekers & Thurik, 1999). Supportive market conditions and understanding consumer needs are vital for sustainable entrepreneurship. A substantial 23% of entrepreneurs assert that government policies play a significant role in shaping the landscape of sustainable entrepreneurship. Government regulations and policies can either enable or hinder entrepreneurship (Acs *et al.*, 2008; Block & Sandner, 2009). Favourable policies can encourage entrepreneurship by reducing barriers and providing incentives. The alleviation of poverty is prioritised by 28% of respondents as a crucial determinant in sustainable entrepreneurship development. Entrepreneurship can create job opportunities and economic growth, contributing to poverty reduction (Aidis *et al.*, 2008; Wennekers *et al.*, 2005). Empowering entrepreneurs in low-income communities can have a transformative impact on society.

The findings in Table 7 of the survey paint a clear picture of the prevailing sentiments among respondents regarding the ease of commencing entrepreneurial endeavours within the Zambian context. With a striking margin, a substantial 80% of those surveyed voiced their belief that embarking on an entrepreneurial venture in Zambia is a formidable challenge. This resounding majority underscores the complexities and hurdles that individuals perceive when contemplating the initiation of their own business endeavours in the country. Conversely, the minority viewpoint emerged from the remaining 20% of participants, who expressed a contrasting perspective. These respondents, in stark contrast to the predominant sentiment, reported that they find the process of commencing entrepreneurial ventures in Zambia to be relatively uncomplicated. While their stance is less prevalent, it highlights a segment of the population that has potentially encountered conditions or factors that facilitate a smoother entry into the realm of entrepreneurship.

The survey aimed to gather insights from a diverse group of respondents on various factors influencing the promotion of sustainable entrepreneurship in Figure 19. The results shed light on the fields that are believed to require significant attention and innovative approaches to foster sustainable entrepreneurial endeavours. One notable aspect highlighted in the survey is the role of family in sustainable entrepreneurship development. Among the respondents, a relatively small percentage (8%) identified the family as a factor necessitating innovative and effective strategies for promoting sustainable entrepreneurship development. This suggests that family dynamics, support structures, and intergenerational knowledge transfer might play a limited but still relevant role in influencing sustainable entrepreneurial initiatives. A substantial portion of respondents (31%) attributed the need for innovative and effective strategies for promoting sustainable entrepreneurship development to the economy. This finding underscores the significance of economic conditions, market trends, and financial mechanisms in shaping the landscape for sustainable business ventures. The emphasis on the economy suggests that entrepreneurs need to navigate market forces and economic constraints to effectively promote sustainable practices. Personal desire also emerged as a noteworthy factor, with 13% of respondents identifying it as a driver necessitating innovative strategies for sustainable entrepreneurship development. This finding suggests that individual motivations, aspirations, and values play a role in fostering sustainable business practices. Entrepreneurs who are personally driven to make a positive impact on the environment and society may require tailored strategies to channel their desires into successful, sustainable ventures. Environmental concerns garnered attention from a notable portion of respondents (23%), who highlighted the environment as a crucial field demanding innovative and effective strategies for promoting sustainable entrepreneurship development. This result underscores the growing recognition of the importance of sustainable practices in mitigating environmental challenges. Entrepreneurs operating in industries with significant environmental impact might need to adopt innovative solutions to address ecological concerns while maintaining economic viability. Government policies were

identified by a substantial percentage of respondents (25%) as a significant factor necessitating innovative and effective strategies for promoting sustainable entrepreneurship development. This finding underscores the role of policy frameworks, regulations, and incentives in shaping the conditions for sustainable business growth. Entrepreneurs may need to work collaboratively with governments and advocate for policies that support and incentivize sustainable entrepreneurship.

The findings presented in Figure 22 emphasise a range of strategies available to entrepreneurs for promoting sustainable entrepreneurship development. Firstly, accounting for 16% of the highlighted strategies, green product development involves crafting environmentally friendly products that minimise their ecological impact throughout their lifecycle. This approach resonates with eco-design and life cycle assessment principles, acknowledging the increasing recognition among entrepreneurs of the significance of catering to eco-conscious consumers (Crittenden *et al.*, 2011). Secondly, Circular Economy Initiatives, constituting 18% of the strategies, are geared towards establishing closed-loop systems wherein products are designed, used, and then recycled or repurposed, aiming to curb waste and extend material lifespan. This concept closely aligns with circular economy frameworks that prioritise resource efficiency and waste reduction (Geissdoerfer *et al.*, 2017). Thirdly, social impact partnerships make up 9% of the strategies and involve collaborative efforts with non-profits, community groups, or other businesses to collectively address social and environmental challenges. Such partnerships play a pivotal role in enabling entrepreneurs to drive positive societal changes and contribute to sustainable development (Bocken *et al.*, 2014). Fourthly, employee sustainability programmes, accounting for 11%, involve employees in sustainability initiatives within the organisation, fostering a sustainability oriented culture. This can lead to heightened employee motivation, improved organisational reputation, and reduced resource consumption (Robertson & Barling, 2013). Fifthly, comprising 6%, Sustainable Supply Chain Management centres on promoting environmentally and socially responsible practices throughout the entire supply chain. This approach aligns with the principles of green supply chain management, prioritising sustainability across the supply chain (Seuring & Müller, 2008). Sixthly, sustainable packaging, representing 19% of the strategies, involves utilising materials and design techniques that minimise the environmental impact of packaging. Sustainable packaging contributes to reduced waste generation and heightened resource efficiency (Kazemi *et al.*, 2018). Lastly, at 21%, green technology adoption involves integrating innovative green technologies into business operations to enhance resource efficiency, achieve energy savings, and mitigate environmental harm. This strategy aligns with eco-innovation and technological sustainability principles (Rennings, 2000). As an entrepreneur dedicated to sustainable entrepreneurship development, your adoption of these diverse and innovative strategies is laudable. Collectively, these strategies address multiple facets of sustainability, spanning from product development and resource management to social impact and technology integration. Through your embrace of these strategies, you are actively contributing to a more sustainable and responsible business landscape.

Section C: Finances

In Figure 23 the distribution of entrepreneurs across different turnover and net pay ranges signifies the existence of distinct market segments within the entrepreneurial ecosystem. The prevalence of entrepreneurs within the K2100-K3000 range implies a competitive market segment in this range. This may be attributed to factors such as entry barriers, market demand, and the availability of resources within this specific range. Entrepreneurs in this range could be facing intense competition, which might necessitate innovative strategies to differentiate and succeed. On the other hand, the concentration of entrepreneurs in the K3100-K4000 range indicates a significant market opportunity within this segment. The presence of entrepreneurs in this range may be linked to emerging market trends, consumer preferences, or specific industry dynamics that make this bracket attractive for business ventures. Therefore, this implies that the creation of small businesses is the beginning of an attempt at sustainable entrepreneurship. However, when small businesses begin to expand and sustain themselves then sustainable entrepreneurship development is more guaranteed.

Entrepreneurship plays a vital role in driving economic growth and innovation within societies. One of the

key aspects of entrepreneurial endeavours in Figure 24 is the availability and utilisation of capital sources to initiate and sustain business activities. The findings reveal that a significant proportion (32%) of entrepreneurs relies on personal savings accumulated from previous employment to finance their initial business venture. This points to a prevailing preference for self-funding among entrepreneurs, possibly driven by a desire for greater control over the business and a lack of reliance on external entities for capital infusion. This observation resonates with prior studies that have emphasised the role of personal savings in entrepreneurship (Smith & Smith, 2018). Interestingly, a substantial number of entrepreneurs (27%) choose to leverage income generated from their previous entrepreneurial activities to fund their new business endeavours. This suggests that individuals with prior entrepreneurial experience are reinvesting their gains into new ventures, highlighting their confidence in the potential for further success. This reinvestment phenomenon aligns with the notion of serial entrepreneurship, where entrepreneurs build and manage multiple businesses sequentially (Carter *et al.*, 2015). Familial support emerges as a notable source of capital, with 12% of entrepreneurs relying on income from family members to finance their businesses. This underscores the important role of family networks in fostering entrepreneurship and providing not only financial support but also emotional and advisory resources (Aldrich & Cliff, 2003). Surprisingly, pension funds also play a role, accounting for 15% of the capital. This suggests that a segment of entrepreneurs may be utilising retirement funds as a means to initiate their businesses, indicating an interesting intersection between retirement planning and entrepreneurship. The study also highlights the presence of external funding sources in the entrepreneurial landscape. Around 9% of entrepreneurs obtained capital through grants, emphasising the role of government and private sector grants in facilitating business creation. This underscores the significance of a supportive ecosystem in promoting entrepreneurship, as external funding can alleviate some of the financial barriers faced by aspiring entrepreneurs (Guzman & Stern, 2016). Surprisingly, only 5% of entrepreneurs relied on income from their spouses to finance their first business, suggesting that spousal income is a less common source of capital in this context.

The presented findings in Table 8 highlight a noteworthy inclination among business owners to seek financial assistance from banks. The data obtained from a survey of 100 respondents indicates that a substantial proportion of respondents, approximately 67%, have approached banks for financing their businesses. In contrast, the remaining 33% of respondents have not utilised this option. This trend aligns with existing research on small business financing behaviour, which often emphasises the role of external financing sources, such as banks, in supporting business growth and development (Myers & Majluf, 1984; Berger & Udell, 1998). The preference for bank financing could be attributed to various factors, including the relatively established and regulated nature of banking institutions, their accessibility, and their capacity to offer a diverse range of financial products tailored to business needs (Beck, Demirgüç-Kunt, & Maksimovic, 2008). Additionally, the findings might reflect the perceived reliability and credibility associated with bank financing, contributing to its attractiveness among business owners (Gibson, 2008). These results also underscore the importance of understanding the specific motivations driving business owners' choices in seeking financial assistance. Research has indicated that factors like business size, industry type, growth aspirations, and financial constraints can influence the decision to approach banks for funding (Altman & Sabato, 2007; Nofsinger & Sias, 1999). Therefore, future studies could delve deeper into the underlying reasons behind the inclination towards bank financing, exploring whether it is driven by strategic goals, external pressures, or other relevant determinants. While the findings indicate a strong propensity for bank financing among the surveyed business owners, it is worth considering the potential limitations of the study. The sample size of 100 respondents might not be fully representative of the broader population of business owners, potentially limiting the generalizability of the results. Moreover, the study does not provide insights into the specific types of businesses or industries represented in the sample, which could impact the findings' applicability.

Conclusion

Based on the comprehensive discussions and findings presented in this research, it is evident that sustainable

entrepreneurship is a multifaceted endeavour that encompasses a broad spectrum of strategies, challenges, and influencing factors. Entrepreneurs play a pivotal role in driving sustainable business practices, with a range of approaches identified to ensure long-term success while benefiting both society and the environment.

The research highlights that sustainable entrepreneurship thrives when entrepreneurs address various key aspects. This includes a strong focus on CSR, SDGs, circular economy initiatives, entrepreneurial education and training, public-private partnerships, and ecosystem development. These factors collectively shape the foundation of a successful sustainable business, underscored by factors like vision and mission, sustainable business strategy, innovation and adaptation, stakeholder engagement, responsible resource management, employee well-being and development, social impact and collaboration.

However, challenges persist on the journey towards sustainable entrepreneurship. These encompass factors such as resource constraints, competition, regulatory landscapes, changing consumer behaviour, and the need for adaptability. Entrepreneurs have demonstrated their ability to navigate these challenges by implementing strategies tailored to their unique circumstances. These strategies include embracing eco-friendly supply chains, forming collaborations, integrating sustainability into core business models, seeking sustainable finance options, leveraging technology, and adopting circular economy practices.

Government policies and access to funding emerge as significant influential factors, along with consumer awareness and demand, market opportunities, and education. Entrepreneurs' motivations vary, with factors like entrepreneurial drive, economic resources, personal desire, and passion for specific industries playing a substantial role in their decisions to start businesses.

While the landscape is complex and success is influenced by a multitude of factors, the research underscores the positive impact of sustainable entrepreneurship strategies. A majority of entrepreneurs have experienced success when employing these strategies, contributing to the broader goals of creating a responsible, environmentally conscious, and socially impactful business landscape.

It is clear that achieving sustainable entrepreneurship is a dynamic endeavour that requires continuous adaptation, collaboration, and innovation. Entrepreneurs who navigate these challenges and embrace sustainable practices are not only poised for success but also contribute significantly to the betterment of society and the environment. By fostering an environment that supports sustainable business practices, policymakers and stakeholders can collectively contribute to a more prosperous and responsible future.

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