

4<sup>th</sup> International Conference on  
**Global Entrepreneurship Summit 2025**

Joint Event

2<sup>nd</sup> International Congress on  
**Artificial Intelligence and Machine Learning**

August 19-20, 2025 | Toronto, Canada



**Israa Thiab**

Rochester Institute of Technology  
USA

**Circular Entrepreneurial Orientation: Circular Bricolage and Entrepreneurial Bricolage as Drivers of Firm Performance**

**Abstract:**

With intensifying imperative for sustainable development, it has become critical to understand the entrepreneurial behaviors that drive circular business success. This study investigates how entrepreneurial bricolage, circular bricolage, alertness, and risk-taking interact and affect firm performance across circular and conventional businesses in the United States and Myanmar. Drawing on survey data from 439 entrepreneurs, the analysis introduces and validates the construct of Circular Entrepreneurial Orientation (CEO), which highlights how behaviors such as creative repurposing of resources, spotting opportunities in waste, and embracing calculated risks contribute to firm outcomes.

**Biography**

**Israa Thiab**, has completed her Masters in environment management and policy from Lund University in Sweden. She is now a PhD candidate in the sustainability program at Golisano Institute for Sustainability- Rochester Institute of Technology conducting focused research in the field of circular entrepreneurship and she is in the process of publishing her scholarly work in several business journals. Ms. Thiab has extensive experience spanning 15 years in corporate sustainability and sustainable development, across several sectors in the Middle East and North Africa (MENA) region.