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Relationship between Entrepreneurship & Sustainability

Abstract:

This study, within a conceptual approach, explores the possible relation between entrepreneurship and especially entrepreneurial orientation and sustainability in an aim to create sustainability in entrepreneurship and foster green business yet make profit. Entrepreneurship and sustainability are getting more and more intertwined, propelled by the awareness of environmental and social issues. Entrepreneurs need to traverse these intersections, where opportunities, challenges, and strategies for the integration of sustainability into their ventures are concerned. The Sustainable goals seek to reduce damage to the environment and sustain life on Earth.

Biography

Vasundhara Chaudhary, has done her PhD in "Sustainable Practices in Indian Fashion Industry. She has a vast experience of the fashion industry along with academic experience at NIFT of more than 25 years. She is currently handling administration of NIFT Foundation for Design Innovation, a section 8 Company, under the aegis of Ministry Of Textiles, India.