

Societal Engagement The African Voice

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13.30 – 13.45

Prof. Enno Masurel

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'Mr. Brightside'

Education

Research

Management

Valorization

Capacity building in Africa

My connection with Africa

Recent publications

Choongo, P., E. van Burg, E. Masurel, L.J. Paas, and J. Lungu (2017) Corporate Social Responsibility motivations in Zambian SMEs, *International Review of Entrepreneurship*, 15 (1), 29-62.

Eijdenberg, E., E. Masurel, and L. Paas (2017) Decision-making and small business growth in Burundi, *Journal of Entrepreneurship in Emerging Economies*, 9 (1), 35-64.

Choongo, P., E. van Burg, L. Paas, and E. Masurel (2016) Factors influencing the identification of sustainable opportunities by SMEs: Empirical evidence from Zambia, *Sustainability*, 8.

We have only 15 minutes...

- Societal commitment => Sustainable entrepreneurship
- The African voice => Zambia

Entrepreneurship is the creation,
discovery and exploitation of
value-adding opportunities



Sustainable entrepreneurship is the modern form of entrepreneurship

Leading the organization in making balanced choices
between profit, people and planet

Beyond compliance: voluntary behavior

Entrepreneurship is everywhere not only in the western world



But does this also count for societal engagement of entrepreneurs outside the western world?

Choongo, P., E. van Burg, E. Masurel,
L.J. Paas, and J. Lungu (2017)
Corporate Social Responsibility
motivations in Zambian SMEs,
*International Review of
Entrepreneurship*, 15 (1), 29-62.

Outline of the paper

- This paper examines the motivations of different forms of sustainable entrepreneurship by SMEs in an African developing country (Zambia)
- On the basis of our literature study and expert interviews, we identified three forms of sustainable entrepreneurship: employee-related, community-related and environment-related
- Important: unique historical development, business systems, and political and cultural settings
- Survey among 220 owners-managers of SMEs in the trading and service sector who supply goods and services to the mining industry in Zambia (Copperbelt region)
- Fieldwork took place in 2013

Specific examples of sustainable entrepreneurship in Zambia

Employee-related (People)

- My company pays for some of the employee's recreational activities
- My company helps employees to balance work-life and family life
- More
- Average score (1-5): 3.42

Community-related (People)

- My company supports orphans and underprivileged in society
- My company sponsors students in schools
- More
- Average score (1-5): 3.26

Environment-related (Planet)

- My company saves water beyond legal requirements
- My company suggests sustainable solutions to its clients
- More
- Average score (1-5): 3.66

Specific forms of motivation for sustainable entrepreneurship in Zambia

Moral and ethical

- Because it improves the health/well-being of people in my community
- Because it improves the natural environment
- More
- Average score (1-5; 3 items): 3.60

Financial motivation

- Because it improves my business reputation and image
- Because it ensures more revenues
- More
- Average score (1-5; 3 items): 3.24

External motivation

- Because in the future it will be a legal requirement
- Because it will prevent negative media attention
- More
- Average score (1-5; 7 items): 2.61

Results

- Internal motivations (financial motivation and moral & ethical motivation) are the reasons why the Zambian SMEs adopt community-CSR and environmental CSR
- External motivation does not influence any of the three forms of sustainable entrepreneurship
- Employee-related sustainable entrepreneurship is not influenced by internal motivations neither by external motivation
- If you want to know more: download and read the paper

So: Also sustainable entrepreneurship is everywhere, not only in the western world



Different in appearance and different in motivation (important role of context!)