


# Chapter 15


## Entrepreneurs and Entrepreneurship: Paving the Way for Sustainable and Human–Centric Innovation

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### **ABSTRACT**

*Entrepreneurs are a pivotal element in fostering sustainable and human-centric innovation that characterizes the future, which intertwines economic prosperity with social equity and environmental stewardship. By employing these skills to come up with solutions entrepreneurs respond to some of the world's most pressing challenges like climate change and inequality or resource scarcity. They implement sustainable practices by using sustainable environmental practices in their business models to create products and services that use the environment less and your social efforts more. An innovation that puts humans at its center focuses on human needs and makes sure that technologies and solutions enhance the quality of life while remaining inclusive. Entrepreneurs use advances in artificial intelligence, renewable energy, and circular economy principles to create transformative enterprises. Through collaboration and ethical leadership, entrepreneurship paves the way for equitable, people- and planet-forward future-oriented societies.*

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## 1. INTRODUCTION

It has long been understood that entrepreneurship is an engine of economic growth, innovation, and societal development. The entrepreneurs' creativity and vision have been the driving force behind solving problems, creating wealth, and generating employment opportunities from the turn of the century to the 20th century (Afzal et al., 2024). By detecting nascent opportunities and marshaling resources, they cultivate resilient, flexible systems that foster sustainability over time. Traditionally, entrepreneurship was all about maximizing profit and market share. Yet the global context in which entrepreneurs operate has changed profoundly over the last few decades, characterized by accelerated technological change, environmental problems, and a heightened emphasis on social equity (Arora et al., 2024). This evolution demands a different kind of entrepreneurship one that embeds sustainability and human-centered innovation (Lago, 2024).

In an interlinked world with dwindling resources, traditional models of growth are becoming more widely recognized as inadequate tools for the global challenges of resource depletion, climate change, and inequality (Adel & Alani, 2024). The landscape of entrepreneurship has evolved from merely focusing on the invention of life-changing products or building successful businesses to the development of solutions that are silhouetted by sustainability and inclusive ideals (Kumari et al., 2023). The United Nations presents the Sustainable Development Goals (SDGs) as an agenda on how entrepreneurs should balance their economic ambitions with their social and environmental impact. Such a dual track also increases the reach of entrepreneurial influence and creates an optimistic pathway ahead in building a more sustainable world (Ebadpour et al., 2024).

Societal expectations, technological advancements, and market dynamics are combined to drive the transition toward sustainable and human-centric entrepreneurship. Today, consumers are best-raced with the impact of their choices, encouraging businesses to take ethical and sustainable steps. AI, IoT, blockchain, and other emerging technologies offer entrepreneurs new tools for designing solutions that are effective and sustainable. More than ever governments and global organizations are investing in the development of entrepreneurship ecosystems that enable socially responsible ways of doing business backed by policies and funding initiatives (Radhakrishnan et al., 2024). The major aspect of the transformation idea of sustainable innovation creating products, services, and processes that generate economic value while minimizing environmental degradation and supporting social equity. Entrepreneurs can spearhead this transition as it is within our nature to be agile, creative, and problem-solving agents of change. Simultaneously, a human-centric innovation movement is on the rise, focused on establishing solutions that advance human flourishing, equality, and ethical practice. While traditional innovation is focused on technology or market expansion, human-centric innovation begins with the understanding of the human condition. This approach guarantees that entrepreneurial endeavors lead to products and services that are economically viable, socially equitable, and culturally relevant. These human-centric entrepreneurs are changing the game of industries to center around accessibility, empathy, and user-centered design (Nazarejova et al., 2024).

Also, equally a powerful potential entrepreneurship that can be a catalyst for sustainable and human-centric innovation but also a challenge. Challenges for entrepreneurs are vast the dearth of resources, fear of change, and managing business alongside social objectives. This is even better with developing economies lacking the necessary infrastructure and financial backup for sustainable business. Furthermore, the pace of innovation in areas such as artificial intelligence and biotechnology far outstrips the

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