

ENTREPRENEURIAL HUMAN CAPITAL, ENVIRONMENT AND
SUSTAINABLE OPPORTUNITY – AN ENTREPRENEURIAL
COGNITIVE PERSPECTIVE

Huan Zou
School of Finance and Management
SOAS University of London

ENTREPRENEURIAL HUMAN CAPITAL, ENVIRONMENT AND SUSTAINABLE OPPORTUNITY – AN ENTREPRENEURIAL COGNITIVE PERSPECTIVE

ABSTRACT

This article explores entrepreneurial cognitive and subjective perceptions toward new sustainable business opportunities. Whereas prior research divides the line between the Discovery and Creation views, we propose entrepreneur and environment independently and interactively influence new sustainable venture creation. Drawing from the conceptualization on opportunity by Davidsson (2015), we discuss how entrepreneurial experience and industry experience affect their evaluation of external environments and new venture ideas. We provide empirical evidence based on a combination of young and novice entrepreneurs and experienced habitual entrepreneurs who offer sustainable-related products and services in China.

KEYWORDS:

Sustainable entrepreneurship; opportunity; environment; human capital; new venture creation; cognition