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Changing for good

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Propositions associated with the PhD thesis:

Changing for good: transforming existing organizations into sustainable enterprises

by Angela Greco

1. Sustainable Entrepreneurship is a process that strives to create value that is beneficial for society through business development and positive impact creation. This process implies risk-taking abilities, innovative attitude, and alertness, together with an intrinsic social and environmental sense of responsibility. *(Chapter 2)*
2. In a time of climate crisis, researchers skilled in sustainability sciences should consider engaging in transdisciplinary projects and share their knowledge when this can contribute to the achievement of the sustainable development goals. *(Chapter 1)*
3. When the innovation at stake is still in the development stage, building support outside the organizational boundaries is a necessary but insufficient condition to initiate the process of sustainable business model innovation. *(Chapter 3)*
4. In a downward hierarchical organizational structure, entrepreneurial leaders with an environmental or social drive can induce the sustainable business model innovation process, irrespective of the organizations' internal capabilities and internal legitimacy. *(Chapter 3)*
5. Identity reflexivity allows managers to align internal organizational identities with external organizational demands in the process of strategy formation. *(Chapter 4)*
6. Proactive approaches to sustainability do not always lead to positive social impacts; responsive approaches are to be preferred when combining sustainable development goals that show paradoxical relationships among each other. *(Chapter 5)*
7. Collaborative innovation contests in which design thinking is implemented can assist firms in gaining a comprehensive understanding of the sustainability problems they are facing. *(Chapter 6)*
8. The design thinking methodology should be better calibrated to the type of design question (e.g. process related versus product related) as it appears not to be suitable just for every sustainability related question. *(Chapter 6)*
9. To create a business case (Profit) for sustainability (Planet), there needs to be a satisfied need of a user target group (People); thus, People need to be addressed in order to save the Planet through Profit. *(Chapter 7)*
10. Despite the lack of theoretical frameworks allowing to compare the difficulties of writing a PhD thesis to the challenges of raising children, similarities include sleep deprivation, physiological decay, and increased risk of mental health issues.