



To what extent can territorial contexts influence the strategic behaviour of entrepreneurial SMEs, and vice versa? Exploration into the triple bottom line

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Abstract

This special session brings together papers that explore the complex relationships between territorial contexts and the strategic behaviour of entrepreneurial small and medium-sized enterprises (SMEs). We expect to explore how local environments shape the strategies of entrepreneurial SMEs and, conversely, how these firms can influence their environments, particularly through the lens of the triple bottom line, i.e. people, planet and profit.

Empirical contributions, whether quantitative or qualitative, as well as more conceptual or theoretical contributions are welcome.

Contributions are expected to focus, for example, on (1) examining how geographical, ecological, cultural, social and economic factors within a territory influence the strategic decisions of SMEs; (2) analysing how entrepreneurial SMEs contribute to transforming their environment towards greater sustainability; or (3) how some SMEs integrate sustainable practices into their core business strategies to benefit both their business and their territorial context. Some case studies could highlight successful SMEs that have adapted their strategies to take advantage of local resources and opportunities.