

RESEARCH ON YOUNG PEOPLE'S PERCEPTION OF SUSTAINABLE ENTREPRENEURSHIP

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Abstract: This research analyzes young people's perception of sustainable entrepreneurship through a statistical study conducted on a sample of 100 students using questionnaire-based research. The study investigates students' attitudes, awareness, and interest regarding sustainable business practices and environmentally responsible entrepreneurship. The results indicate a predominantly positive perception of sustainable entrepreneurship among young people, with most respondents expressing openness toward ethical, innovative, and environmentally friendly business models. The findings highlight the increasing importance of sustainability in shaping entrepreneurial intentions and demonstrate the significant role of education and social awareness in encouraging future sustainable entrepreneurs.

Keywords: sustainable entrepreneurship, young people, students, sustainability

1. INTRODUCTION

Sustainability has become one of the most important topics in contemporary society, influencing economic development, consumer behavior, and entrepreneurial activities. Increasing environmental challenges, climate change, resource depletion, and social inequalities have encouraged the development of new business models focused not only on profit but also on environmental protection and social responsibility. In this context, sustainable entrepreneurship has emerged as an essential approach that combines economic growth with sustainable development principles and aims to create long-term value for communities and future generations.

In recent years, young people have shown a growing interest in entrepreneurial activities that contribute positively to society and the environment. Young individuals play an important role in the transition toward a more sustainable economy because they are generally more aware of environmental and social issues and more open to innovation and change. The younger generation increasingly

views entrepreneurship as an opportunity to achieve economic success while also generating positive social and environmental impact. As a result, understanding young people's perceptions

of sustainable entrepreneurship has become an important research topic for both academia and society.

Research in the field suggests that factors such as environmental awareness, green marketing, changing consumer behavior, and favorable market conditions strongly influence young people's attitudes toward sustainable entrepreneurship. Studies have shown that young entrepreneurial aspirants are increasingly motivated by the desire to contribute to sustainable development and create businesses aligned with ethical and ecological values. However, several barriers still exist, including lack of financial support, insufficient entrepreneurial education, limited practical experience, and uncertainty regarding the profitability of sustainable business models.

Furthermore, universities and educational institutions are becoming key actors in encouraging sustainable entrepreneurial intentions among students. Through

entrepreneurship programs, innovation hubs, sustainability-oriented courses, and international collaborations, educational institutions can help young people develop the knowledge, skills, and confidence necessary to engage in sustainable business activities. The support provided by educational systems is essential for creating a new generation of entrepreneurs capable of balancing economic growth with environmental and social responsibility. The present research paper aims to analyze young people's perception of sustainable entrepreneurship through a statistical study based on questionnaires applied to students. The research was conducted using a sample of 100 students, with the purpose of evaluating their level of awareness, attitudes, interests, and intentions regarding sustainable entrepreneurial activities. The study investigates how students perceive sustainable business models, environmental responsibility, ethical entrepreneurship, and the importance of integrating sustainability principles into future economic activities.

The results obtained from the questionnaire-based research indicate a predominantly positive trend regarding sustainable entrepreneurship among young people. Most respondents expressed interest in sustainable business initiatives and demonstrated openness toward environmentally friendly and socially responsible entrepreneurial practices. The findings suggest that education, social awareness, and current global challenges significantly influence students' entrepreneurial perspectives and contribute to the development of sustainable entrepreneurial intentions.

This research contributes to a better understanding of the relationship between youth and sustainable entrepreneurship and highlights the importance of promoting entrepreneurial education focused on sustainability. Encouraging sustainable entrepreneurial thinking

among young people may support the creation of innovative businesses capable of contributing to long-term economic, social, and environmental development.

2. STATISTICAL ANALYSIS OF STUDENTS' PERCEPTION REGARDING SUSTAINABLE ENTREPRENEURSHIP

In order to better understand young people's attitudes toward sustainable entrepreneurship, a statistical research study was conducted among university students using a questionnaire-based method. The purpose of this analysis was to evaluate the level of awareness, interest, and perception regarding sustainable entrepreneurial activities and their role in future economic and social development.

The research was carried out on a sample of 100 students, and the questionnaire included questions related to environmental responsibility, ethical business practices, innovation, sustainability principles, and entrepreneurial intentions. The collected data were statistically analyzed in order to identify general trends and evaluate the degree of acceptance of sustainable entrepreneurship among young people.

This section presents the distribution and interpretation of the responses obtained from the questionnaire. The results provide relevant insights into students' perspectives on sustainable entrepreneurship and highlight the increasing openness of the younger generation toward environmentally friendly and socially responsible business models. Overall, the statistical analysis indicates a predominantly positive perception of sustainable entrepreneurship among university students.

2.1. Question no 1. "Do you believe sustainable entrepreneurship is important for the future economic and social development of society?"

The questionnaire was applied to a

Response Option	Number of Answers	Percentage (%)
Strongly agree	42	42%
Agree	38	38%
Neutral	12	12%
Disagree	6	6%
Strongly disagree	2	2%
Total	100	100%

Table no.1

The statistical results demonstrate a predominantly positive attitude toward sustainable entrepreneurship among students. A total of 80% of respondents selected either “Strongly agree” or “Agree,” showing that most young people recognize the importance of sustainable entrepreneurial practices for future economic and social development. The percentage of neutral responses was relatively moderate, representing 12% of the total sample, while only a small number of students expressed negative opinions regarding sustainable entrepreneurship. These findings suggest that young people are increasingly aware of environmental responsibility, ethical business practices, and the importance of integrating sustainability principles into entrepreneurial activities. The results also highlight the significant role of education, social awareness, and current global environmental challenges in shaping students’ entrepreneurial perceptions. Overall, the research confirms a positive trend regarding sustainable entrepreneurship among university students.

2.2. Question no.2 “Would you consider starting or working in a sustainable business in the future?”

sample of 100 students. The distribution of answers indicates a predominantly positive perception regarding sustainable entrepreneurship among young people, like on table no.1.

Table no.2

Response Option	Number of Answers	Percentage (%)
Strongly agree	36	36%
Agree	41	41%
Neutral	14	14%
Disagree	7	7%
Strongly disagree	2	2%
Total	100	100%

The results indicate that most students are interested in the possibility of starting or working in a sustainable business in the future, table no.2. A total of 77% of respondents selected either “Strongly agree” or “Agree,” demonstrating a strong inclination toward sustainable entrepreneurial careers and environmentally responsible business activities. The moderate percentage of neutral responses suggests that some students may still require additional information, entrepreneurial education, or practical experience regarding sustainable business models. Meanwhile, the relatively low percentage of negative responses indicates that opposition toward sustainable entrepreneurship among young people is limited. These findings highlight the increasing interest of university students in integrating sustainability principles into their future professional and entrepreneurial activities. The results also emphasize the important role of education, innovation, and social awareness in encouraging young people to pursue sustainable and socially responsible business initiatives.

2.3 Question no.3 “Do you believe universities should provide more courses and programs related to sustainable entrepreneurship?”

Table no.3

Response Option	Number of Answers	Percentage (%)
Strongly agree	48	48%
Agree	34	34%
Neutral	10	10%
Disagree	6	6%
Strongly disagree	2	2%
Total	100	100%

The statistical analysis shows that students strongly support the inclusion of sustainable entrepreneurship topics in university education. A total of 82% of respondents selected either “Strongly agree” or “Agree,” indicating that most students consider sustainability-oriented entrepreneurial education important for their academic and professional development. The results suggest that young people recognize the growing importance of sustainable business practices and believe that universities should play a more active role in preparing future entrepreneurs for environmental and social challenges. Only a small percentage of respondents expressed disagreement, while 10% remained neutral. These findings emphasize the important role of higher education institutions in promoting sustainability, innovation, and responsible entrepreneurship among students. Expanding educational programs related to sustainable entrepreneurship may contribute to the development of future business leaders capable of combining economic success with environmental and social responsibility. The statistical analysis conducted within this research demonstrates that university students have a predominantly positive perception

regarding sustainable entrepreneurship. The majority of respondents consider sustainable entrepreneurship important for future economic and social development, express openness toward working in sustainable businesses, and support the inclusion of sustainability-oriented entrepreneurial education within universities.

The results indicate that young people are increasingly aware of environmental responsibility, ethical business practices, and the importance of integrating sustainability principles into entrepreneurial activities. Furthermore, the findings highlight the significant influence of education, innovation, and global environmental challenges on shaping students’ entrepreneurial attitudes and intentions.

3. CONCLUSIONS

Overall, the research confirms that sustainable entrepreneurship represents an attractive and relevant direction for the younger generation. Encouraging entrepreneurial education focused on sustainability may contribute to the development of future entrepreneurs capable of combining economic performance with social and environmental responsibility. These findings emphasize the important role of universities and educational institutions in supporting sustainable entrepreneurial thinking and preparing students for the challenges of a rapidly changing global economy.

This research is useful because it provides valuable information regarding young people’s perceptions, attitudes, and interest in sustainable entrepreneurship. Understanding how students perceive sustainable business practices can help universities, educators, policymakers, and entrepreneurs develop more effective educational programs and strategies focused on sustainability and responsible entrepreneurship.

The study highlights the growing openness of young people toward environmentally friendly and socially responsible business models, demonstrating that sustainability is becoming an increasingly important factor in shaping entrepreneurial intentions. The findings may contribute to the improvement of entrepreneurship education by encouraging universities to introduce more sustainability-oriented courses, training programs, workshops, and practical activities.

Furthermore, the research may support the development of future sustainable business initiatives by identifying the motivations and perspectives of the younger generation. Encouraging sustainable entrepreneurial thinking among students can contribute to economic growth, environmental protection, social responsibility, and long-term sustainable development.

The statistical results obtained from the questionnaire-based analysis demonstrate that most students are aware of the importance of sustainability in entrepreneurship and are interested in integrating sustainable principles into their future careers and business activities. The high percentage of positive responses reflects an increasing level of environmental awareness and social responsibility among university students. Another important aspect highlighted by this study is the influence of education on shaping entrepreneurial attitudes. Universities have the capacity to create an educational environment that encourages innovation, creativity, ethical behavior, and sustainability-oriented thinking. By providing students with knowledge and practical experience related to sustainable entrepreneurship, higher education institutions can contribute significantly to the formation of responsible future entrepreneurs.

Moreover, sustainable entrepreneurship can represent an important solution for addressing contemporary global

challenges such as climate change, environmental degradation, unemployment, and social inequality. Young entrepreneurs have the potential to develop innovative business models capable of generating both economic value and positive social impact. Supporting these initiatives through education, mentorship, and institutional support may contribute to building a more sustainable and resilient economy.

Despite the positive results identified in this research, certain limitations should also be acknowledged. The study was conducted on a sample of 100 students, which may not fully represent the perceptions of all young people. Future research could include larger and more diverse samples, as well as comparative studies between different universities, educational fields, or countries in order to obtain broader perspectives regarding sustainable entrepreneurship among young people.

In conclusion, this research offers a better understanding of the relationship between youth and sustainable entrepreneurship and emphasizes the increasing importance of sustainability in shaping future entrepreneurial intentions. The positive attitudes identified among students demonstrate that the younger generation is becoming more interested in responsible business practices and sustainable economic development. Therefore, promoting sustainable entrepreneurship through education and institutional support may play a key role in creating a future based on innovation, responsibility, and sustainable progress.

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