

Analysis of the Role of International Entrepreneurship in Sustainable Development and Social Innovation

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Abstract: *International entrepreneurship refers to the process of carrying out innovative activities across national boundaries, which can not only promote economic growth and competitiveness, but also provide new ideas and programs for solving global social and environmental problems. From the perspective of sustainable development and social innovation, this paper analyses the role and mechanism of international entrepreneurship in promoting the realization of the global Sustainable Development Goals, as well as the challenges and opportunities faced by international entrepreneurship. This paper argues that international entrepreneurship can achieve value creation and sharing of the triple bottom line of economy, society and environment through transnational value networks, multi-stakeholder cooperation, responsible digital technology innovation, etc., promote the innovation and diffusion of sustainable business models, and contribute to global sustainable development. At the same time, this paper also points out that international entrepreneurship needs to deal with institutional differences, cultural differences, resource constraints and other issues in different countries and regions, as well as uncertainties and complexities in the context of globalization, and needs to use scientific and technological innovation and big data and other tools to improve the ability and efficiency of international entrepreneurship.*

Keywords: *International entrepreneurship, Sustainable development, Social innovation, Sustainable business model*

1. Introduction

With the accelerated development of globalization, digitalization, networking and other trends, the economic links between countries in the world have become increasingly close, and cross-border trade, investment, cooperation and other activities have become increasingly frequent. In this context, international entrepreneurship, as a process of innovation activities across national boundaries, has been paid more and more attention by the academic and practical circles. International entrepreneurship not only involves transnational enterprises or cross-border e-commerce in the traditional sense, but also includes transnational social enterprises, transnational non-governmental organizations, transnational civil society organizations and other subjects[1]. By making use of resources, markets, opportunities, needs and other factors in different countries and regions, these entities can innovate in products, services, technologies, business models and other aspects, which can not only achieve their own economic goals, but also provide new ideas and solutions for solving global social and environmental problems.

Sustainable development means meeting the needs of the present without compromising the ability of future generations to meet their own needs. It is one of the most important challenges facing the world today, and it is a vision that the United Nations has set out in its 17 Sustainable Development Goals to guide countries in working together to achieve. Sustainable development requires balanced and coordinated development in the three dimensions of economy, society and environment to realize the harmonious coexistence of human beings and nature. In order to achieve sustainable development, it requires the extensive participation and cooperation of governments, enterprises, social organizations, citizens and other stakeholders, innovative thinking and actions, and the support and guidance of science and technology.

Social innovation refers to new solutions to social problems or needs, which can effectively improve social well-being, enhance social capacity, and promote social change. Social innovation is an important driving force for sustainable development, which can provide new ideas and solutions to

global issues such as poverty, hunger, health, education, gender equality and climate change, and provide new ways and mechanisms for achieving the Sustainable Development Goals. Social innovation involves not only innovation in the social field, but also innovation in the economic field and the environmental field, which requires the creation and sharing of value in the three dimensions of economy, society and environment, and the coordination and balance of interests of multiple stakeholders.

This paper aims to analyze the role and mechanism of international entrepreneurship in promoting the realization of the global Sustainable Development Goals, as well as the challenges and opportunities faced by international entrepreneurship from the perspective of sustainable development and social innovation.

2. Concepts and Characteristics of International Entrepreneurship

2.1 Concept of International Entrepreneurship

International entrepreneurship is a relatively new field of study, and the concept does not have a uniform definition. Different scholars have defined international entrepreneurship from different perspectives [2]. This paper defines international entrepreneurship as the process of carrying out innovative activities across national boundaries. This definition includes the following elements:

Cross-border: International entrepreneurship involves conducting business activities across at least two countries or regions, which means that international entrepreneurship needs to deal with institutional differences, cultural differences, market differences and other issues between different countries or regions, and it also means that international entrepreneurship can take advantage of the complementary resources, market interaction, opportunity exchange and other advantages between different countries or regions.

Engage in innovative activities: International entrepreneurship includes not only traditional forms of cross-border trade or investment, but also transnational value networks, transnational social enterprises, and transnational ngos.

2.2 Characteristics of international entrepreneurship

International entrepreneurship has the following distinctive characteristics:

Innovation: International entrepreneurship not only involves the innovation of products, services, technologies, etc., but also involves the innovation of business models, organizational forms, cooperation mechanisms, etc. Through innovative activities, international entrepreneurship breaks traditional industry boundaries and geographical restrictions, opens up new markets and opportunities, meets the diverse needs of different countries and regions, and improves its competitive advantage and value creation ability.

Internationalization: International entrepreneurship has an international vision and strategy from the very beginning, not limited to the local market, but actively seeking business activities on a transnational or global scale. International entrepreneurship can optimize resource allocation, improve efficiency and benefit, and enhance risk resilience by crossing national boundaries and utilizing resources, markets, opportunities, demands and other factors in different countries and regions.

Networking: International entrepreneurship relies on transnational value networks to collaborate with multiple stakeholders, including governments, businesses, social organizations, and citizens. Through networking, international entrepreneurship obtains information, knowledge, technology, capital and other resources, builds trust, reputation, legitimacy and other assets, realizes value co-creation and sharing, and promotes the innovation and diffusion of sustainable business models.

Responsibility: International entrepreneurship focuses on the value creation and sharing of the triple bottom line of economy, society and environment, not only pursuing its own economic interests, but also paying attention to social well-being and environmental protection. By responding to the social and environmental problems or needs of different countries and regions, international entrepreneurship provides new ideas and solutions to solve global challenges, and contributes to the realization of sustainable development goals.

3. The Role of International Entrepreneurship in Sustainable Development and Social Innovation

3.1 Promote Economic Growth and Competitiveness

International entrepreneurship promotes economic growth and competitiveness through innovative activities across national borders. In 2022, more than 1 billion people worldwide will participate in entrepreneurial activities, of which about 20% will be multinational entrepreneurs, as shown in Figure 1[3]. On the one hand, international entrepreneurship can increase employment opportunities and tax revenues, improve productivity and efficiency, expand exports and foreign exchange reserves, and enhance economic resilience and stability. On the other hand, international entrepreneurship can promote technological progress and knowledge diffusion, stimulate market vitality and consumer demand, foster emerging industries and market areas, and enhance product quality and service levels. For example, in Africa, some multinational social enterprises by providing renewable energy products or services, such as solar lamps and solar stoves, not only provide local residents with clean, safe and convenient energy solutions, but also create local jobs and sources of income, while reducing the dependence on fossil fuels and emissions. It promotes the triple bottom line of economic, social and environmental development.

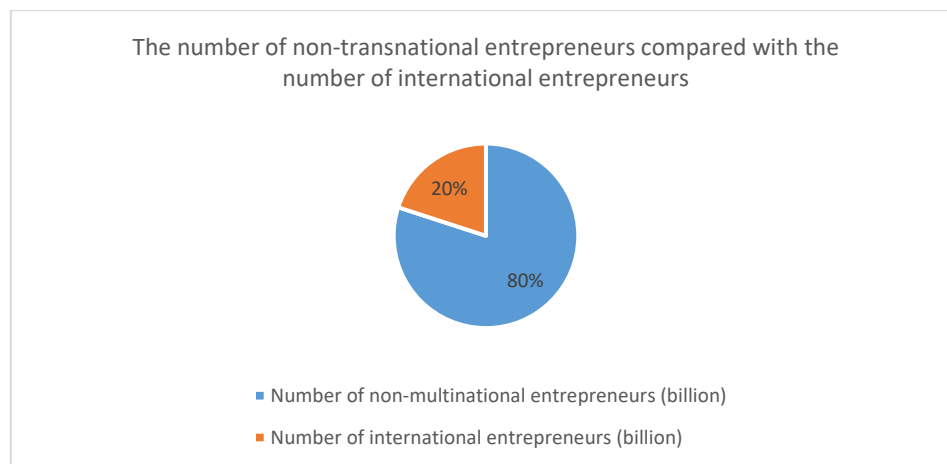


Figure 1: Chart of the number of non-transnational entrepreneurs versus the number of international entrepreneurs

3.2 Promote Social Change and Equity and Justice

International entrepreneurship can drive social change and equity and justice through innovation across borders. On the one hand, international entrepreneurship can meet the diverse needs of different countries and regions, improve people's quality of life and happiness, enhance social cohesion and inclusiveness, and promote cultural exchanges and mutual learning. On the other hand, international entrepreneurship can solve some traditional social problems, such as poverty, hunger, health, education, gender equality, etc., provide more opportunities and rights for vulnerable groups, and speak and act for social equity and justice. In India, for example, an NGO called Barefoot College has transformed lives by training rural women to become solar engineers, enabling them to install and maintain solar equipment to provide sustainable energy services, while also improving their social status and economic income.

3.3 Protection of Environmental Resources and Ecosystems

International entrepreneurship can protect environmental resources and ecosystems through innovative activities across national borders. On the one hand, international entrepreneurship can use renewable energy, circular economy, green technology and other ways to reduce the consumption and pollution of environmental resources, improve the efficiency of resource utilization and recycling, reduce carbon emissions and greenhouse effect, and mitigate the impact of climate change and natural disasters. On the other hand, international entrepreneurship can advocate the concept of green consumption, green investment and green finance, raise the public's environmental awareness and responsibility, promote cooperation and coordination among diverse stakeholders, and build a global governance system for green development. For example, in China, a non-governmental organization

called "Green Network" carries out various environmental protection projects and activities, such as afforestation, wildlife protection, energy conservation and emission reduction. The specific achievements, as shown in Table 1, have not only contributed to the improvement of China's ecological environment, but also carried out extensive cooperation and exchanges with environmental protection organizations in other countries and regions, and promoted environmental protection actions on a global scale.

Table 1: NGO performance of the Green Network

A given year	Number of items	Number of activities	Number of beneficiaries (10,000)	Raise funds (ten thousand yuan)
2020	15	32	12	280
2021	18	36	15	320
2022	20	40	18	360

4. Mechanisms of International Entrepreneurship in Sustainable Development and Social Innovation

4.1 Transnational Value network

Transnational value network refers to the network structure in which international entrepreneurship creates and shares value through cooperation with multiple stakeholders in different countries and regions across national boundaries. Transnational value network can provide information, knowledge, technology, capital and other resources for international entrepreneurship, build trust, reputation, legitimacy and other assets, realize value co-creation and sharing, and promote the innovation and diffusion of sustainable business models. For example, in Brazil, Natura, a cosmetics company, works with local farmers, communities, ngos and others to sustainably produce and sell cosmetics made from local plants, which not only provides income and employment, but also protects local biodiversity and ecosystems[4]. At the same time, it also improves its brand image and market share.

4.2 Multi-stakeholder Cooperation

Multi-stakeholder cooperation refers to the process of international entrepreneurship through communication, consultation and collaboration with governments, enterprises, social organizations, citizens and other diverse stakeholders in different countries and regions to achieve interest coordination and balance. Multi-stakeholder cooperation can provide institutional support, market opportunities and social needs for international entrepreneurship, solve problems such as conflicts of interest, resource constraints and institutional barriers, achieve value creation and sharing of the triple bottom line of economy, society and environment, and promote the realization of sustainable development goals [5]. For example, in Kenya, a mobile payment company named "MPesa" provides convenient, safe and low-cost mobile payment services for local residents through cooperation with local telecommunications companies, banks, shops, etc., which not only promotes financial inclusion and economic development for the local area, but also solves some social problems for the local area, such as education, health, gender equality and so on.

4.3 Responsible Digital Technology Innovation

Table 2: Performance of Airbnb's online short-term rental platform in recent three years

A given year	revenue (\$100 million)	Net profit (\$100 million)	Order quantity (hundred million nights)	Average night room(US \$)
2020	34.7	-3.5	19.4	117
2021	84.0	1.9	32.8	161
2022	104.6	5.5	40.6	162

Responsible digital technological innovation refers to the process of international entrepreneurship by using digital technologies, such as the Internet, big data, artificial intelligence, etc., to carry out innovative activities in products, services, technologies, business models, etc., while considering its impact and responsibility on the three dimensions of economy, society and environment. Responsible digital technology innovation can provide high-efficiency, low-cost and large-scale solutions for international entrepreneurship, meet the diversified needs of different countries and regions, improve

their own competitive advantages and value creation capabilities, and reduce the consumption and pollution of environmental resources, and promote the realization of sustainable development goals [6]. For example, in the world, an online short-term rental platform called "Airbnb" has made use of Internet technology and its performance in the past three years is as follows, as shown in Table 2. It can be seen that it provides a convenient, safe and low-cost short-term rental service for landlords and tenants, which not only provides additional income and accommodation options for landlords and tenants, but also promotes tourism and cultural exchanges for the local area. At the same time, it also reduces the competition and pressure on the traditional accommodation industry such as hotels, reduces the consumption and emissions of land, water, energy and other resources, and realizes the value creation and sharing of the economic, social and environmental triple bottom line.

5. Challenges and Opportunities for International Entrepreneurship in Sustainable Development and Social Innovation

5.1 Institutional Differences and Cultural Differences

Institutional differences and cultural differences are two major problems that international entrepreneurs must deal with when carrying out innovation activities across national borders. Institutional differences refer to the differences in political, legal, economic, social and other rules and systems between different countries and regions, which will affect the market access, policy support, tax burden, intellectual property protection and other aspects of international entrepreneurship [7]. Cultural differences refer to the differences between different countries and regions in language, values, beliefs, customs and other aspects, which will affect the communication effect, cooperation relationship, consumption preference, social responsibility and other aspects of international entrepreneurship. In order to cope with institutional and cultural differences, international entrepreneurship needs to conduct adequate market research and analysis, understand the institutional environment and cultural characteristics of different countries and regions, formulate adaptive strategies and measures, establish effective communication and collaboration mechanisms, respect local rules and customs, and achieve integration and win-win with the local.

5.2 Resource Constraints and Competitive Pressure

Resource constraint and competitive pressure are two major challenges that international entrepreneurs must face when carrying out innovative activities across national borders. Resource constraint refers to the shortage or lack of capital, talent, technology and other resources that international entrepreneurs may encounter when conducting transnational or global business activities, which will affect the operational efficiency and effect of international entrepreneurship and increase the cost and risk of international entrepreneurship [8]. Competitive pressure means that when international entrepreneurs enter the market of different countries or regions, they may encounter fierce competition from local enterprises or other multinational enterprises, which will affect the market share and profit margin of international entrepreneurs and threaten the survival and development of international entrepreneurs. In order to cope with resource constraints and competitive pressure, international entrepreneurship needs to make use of transnational value network, cooperate with multiple stakeholders, obtain information, knowledge, technology, capital and other resources, build trust, reputation, legitimacy and other assets, realize value co-creation and sharing, and improve its own competitive advantage and value creation ability.

5.3 Uncertainty and Complexity

Uncertainty and complexity are two characteristics that international entrepreneurs must adapt to when carrying out innovative activities across national borders. Uncertainty refers to the fact that international entrepreneurship may be affected by various unpredictable or difficult to control factors when conducting transnational or global business activities, such as political turmoil, economic crisis, social conflicts, natural disasters, etc., which will bring instability and risks to international entrepreneurship. Complexity means that international entrepreneurship may involve multiple countries and regions, multiple industries and fields, and multiple stakeholders when conducting transnational or global business activities, which will bring complexity and difficulty to international entrepreneurship [9]. In order to adapt to uncertainty and complexity, international entrepreneurship needs to make use of responsible digital technology innovation, such as the Internet, big data, artificial intelligence, etc.,

to carry out innovative activities in products, services, technologies, business models, etc., while taking into account the impact and responsibility of the three dimensions of economy, society and environment, and provide high-efficiency, low-cost, large-scale solutions. International entrepreneurship can meet the diverse needs of different countries and regions, improve their competitive advantages and value creation capabilities, while reducing the consumption and pollution of environmental resources, and promote the realization of sustainable development goals.

6. Conclusion

From the perspective of sustainable development and social innovation, this paper analyzes the role and mechanism of international entrepreneurship in promoting the realization of the global Sustainable Development Goals, as well as the challenges and opportunities faced by international entrepreneurship. This paper argues that international entrepreneurship can achieve value creation and sharing of the triple bottom line of economy, society and environment through transnational value networks, multi-stakeholder cooperation, responsible digital technology innovation, etc., promote the innovation and diffusion of sustainable business models, and contribute to global sustainable development. At the same time, this paper also points out that international entrepreneurship needs to deal with institutional differences, cultural differences, resource constraints and other issues in different countries and regions, as well as uncertainties and complexities in the context of globalization, and needs to use scientific and technological innovation and big data and other tools to improve the ability and efficiency of international entrepreneurship.

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