



AURORA

Motivation for Sustainable Entrepreneurship

In Conversation with Dr. Anne-Karen Hueske
Management, Society and Communication, Copenhagen Business School



Online Webinar

Pre-registration req'd
via [this link](#) or QR code:



Tuesday,
18 June 2024
12:00 p.m. CEST

Dr. Anne-Karen Hueske (academic co-lead in social entrepreneurship and innovation) will talk about motivation of sustainable entrepreneurs. Entrepreneurship is seen as an important response to address societal challenges. Intrinsic and extrinsic factors drive entrepreneurs who aspire to create viable market solutions and intend to act as change agents who realize and exploit opportunities to transform markets towards a social and environmental more sustainable state.

The [Aurora | European University Alliance](#) has the exchange of knowledge, experiences and cooperation as its primary purpose. This one hour, informal '*In conversation with*' style session is aimed at Aurora colleagues and their networks interested in the exchange on current topics of innovation promotion and technology transfer. It will include a Q&A.



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