
DEVELOPMENT OF SUSTAINABLE ENTREPRENEURSHIP AND INNOVATIONS IN BULGARIA: SOME REFLECTIONS ON THE PROJECT “TRAINING FOR ECOPRENEURSHIP AT THREE BULGARIAN UNIVERSITIES”

Pr. Assist. Prof. Martin Ivanov, PhD

Institute of Philosophy and Sociology,
Bulgarian Academy of Sciences

Phone: 0895 445 827

E-mail: mjivanov@ips.bas.bg

Abstract: Based on the Actor-Network-Theory an alternative understanding of the innovation process will be presented as a theoretical foundation of the so called Sociology of Translation. Thus, a four-phase model of the French sociologist Michel Callon will be used to reflect on the development of sustainable entrepreneurship and innovations in Bulgaria and the experiences of the project “Training of ecopreneurship at three Bulgarian Universities”. The first phase of the model starts with the so called problematisation, which is not to be mistaken with the identification of a common problem or challenge to be solved but more as a formation of a network of relationships, which have to be stabilized. In a second step the various interests and identities of the involved stakeholders have to be aligned. The success of this phase is actually confirmed in the parallel running process of enrollment understood as series of multilateral negotiations and trials of strength. Last but not least a mobilization of the established network is executed, which could be followed by controversies and disintegration of the alliances and formations.

Keywords: Actor-Network Theory, Sustainable Entrepreneurship, Green Innovations, Innovation Model

JEL Codes: L10, L11

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