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Humane Entrepreneurship and the Circular Economy: An Empirical Investigation

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Abstract

This study examines the Humane Entrepreneurial Orientation (HEO) key characteristics in the field of Circular Economy (CE) investigating Entrepreneurial Orientation (EO), Sustainability Orientation (SO), and Humane Resource Orientation (HRO) in two Italian SMEs presenting circular business models (CBMs). The study contributes to the nascent CE literature offering evidence of the Humane Entrepreneurship (HumEnt) approach. Results expand the body of knowledge on EO, SO, and HRO features as well as HEO measurement, advancing scholarly literature.