

# Place attachment and social legitimacy: Revisiting the sustainable entrepreneurship journey

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Journal of Business Venturing Insights, July 2015, Volume 3, Pages 24–29

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## Abstract

This paper revisits the sustainable entrepreneurship journey by introducing a ‘place-based’ sustainable venture path model. We suggest that distinguishing between emotional (‘caring about the place’) and instrumental (‘using the place’) place attachment of sustainable entrepreneurs deepens our understanding of how place-based challenges of sustainable venture legitimacy are managed over time. We conclude with avenues for future sustainable entrepreneurship research.

## Keywords

- Sustainable entrepreneurship; Place attachment; Social legitimacy; Venture journey