




EDITORIAL

ENTREPRENEURSHIP AND TRANSFORMATIONS: CHALLENGES AND PERSPECTIVES IN A CHANGING WORLD

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We live in times of uncertainty, where the transition to a new reality proves to be challenging, especially when considering organizational and personal resistances to change. However, the urgent need for adaptation is evident, particularly in the face of the consequences of the Anthropocene, as described by Leite et al. (2022).

Despite the frequent call for a return to “normal,” it is crucial to question the desirability of this habitual state, given its influence on environmental issues, unchecked population growth, and unsustainable consumption. Additionally, the concept of “normal” is associated with “business as usual,” routine, lack of initiative, and passivity, even in the face of prior knowledge of its negative impacts, as evidenced by Arendt (1964) and Primo Levi (1958).

On the other hand, technology, despite its undeniable advantages, imposes a high cost on employment, adding complexity to the scenario. Since the pandemic, despite its devastating effects, there has been significant pressure to adopt emerging technologies. In this regard, the recent World Economic Forum (WEF, 2023) report on the jobs of the future highlights the imminent newness of 85% of professions by 2030, requiring a radically different preparation for future professionals.

In this changing landscape, the challenge society is facing is monumental, starting with the university, where the disparity between educational offerings and market demands is evident, as emphasized in the WEF’s 2023 report. Curriculum updates are imperative to ensure graduates are prepared for a constantly disruptive market. There is a need for a greater focus on education centered on the development of critical thinking, problem-solving, creativity, and empathy. The WEF report identifies emerging areas of demand, emphasizing the growing importance of social and emotional skills, as well as specific skills such as artificial intelligence, data analysis, and programming, requiring requalification and continuous learning.

Similarly, the evolution of the professional landscape requires a proactive stance from organizations. Disregarding the need for adaptation is risking obsolescence. Thus, we live in times of transformation and the renunciation of the conventional, to appreciate what is unique, extraordinary, and sometimes even peculiar. In the 20th century, Russian formalists, belonging to the literary school from 1910 to 1930, dedicated themselves to analyzing this phenomenon, which they called estrangement. As highlighted by Viktor Chklovski (1893–1984), one of the main representatives of the formalists, in “Art as Device,” estrangement is a process of making something less familiar, followed by the construction of individuality and singularity.

In this context of change, entrepreneurship emerges as a catalyst to break with the “normal,” take risks, introduce innovations, and contribute to the construction of sustainable value. Aware of this, we founded the *Journal of Entrepreneurial Researchers*, bringing together a team of excellence to provide a space for critical reflection and in-depth analysis of these challenges and opportunities.

As we navigate these uncertain waters, we invite readers to explore the pages of this edition, seeking to shed light on the various paths of entrepreneurship. To start, we highlight the innovative study by Tatiana Iakovleva from the University of Stavanger and Mette Adkins from Laerdal Medical AS, which explores the complex relationships



between the university environment, entrepreneurial intentions, and the activities of two fundamental groups: the academic faculty and students. Focusing on a medium-sized university in Norway, the research uses Scott's three-dimensional framework, highlighting the regulatory, normative, and cognitive structures that make up the university context.

The findings reveal the significant influence of the university context on entrepreneurial intentions and self-efficacy of students, contrasting with the academic faculty whose intentions seem to be less affected. The study emphasizes the importance of collaboration between the university and industry, emphasizing the need for rules, rewards, knowledge, and social acceptance to enhance these collaborations.

This work contributes significantly to the dialogue on entrepreneurial universities, emphasizing that success in promoting entrepreneurial behaviors is intrinsically linked to aligning these activities with the personal and organizational objectives of the individuals involved. Additionally, by recognizing the greater adaptability of students to entrepreneurial initiatives compared to the academic faculty, this study suggests new approaches to inspire an entrepreneurial culture within higher education institutions.

Another highlight is the research led by Albertina Monteiro, Andreia Alves, and Amélia da Silva, from the Polytechnic of Porto, which conducts an in-depth analysis of the current state of accounting and management control practices in companies adopting e-commerce strategies. Using a methodology that includes a systematic review of scientific literature from 2000 to 2023, the study employs bibliometric techniques to identify temporal evolution, prominent authors, institutions, journals, and relevant countries, as well as analyzing the citation network.

The results of the analysis suggest a significant increase in interest in the intersection between accounting and e-commerce in recent years. This increase can be attributed to the strategic role that e-commerce plays in the innovation and efficiency of businesses, especially driven by the adaptation of business models during the global pandemic three years ago. This paper not only contributes to understanding these practices but also serves as an essential guide for new researchers interested in exploring this fascinating intersection between accounting and e-commerce strategies.

The study conducted by Luís Sardinha, Micaela Vieira, Áurea Sousa de Sousa, and Eduardo Leite on the pioneering project "Digital Nomads Madeira Islands" (DNMI), launched in the Autonomous Region of Madeira (ARM) in 2021, offers an in-depth view of the evolution of digital nomads from 2020 to 2022. Through a questionnaire, the quantitative and descriptive research aims to understand the reality of digital nomads in the ARM.

The sample, consisting of 14,960 digital nomads registered under the DNMI project by Startup Madeira, provides a comprehensive insight, highlighting the global diversity of these remote professionals. The study not only informs about the present but also serves as a valuable foundation for future planning and similar initiatives in other regions interested in attracting digital nomads.

Carlos Costa Gomes, affiliated with ESSNorteCVP, delves into considerations about the concepts of ethics and happiness, highlighting the direct connection between them. The research, addressed in two parts, explores the interrelation between ethics, values, and happiness, engaging with thinkers like Aristotle, Daniel Serrão, and Damásio. The conclusion highlights a compatible eurhythmia, demonstrating the complex but complementary relationship between these fundamental concepts. This article not only explores the philosophical richness of these themes but also offers a valuable perspective on how ethics and happiness can coexist in different streams of thought.

The article conducted by Eduardo Leite, Maria Leite, and Ana Leite explores the complex intersection between Artificial Intelligence (AI) and human rights. The discussion covers the need to adapt human rights protection laws to



technological innovations, with a detailed review of legal and ethical concerns related to AI. This work aims to deepen the understanding of these evolving issues, emphasizing that the discussion is still in exploratory stages in an increasingly technology-driven world intersected by human rights.

Finally, the article by Joel Sepúlveda, from the Innovalia Association, addresses a theoretical and conceptual approach for entrepreneurs wishing to establish new businesses within the context of the European data strategy. It highlights the paradigm shift in data consumption and the growing significance of a data-driven economy. The article underscores the need for effective data management across all sectors and how products and services increasingly rely on innovation through the integration of various data sources. It discusses the emergence of European common data spaces, emphasizing strategic sectors and their role in promoting data sharing.

In summary, this issue of the *Journal of Entrepreneurial Researchers* offers a rich variety of perspectives and significant contributions to contemporary dialogues on entrepreneurship, innovation, and the interdisciplinary challenges we face. We invite readers to explore these articles actively and participate in these essential discussions for our time.

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