



Editorial—Cultivating entrepreneurial ecosystems at the crossroads of education and systemic innovation

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This issue of the *Journal of Entrepreneurial Researchers* emerges at a pivotal moment, when entrepreneurship reconnects with its deepest mission: to serve as a catalyst for structural transformation amidst increasing social, economic, and technological complexity. Far from being confined to merely technical or instrumental approaches, this collection of articles challenges the ethical, ontological, and educational foundations of entrepreneurial practice, while proposing new avenues for action and inquiry. As Isenberg (2010) argues, entrepreneurial ecosystems thrive when education, policy, and culture converge—a vision embodied in the interdisciplinary dialogues of this volume.

Bringing together genuinely interdisciplinary perspectives, this volume articulates educational innovation, technological sustainability, digital transformation, and social responsibility. The contributions go beyond mere description: they offer interpretive and operational frameworks aimed at enhancing the responsiveness of individuals, institutions, and systems to contemporary challenges.

Highlights of this Issue

Below, we present the studies featured in this volume—each one contributing a vital piece to our understanding of how to build resilient and innovative entrepreneurial ecosystems:

1. Entrepreneurship Education in Higher Education: The Poliempreende Network as a Driver of Systemic Innovation

By Vieira, A. R., Mónico, L., Carvalho, C., & Parreira, P.

This study delves into the role of Higher Education Institutions (HEIs) as levers of innovation and economic development. Drawing on the Poliempreende network and applying both the Triple Helix model (Etzkowitz & Leydesdorff, 2000) and an adapted Framework Conditions Index, the authors identify progress in curricular integration and entrepreneurial support mechanisms. At the same time, they highlight persistent challenges—such as limited resources and the need for improved evaluation tools. The article offers a practical and reflective guide for the continued enhancement of entrepreneurship education, underlining the value of inter-institutional collaboration.

2. Artificial Intelligence in Healthcare: Ethical Challenges, Opportunities, and the Future of Humanity

By Carlos Costa Gomes

This article provokes a profound reflection on the boundaries of the human condition in the face of the rise of Artificial Intelligence (AI) in healthcare. Grounded in the fundamental question “What makes us human?”, the text explores emerging ethical dilemmas such as informed consent, algorithmic transparency, and data privacy. Floridi (2018) reminds us that the governance of AI must balance innovation with human dignity—a principle central to Gomes’ advocacy for autonomy, justice, and sustainability as pillars of ethical AI.

3. Navigating the Blue: Rhetoric, Poetics, and Storytelling in Oceanic Advertising

By Vanda de Sousa & Jorge Veríssimo

Combining semiotics, literary theory, and discourse analysis, this innovative study investigates the campaign “*It’s not tourism. It’s futurism.*” and its impact on ecological awareness. As Salmon (2017) demonstrates, storytelling



is a transformative force for cultural change—a idea echoed here through classical rhetoric (ethos, pathos, logos) and maritime conservation ethics.

4. Crypto Assets and Sustainability: Can the Digital Economy Be Green?

By Joel Sepúlveda, Amanda Lemette & Karla Ohler-Martins

This study assesses the environmental impact of crypto assets (e.g., Ethereum, Cardano) through their consensus mechanisms (PoW vs. PoS). Mora et al. (2018) warn that unchecked blockchain energy use could exacerbate climate change—a challenge the authors address with a novel framework for sustainable digital finance, aligned with the EU's MiCA regulation.

5. Scenario Projection and Strategic Envisioning for SMEs and Startups

By Ana Leite, Luís Sardinha, Carlota Sardinha & Sancha Campanella

Leite et al.'s work on future-oriented planning techniques builds upon Schoemaker's (1995) foundational framework of scenario planning as an essential tool for navigating uncertainty in complex business environments. Their emphasis on integrating these methods into entrepreneurship education resonates with Mintzberg's (1994) paradigm-shifting view that effective strategic leadership requires balancing analytical rigor with creative visioning - particularly crucial for startups operating in volatile markets.

6. Strategic Profiles in Gamified Education: A Game Theory-Based Approach

By Élvio Camacho & Pedro Nunes

Camacho and Nunes taxonomy of gamification profiles (competitive, cooperative, adaptive, cautious) significantly expands Bartle's (1996) original player type model into educational contexts. Their findings empirically validate Deterding's et al. (2011) critical distinction between superficial “pointsification” and meaningful gamification design that adapts to learners' psychological profiles - a breakthrough for developing truly effective entrepreneurial training programs.

A Cross-Cutting Reflection

What unites these contributions is not merely technical insight, but a shared imperative to reframe entrepreneurship as a space of critical reflection and systemic interdependencies. This meta-level insight—rarely articulated yet powerfully present—may well be the most significant contribution of this volume.

Geographical Diversity

The breadth of this issue is also reflected in the geographical origin of its authors, who represent institutions from Portugal, Brazil, Germany, and Spain. This diversity not only enriches the theoretical and methodological contributions, but also attests to the journal's growing role as a platform for international dialogue on entrepreneurship, innovation, and education.

On the Editorial as Institutional Anchor

With this issue, the editorial is reaffirmed not merely as a prologue, but as a vital institutional anchor of the *Journal of Entrepreneurial Researchers*. It seeks to articulate the journal's intellectual compass, curate its dialogical coherence, and frame each volume as a milestone within an evolving scholarly ecosystem. As the journal grows in reach and ambition, the editorial must increasingly serve as both reflective synthesis and prospective orientation—bridging the immediacy of the present with the demands of a shared academic future.

To conclude, as Schell (2008) observed about game design frameworks, innovative approaches require both creativity and rigor to address complex challenges. This journal issue is a call to action: entrepreneurial ecosystems demand not just solutions, but a symbolic reconfiguration of education, innovation, and ethics.



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Ethical Statement

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