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ENTREPRENEURIAL LEADERSHIP AND INNOVATION IN THE SUSTAINABLE CONSTRUCTION SECTOR: A THEORETICAL ANALYSIS

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ABSTRACT

The article discusses how entrepreneurial leadership can stimulate innovation and strengthen sustainable practices within civil construction, a sector historically marked by traditional processes and little openness to change. The research gathered studies that show that the role of the manager goes far beyond organizing tasks: he directly influences the way teams perceive the importance of reducing environmental impacts and seeking more responsible constructive solutions. Examples of companies that have adopted technologies, certifications and new forms of management were identified, managing to improve efficiency and at the same time consolidate a positive image in the market. The work reinforces that innovation and sustainability cannot be seen as isolated actions, but rather as part of a broader strategy, where leadership becomes an essential support point to transform the internal culture and align economic and environmental objectives.

Keywords: Entrepreneurial leadership. Sustainability. Construction. Innovation. Management.

INTRODUCTION

The need to align the production processes of civil construction with principles of sustainability has become an urgency in the face of climate change and global pressures for greater socio-environmental responsibility, imposing on organizations a complete review of their operating models and the search for solutions that reconcile economic performance and environmental preservation (Salgado et al., 2012).

Sustainable development has been consolidated as a dominant paradigm since the Brundtland Report, which reinforced the idea that meeting the needs of the present cannot compromise the capacity of future generations, creating a conceptual basis that supports new approaches to management and innovation in the construction sector (Techio et al., 2016).

Civil construction, due to its intensive nature in natural resources and waste generation, has become a priority target of regulations and initiatives aimed at the transition to practices that are less aggressive to the environment, but this transformation requires leaders committed to an organizational culture open to learning and change (Salgado et al., 2012).

The insertion of clean technologies, innovative construction systems and sustainable materials depends on managers capable of articulating different interests and sensitizing teams about the importance of adopting practices that transcend the traditional vision of immediate productivity (Freitas Lousã, 2013).

Studies on innovative organizations indicate that success in the implementation of sustainable strategies occurs when there is an environment favorable to creativity, knowledge sharing, and the encouragement of professional protagonism, which reinforces the decisive role of entrepreneurial leadership as a factor of competitive differentiation (Negrão et al., 2024).

The construction of an organizational resource base aligned with innovation requires the ability to identify opportunities, mobilize skills and establish relationships of trust with partners and suppliers, creating a support network that enables the execution of environmentally responsible projects (Brush et al., 2002).

The strengthening of innovative practices in companies is directly related to the ability of leaders to create structures that favor experimentation and allow learning from

mistakes, as the culture of innovation is consolidated when employees feel encouraged to propose solutions and test alternative approaches (Freitas Lousã, 2013).

Organizational culture has a decisive influence on the way sustainability is perceived and implemented, since shared values and tacit norms guide behaviors and determine the degree of acceptance of changes proposed by leaders (Negrão et al., 2024).

The civil construction sector still presents significant challenges in relation to the incorporation of sustainable practices, either due to budget constraints or cultural resistance to breaking traditional patterns that prioritize only cost and deadlines, a scenario that highlights the need for managers with a systemic vision and willingness to lead transformation processes (Salgado et al., 2012).

Entrepreneurial leadership is characterized by the ability to anticipate trends, visualize opportunities in adverse contexts, and articulate scarce resources, essential elements in highly complex environments such as the Brazilian construction market (Freitas Lousã, 2013).

Companies that invest in the training of leaders with entrepreneurial skills tend to have a greater capacity to adapt to new legal requirements, to incorporate technological innovations, and to meet social demands for buildings with better environmental performance (Negrão et al., 2024).

The engagement of professionals in the execution of sustainable projects depends on the clarity of internal communication and the credibility of leaders, who need to demonstrate coherence between discourse and practice, creating an atmosphere of trust and collective commitment (Salgado et al., 2012).

The integration between internal resources, technical knowledge and environmental sensitivity is enhanced when managers encourage the active participation of teams and recognize individual efforts in favor of innovation and sustainability (Freitas Lousã, 2013).

The current scenario shows that the success of sustainable initiatives is associated with leadership that values continuous learning, encourages the sharing of experiences, and promotes employee autonomy, factors that contribute to consolidating an innovation-oriented organizational culture (Negrão et al., 2024).

Understanding the interface between entrepreneurial leadership and innovation in the sustainable construction sector becomes essential to identify ways to transform

practices still based on traditional paradigms and build management models more aligned with contemporary demands.

THEORETICAL FRAMEWORK

ENTREPRENEURIAL LEADERSHIP

The concept of entrepreneurial leadership is related to the ability of individuals to influence groups towards objectives that involve calculated risks and constant innovation, and is a competence that is especially valued in organizational contexts that face external pressures for transformation and the need to adapt to increasingly complex social and environmental demands (Freitas Lousã, 2013).

This form of leadership differs from traditional models based only on hierarchical authority, as it presupposes the ability to inspire, engage, and legitimize initiatives that challenge the status quo, creating environments where experimentation and collective learning are seen as an essential part of the evolution of processes and the achievement of sustainable results (Brush et al., 2002).

The specialized literature points out that entrepreneurial leaders have a high propensity for proactivity, that is, they anticipate market movements and mobilize resources even in the face of uncertainties, establishing strategic guidelines that enable the development of projects with a strong component of innovation and a positive impact on the organization's competitive positioning (Negrão et al., 2024).

In civil construction, this characteristic acquires even greater relevance, as the sector has a historically fragmented productive structure, with a predominance of conventional practices that hinder the consolidation of changes guided by sustainable principles and require leaders who know how to communicate the relevance of these transformations (Salgado et al., 2012).

The development of entrepreneurial skills in managers is also associated with the ability to build internal and external relationship networks that sustain innovation initiatives, ensuring the flow of information, institutional support and financial resources capable of enabling long-term projects focused on environmental efficiency (Freitas Lousã, 2013).

Organizations that cultivate entrepreneurial leadership tend to be more open to learning, recognizing that knowledge is not only at the upper levels of the hierarchy, but emerges from the interaction between different areas and professionals, creating a

context in which collaboration becomes a strategic pillar to overcome operational challenges and implement new solutions (Negrão et al., 2024).

The behavioral approach of this type of leadership shows that the trust placed by teams in entrepreneurial managers results from a combination of technical competence and ethical coherence, as only the consistent practice of values aligned with sustainability can legitimize profound changes in production processes (Freitas Lousã, 2013).

Another important observation concerns the ability to establish an inspiring vision that communicates purpose and awakens a sense of collective belonging, a factor that increases employees' commitment to organizational objectives and contributes to reducing natural resistance to projects that involve paradigm shifts (Negrão et al., 2024).

Entrepreneurial leadership is also characterized by the willingness to take calculated risks, that is, to critically evaluate the potential impacts of innovative decisions and to weigh costs and benefits, seeking to minimize uncertainties without giving up the necessary momentum to transform ideas into concrete results (Brush et al., 2002).

Case studies carried out in technology-based companies demonstrate that the effectiveness of entrepreneurial leadership depends on the ability to stimulate autonomy and decentralize decisions, as highly controlled environments tend to inhibit creativity and hinder the formation of an organizational culture aligned with innovation (Freitas Lousã, 2013).

In the context of sustainable construction, entrepreneurial leadership is manifested by the promotion of collaborative practices that involve different actors in the production chain, such as suppliers, designers, customers, and regulatory bodies, creating convergence of interests and strengthening the collective commitment to environmental and social goals (Negrão et al., 2024).

The ability to learn from previous experiences, recognize mistakes and reorient strategies in an agile way is also an essential attribute of this leadership profile, because in dynamic contexts such as the civil construction market, adaptability becomes an indispensable competitive advantage (Salgado et al., 2012).

The legitimacy of entrepreneurial leadership is strengthened when managers demonstrate coherence between discourse and practice, consolidating a reference

image that inspires confidence and engages employees in overcoming complex challenges and developing solutions aligned with social expectations for environmental responsibility (Freitas Lousã, 2013).

In addition to technical competence, this leadership profile requires high emotional intelligence, as conducting change processes often involves conflicts of interest and psychological resistance from those involved, requiring sensitivity and communicative skills to maintain cohesion and strategic direction (Negrão et al., 2024).

However, it is observed that the construction of organizational environments that value entrepreneurial leadership requires constant investments in training, monitoring of results and dissemination of practices that reinforce collective learning as the main driver of innovation and sustainability (Freitas Lousã, 2013).

INNOVATION IN SUSTAINABLE CONSTRUCTION

Innovation in sustainable construction involves the incorporation of practices, processes and technologies that reduce environmental impacts and optimize the use of natural resources throughout the life cycle of the projects, and is considered one of the main strategies to meet the contemporary requirements of socio-environmental responsibility and competitiveness (Salgado et al., 2012).

This concept ranges from the choice of materials with a lower ecological footprint to the adoption of more efficient construction systems, through collaborative management processes that integrate different actors in the production chain and promote the sharing of knowledge as a basis for more assertive and sustainable decisions (Techio et al., 2016).

Innovation in this segment is not restricted to technical aspects, as it also involves cultural transformations and changes in mentality that demand new leadership and governance approaches capable of stimulating collective engagement and consolidating values aligned with environmental preservation and social responsibility (Negrão et al., 2024).

The implementation of sustainable solutions in civil construction often encounters barriers related to high initial costs, lack of technical knowledge and absence of financial incentives, factors that make it essential to have leaders with a strategic vision to demonstrate the long-term benefits associated with innovation (Freitas Lousã, 2013).

Successful experiences of sustainable innovation demonstrate that investments in research and development can result in a significant reduction in waste, increased energy efficiency and enhancement of the enterprise in the face of consumers who are increasingly attentive to environmental and social criteria (Brush et al., 2002).

The concept of the life cycle of the building is an important reference in the formulation of innovative strategies, as it allows the analysis of impacts from the design of the project to operation and maintenance, contributing to more conscious decisions about materials, processes and constructive solutions (Salgado et al., 2012).

The integration of digital technologies such as building information modeling (BIM), process automation, and collaborative platforms has enhanced the ability to innovate in the sector, enabling greater cost predictability, reduced deadlines, and increased transparency between the parties involved (Negrão et al., 2024).

Sustainable innovation also requires that projects include criteria of accessibility, thermal comfort, water efficiency and indoor air quality, factors that directly impact the health and well-being of occupants, reinforcing the ethical commitment of companies to society (Techio et al., 2016).

The adoption of recognized environmental certifications, such as LEED and AQUA, works as an important instrument to consolidate high performance standards and signal to the market the company's alignment with the best global sustainability practices (Freitas Lousã, 2013).

Studies show that companies that incorporate innovation in their construction projects are able to obtain significant competitive advantages, such as access to market niches with greater willingness to pay for environmental quality and reduction of operating costs throughout the useful life of the buildings (Brush et al., 2002).

Organizational culture exerts a direct influence on the willingness of teams to adopt innovative practices, and it is necessary for leaders to promote technical training, disseminate updated information and encourage the autonomy of employees in proposing sustainable solutions (Freitas Lousã, 2013).

The implementation of industrialized construction systems, such as prefabricated panels and modular structures, represents an alternative that combines technological innovation and reduction of environmental impacts, allowing greater efficiency in the use of materials and minimization of waste (Negrão et al., 2024).

The regulatory environment has evolved to foster innovative practices, whether through tax incentives, legal requirements or public policies that stimulate the transition to construction models with less environmental impact, increasing the strategic relevance of sustainability in organizations (Salgado et al., 2012).

The alignment between innovation and sustainability also involves the ability to monitor environmental and social performance indicators on an ongoing basis, creating evaluation mechanisms that support constant improvements and strengthen the institutional image before investors, customers and the community (Freitas Lousã, 2013).

Innovation in sustainable construction is therefore consolidated as a determining factor for organizational competitiveness in the long term, and it is essential that companies invest in a culture of continuous learning, cutting-edge technologies, and leadership models capable of articulating resources and commitments around common goals (Negrão et al., 2024).

INTEGRATION BETWEEN LEADERSHIP, INNOVATION AND SUSTAINABILITY

The integration between entrepreneurial leadership, innovation and sustainability represents a strategic approach that connects economic, social and environmental objectives, creating conditions for civil construction organizations to position themselves in a differentiated way in the market and strengthen their reputation before stakeholders who are increasingly aware of the impacts of productive activities (Freitas Lousã, 2013).

The combination of these elements requires managers to act as facilitators of change processes, guiding teams in the adoption of practices that transcend traditional project execution patterns and enable constructive solutions capable of balancing operational efficiency and socio-environmental responsibility (Salgado et al., 2012).

Entrepreneurial leadership, when articulated with sustainable innovation strategies, contributes to creating organizational environments characterized by high adaptive capacity, collective engagement, and openness to learning, indispensable factors to overcome cultural resistance and advance in the consolidation of more responsible construction models (Negrão et al., 2024).

The engagement of the teams depends, to a large extent, on the clarity of communication and the coherence between institutional discourses and the actions effectively implemented by leaders, as credibility is an essential asset to sustain

changes that involve calculated risks and significant investments in new technologies (Freitas Lousã, 2013).

The integration between innovation and sustainability requires managers to develop technical and relational skills capable of promoting cooperation between different areas, ensuring that the accumulated knowledge is shared and incorporated into operational practices in a systematic way (Salgado et al., 2012).

National and international experiences show that companies that adopt integrated strategies are able to reduce waste, improve energy efficiency indicators, achieve environmental certifications, and increase customer satisfaction, creating competitive advantages that are perpetuated in the long term (Negrão et al., 2024).

The proactive performance of leaders becomes a determining factor to create the necessary willingness to face challenges associated with changing processes and behaviors, especially in sectors such as civil construction, where the predominance of traditional paradigms still limits the dissemination of innovative practices (Freitas Lousã, 2013).

The alignment between organizational culture and sustainable objectives strengthens the sense of collective belonging, allowing employees to recognize their role in building solutions that generate shared value and contribute to mitigating the environmental and social impacts of productive activities (Negrão et al., 2024).

The construction of a favorable environment for innovation also depends on the implementation of monitoring systems that evaluate the progress of initiatives and provide consistent feedback on results, enabling continuous adjustments and reinforcing the teams' confidence in the effectiveness of the strategies adopted (Salgado et al., 2012).

Public policies and regulatory instruments exert a significant influence on the pace of adoption of sustainable practices, creating incentives that can accelerate the integration between innovation and socio-environmental responsibility, but the effectiveness of these measures depends on the committed performance of managers in mobilizing the necessary resources (Freitas Lousã, 2013).

Entrepreneurial leadership is especially important in highly complex environments, as it allows for the reconciliation of diverse interests, articulation of strategic partnerships, and inspiring confidence in times of uncertainty, fundamental

attributes to enable investments in clean technologies and construction processes with less environmental impact (Negrão et al., 2024).

The strengthening of collective competencies aligned with sustainability involves the continuous training of professionals and the creation of spaces for dialogue that stimulate creativity and the exchange of experiences, establishing the basis for an organizational culture oriented to permanent learning (Salgado et al., 2012).

The integration between leadership, innovation and sustainability creates conditions for companies to expand their capacity to respond to the demands of global and local markets, while consolidating a positive institutional image that is compatible with contemporary values of social and environmental responsibility (Freitas Lousã, 2013).

The results of this integration can be observed in the valuation of intangible assets, such as reputation and intellectual capital, which become competitive differentials in scenarios of high competition and growing demands for transparency and commitment to sustainable development (Negrão et al., 2024).

The construction of a management model that integrates these dimensions requires, therefore, visionary leadership, committed and capable of inspiring employees and partners to actively contribute to the consolidation of processes that transform sustainability into a strategic and structuring pillar of innovation (Freitas Lousã, 2013).

METHODOLOGY

The research was developed through a bibliographic review with a qualitative focus, bringing together content that deals with entrepreneurial leadership, innovation and sustainability in civil construction in an articulated way.

The materials consulted included scientific articles, institutional reports, and books published in recent years, prioritizing productions that presented data applicable to the Brazilian reality and discussed management practices.

The selection of texts was made from searches in academic databases, using keywords related to the theme, such as "sustainable innovation", "organizational leadership" and "sustainable civil construction", with no language restriction. The reading was conducted in an exploratory and analytical manner, with emphasis on approaches that showed evidence of effective results in companies in the sector or that presented consistent reflections on the subject.

During the analysis stage, excerpts were gathered that helped to understand how entrepreneurial leadership can create favorable conditions for the adoption of innovative practices and the strengthening of the culture of sustainability.

RESULTS AND DISCUSSION

The survey of references showed that entrepreneurial leadership exerts a decisive influence on the speed and quality of the adoption of innovative practices in the civil construction sector, because when managers act in a participatory way, they stimulate the involvement of teams and facilitate the acceptance of changes that are often initially perceived as threats, and it is recurrent that sustainable projects with better results arise in environments where there is openness for dialogue, technical autonomy and recognition of collective effort as a factor of competitive differentiation that goes beyond the limits of the work and is projected on the institutional reputation of the company and its ability to attract new contracts in more demanding markets (Freitas Lousã, 2013).

It was evident that the combination between innovation and sustainability does not occur spontaneously, but is the result of a strategic intentionality sustained by leaders who recognize the need to reconcile economic and environmental indicators in all phases of the project, from architectural design to the operation of the project, a scenario that confirms that sustainable innovation requires a change in managerial posture focused on the long term and commitment to results that will in addition to minimum compliance with legislation, reinforcing the importance of promoting a culture of permanent learning and cooperation between different areas (Negrão et al., 2024).

The data showed that companies with experience in the use of recognized environmental certifications are able to obtain significant gains in reputation and competitiveness, but this process is usually made possible when entrepreneurial leadership demonstrates the ability to create consensus around collective objectives, overcoming initial objections related to costs and technical complexity, a condition that contributes to consolidating new forms of relationship with suppliers. customers and other strategic partners interested in constructive solutions that generate shared value and position the organization in a differentiated way in the market (Salgado et al., 2012).

It was identified that the formation of cooperation networks with universities, research centers and entities in the sector is a factor that enhances sustainable

innovation, as it expands access to technical information, emerging technologies and practical experiences of other companies, creating a collective learning environment that feeds cycles of continuous improvement, a condition that depends directly on leaders with an articulating profile and willingness to establish partnerships that transcend the traditional limits of the civil construction production chain and make room for solutions that associate quality, efficiency and respect for the principles of sustainability (Freitas Lousã, 2013).

The analyses showed that sustainable innovation, when accompanied by entrepreneurial leadership, contributes not only to reducing waste and operating costs, but also to strengthening the engagement of teams, who begin to perceive meaning in the tasks and to identify concrete benefits resulting from environmentally responsible practices, showing that the stimulation of protagonism and autonomy is essential to consolidate behaviors aligned with the new strategic objectives and to reduce the natural resistance that usually accompanies processes of change in historically conservative sectors (Negrão et al., 2024).

The studies showed that many companies still treat sustainability as a set of specific practices aimed at meeting legal requirements, without integrating these actions into the organization's core strategy, a scenario that limits the transformative potential of innovation and reveals the importance of leadership as an element that guides the consolidation of an organizational culture genuinely committed to environmental and social performance. in addition to the financial results that remain as a parameter of economic viability of the projects (Salgado et al., 2012).

It was possible to see that the adoption of digital systems, such as Building Information Modeling, has a relevant impact on the management of sustainable enterprises, as it allows simulating scenarios, predicting environmental impacts, and optimizing construction processes, but the effectiveness of these tools depends on the performance of leaders capable of investing in continuous training, mobilizing financial resources, and keeping the team motivated to adopt new ways of working that often imply changes in the operational routine and in the relationship between the professionals involved (Freitas Lousã, 2013).

The results showed that companies that invest in innovation aligned with sustainability gain greater capacity to compete in markets that value responsible practices, especially in public bids and partnerships with institutional investors that

include environmental and social criteria in their selection processes, indicating that entrepreneurial leadership, by creating the internal conditions for these strategies to be viable, exerts a direct influence on the generation of new business opportunities and on the continuity of the organization in highly competitive environments (Negrão et al., 2024).

It was observed that the strengthening of a culture of innovation depends on systematic actions of recognition and appreciation of employees who contribute with creative solutions, as this incentive reinforces the perception of belonging and legitimizes individual effort as part of a collective project that aims to transform the way of producing and delivering value, a characteristic that appears recurrently in the success cases analyzed and that confirms the relevance of managers who act as facilitators and not only as process controllers (Salgado et al., 2012).

The studies consulted indicate that the creation of clear indicators of environmental, financial and social performance is essential to monitor the progress of innovative practices and to ensure that the results are measured objectively, generating data that can support managerial decisions and demonstrate to the market the company's effective commitment to sustainability. this practice is more common in organizations that have leaders committed to maintaining transparency and coherence between discourse and action (Freitas Lousã, 2013).

The survey also revealed that cultural change in construction companies occurs gradually and requires persistence from leaders, as it is common for the first sustainable projects to face distrust and find it difficult to legitimize new standards, reinforcing that the transformation process needs to be accompanied by clear communication and actions that demonstrate concrete benefits for the team and for the company as a whole (Negrão et al., 2024).

The cases analyzed showed that sustainable innovation generates effects that extend beyond the projects, as it positively impacts the perception of customers, suppliers and the community, creating an institutional image that favors the winning of new contracts and strengthens the company's reputation as a responsible organization, a characteristic that represents a competitive advantage that is increasingly valued in the contemporary market (Salgado et al., 2012).

It was found that the integration between innovative practices and sustainability strategies expands the company's ability to attract and retain qualified professionals, as

many employees seek work environments that respect ethical principles and offer space for the development of projects that have a positive impact on society, a scenario that shows that investment in organizational culture also translates into productivity gains and commitment (Freitas Lousã, 2013).

The reflections indicate that entrepreneurial leadership not only accelerates the process of adopting innovations, but also creates an environment conducive to learning, allowing teams to evolve collectively and develop solutions adapted to the company's reality, consolidating a knowledge base that can be used in future projects and that becomes an important strategic asset for the financial and operational sustainability of the business (Negrão et al., 2024).

In summary, the results gathered in the review reinforce that the integration between entrepreneurial leadership, innovation, and sustainability represents a necessary path for companies that want to remain competitive, strengthen their reputation, and meet social expectations for more responsible practices, confirming that the willingness to invest in cultural and technological transformation is the differential that separates stagnant organizations from those that thrive in increasingly demanding markets (Salgado et al., 2012).

FINAL CONSIDERATIONS

The set of analyses carried out allowed us to understand that entrepreneurial leadership has a decisive role in the consolidation of an organizational culture open to innovation and committed to sustainability, as it is the managers who create the minimum conditions for innovative practices to be tested, adjusted and integrated into the daily functioning of companies in the civil construction sector. showing that the willingness to take calculated risks and promote collective engagement is an essential factor to transform good intentions into concrete results.

The investigation showed that sustainable innovation is not limited to the adoption of technologies or certifications but involves a profound change in the way of thinking about processes, structuring teams, and establishing strategic priorities, reinforcing that only organizations with clear purpose and genuine commitment to reducing environmental impacts can generate value that is recognized by customers and business partners.

It was possible to notice that, in practice, many companies still treat sustainable initiatives as one-off actions, disconnected from strategic planning, which makes it difficult to achieve long-term results and creates a perception that sustainability is an additional cost and not an opportunity for competitive differentiation, a reality that can be reversed by leaders capable of clearly communicating the benefits associated with the transformation of processes and practices.

The study showed that work environments where there is an incentive for autonomy and appreciation of creativity tend to have a greater capacity to adapt to new regulatory and market requirements, a characteristic that reinforces the importance of investing in the development of entrepreneurial skills and in the formation of multidisciplinary teams that know how to combine technical knowledge with a systemic vision.

It was clear that companies that stand out for the adoption of innovative and sustainable practices find it easier to establish strategic partnerships, raise funds and attract qualified professionals, creating a virtuous circle where innovation and environmental responsibility feed back and come to be perceived as intangible assets that strengthen institutional reputation.

The results showed that coherent and committed leaders exert a direct influence on the behavior of the teams, as the manager's credibility is a central element to reduce resistance and legitimize changes, especially in sectors where traditional practices and a culture of risk aversion prevail.

The review also revealed that sustainability can be incorporated gradually, starting with specific adjustments and evolving to more structured strategies, as long as there is internal political will and willingness to review processes based on objective data and accumulated learning.

It was found that sustainable innovation only thrives in contexts where there is clarity of objectives, mechanisms for monitoring results, and willingness of all those involved to review practices that do not deliver consistent value, an aspect that reinforces the relevance of integrating the theme into long-term planning.

The survey made it possible to identify that investment in continuous training and digital technologies can accelerate the transition to more efficient and less impactful construction models, making the company more prepared to meet the demands of a market that is increasingly attentive to social and environmental practices.

Thus, the reflections presented in this work indicate that the combination of entrepreneurial leadership, innovation and sustainability not only increases the company's competitiveness, but also represents an ethical commitment to future generations, reaffirming that economic results and environmental responsibility can go hand in hand when there is a strategic vision and willingness to evolve.

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