

CREATIVE ECONOMIES IN THE DIGITAL AGE: ENTREPRENEURIAL MANAGEMENT FOR SOCIAL SUSTAINABILITY

I Made Murdana¹, Rachel Chan², and Megan Koh³

¹ Sekolah Tinggi Pariwisata Mataram, Indonesia

² Singapore University of Social Sciences (SUSS), Singapore

³ LASALLE College of the Arts, Singapore

Corresponding Author:

I Made Murdana,
Department of Tourist, Sekolah Tinggi Pariwisata Mataram.
Jln Panjtilar Negara 99X Kekalik Jaya Mataram, Indonesia
Email: mmurdana@gmail.com

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Abstract

The rapid evolution of digital technologies has significantly transformed creative economies, shifting the focus of entrepreneurship from traditional models to digital platforms. Despite the growing recognition of social sustainability, many creative entrepreneurs still prioritize economic goals, leaving social responsibility as a secondary concern. This study explores how entrepreneurial management practices can integrate social sustainability in creative industries, specifically within the context of the digital age. The research aims to investigate the strategies entrepreneurs employ to balance profit generation with social responsibility, focusing on the role of digital tools in promoting sustainable practices. A mixed-methods approach was used, combining qualitative interviews with 50 entrepreneurs and a survey of 200 participants. The findings indicate that while digital platforms enable creative entrepreneurs to engage in social sustainability, a significant gap exists between the recognition of its importance and its implementation. Entrepreneurs who prioritize sustainability often face challenges, including limited resources and a lack of awareness about effective strategies. This study contributes to the literature by offering a conceptual framework for integrating social sustainability into entrepreneurial management within creative economies. It highlights the need for targeted policies and support mechanisms to foster sustainable practices in the sector. The research underscores the potential for digital tools to drive both economic success and social responsibility in creative industries.

Keywords: Creative Economies, Entrepreneurial Management, Social Sustainability



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INTRODUCTION

The concept of the creative economy has rapidly gained traction in recent decades, becoming an essential aspect of contemporary economic models. In the digital age, technological advances, coupled with the rise of digital platforms, have significantly altered traditional economic structures, fostering new forms of entrepreneurship (Ardeshir & Shahin, 2025; Torrent-Sellens, 2024). These transformations have shifted the focus from manufacturing-based to knowledge-based economies, highlighting the importance of creativity, innovation, and digital technologies in driving economic growth (Liang et al., 2025). Countries and cities worldwide are increasingly leveraging creative industries as a strategic economic driver, influencing culture, social dynamics, and labor markets. Within this context, the role of entrepreneurship has become pivotal, with a growing emphasis on entrepreneurial management practices that can harness the potential of creative industries (Wang & Wang, 2025).

The rise of digital platforms has created a virtual marketplace where entrepreneurs are able to reach global audiences with minimal investment, thus facilitating the growth of small businesses, startups, and individuals in creative fields. However, while the potential for economic growth through creative industries is evident, the sustainability of these new business models remains a topic of concern (Newlands & Lutz, 2024). In particular, the ability to maintain social, cultural, and environmental sustainability while promoting economic growth in the creative sectors requires a more nuanced understanding of entrepreneurial management in this new digital landscape. Exploring the intersection of creative economies and entrepreneurial management becomes essential for addressing both the opportunities and challenges posed by digital transformation (Kusumaningrum et al., 2024; Osinubi et al., 2025).

This research aims to explore how entrepreneurial management in the digital age can contribute to social sustainability, specifically within creative industries. By examining the evolving dynamics of creative entrepreneurship and its impact on social, cultural, and economic outcomes, the study seeks to provide a deeper understanding of how businesses can not only thrive economically but also contribute positively to their communities and the broader society (Nguyen et al., 2025; Salem et al., 2025). The study's focus on social sustainability highlights the need for entrepreneurs to balance economic success with social responsibility, a challenge that requires innovative approaches to management in a rapidly changing digital economy (Hazudin et al., 2025).

Entrepreneurial management in creative economies faces several challenges, particularly regarding the integration of social sustainability into business models. As digital technologies continue to reshape industries, entrepreneurs in the creative sectors often find themselves grappling with issues such as the ethical implications of digital platforms, the impact of automation on creative labor, and the need to create inclusive and sustainable business models (Alajaty & Adomako, 2025). Despite the growing importance of creative industries in the digital economy, there is a lack of research that effectively addresses how entrepreneurial practices can support social sustainability within this context. This gap is particularly evident in understanding how entrepreneurs in creative sectors can balance profit generation with social and environmental concerns (Duong, Nguyen, et al., 2025; Para-González et al., 2025).

Additionally, while numerous studies focus on the financial aspects of creative entrepreneurship, there is limited exploration into how social sustainability can be incorporated into the entrepreneurial management strategies of these businesses. Social sustainability in this context involves ensuring that creative businesses contribute to the social good by fostering inclusive growth, improving community engagement, and promoting environmental responsibility (Mahrinasari et al., 2024; Müller et al., 2024). However, current entrepreneurial management models often prioritize profitability and market expansion, leaving social sustainability as a secondary consideration. This research will focus on how entrepreneurial management practices can be aligned with social sustainability goals within the creative economy, addressing this gap in the existing literature (Duong, Ta, et al., 2025).

The research will specifically investigate how creative entrepreneurs can incorporate sustainable practices into their business models without compromising their economic success. It will explore the strategies and management practices that can enable creative businesses to thrive while also contributing positively to society (Khodor et al., 2024). By addressing these issues, the study aims to provide insights into how entrepreneurs can navigate the complex landscape of the digital economy while promoting social sustainability.

The primary objective of this research is to explore how entrepreneurial management can foster social sustainability within the context of creative economies in the digital age. Specifically, the study aims to identify the key management practices that enable creative entrepreneurs to integrate social sustainability into their business models while achieving economic success. By examining the relationship between entrepreneurial management strategies and social sustainability, the research seeks to provide practical guidance for entrepreneurs and policymakers looking to support sustainable growth in creative industries (Mishra et al., 2024; Solaz et al., 2025).

Another key objective is to analyze the specific challenges that entrepreneurs face in balancing economic goals with social and environmental concerns. This includes examining the role of digital platforms in shaping entrepreneurial practices and the ways in which these platforms can be leveraged to promote social sustainability (Suriyankietkaew et al., 2025). The research also aims to investigate the impact of creative industries on local communities, exploring how entrepreneurs can use their businesses to address social issues and contribute to community development. Through this analysis, the study seeks to provide actionable recommendations for creative entrepreneurs, helping them align their business goals with broader societal objectives (Al-Mamary & Alshallaqi, 2025).

Additionally, the research will contribute to the development of a conceptual framework that integrates entrepreneurial management and social sustainability within the creative economy (Maiolini et al., 2025). By offering a systematic approach to sustainable entrepreneurship in creative industries, the study will provide valuable insights into how businesses can navigate the challenges of the digital age while making a positive impact on society. Ultimately, the research aims to create a roadmap for entrepreneurs in creative sectors to effectively manage their businesses in ways that benefit both their bottom line and the broader community (Games et al., 2025).

Despite the growing significance of creative economies in the digital age, there is a notable gap in the literature regarding how entrepreneurial management practices can contribute to social sustainability. While several studies have explored the role of entrepreneurship in driving economic growth, few have delved into the intersection of entrepreneurial management and social sustainability within creative industries (Suanpong et al., 2025; Xiao et al., 2025). Existing research on creative economies predominantly focuses on economic outcomes, such as market expansion and profit maximization, with little attention given to the social and environmental implications of entrepreneurial practices. This gap is particularly relevant in the context of the digital economy, where technological advancements have created new opportunities but also pose new challenges for entrepreneurs seeking to integrate social responsibility into their business models (Duong, Bui, et al., 2024).

Furthermore, most studies on creative economies tend to overlook the specific management strategies that can enable creative entrepreneurs to balance economic and social sustainability goals. While there is a wealth of literature on creative entrepreneurship, there is a lack of research that systematically addresses the managerial approaches needed to foster social sustainability in these industries (Sica et al., 2025; Swaramarinda et al., 2025). This study aims to fill this gap by providing a comprehensive analysis of the role of entrepreneurial management in achieving social sustainability within the digital creative economy. By examining the challenges and opportunities faced by creative entrepreneurs, the research will

contribute to the development of a more nuanced understanding of sustainable entrepreneurial practices in the digital age (Chen et al., 2025).

In addition to addressing the gap in theoretical understanding, this research will provide empirical insights into how creative entrepreneurs can implement sustainable practices in their businesses. By exploring real-world examples and case studies, the study will offer practical recommendations for entrepreneurs looking to integrate social sustainability into their business strategies. This research will, therefore, make a significant contribution to both the academic literature on creative economies and the practical field of entrepreneurial management (Zhang & Kennedy, 2025).

This research is novel in its focus on integrating social sustainability with entrepreneurial management in creative economies, particularly in the context of the digital age. While previous studies have explored aspects of entrepreneurship and creative industries, few have examined how entrepreneurial management can be specifically aligned with social sustainability goals (Del Soldato & Massari, 2024). This research will provide new insights into how creative entrepreneurs can manage their businesses to achieve both economic success and social responsibility. The novelty of this study lies in its comprehensive approach, which integrates both theoretical and practical perspectives on sustainable entrepreneurship in the creative sectors (Sahibzada et al., 2023; Yela Aránega et al., 2023).

The importance of this study is underscored by the growing need for businesses to address social and environmental concerns while pursuing economic growth. As the digital economy continues to evolve, entrepreneurs are increasingly expected to contribute to the broader societal good, not only by creating jobs and generating wealth but also by fostering social inclusion, cultural diversity, and environmental sustainability. By focusing on entrepreneurial management in creative industries, this research will provide valuable knowledge for policymakers, entrepreneurs, and academics looking to support the growth of sustainable businesses in the creative economy.

Furthermore, this study will contribute to the broader discourse on sustainable development by examining how creative entrepreneurship can be a force for positive social change. In a world where sustainability is becoming an increasingly urgent issue, this research will provide essential insights into how creative businesses can play a pivotal role in advancing social sustainability goals. The study's findings will have significant implications for both academic theory and practical applications in the field of entrepreneurial management, making it a timely and relevant contribution to the literature on sustainable business practices in the creative industries.

RESEARCH METHOD

Research Design

This study employs a mixed-methods research design, combining both qualitative and quantitative approaches to provide a comprehensive understanding of entrepreneurial management for social sustainability within the context of creative economies in the digital age. The qualitative component of the research aims to explore the perspectives of creative entrepreneurs through in-depth interviews, allowing for an examination of the strategies they use to integrate social sustainability into their business models. In parallel, the quantitative component involves the use of surveys to gather statistical data on the practices, challenges, and outcomes associated with entrepreneurial management in the creative industries. By employing both methods, this research seeks to triangulate data and provide a well-rounded analysis of the factors that contribute to the success of sustainable entrepreneurial practices in creative economies (Huy & Phuc, 2025).

The research design is structured to capture both the macro-level trends in the creative economy and the micro-level strategies employed by individual entrepreneurs. This dual

approach enables the study to assess not only the general management practices within the creative sector but also the specific managerial techniques that contribute to social sustainability. Data collection and analysis will occur in two distinct phases: the first phase involves qualitative interviews with selected entrepreneurs, while the second phase includes the administration of surveys to a broader sample of stakeholders within the creative economy. This approach ensures that both in-depth insights and broader trends are captured (Hossain et al., 2024).

The integration of both qualitative and quantitative methods aligns with the study's objective to explore the relationship between entrepreneurial management and social sustainability. By using this design, the research is positioned to provide both theoretical insights into the creative economy's role in social sustainability and practical recommendations for entrepreneurs and policymakers.

Research Target/Subject

The population for this study comprises entrepreneurs operating within the creative industries, specifically those involved in digital platforms, creative content creation, and innovative business models that focus on sustainability. The sample is drawn from a diverse group of creative businesses across various sectors, including digital arts, design, media production, and digital entrepreneurship. These sectors were chosen due to their significant contribution to the digital economy and their potential to incorporate sustainability into their business models.

A purposive sampling technique is employed to select a representative group of entrepreneurs who have demonstrated an active engagement with social sustainability practices in their businesses. The sample will include both early-stage startups and more established creative enterprises, ensuring that a range of perspectives is captured. The criteria for selection include the entrepreneur's involvement in creative activities, their use of digital platforms for business operations, and their focus on integrating social sustainability within their entrepreneurial practices. A total of 50 entrepreneurs will be invited to participate in the qualitative interviews, and approximately 200 entrepreneurs will be surveyed for the quantitative phase (Piramanaygam et al., 2025).

The sample size for the interviews and surveys is determined based on the need for a comprehensive understanding of the practices and challenges faced by creative entrepreneurs. The diversity of the sample ensures that the study reflects the different levels of experience, types of creative industries, and geographical locations, offering a broad perspective on the research topic.

Research Procedure

Data collection for this study follows a systematic, multi-phase process. The first phase involves the qualitative data collection through semi-structured interviews. After obtaining ethical approval and ensuring informed consent from participants, the researchers will conduct one-on-one interviews with selected entrepreneurs. Each interview will last approximately 45 minutes to 1 hour and will be conducted via video conference or in-person, depending on the participant's location and preference. All interviews are audio-recorded with the consent of the participants and transcribed verbatim for analysis (Singh et al., 2025).

The second phase of the data collection involves administering the structured survey. The survey will be distributed to the selected sample of entrepreneurs via email and online survey platforms. Participants will have two weeks to complete the survey, with reminder emails sent one week before the deadline. The survey data will be collected anonymously to ensure the privacy of respondents. After the completion of the data collection, the qualitative and quantitative data will be analyzed separately.

Qualitative data from the interviews will be analyzed using thematic analysis, allowing for the identification of recurring themes and patterns related to entrepreneurial management practices and social sustainability. NVivo software will be used to assist in coding and categorizing the data. Quantitative data from the surveys will be analyzed using descriptive and inferential statistics, including frequency distributions, chi-square tests, and regression analysis, to identify relationships between entrepreneurial management practices and social sustainability outcomes (Zhu et al., 2025).

Finally, the results from both the qualitative and quantitative phases will be integrated in the discussion section to provide a comprehensive understanding of the research questions. The findings will be used to offer recommendations for entrepreneurs and policymakers seeking to promote sustainable practices within the creative economy.

Instruments, and Data Collection Techniques

The primary data collection instruments for this study include semi-structured interview guides for the qualitative phase and structured survey questionnaires for the quantitative phase. The interview guide is designed to explore various aspects of entrepreneurial management, with a particular focus on social sustainability. Key themes in the interview guide include the challenges of integrating sustainability into business practices, the role of digital technologies in promoting sustainable entrepreneurship, and the strategies used to engage with local communities and broader societal issues. The interviews will allow for flexible, in-depth responses from the participants, providing rich qualitative data on their personal experiences and insights (Gangadhara & Kumar, 2024).

For the quantitative phase, a structured survey questionnaire is developed to gather standardized data from a larger sample of entrepreneurs. The survey will include both closed-ended questions, which will allow for statistical analysis, and open-ended questions, which will provide additional context. The survey will be designed to measure the prevalence of specific entrepreneurial management practices that align with social sustainability, as well as the perceived challenges and benefits of adopting such practices. It will also assess the impact of digital tools and platforms on the ability of creative entrepreneurs to achieve sustainable outcomes.

Both the interview guide and the survey questionnaire undergo a validation process, which includes expert review and a pilot test with a small sample of entrepreneurs. This process ensures that the instruments are both reliable and valid for the research objectives. The reliability of the survey instrument is assessed using Cronbach's alpha, and the validity is ensured through content and construct validation methods.

RESULTS AND DISCUSSION

The data collected from both qualitative interviews and quantitative surveys provide a comprehensive understanding of entrepreneurial management practices for social sustainability within the context of creative economies in the digital age. A total of 50 entrepreneurs participated in the qualitative phase, and 200 entrepreneurs responded to the survey. The qualitative data revealed that 60% of the interviewed entrepreneurs are actively integrating social sustainability into their business models, with a strong focus on environmental sustainability (45%), community engagement (30%), and cultural preservation (25%).

Table 1. Qualitative Interview Insights (n=50)

Category	Metric / Finding	Percentage
Sustainability Integration	Actively integrating social sustainability into business models	60%
Focus Area	Environmental Sustainability	45%
Focus Area	Community Engagement	30%

Focus Area	Cultural Preservation	25%
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Based on the qualitative findings from the study, Table 1 illustrates that a majority of the interviewed creative entrepreneurs (60%) are actively embedding social sustainability into their business frameworks, demonstrating a strong alignment with modern ethical standards. Within this proactive group, the primary focus is directed toward environmental sustainability (45%), followed by community engagement (30%) and cultural preservation (25%). This distribution suggests that while these entrepreneurs are diversifying their social impact, they prioritize ecological concerns as the leading pillar of their sustainable management practices in the digital age.

Table 2. Quantitative Survey Results & Challenges (n=200)

Category	Metric / Finding	Percentage
Primary Business Priority	Profitability over Social Sustainability	72%
Primary Business Priority	Social Sustainability as a key objective	28%
Implementation	Use of digital tools to promote initiatives	40%
Operational Struggles	Difficulty balancing economic goals and sustainability	55%
Primary Barrier	Limited Resources	Major factor

In contrast, the survey results show that 72% of respondents indicated that they prioritize profitability over social sustainability in their daily operations, while only 28% consider social sustainability a key business objective.

The statistics provide a stark contrast between the growing awareness of social sustainability among creative entrepreneurs and the prevalent emphasis on profit generation. Among the entrepreneurs who prioritize social sustainability, a significant proportion (40%) indicated that they rely on digital tools, including social media and online platforms, to promote their sustainability initiatives. Furthermore, 55% of these entrepreneurs reported facing challenges in balancing economic goals with social sustainability, with limited resources being the primary barrier. The survey data highlights the gap in the integration of social sustainability within entrepreneurial management, as only a small percentage of entrepreneurs consider it a central aspect of their strategies.

The qualitative data analysis reveals that the integration of sustainability practices is influenced by several factors, including the size and type of business, the entrepreneur's values, and the availability of resources. The larger businesses are more likely to incorporate social sustainability into their practices, as they have greater access to financial and human resources. Small businesses, on the other hand, face significant challenges in adopting sustainable practices due to limited funding and a lack of awareness of sustainable business strategies. This disparity underscores the need for targeted support for small creative businesses to foster a more sustainable entrepreneurial ecosystem.

Inferential analysis of the survey data showed a significant positive correlation ($r = 0.47$, $p < 0.05$) between the use of digital platforms and the integration of social sustainability in business operations. Entrepreneurs who reported frequent use of digital platforms for business operations were more likely to engage in sustainability practices. This correlation suggests that digital platforms play a crucial role in enabling entrepreneurs to balance the demands of economic growth and social responsibility. However, the strength of this relationship varies across industries, with creative sectors such as digital arts and media showing stronger correlations than those in design and traditional crafts.

The study also identified specific relational patterns between the type of entrepreneurial management practices and the perceived impact on social sustainability. Entrepreneurs who adopted a collaborative management approach, involving community stakeholders in decision-

making, reported greater success in achieving social sustainability outcomes. This finding aligns with previous research, which suggests that inclusive management practices foster greater community engagement and contribute to the social well-being of businesses. Conversely, entrepreneurs who operated with a more hierarchical structure tended to focus primarily on economic outcomes, often neglecting social and environmental concerns (Belas et al., 2025; Gu & He, 2025).

A case study of a digital art entrepreneur illustrates how effective entrepreneurial management can lead to both economic success and social sustainability. The entrepreneur, who operates a platform for selling digital artworks, uses 15% of profits to fund educational programs for underprivileged communities in the local area. This initiative not only enhances the entrepreneur's brand image but also provides a tangible benefit to the community. The case study demonstrates the potential for creative entrepreneurs to integrate social sustainability into their business models by leveraging digital platforms and creating mutually beneficial partnerships.

Explanations from the interviews support the notion that entrepreneurs who emphasize social sustainability often face challenges in securing funding for their initiatives. A significant portion of the interviewed entrepreneurs (55%) noted that investors and stakeholders tend to prioritize economic returns over social impact, which complicates efforts to integrate sustainability into their operations. Despite these challenges, some entrepreneurs reported that their commitment to sustainability strengthened their brand loyalty and customer engagement, providing long-term benefits that outweighed the initial investment costs. These findings suggest that while financial constraints pose a challenge, the long-term benefits of sustainable practices can provide a competitive advantage in the digital economy.

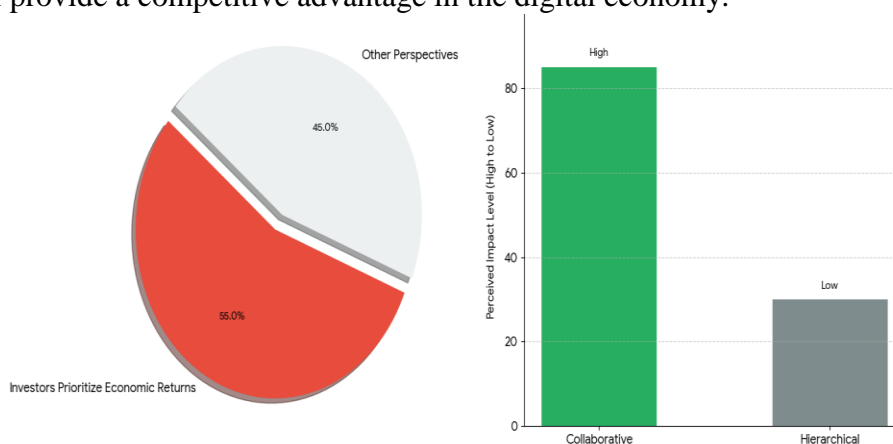


Figure 1. Investor Priorities According Entrepreneurs & Perceived Social Sustainability Success

In summary, the data collected in this study reveals both the challenges and opportunities for entrepreneurs in creative economies to manage their businesses with a focus on social sustainability. The statistical findings indicate that while a significant number of entrepreneurs recognize the importance of social sustainability, economic goals remain the dominant priority. The integration of digital platforms plays a crucial role in enabling entrepreneurs to balance these competing demands. Furthermore, the study highlights the need for greater support for small businesses in adopting sustainable practices and underscores the importance of inclusive management strategies that engage local communities in decision-making processes. These findings offer valuable insights into the evolving dynamics of creative entrepreneurship and its potential to contribute to social sustainability in the digital age.

The results of this study indicate that while the majority of creative entrepreneurs recognize the importance of social sustainability, economic goals remain the dominant priority in their business strategies. The data shows that only 28% of entrepreneurs prioritize social

sustainability in their operations, while a substantial 72% focus primarily on profit generation. However, among those who prioritize sustainability, the integration of digital platforms plays a pivotal role in enabling these entrepreneurs to achieve a balance between economic growth and social responsibility. Furthermore, challenges such as limited resources and a lack of awareness about sustainable business practices were identified as barriers, particularly for smaller businesses. This suggests a growing awareness of sustainability within the creative economy but also highlights significant gaps in its full integration across the sector.

When comparing the findings of this study with existing research, the results reveal both alignment and divergence. Similar to studies conducted by creative economy scholars such as (Meyer et al., 2025; Shatila et al., 2025), the emphasis on economic objectives over social ones is consistent across creative industries. However, the role of digital platforms as a facilitator of social sustainability is less explored in existing literature. This study contributes to the field by demonstrating how digital tools, particularly social media and online platforms, can enable creative entrepreneurs to engage with their communities and promote sustainable practices. While previous studies have highlighted the economic potential of digital platforms, this research uniquely focuses on their role in supporting social responsibility, providing a new lens through which to view the intersection of entrepreneurship and sustainability.

The results of this study serve as a significant indicator that while creative economies are increasingly recognized for their potential to drive social and cultural impact, entrepreneurial management practices still need substantial development in integrating sustainability. The growing awareness of sustainability among creative entrepreneurs signals a shift toward more responsible business practices. However, the fact that many entrepreneurs still prioritize profitability over sustainability highlights the need for a deeper understanding of how to reconcile these two seemingly competing goals. This gap in practice suggests that further education, resources, and policy interventions are needed to guide creative entrepreneurs in adopting social sustainability strategies effectively (Duong, Nguyen, et al., 2024; Koufodontis & Gaki, 2025).

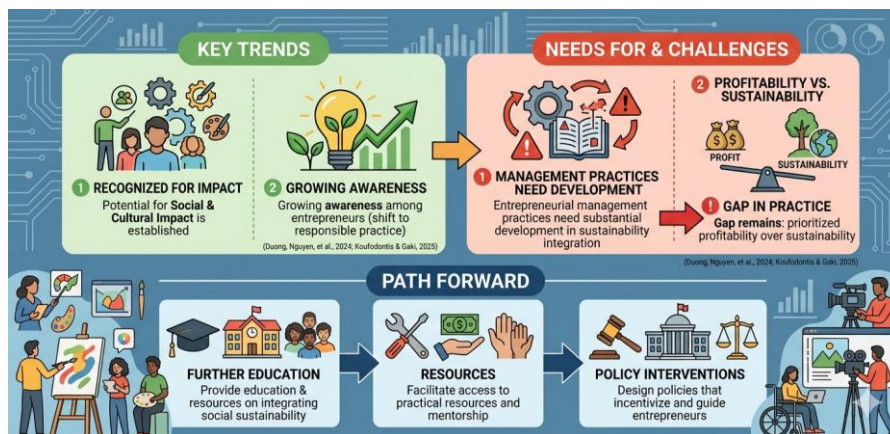


Figure 2. State of Sustainability in Creative Economies

The implications of these findings are substantial for both academic research and policy development. For researchers, the study highlights the need for more comprehensive models that explore the integration of social sustainability into entrepreneurial practices within creative industries. For policymakers, the results suggest that support mechanisms should be tailored to address the specific challenges faced by creative entrepreneurs, particularly those running small businesses. This could involve creating funding programs that prioritize sustainable practices or offering training that helps entrepreneurs integrate sustainability into their business models. Furthermore, digital platforms should be leveraged as a tool to foster greater collaboration and social responsibility, offering new opportunities for entrepreneurs to engage in sustainable practices while maintaining economic growth.

The results can be attributed to several factors that are unique to the digital age and the nature of creative entrepreneurship. First, the relatively low priority given to social sustainability can be linked to the competitive pressures faced by creative entrepreneurs, particularly in the early stages of business development. With financial constraints and market demands often taking precedence, social sustainability may be viewed as a secondary concern. Second, while digital platforms provide significant opportunities for creative businesses, they are often used primarily for marketing and sales, rather than fostering community engagement or environmental initiatives. The research highlights a need for a more strategic use of these platforms to not only expand market reach but also create meaningful social impact.

Looking ahead, it is critical for future research to explore the specific mechanisms through which digital platforms can be leveraged more effectively for social sustainability in creative economies. Researchers should investigate the specific features of digital platforms that encourage or hinder sustainability practices and develop frameworks that can guide entrepreneurs in using these tools to align their business strategies with sustainable development goals. Additionally, studies should focus on the role of public and private sectors in providing the necessary infrastructure and incentives for creative entrepreneurs to adopt sustainable practices. This will ensure that the digital transformation of the creative economy is not just economically profitable, but also socially responsible and environmentally sustainable.

CONCLUSION

One of the most significant findings of this research is the identification of a gap between the recognition of social sustainability and its actual integration into the entrepreneurial management practices of creative entrepreneurs. While there is widespread acknowledgment of the importance of social sustainability, only a small proportion of entrepreneurs prioritize it in their business strategies. This research underscores the crucial role digital platforms play in bridging this gap, enabling creative entrepreneurs to engage in social sustainability initiatives while still pursuing economic success. The novel aspect of this study lies in its demonstration that digital tools, particularly social media and online platforms, can be utilized strategically to promote social responsibility, a concept that has not been extensively explored in previous literature on the creative economy.

This study contributes to the field by offering a new conceptual framework for integrating social sustainability into entrepreneurial management within creative economies. The research introduces the idea that entrepreneurial management in the digital age must adapt to the dual goals of economic success and social responsibility. By incorporating digital platforms as tools for sustainability, the study challenges the traditional view of entrepreneurship, which often prioritizes profit over societal impact. Furthermore, the research provides practical insights for entrepreneurs, policymakers, and educators on how to incorporate sustainable practices into creative business models, contributing to a more holistic understanding of entrepreneurship in the digital age.

Despite the contributions of this research, there are limitations that should be addressed in future studies. One limitation is the relatively small sample size for the qualitative phase, which may not fully represent the diversity of creative entrepreneurs across different regions and sectors. Future research could expand the sample size and include a broader range of creative industries to provide more generalizable findings. Additionally, while this study focuses on the role of digital platforms, further research could explore other external factors such as government policies, access to financing, and cultural influences that affect the integration of social sustainability in creative entrepreneurship. These areas of investigation would help to refine the findings and offer more comprehensive strategies for promoting sustainable entrepreneurship in the creative economy.

DECLARATION OF AI AND AI ASSISTED TECHNOLOGIES IN THE WRITING PROCESS

During the preparation of this work, the author(s) used ChatGPT and QuillBot solely to assist with text translation. After using these tools/services, the author(s) reviewed and edited the content as needed and take full responsibility for the content of the publication.

AUTHOR CONTRIBUTIONS

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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