

“Four Environment” Method of Leading Entrepreneurship

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Abstract

In the modern world the true source of wealth comes from the right entrepreneurial ideas. A concept must fit across moral, environmental, and economic dimensions. Not all entrepreneurial ideas are good, hence, being able to evaluate the “goodness” of them is vital. Morality, science and economic analysis are the necessary components, covering all dimensions, yet they require cohesion. We suggest esthetics to be the creative component that acts as the connecting bridge, balancing rational and moral principles withing entrepreneurship. Those who first see this interconnection will become leaders in the global market, as it is seen from value orientations (and the estimation of such) of unicorn companies, known for their rapid growth.

To investigate this hypothesis, we assessed the value system of 1220 unicorn companies using quantitative and qualitative methods. We analyzed the alignment of ethical and esthetic factors and welfare of these companies, determining their leading positions. The results show that ecology, alongside science and aesthetics, holds a prominent place in the hierarchy of value systems. The entrepreneurial community recognizes the need to create and promote socially meaningful results.

Based upon these findings, we propose the "4E: economy, esthetics, ecology, ethics" pyramid, or the "Four Environment" pyramid, a representation of modern values of unicorn companies. This allows them to consider their business activities as socially beneficial within the framework of sustainable development, while also pursuing their economic interests.

Keywords: ethical and aesthetic factors in the success of entrepreneurial projects, trend in modern management, startup value pyramid, unicorns, leading entrepreneurship