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## TEMPLATE OF CROSS-LITERATURE REVIEW RESULTS

### *beFORE - Becoming-Oriented Entrepreneurs in universities and companies*

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for top publications presenting core foresight and entrepreneurial competences excluding domestic publication  
Analysis of at least 10 publications

**We would like to direct your attention that filling the last page in this questionnaire is obligatory**

**Guidelines:** The aim of this template is to identify core foresight and innovation/entrepreneurship competences in relation to knowledge, skills and social competences that a future-oriented manager should possess. The source of data for the analysis are key books in the field and the other printed works on foresight and entrepreneurship (even popular-scientific studies), as well as peer review articles coming from leading journals such as *Technological Forecasting and Social Change*, *Futures*, *Long Range Planning*, to name but a few. Each partner involved in the task (universities) is free to select at least ten articles/books on the subject matter. The partners are also free to add any relevant articles/books. In the first place, we suggest to work on the publications which deal with the convergence among futures studies, entrepreneurship and innovation. In case of difficulty with the identification of core foresight and innovation/entrepreneurship competences in these sources, we suggest to work on the articles/books from three fields of expertise (namely foresight, entrepreneurship and innovation) separately.

<b>The authors with affiliations</b>	John Elkington, Pamela Hartigan
<b>Title of the publication</b>	The Power of Unreasonable People
<b>Journal title*</b>	Harvard Business Review Press
<b>Number of journal*/year of publication/pages</b>	2008 / p.197-207
<b>Database of the scientific article's retrieval*</b>	ISBN-13: 978-1-4221-0406-4
<b>Keywords (or phrases) by which the publication was identified</b>	Unreasonable people
<b>Main keywords/phrases of the publication</b>	Unreasonable people, social entrepreneurship, social change, emerging markets, market research, risk management, social responsibility, social enterprise
<b>Core foresight and entrepreneurial competences</b>	<ul style="list-style-type: none"> <li>● <b>Focus on scalable, entrepreneurial solutions</b></li> <li>● <b>Tackle apparently insoluble problems</b></li> <li>● <b>Be prepared to fail, but learn from the failures</b></li> <li>● <b>Experiments with new business models</b></li> <li>● <b>Join forces</b></li> <li>● <b>Seed tomorrow's Markets</b></li> <li>● <b>Feed growing expectations</b></li> <li>● <b>Help democratize technology</b></li> <li>● <b>Work to change the "system"</b></li> <li>● <b>Figure out how to scale and replicate</b></li> <li>● <b>Cultivate the art of being unreasonable</b></li> </ul>
<b>Convergence among futures studies and entrepreneurship</b>	<p>Throughout the competences listed above the authors identify the highly unconventional entrepreneurs who are solving some of the world's most pressing economic, social, and environmental problems.</p> <p>Foresight strengthens entrepreneurship by building future-oriented acumen and cultivating the art of being unreasonable.</p>
<b>Convergence among futures studies and innovation</b>	



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<b>Convergence among futures studies and entrepreneurship and innovation</b>	
<b>Main highlights of the article (in bullets, up to 2500 characters including spaces)</b>	<p>The book describes how unreasonable entrepreneurs build their enterprises – and some of the challenges they face on the way. It lays out implications for future markets. And it powerfully calls for leaders in business and beyond to help social entrepreneurs reach their full potential</p> <p>The reasonable man adapts himself to the world, the unreasonable one persists in trying to adapt the world to himself. Therefore all progress depends on the unreasonable man (George Bernard Shaw)." By this definition, some of today's entrepreneurs are decidedly unreasonable--and have even been dubbed crazy.</p>
<b>Other observations or comments</b>	<p>Although this article is more focused on social entrepreneurs' vision, we think that the essence of the book is really linked to any entrepreneurs.</p>

\*Fill the following fields for the articles exclusively