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	RESEARCH ARTICLE
	<h1>Enterprise, Entrepreneurship, and Sustainability in a Transforming Global Context: A Phenomenological Analysis of Their Economic, Social, Political, Security, and Process Dimensions</h1>
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Abstract	With technological advancements reaching a point where they are unmatched, humanity is feeling their impact in every field. In addition, in recent years, the entire world was unexpectedly confronted with an unknown pandemic, leading to a period of lockdown. Its negative effects continue. This situation has impacted individuals, societies, and states in every sphere. (On the other hand, the earthquake that occurred in our country was the disaster of the century.) All of this, for one reason or another, has had and continues to have material and spiritual impacts. It can be said that the consequences of these impacts on our world have led to the rise and proliferation of certain concepts. These are "pandemic," "enterprise," "entrepreneurship," "sustainability," etc. Enterprise: The act of starting a business (Turkish Dictionary, 1923: 1380). Entrepreneurship: The state of being an entrepreneur (1923: 1380). Sustainability: The state of being sustainable (1923: 3056). These three words have become increasingly important in today's global world, where, except for exceptional circumstances, the agenda is constantly changing both internally and externally, and are directly related to economic, security, political, social, and process dimensions. This paper covers a study that aims to investigate the economic, security, political, social, and process dimensions of enterprise, entrepreneurship, and sustainability using a qualitative method and a phenomenological approach.
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I. Introduction

When we talk about enterprise, entrepreneurship, and sustainability, the first things that come to mind are establishing a company and running a business. However, every step an individual takes in their life, whether small or large, in line with their dreams and ideas, should be considered an enterprise. Because all an individual's struggles for existence throughout their lives are directly related to enterprise. Guy Kawasaki best exemplifies this: "A child is the most important enterprise, and I have four children" (2015: Introduction). In today's global world, where agendas and conditions are rapidly changing in parallel with technological advancements, wars, epidemics, irregular migration, and so on, the words enterprise,

entrepreneurship, and sustainability carry significant meanings, whether viewed from a commercial or other perspective action.

II. Literature Review

Many articles and books have been written about the words "enterprise," "entrepreneurship," and "sustainability." However, in my research, to the extent that circumstances allowed, I could not find any direct studies on these three words. The primary sources consulted in this study are Guy Kawasaki, (2024) *The Entrepreneur's Handbook for Those Who Want to Start Their Own Business*, Istanbul, Kapital Media Services Inc. Eric Schmidt & Joathan Rosenberg, Alan Eagle, (2022) *How Google Runs*, translated by Cem Özdemir, Istanbul, 9th Edition, Timaş Publications. (2021) *Entrepreneurship, Current Issues, Entrepreneurship Support & Business Plan-Business Model*, Editor: Prof. Dr. Hımmet Karadal, Istanbul, 5th Edition, Beta Printing Publishing Distribution Inc., (2021) *Innovation-Based Entrepreneurship in Turkey*, Edited by: İbrahim Semih Akçomak, Berna Beyhan, Dilek Çetindamar, Vedat Sinan Tandoğan, 1st Edition, Istanbul, Bilgi University Publications.

III. Methodology

This study adopted a phenomenological approach and employed a qualitative methodology. Sources containing general information are included, while sources containing detailed information are included within the article or in the bibliograph.

VI. Finding

Enterprise: To embark on a venture, an undertaking (Turkish Dictionary, 1923:1380). Entrepreneurship: The state of being an entrepreneur (1923:1380). Sustainability: The state of being sustainable (1923: 3056). When the words "enterprise," "entrepreneurship," and "sustainability" are examined from a broader perspective, with questions to be answered, the following picture emerges.

4.1. Enterprise, Entrepreneurship

4.1.1. Economic Dimension:

4.1.1.1. People,

4.1.1.2. Target Audience,

4.1.1.3. Operating Expenses,

4.1.1.4. Capital,

4.1.1.4.5. Earnings.

4.1.1.1. People are needed for the beginning and continuation. How suitable are they for the step to be taken, do they have sufficient equipment? Are they determined?

4.1.1.2. Does the step to be taken match the target audience?

4.1.1.3. Should operating expenses be considered for the beginning, medium and long term, at least ten years?

4.1.1.4. Capital requires solid resources for the beginning and afterwards, what steps need to be taken in this direction?

4.1.1.5. Should the earnings column be considered for at least ten years?

4.1.2. Security Dimension:

4.1.2.1. People,

4.1.2.2. Income-Expenditure.

4.1.2.1. Is a determined group of people needed to take the step and subsequently pursue the same goal?

4.1.2.2. In what ways is the income-expenditure statement important, considering a minimum of ten years?

4.1.3. Political Dimension:

4.1.3.1. Changing political conditions domestically and internationally.

4.1.3.1. Should the extent to which changes in domestic and international political conditions affect the step to be taken be investigated?

4.1.4. Social Dimension:

4.1.4.1. Domestic, foreign, and community expenditures.

4.1.4.1.1. Is it necessary to make domestic and international expenditures for the benefit of the community in relation to the planned entrepreneurship?

4.1.5. Process Dimension:

4.1.5.1. Initiation,

4.1.5.2. Development.

4.1.5.1.1. Are suitability, sufficient information, equipment, determination, and financial forecasting important for the initial step?

4.1.5.2.1. In the development process of the step taken, to what extent is income-expenditure stability important in acquiring a new target audience?

4.1.6. Dimensions of Risk:

4.1.6.1.1. Is it important to foresee the problems that income-expenditure imbalance will cause in the long term?

4.2. Sustainability:**4.2.1. Economic Dimension:**

4.2.1.1.1. Preserving the status quo,

4.2.1.2.1. Moving forward with what already exists,

4.2.1.3.1. Sustaining.

4.2.1.1.2. Is it useful to pay attention to the income-expenditure balance and monitor personal and general expenses?

4.2.1.2.2. Is it necessary to discover new target audiences and act by paying attention to the supply and demand balance domestically and internationally?

4.2.1.3.2. Is the most important rule of sustaining sustainability always ensuring stability, or is it more important to have a solid foundation?

4.2.2. Security Dimension:

4.2.2.2.1. Employer,

4.2.2.2.2. Employer's family members,

4.2.2.3.1. Leader and Family Members:

4.2.2.4.1. Employees and Family Members:

4.2.2.2.1.1. If you are an employer, would it be wrong to think that your own security is the most important thing?

4.2.2.2.2.1. The employer also has responsibilities towards family members, and if this is ignored, can the consequences be resolved in the short term?

4.2.2.3.2. Can the fact that a leader has responsibilities towards themselves, their subordinates, and their families be ignored?

4.2.2.4.2. Can the responsibility of employees ensure their own and their family members' security be ignored?

4.2.3. Political Dimension:

4.2.3.1.1. Changing political conditions domestically and internationally.

4.2.3.1.2. What can anticipate and take precautions against changing domestic and international conditions prevent?

4.2.4. Social Dimension:

4.2.4.1. Social activities targeting the target audience. 4.2.4.1. Is expenditure related to collaborators and the target audience necessary?

4.2.5. Process Dimension:

4.2.5.1. Patience,

4.2.5.2. Precaution.

4.2.5.1. Is being prepared for and patient with known and unknown processes a necessity?

4.2.5.2. Is taking precautions against unexpected events, both internal and external, the key to success?

4.1.2. When the answers to the questions raised above regarding the words "enterprise," "entrepreneurship," and "sustainability" are considered from a broad perspective, the following table emerges

Table 1. Entrepreneurship: Multidimensional Framework

Dimension	Key Components / Explanations
Economic Dimension	<ul style="list-style-type: none"> • Human suitability and competence • Determination and patience • Alignment with the target audience • Supply-demand balance
Security Dimension	<ul style="list-style-type: none"> • Determined human potential in the initial and subsequent stages • Balance between profitability and capital
Political Dimension	<ul style="list-style-type: none"> • Ability to overcome changing internal and external conditions
Social Dimension	<ul style="list-style-type: none"> • Monitoring and controlling expenditures
Process Dimension	<ul style="list-style-type: none"> • Taking appropriate and sound steps at the beginning and in subsequent phases • Adequate competence and equipment • Determination and financial capacity
Risk Dimension	<ul style="list-style-type: none"> • Avoiding deviation from the income-expense balance

Table2. Sustainability: Multidimensional Framework

Dimension	Key Components / Explanations
Economic Dimension	<ul style="list-style-type: none"> • Advancing existing achievements further • Discovering new goals • Protecting the supply-demand balance • Ensuring financial stability
Security Dimension	<ul style="list-style-type: none"> • The human factor and responsibility • Employer responsibility toward employees and their families • Employees' responsibility toward leaders and family members
Political Dimension	<ul style="list-style-type: none"> • Anticipating internal and external changing conditions • Taking preventive measures in advance
Social Dimension	<ul style="list-style-type: none"> • Acting consistently and responsibly in socially oriented expenditures
Process Dimension	<ul style="list-style-type: none"> • Taking precautions against known and unknown risks • Openness to innovation • Acting with determination

4.3. Results of a field study conducted on a voluntary basis with over fifty tradespeople regarding the words "enterprise," "entrepreneurship," and "sustainability":

4.3.1. Economic Dimension:

4.3.1.1. Capital from family,

4.3.1.2. Equity capital,

4.3.1.3. Credit.

4.3.1.1,2,3. Regardless of which, the existence of financial strength is essential and solid financial resources are necessary for sustainability.

4.3.2. Security Dimension:

4.3.2.1. Being present at the business,

4.3.2.2. Management with the same determination,

4.3.2.2. Good use of capital, responsibility,

4.3.2.3. Being aware that you are not alone on this path.

4.3.3. Political Dimension:

4.3.3.3.1. Taking precautions in advance to overcome changing conditions domestically and internationally.

4.3.4. Social Dimension:

4.3.4.1. Controlling expenditures from a social perspective.

4.3.5. Process Aspect:

4.3.5.1. Thinking long-term about every step to be taken,

4.3.5.2. Being balanced in terms of both finance and target audience,

4.3.5.3. Not forgetting the satisfaction of the target audience,

4.3.5.4. Loving what you do,

4.3.5.5. Being open to innovation.

4.3.5. Risk Aspect:

4.3.6.1. Acting knowing that the steps to be taken also have a risk aspect.

4.3. The following table emerged from the results of one-on-one interviews conducted on a voluntary basis with over fifty tradespeople regarding the words "enterprise," "entrepreneurship and "sustainability."

Table 3. Research Findings on Enterprise, Entrepreneurship, and Sustainability

Dimension	Key Findings / Interpretations
Economic Dimension	<ul style="list-style-type: none">Sources of capital include family support, personal savings (equity), and credit facilities
Security Dimension	<ul style="list-style-type: none">Remaining committed at the beginning of the ventureHuman determination and resilienceEffective and responsible use of capitalAwareness that the entrepreneurial journey is not undertaken alone and requires shared responsibility
Political Dimension	<ul style="list-style-type: none">Taking precautionary measures in advance to cope with changing internal and external conditions
Social Dimension	<ul style="list-style-type: none">Monitoring and controlling expenditures carefully
Process Dimension	<ul style="list-style-type: none">Evaluating every step with a long-term perspectiveMaintaining balance in financial decisions and target-audience considerationsPrioritizing customer satisfactionLoving the work being doneRemaining open to innovation
Risk Dimension	<ul style="list-style-type: none">Acting with awareness of the risk direction associated with each decision and step taken

5. Discussion

5.1. While suitability, experience, and goal setting are important at the beginning of entrepreneurship, sustainability emphasizes financial strength, determination, target audience satisfaction, setting new goals, stability, and balance.

5.2. While equity capital, dedication, and patience are important in entrepreneurship, sustainability involves being hands-on, aiming to take what already exists further, and working hard towards that goal.

5.3. While target audience identification is important in entrepreneurship, sustainability emphasizes retaining the existing target audience, ensuring target audience satisfaction to identify new target audiences, and remembering that one is also a target audience.

5.4. While expense items are not the most important in entrepreneurship, sustainability emphasizes maintaining income-expense-profit stability and taking precautions against foreseeable risks.

Conclusion

In conclusion, it is seen that the words "entrepreneurship," "enterprise," and "sustainability," regardless of the reason, encompass the initial stages and the subsequent short or long-term process, and are a continuation of each other. Therefore, the same causes produce the same results, and the stronger the beginning and the more solid the steps that follow, the longer the long-term potential can be discussed. In other words, sustainability can be discussed. Accordingly, it can be said that entrepreneurship and sustainability are the work of individuals who are strong, courageous, determined, love their work, are passionate, derive their strength from their work, are committed to their goals, are open to innovation, are principled, and do not compromise on the balance between income and expenses.

Recommendation

For the future, it can be said that individuals who evaluate the conditions very well and set goals, have equity or solid resources and the ability to provide resources when necessary, do not deviate from their goals, are experienced, are pioneers in line with the goals they have set, have the manpower to walk with them towards the same goal, are determined, reliable, etc. are suitable for enterprise and entrepreneurship, and these characteristics can be said to be indispensable for sustainability.

Ethical Considerations

This study was conducted in accordance with internationally accepted ethical standards for qualitative research. The research relies exclusively on secondary sources, conceptual analysis, and publicly available academic literature. No human participants, personal data, interviews, surveys, or experimental procedures were involved. Therefore, formal ethical committee approval was not required. The author ensured academic integrity by appropriately citing all referenced works and avoiding any form of plagiarism, data manipulation, or misrepresentation of sources.

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Conflict of Interest

The author declares no conflict of interest regarding the publication of this article. The research was carried out independently, without any financial, institutional, or personal relationships that could have influenced the outcomes or interpretations presented in the study.

Conference Submission Note

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