

Universidad Nacional Experimental de los Llanos Centrales

Rómulo Gallegos (UNERG)

Área Ciencias de la Educación

Centro de Estudios

e Investigación (CEIACERG)



REVISTA CIENTÍFICA CIENCIAEDUC

GENERANDO CONOCIMIENTOS

**REVISTA CIENTÍFICA
CIENCIAEDUC**

Depósito Legal Número: GU21800006
ISSN: 2610-816X

REVISTA ELECTRÓNICA
SEMESTRAL

Volumen 8 Número 2

JULIO 2025

Venezuela

Esta Obra está bajo Licencia de Creative Commons Reconocimiento-NoComercial-CompartirIgual 4.0 Internacional.



UNIVERSIDAD NACIONAL EXPERIMENTAL DE LOS LLANOS CENTRALES
RÓMULO GALLEGOS
ÁREA CIENCIAS DE LA EDUCACIÓN
CENTRO DE ESTUDIOS E INVESTIGACIÓN (CEIACERG)
REVISTA CIENTÍFICA CIENCIAEDUC



INDEXACIÓN



Business Sustainability: Strategies for Strengthening Innovative Entrepreneurship

Author: Karina Clarismar Rengifo Herradez, MSc.
Cold Valley Refrigeration 2020

Email: Diakina87@gmail.com, kregifo@sangregorio.edu.ec

ORCID Code: 0000-0001-5584-388X

Line of Research: Curriculum, Training and Pedagogical Innovation

How to cite this article: Karina Clarismar Rengifo Herradez “Leadership Skills and Business Sustainability: Strategies for Strengthening Innovative Entrepreneurship” (2025), (1,16)

Received: 04/10/2025 Revised: 04/25/2025 Accepted: 04/27/2025

ABSTRACT

This study aims to analyze the leadership skills needed to promote innovative entrepreneurship with a business sustainability focus, from an educational management perspective. A qualitative bibliographical documentary methodology was used, based on a critical review of authors such as Drucker, Mintzberg, Elkington, Kuratko, Ries, and Arzeni, among others. The results show a consensus on the importance of integrating management competencies, strategic leadership, change management, and ethical decision-making, with principles of social and environmental responsibility. In addition, trends toward active methodologies, real-world project-based learning, and experimental models such as Lean Startup are identified. The discussion reveals that, although there is a solid theoretical foundation, gaps persist in educational implementation, especially in teacher training and institutional engagement with regional entrepreneurial ecosystems. The conclusions indicate that educational systems must be reformulated to train leaders capable of managing viable, innovative, and sustainable ventures, promoting comprehensive curricula, innovative methodologies, and educational policies aligned with the global challenges of the 21st century.

Descriptors: Leadership skills, business sustainability, innovative entrepreneurship.

Biographical Summary: Online Postgraduate Research Professor at the Universidad San Gregorio de Portoviejo, Ecuador. General Manager of the refrigeration company Valle Frío 2020, Venezuela. PhD in Advanced Management from the Universidad Nacional Experimental de los Llanos Occidental Ezequiel Zamora, Apure, Venezuela. Present. Master's degree in Administrative Management. Rómulo Gallegos National Experimental University. Bachelor's degree in Administration. Venezuela.



Habilidades Directivas y Sostenibilidad Empresarial: Estrategias para el Fortalecimiento del Emprendimiento Innovador

MSc. Karina Clarismar Rengifo Herradez

