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INVITING YOU TO THE JINDAL GLOBAL BUSINESS SCHOOL CONSTRUCTING ENTREPRENEURIAL NARRATIVES FOR SUSTAINABILITY: EVIDENCE FROM 3R START-UPS IN INDIA



PROF. PALLAVI SINGH

LECTURER

O.P. JINDAL GLOBAL UNIVERSITY

Prof. Pallavi Singh is a UGC NET & JRF-qualified researcher and Ph.D. Scholar in Strategic Management at MDI Gurgaon, with research interests spanning strategic management, entrepreneurship, sustainability, and innovation. Her research explores how entrepreneurial narratives, organizational identity, and stakeholder legitimacy influence the growth and development of sustainability-oriented ventures. Before pursuing her doctoral studies, Pallavi gained experience across academia, government, and industry. As an Assistant Professor, she taught strategic management, marketing, entrepreneurship, and business policy. As a Young Professional with the Ministry of Textiles, she gained exposure to public policy, strategic planning, and governance. Her industry experience at Pepperfry further developed her expertise in sales strategy, customer engagement, and business operations. Her research has been presented at leading conferences, including SMF conventions at IIM Tiruchirappalli and IIM Mumbai, and EURAM 2026 at the University of Agder, Norway. She received the Best Case Award at MDI Gurgaon and has served as a reviewer for the India Strategy Conference at IIM Ahmedabad.

Entrepreneurial narratives enable new ventures to attract resources, build legitimacy, and secure stakeholder support. However, limited research explains how founders construct these narratives and how different narrative configurations shape stakeholder legitimacy, particularly in sustainability-oriented ventures facing uncertainty and legitimacy challenges. This study examines how founders construct entrepreneurial narratives and how their configurations influence stakeholder legitimacy in 3R (Reduce, Reuse, Recycle) start-ups in India. The study adopts a sequential two-phase design. Phase 1 draws on semi-structured interviews with 14 founders and 28 employees from 3R ventures across India's circular economy. Using NVivo and the Gioia methodology, the study identifies three dimensions of entrepreneurial narratives: affective, normative, and relational. Drawing on Organizational Identity Theory and Affective Events Theory, these dimensions capture the emotional, value-based, and stakeholder-oriented aspects of narrative construction. Phase 2 employs fuzzy-set Qualitative Comparative Analysis (fsQCA), guided by Legitimacy Theory, to examine how narrative configurations shape legitimacy outcomes. The findings reveal multiple equifinal pathways through which combinations of affective, normative, and relational narratives contribute to pragmatic, moral, and cognitive legitimacy. The study advances entrepreneurial narrative research by addressing gaps in narrative formation, configuration, and evaluation, while offering practical insights for strengthening sustainability-oriented ventures.

MODERATOR: PROF. ABHINAY NEDUNURU, LECTURER, JINDAL GLOBAL BUSINESS SCHOOL



FRIDAY, 9 OCTOBER 2026



**11:00 AM to
12:00 PM IST**

MEETING LINK: <https://zoom.us/meeting/register/9CdzgQwWQAYXLGYwBe94sg>

PASSWORD: JGU