

**sustainable Entrepreneurship Factors Influencing Performance of Clearing
and Forwarding Firms in Kenya**

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Abstract

Businesses play a major role in developing sustainable world through innovation and creativity. However, sustainable development is a challenging task that can be attained through sustainable entrepreneurship development as conceptualized in Sustainable Development Goal 2015. Sustainable entrepreneurship is used to solve problems related to social and environmental sustainability by creating business opportunities through sustainability innovations. Clearing and forwarding sector in Kenya, consist of large and small (SMEs) firms with large firms having 30% of the market share and small firms occupying 70%. There are at least 826 clearing and forwarding firms in Kenya contribute to 5-10% of the country GDP. Out of this firms, 521 operates within Nairobi Metropolitan and serves approximately more than 25 million tons of goods through logistic practices in every year. Based on the statistics, small clearing and forwarding firms serves the largest segment of sector, this shows that lack of sustainable entrepreneurship in the sector may result to dwindling of the economy and low employment opportunities. The study aimed to investigate Sustainable entrepreneurship factors influencing performance of clearing and forwarding firms in Kenya. The study focused on social-cultural entrepreneurship, environmental entrepreneurship, entrepreneurial managerial support and innovative information on performance of clearing and forwarding firms in Kenya. Descriptive design was employed. The study targeted 1128 management and stratified sampling technique to come up with as sample size of 375. Primary data was collected using the questionnaire. Quantitative data was coded in the SPSS. The study revealed that there was significant positive correlation between social-cultural, Environmental entrepreneurship, and innovative information on performance of clearing and forwarding firms in Kenya. The study concludes that entrepreneurial managerial support has no significant influence on performance of C&F firms in Kenya. Organization Culture has a moderating effect in the relationship between sustainable entrepreneurship and performance of C&F firms.

Keynote: Performance, Social-Cultural, entrepreneurship, Environmental Entrepreneurship, Entrepreneurial Managerial Support, Innovative information, Organization Culture.