

Christian Entrepreneurs: their Distinctive Role as Careholders

Christoph Stückelberger distinguishes between the Christian entrepreneur and an average entrepreneur. He notes eight characteristics of entrepreneurs, and shows what differences a Christian faith can make to these characteristics. He suggests that Christian entrepreneurs can sometimes put their enterprise, and even their faith, at risk, but that on the other hand many Christian virtues lead to a healthier company.

There are many different definitions of an entrepreneur. Some characteristics appear regularly such as exercising initiative, starting a venture, taking an opportunity, and being the owner or partner of a company. An entrepreneur supplies capital, often risk capital and is a risk taker; he or she monitors, drives and controls the business. According to the economist Joseph Alois Schumpeter (1883–1950), ‘entrepreneurs are not necessarily motivated by profit but regard it as a

standard for measuring achievement or success’. Schumpeter discovered that they greatly value self-reliance, strive for distinction through excellence, are highly optimistic (otherwise nothing would be undertaken), and always favour challenges of medium risk (neither too easy, nor ruinous)¹. I describe an entrepreneur as having eight characteristics. It is of course a typology which is simplified for the purposes of this article, but nevertheless summarises both

mainstream definitions of entrepreneurial behaviour and my own research:

- 1. Innovator:** An entrepreneur develops or attracts new ideas for products and services and provides the means to implement them in production, distribution and recycling.
- 2. Owner:** an entrepreneur invests his or her capital (and the capital of others) and invests his/her own personality in the company. He or

