

Abstract

Recent research has rarely examined the intersection of *artisan entrepreneurship*, *system-building interventions*, and the *sustainability worldview*. With increasing demand for underlying interaction, integrating sustainability into entrepreneurial practices is becoming an inevitable component of the transition. Also, how this interaction unfolds within artisan entrepreneurial ecosystems remains largely unexplored. Thus, the exploration of artisans' perceptions is an essential aspect in the aforesaid context. Hence, the present research has attempted to assess the role of Integrated System-Building Interventions (ISBI) in Sustainability-driven Artisan Entrepreneurship (SDAE). To address the research aim, the research framework has explored a case of artisan entrepreneurship within the handicraft industry in West Bengal, India. The research design employs a sequential field survey to collect primary data. Then, the application of stepwise data analysis tools and techniques has led to the formulation of a multi-layered analytical framework.

Overall, the transition process remains fragmented, as evident from the case study. To address this persistent discordance, the research has systematically developed an analytical perspective through the alignment of multi-level actors and processes. The present research reveals the role of micro-level practices driven by multi-level interactions among niche innovations, regime shifts, and broader landscape pressures within artisan entrepreneurial ecosystems. The results show broadly as follows: (i) artisan entrepreneurs rely on five distinct but interrelated sets of dimensions, corresponding to various system-building interventions that collectively capture the transitional landscape, (ii) three latent profiles of artisans are identified based on their engagement within system-building interventions. The classification further indicates that variability in preferences for supporting policy instruments clearly underscores the need to accelerate the transition, and (iii) internal and external capabilities show a positive effect and a necessary condition (must-have factor) for achieving organizational sustainability performance.

On the whole, the research has extended the discourse on artisan entrepreneurship beyond the academic community to policymakers and artisan entrepreneurs, providing a reference point for further examination and understanding of diverse yet comparable entrepreneurial landscapes across nations. Finally, the research has informed targeted interventions that support stable transitions and advance the consolidation of sustainability-driven artisan entrepreneurship as a lineage of creative economic culture.

Keywords: *Artisan entrepreneurship, Entrepreneurial ecosystems, Sustainability integration, Handicraft industry, Policy implementation.*