concepts illustrated in Figures 2-10 and 2-11. This leads to two additional crucial theoretical constructs: sustainable entrepreneurship and robust competitiveness (Carayannis, 2008b, 2009):

**Sustainable entrepreneurship**: the creation of viable, profitable and scalable firms that engender the formation of self-replicating and mutually enhancing innovation networks and knowledge clusters leading towards what we call robust competitiveness.

**Robust competitiveness**: a state of economic being and becoming that affords systematic and defensible ‘unfair advantages’ to certain entities. It is built on mutually complementary and reinforcing low-technology, medium-technology and high-technology public-sector and private-sector organizations (government agencies, private firms, universities and non-governmental organizations).

(Carayannis, 2008b, 2009)

The key success factors for sustainable entrepreneurship—one of the major pillars of robust competitiveness—are diagrammed to show the micro-level stages, drivers, and determinants of heterogeneity dynamics at Figure 2.

![Figure 2. Heterogeneity dynamics – the micro-level stages, drivers, and determinants](image)

An entrepreneur’s ability to assess innovative economic opportunity amounts to an aptitude for predicting the future (or this person’s firm belief in possessing such ability). Relentless, self-confident pursuit of this vision represents specialized and exceptional thinking, learning, and decision-making. These factors are the distinguishing qualities of