

# Analysing Social Entrepreneurship

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## **ABSTRACT:**

In order to bring about good social change, the discipline of social entrepreneurship blends entrepreneurial principles with a social goal. An overview of social entrepreneurship, its core ideas, and its implications for solving social and environmental problems are given in this abstract. It looks at social entrepreneurs' motivations and traits, as well as the creative strategies they use and the effects they hope to have. In addition, it looks at how social entrepreneurship may support sustainable growth, strengthen marginalised communities, and deal with systemic social problems. Understanding social entrepreneurship provides important insights into the use of business ideas and practises for social good, resulting in a more just and sustainable society.

## **KEYWORDS:**

Business, BlendsEntrepreneurs, Entrepreneurs, Entrepreneurship, Research.

## **I. INTRODUCTION**

In order to solve urgent social and environmental concerns, social entrepreneurship blends entrepreneurial principles with a social purpose. Growing numbers of people now understand that conventional corporate concepts and methods are insufficient to address complicated societal issues. An alternate strategy that emphasises the fusion of social and commercial value generation is social entrepreneurship. Social entrepreneurship is fundamentally driven by people who are inspired by a strong sense of purpose and a desire to have a beneficial influence on society. These people, referred to as social entrepreneurs, are committed to resolving society problems including poverty, inequality, environmental degradation, access to healthcare, and education. They see entrepreneurship as a potent vehicle for social change, using fresh concepts and successful economic strategies to provide long-lasting remedies. The emphasis on both long-term financial viability and social impact is one characteristic that sets social entrepreneurship apart. While typical business owners prioritise making a profit, social entrepreneurs seek to strike a balance between economic viability and a compelling social purpose. They aim to develop cutting-edge, long-lasting company concepts that not only make money but also effect significant social change [1], [2].

Applying entrepreneurial ideas to social and environmental concerns, such as opportunity identification, resource mobilisation, and risk-taking, is a common practise in social entrepreneurship. Social entrepreneurs embrace creativity and innovation to produce new goods, services, or business models that benefit underserved groups of people, give people more power, or have a beneficial social impact. Social entrepreneurship is also essential for promoting sustainable development. Socioeconomic entrepreneurs aid in achieving the Sustainable Development Goals (SDGs) of the United Nations by tackling systemic socioeconomic concerns and fostering social innovation. They strive to strengthen marginalised communities, advance environmental sustainability, and build more inclusive and equitable society [3], [4]. A broad variety of efforts, including social businesses, nonprofits, and hybrid commercial models, are included in the topic of social entrepreneurship. It draws people with different backgrounds, including those in the public, nonprofit, and commercial sectors, who all want to have a good influence on society. We will examine the main ideas, tactics, and difficulties surrounding social entrepreneurship in the parts that follow. We'll look at the cutting-edge strategies used by social entrepreneurs, how they gauge and assess their effect, and the possibility for growing and duplicating successful social companies. We can comprehend the transformational potential of entrepreneurship in

solving social issues and effecting good change by understanding social entrepreneurship. The sector gives promise for creating a more inclusive and fair future by opening up new opportunities for cooperation, innovation, and sustainable development [5], [6].

## II. DISCUSSION

In its broadest sense, social entrepreneurship refers to the production of value via the investigation and exploitation of possibilities to address social issues or bring about social change. For better clarity, this broad concept may be further divided. When resources are merged to produce new means, new ends, or new means-ends combinations, value creation refers to the advantages that result. Rents generated by social entrepreneurship are invested back into society rather than being kept exclusively for the entrepreneur. The relative higher focus on other types of value production extends beyond economic value. Economic value generation is crucial for the company's long-term existence, but it is a challenging process. A mission that emphasises the enterprise's primary purpose, which is the development of social and/or environmental value. Exploring and taking advantage of opportunities refer to the act of looking for and seizing opportunities to profit from circumstances in which new goods, services, procedures, organisational structures, or raw resources, whose conditions are not always commonly known to all parties, may provide entrepreneurial rents. Human requirements including food, housing, and work are social needs that are necessary for life or to enhance its quality. Social entrepreneurs then focus on that sector of the population, which is often left without these essentials by conventional market systems, in order to meet those social needs [7], [8].

Similar to social needs, social change aims to solve societal injustices that are not addressed by conventional market systems. The line "in new ways" at the conclusion alludes to social entrepreneurship's inventiveness, initiative, and risk-taking. The foundations of social entrepreneurship are discussed in this article along with its substance, relationships among content parts, justification, application area, and context in relation to other management theories. The significance of social entrepreneurship to management research and practise is then discussed. A list of important recommended readings that includes influential and recent papers on social entrepreneurship theory and research, as well as a cross-reference to other items in the encyclopaedia, are provided at the end of the entry.

### Fundamentals

The goal of social entrepreneurs is to change the environment in which social value is produced and used. Social entrepreneurship may take place both within and outside of already-existing organisations. Early studies saw social entrepreneurship as a result, while more recent research have tended to see it as a process. Although research on social entrepreneurship has not just focused on entrepreneurship theories, it is widely believed to be a subset of conventional entrepreneurship. Theories commonly used in management and public policy research, such as agency theory, Austrian economics, discourse theory, institutional theory, organisational identity theory, the resource-based view, social network theory, social capital theory, and stakeholder theory have all been incorporated into this stream of research. Because of this variety, neither a single, generally recognised theory of social entrepreneurship nor its definition has developed [9], [10].

One may categorise the important elements of social entrepreneurship into antecedents and results. Social motivation and purpose, opportunity identification, availability to resources and finance, many stakeholders, and the existence of a specific social ailment or market failure are some of the antecedents that attempt to predict or explain social entrepreneurship. The production of social value, the sustainability of solutions, and the satisfaction of many stakeholders are the main outcomes of social entrepreneurship as described in the literature. Alternative theories of social entrepreneurship, such as entrepreneurial orientation or the people-deal-context-opportunity model, draw on diverse theoretical stances and frameworks. While these models often highlight the benefits or benefits of social entrepreneurship, researchers have paid considerably less attention to any possible drawbacks.

The antecedents of the entrepreneurial process are said to produce certain results, according to process theories of entrepreneurship. As a result, the social purpose and goal of a venture, possibilities found by the social entrepreneur, resource availability, key players, and the sort of social problem being treated all have an impact on how the venture approaches entrepreneurship, for better or worse. For instance, having more resources available can encourage higher risk-taking, and having more important stakeholders might increase proactiveness as the venture uses their skills and expertise to seize possibilities. Similar to this, the distinctive entrepreneurial process of social entrepreneurship may provide specific results in terms of sustainability, stakeholder satisfaction, and the generation of social value. While excessive risk-taking may jeopardise the long-term success of an enterprise, innovative social initiatives should be more likely to provide long-lasting solutions to societal challenges.

To illustrate these connections, social entrepreneurship draws on other underlying philosophies. Inferring that social entrepreneurs can see and seize opportunities that others cannot, it adopts a strategic choice viewpoint while largely ignoring more fundamental ecological issues related to sector attractiveness, development, maturity, and decline. It is predicated on the notion that a range of stakeholders play a crucial part in the enterprise accomplishing its objective because of connections that go beyond simple economic ties. Many of the social problems are not resolved via means of conventional market procedures, wherein business dealings between a buyer and a seller aim to maximise profits. Social entrepreneurship, however, modifies the market method that ensures a third party in society gets a share of the value produced. A social enterprise produces rewards in these three areas: economic, social, and/or environmental. In social entrepreneurship, the theoretical definitions of who, when, and where are still being developed. Social entrepreneurship was first considered in terms of public policy in the 1990s, but it has since expanded to include nonprofit settings and now also includes for-profit businesses. Due to the expansion of contextual limits, independent of organisational structure, a clearly defined goal or purpose has been chosen. The social innovation school is concerned in how social entrepreneurs bring about societal change on a personal level using techniques like bricolage. The European social enterprise school is interested in the larger concept of a social economy, while the American social enterprise school focuses on NGOs' income generating at higher levels of analysis. The temporal aspect of social entrepreneurship, or how it is anticipated to develop over time, is one important contextual component that is currently ignored.

Cross-references show that social entrepreneurship is clearly related to a wide range of different management ideas and viewpoints. The triple bottom line is clearly referenced by the focus on creating economic, social, and/or environmental value, and the frequent inclusion of both market and nonmarket stakeholders as critical aspects show a connection with stakeholder theory. The significance of "scaling" or the quick increase in social impact in social entrepreneurship research is a sign of its connection to innovation diffusion theory. Last but not least, the notion that social entrepreneurs are engaged in various types of value creation raises the possibility of a connection with stewardship theory, which holds that an entrepreneur should operate as an agent for the organization's (and society's) overall welfare rather than just for personal gain.

## **Importance**

Social entrepreneurship research is still in its infancy. As a result, there have been many research that advance academic knowledge and explanation of the phenomena. Between 1991 and 2009, the bulk of studies made use of case-based research, which offers detailed descriptions of and insights into the methods and motives of entrepreneurs and businesses. Studies that forecast connections have been less common, yet the high number of recent special issues in prestigious entrepreneurial journals on the subject is one sign that this tendency is changing. Due in part to the difficulties in locating these people and their businesses, there aren't many empirical studies on social entrepreneurship. However, the number of foundations and other grant-making organisations supporting social entrepreneurs is growing, and websites that compare their businesses are starting to make it easier for scholars to acquire crucial data. Social entrepreneurship has a growing impact on management academics and teachers.

Once again, the many journal special issues devoted to the phenomena and the quick increase in the number of publications in the literature show how popular it is becoming among academics. Now that new forms of organisations with new goals and objectives have emerged, which did not fit in the conventional profit-maximizing model, scholars have a theory-based explanation for why this happened. The borders between charity and for-profit organisations, as well as their areas of competition, are starting to converge and alter. While for-profits continue to compete with charities for contracts for public services, nonprofits are increasingly generating earned revenue via business ventures and establishing for-profit subsidiaries. Social entrepreneurship offers a justification that enhances our comprehension of these shifts. Teachers are also reacting to the growing importance of social entrepreneurship. Today, there are several colleges that provide courses at the undergraduate and graduate levels. Some of these universities even offer degrees or concentrations in social entrepreneurship. There are currently many textbook alternatives accessible to instructors, as opposed to the past when these classes had to depend on cases, guest lecturers, and books from the popular press.

The fact that these books provide several viewpoints on social entrepreneurship enables instructors to choose the one that best suits their requirements. One advantage of this study is that it has direct applications to managerial practise. Researchers in the field of social entrepreneurship have been communicating their results via publications and instruction to encourage more entrepreneurialism among social sector managers and entrepreneurship students. More aware of possibilities and social challenges, in fact, a lot of books on social entrepreneurship are brimming with real-world examples and helpful techniques for social enterprise research, decision-making, and execution. Universities that cater to practitioner's host seminars and conferences on social entrepreneurship, including the Harvard Business School/Kennedy School of Government and the Stern School of Business at New York University. In order to enhance results, these seminars combine significant research findings with best practises developed by practitioners. During these conferences, practitioners and scholars may work together to develop project ideas with genuine significance.

In their writings, Muhammad Yunus and C. K. Prahalad provide two well-known instances of social entrepreneurship (see Additional Readings). The Nobel Peace Prize winner Yunus founded the microcredit Grameen Bank in his home Bangladesh in reaction to conventional banks refusing to lend to the underprivileged. Yunus discovered that the neighbourhood basket weavers were not the credit risks that others had thought. Dr. Govindappa Venkataswamy started Aravind Eye Care in India, which Prahalad has written about. Aravind performs ocular procedures using concepts like specialisation of labour and round-the-clock availability. Due of Aravind's success, it can provide free procedures to the underprivileged while still making money. Examples of social entrepreneurship include Aravind Eye Care's high success rates and throughput as well as the low default rates on the loans from Grameen Bank. Through creative, long-term sustainable business strategies that have significantly raised the standard of living for those who are often shut out of market exchanges, they directly address social issues. Both of these organisations are now expanding their reach by adapting their business strategies to additional related goods and services.

Students from Generation Y who are now enrolled in colleges and beginning their careers place a growing focus on and understanding of societal concerns. With the expansion of social entrepreneurship, fresh views on value creation are being offered to graduate and undergraduate business students. For instance, the Marriott School of Management at Brigham Young University and the Neeley School of Business at Texas Christian University run social venture contests that are modelled after competitions for students studying conventional entrepreneurship. Thus, social entrepreneurship is in a good position to provide managers of the future the tools they need to establish and sustain long-lasting social change.

### III. CONCLUSION

In order to solve urgent social and environmental concerns, social entrepreneurship is a potent and viable strategy that blends entrepreneurial principles with a social purpose. It symbolises a paradigm change in thought and behaviour when business principles are used for the common good, giving equal

weight to social and financial sustainability. Individuals that are ardently devoted to having a beneficial influence on society are the driving force behind social entrepreneurship. These social entrepreneurs use their business acumen, originality, and imagination to create ground-breaking remedies for systemic social problems and to strengthen marginalised communities. They significantly aid in promoting sustainable development by helping to realise the Sustainable Development Goals of the United Nations. The capacity of social entrepreneurship to provide scalable and long-lasting solutions is one of its main advantages. Social entrepreneurs may make money while achieving beneficial social consequences by using cutting-edge business concepts. As a result, they may become financially sustainable, engage in their social objectives, and gradually increase their effect.

Social enterprise, nevertheless, also has its difficulties. These include negotiating intricate social processes, obtaining funds and resources, assessing the social effect, and juggling conflicting demands. In addition, there is a need for supporting ecosystems that provide networking opportunities, mentoring, and regulatory frameworks to help social entrepreneurs develop. Social entrepreneurship has enormous opportunity for good change despite its difficulties. Collaboration, social innovation, and the empowerment of people and communities are encouraged. Social entrepreneurs help create a more open, just, and sustainable society by using entrepreneurial methods to solve social and environmental issues. The subject of social entrepreneurship is constantly developing and growing. To fully realise its potential, it needs constant discussion, investigation, and cooperation between businesspeople, decision-makers, academics, and communities. We can all work together to build a more equitable society by encouraging and assisting social entrepreneurs.

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