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## Social Entrepreneurship

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### ABSTRACT

**Social entrepreneurship is a distinct form of entrepreneurship that addresses societal environmental issues. Despite challenges like limited resources and regulatory complexities, social entrepreneurs remain committed to creating positive change. They employ strategies like such as problem-solving, collaboration community engagement, sustainability practices, advocacy and impact assessment. Female social entrepreneurs like Shiza Shahid, Rachel Brathen and Servane Mouzan have made significant contributions to societal progress and the empowerment of women globally.**

**Key words:** Small business , Scalable startup , Large company , Social , Innovative , Intrapreneurship Adoptive entrepreneurship , Passion , Visionary thinking

### INTRODUCTION

Entrepreneurship is when an individual who has an idea of an idea of a new business to disrupt the current market, start it's up and carries most of the risk but benefits from the rewards is known entrepreneurship. There are 7 types of entrepreneurship (Shopify 2023) A small business is like a little shop or company owned by someone, and it usually doesn't have many employees or make as much money as big companies do (SBA, n.d.). Small businesses are important because they create jobs, come up with new ideas, and help local neighborhoods (Stangler & Litan, 2017). They can be in different fields like stores, services, making things, and technology. But small businesses face challenges like not having a lot of money, lots of competition, and following all the rules (Herrington & Kew, 2020). Even with these challenges, small businesses are strong and can change and use technology to do better (Lopez-Claros & Sussangkarn, 2020). They also help the economy grow by encouraging new businesses and making different kinds of jobs (OECD, 2019).

A scalable business is a company that can grow and make more money without needing a lot more resources or costs. This is really good for business owners and investors because it means they can make more money quickly (Chesbrough & Appleyard, 2007). A big part of being scalable is being able to handle more customers and business without changing too much in how the company works (Chesbrough & Appleyard, 2007). This helps companies grow fast and be more competitive (Sorensen & Sornette, 2009). Large companies, also called corporations or multinational corporations (MNCs), are really big organizations with lots of money, many employees, and businesses in different places (Foss, 2011). One thing that makes them different is they can make things cheaper and faster because they're so big (Barney, 2012). This helps them compete better and have more power when they negotiate with suppliers or sell things (Porter, 1980). Large companies also have complex structures, with many levels of management, different departments, and big decisions made by top people (Galbraith, 2014). They might also work with other companies, buy them, or join with them to grow and make more money (Hitt et al., 2007).

Social entrepreneurs and social enterprises are getting more attention because they do business in a way that helps people who are having a hard time (Peredo & McLean, 2006; Seelos & Mair, 2005; Thompson, 2002 as quoted in Saebi

2018). They find new ways to solve problems and make life better for others, and they also try to make money while doing good (Saebi, 2018). Social entrepreneurship is about fixing social and environmental issues with new and creative ideas, which can help make the world a better place and make money too. Innovative entrepreneurship is about coming up with new ideas, using new technology, and making businesses that make the world better (Shane, 2003). People who do this well are good at seeing opportunities, taking risks, and being creative (Dyer et al., 2011). They use technology, learn about markets, and work with others to make new products or services and find new chances to do well.

Intrapreneurship is when people in big companies act like entrepreneurs inside their own company (Pinchot, 1985). They think of new ideas, take risks, and try to make the company grow and do better (Burgelman, 1983). Intrapreneurs are creative, good at solving problems, and take charge of their work to make the company better (Kuratko et al., 2020). Adoptive entrepreneurship is about changing and adapting to new things happening in the world, like new ways of doing business or new technology (Shepherd & Williams, 2018). People who do this well are flexible, learn new things, and change their business to fit what's happening (Chandra et al., 2016). They keep up with trends, what customers like, and make their business fit what people want now.

### **1) Characteristics of social entrepreneurs**

Social entrepreneurs are like everyday heroes, but instead of capes, they wear passion and determination (Mair & Marti, 2006). They are people who see problems in the world and can't sit still—they have to do something about it (Dees, 1998). In this paper, we'll explore the characteristics that make social entrepreneurs so special and effective in creating positive change.

**Heart and Passion:** At the heart of every social entrepreneur is a big heart filled with compassion (Bornstein, 2007). They care deeply about others and the world around them. This caring fuels their passion for making things better (Srivastava & Singh, 2017). Whether it's helping disadvantaged communities, protecting the environment, or improving access to education and healthcare, social entrepreneurs are driven by a sense of purpose and a desire to make meaningful difference in people's lives (Peredo & Mclean, 2006)

**Visionary Thinking:** Social entrepreneurs are like dreamers with a plan (Dacin et al., 2010). They have a clear vision of the future they want to create. A world where everyone has equal opportunities, where communities thrive, and where the planet is healthy and sustainable (Drayton, 2002). This vision guides their actions and decisions, inspiring them to think creatively and innovatively to solve complex social problems (Nicholls et al., 2016)

**Courageous and Resilient:** Being a social entrepreneur is not always easy (Seelos & Mair, 2005). They face challenges and setbacks along the way, but what sets them apart is their courage and resilience (Light et al., 2009). They don't give up easily. They learn from failures, adapt to new situations and keep moving forward with determination and optimism (Nicholls et al., 2018)

**Ethical Integrity:**

Integrity is the foundation of every social entrepreneur's work (Battilana & Dorado, 2010). They uphold high ethical standards and transparency in everything they do (Dacin et al., 2011). They prioritize social impact over personal gain and always strive to do what's right, even when faced with difficult decisions (Ebrahim & Rangan, 2010).

### **2) Challenges faced by social entrepreneurs**

Social entrepreneurs face many tough challenges in their work, like climbing a steep mountain (Mair & Marti, 2006). These challenges can be from outside or inside, testing how strong and determined social entrepreneurs are (Seelos & Mair, 2005). Let's talk about some of these challenges and how social entrepreneurs deal with them. One big challenge is not having enough resources, especially money (Austin et al., 2006). Social entrepreneurs often have very little money and have to get funding from grants, donations, or investors who care about making a difference (Bornstein, 2007). It's hard to get enough money to keep their projects going and make them bigger. Another challenge is dealing with complicated rules and paperwork (Peredo & McLean, 2006). There are a lot of laws and rules about social issues, and they can be different in different places. Social entrepreneurs have to follow these rules while still trying to do good things (Drayton, 2002).

Social entrepreneurs also find it hard to build good relationships and work together with others (Srivastava & Singh, 2017). They need to talk well, negotiate, and build trust with governments, other organizations, and the communities they're helping (Dacin et al., 2010). Showing how much good they're doing is another big challenge for social

entrepreneurs (Nicholls et al., 2018). Unlike regular businesses that focus on money, social entrepreneurs need to show how they're making a difference for people and the environment (Battilana & Dorado, 2010). This means keeping good records and telling stories that show the impact of their work (Ebrahim & Rangan, 2010). Even with all these challenges, social entrepreneurs keep going, finding new and creative ways to help solve big problems and make the world better (Dees, 1998).

### **3) What is their role?**

Social entrepreneurs are like superheroes with a mission to make the world a better place for everyone (Saebi, 2018). Their role is to find innovative solutions to social and environmental problems that affect people who are struggling or left behind (Peredo & McLean, 2006). They don't just think about making money; they think about how their business can help people and the planet at the same time (Seelos & Mair, 2005).

One important role of social entrepreneurs is to bring attention to issues that might not get noticed otherwise (Thompson, 2002 as quoted in Saebi 2018). They shine a light on problems like poverty, inequality, and environmental damage, and they come up with creative ways to fix them (Dees, 1998).

Another role is to create sustainable businesses that keep doing good over time (Bornstein, 2007). Social entrepreneurs don't want to just help for a little while; they want to make lasting changes that keep helping people for years to come (Drayton, 2002).

They also inspire others to get involved and make a difference (Dees, 1998). When people see social entrepreneurs doing amazing things, they feel inspired to help too. It's like a ripple effect, where one person's actions can lead to many more people joining in to make positive changes in the world (Drayton, 2002).

Overall, the role of social entrepreneurs is to be leaders in creating positive change, finding new ways to solve old problems, and showing that businesses can do well by doing good (Peredo & McLean, 2006; Seelos & Mair, 2005).

### **4) Their Strategies**

Social entrepreneurs use different ways to help make society better and run successful businesses. It's like having different tools to solve problems and make meaningful changes (Thompson, 2002 as quoted in Saebi 2018). Let's talk about some of these ways that social entrepreneurs often use:

**Thinking Creatively:** Social entrepreneurs are good at thinking of new and different ways to fix social and environmental problems (Dees, 1998). They use technology, new ideas, and working with others to find solutions that really work (Bornstein, 2007).

**Working Together:** Social entrepreneurs know that working with others who care about the same things is powerful (Dees, 1998). They partner with nonprofits, governments, businesses, and communities to get more resources, knowledge, and support to make a bigger difference (Saebi, 2018).

**Helping Communities:** Social entrepreneurs focus on helping the communities they work with (Drayton, 2002). They involve local people in deciding what to do, work together with them, and help communities become stronger so they can keep making good changes (Peredo & McLean, 2006).

**Being Sustainable:** Social entrepreneurs care about making their businesses last and do good for a long time (Bornstein, 2007). They find ways to make money while also helping society, like using new ways to get funding or making partnerships that benefit everyone (Drayton, 2002).

**Speaking Up:** Social entrepreneurs talk about social and environmental problems and try to change policies (Saebi, 2018). They use stories, media, and public talks to get more people involved, influence leaders, and make big changes in how things are done (Dees, 1998).

**Showing Impact:** Social entrepreneurs use data and feedback to see if their work is making a real difference (Peredo & McLean, 2006). They keep track of what's happening, ask people for their thoughts, and keep improving what they do to get better results (Bornstein, 2007).

### **5) Role of social entrepreneurship in sustainable development**

Social entrepreneurs are like problem-solving superheroes. They focus on fixing really important things, like helping poor people, making sure everyone is treated fairly, and taking care of our planet (Dees, 1998). They come up with clever ideas and then put them into action through their businesses.

But it's not just about making money for social entrepreneurs; they want to make good changes that help people and the environment (Bornstein, 2007). This means giving people jobs, making sure they are paid fairly and work in safe places, and helping local businesses grow. They also do things in a way that's good for nature.

Social entrepreneurship is about giving power to local communities (Drayton, 2002). They ask people in the community for their ideas and work together to find solutions. This makes communities stronger and better at solving their own problems. (Give an example)

Social entrepreneurs are really smart and creative. They come up with new ways to solve big problems, use new technology, and create new business ideas (Saebi, 2018). This not only helps solve problems but also creates jobs and makes our world more exciting and innovative.

They also speak up and make change happen. Social entrepreneurs talk to important people about problems that need fixing (Saebi, 2018). They work to change laws and rules to make sure everyone is treated better and our environment is protected.

Social entrepreneurs keep track of what they're doing and see if it's really helping (Peredo & McLean, 2006). They use numbers and data to see if their ideas are making a real difference for people and the planet. This helps them keep doing good things and change what's not working.

In the end, social entrepreneurship is like a powerful force that helps us all live better lives and take care of our world for the future (Seelos & Mair, 2005).

## **6) Female social entrepreneurship**

Female social entrepreneurship is a powerful force for positive change, where women combine their entrepreneurial spirit with a strong commitment to addressing social or environmental issues. These entrepreneurs often create businesses that only generate profits but also have meaningful impact on society. Here are some examples of female social entrepreneurs and their ventures:

- 1) **Shiza Shahid** is a Pakistani social entrepreneur known for her impactful work in social entrepreneurship and women's empowerment. She co-founded the Malala Fund with Nobel Malala Yousafzai, focusing on advocating for girls education globally.
- 2) **Rachel Brathen** also known as Yoga girl is a well-known yoga instructor, author and social media influencer. She gained her popularity through her Instagram account, where she shares yoga poses, inspirational messages and insights into her life. One of Rachel Brathen's notable ventures is her Yoga studio called Island Yoga, located in Aruba. Island Yoga offers a variety of yoga classes, workshops, and retreats, attracting yoga enthusiasts from around the world to practice in a beautiful tropical setting.
- 3) **Servane Mouazan** is a social entrepreneur who started Ogunte, a company that helps women who want to make a difference in the world. Ogunte teaches these women how to run successful businesses that do good things for people and the planet. Servane cares a lot about making sure women have the same opportunities as men, and she works hard to support and empower them in their entrepreneurial journeys. Her work with Ogunte has made a big impact in helping women create positive change in their communities.

## **Conclusion**

Entrepreneurship comes in many shapes and sizes, each with its own special traits and challenges. Think of small businesses, big startups and large corporations- they're all important parts of how our economy works. But there's another kind of entrepreneur, the social entrepreneur. These people are like superheroes with big hearts. They care a lot about making the world better and they really cool idea to do it. Even though they often don't have a lot of money or deal with tricky rules, they keep going because they believe in their mission. Social entrepreneurs use all sorts of clever tricks to make things better, like thinking outside the box, teaming up with others, and making sure their business help the community and the planet. And when it comes to female social entrepreneurs, we've got amazing role models like Shiza, Rachel Brathen and Servane Mouazan. These women show us that that you can do good and make a difference while running a successful business. They're like trailblazers, inspiring others and making the world a better place for everyone, especially women.

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