

SOCIETAL INNOVATION AND SOCIAL ENTREPRENEURSHIP: A THEORETICAL PERSPECTIVE

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ABSTRACT

The phenomenon of social entrepreneurship, perhaps designated societal entrepreneurship, acquires lofty attentiveness and prevalence by policy formulators, opinion leaders and by research scholars as well. Typically, Social entrepreneurship is about generating innovative solutions and to resolve social, cultural and environmental related problems effectively with an intent to bring a revolution form the society. Comparatively, the main significance of business entrepreneurship is generating profit through innovative products and services, conversely social entrepreneurship focusing on creating social value through innovative solutions. The successfulness of social entrepreneurship relies on innovation and innovative ideas and solutions. Notwithstanding it's a process of integrating creative thinking and innovation, having sufficient resources, open doors to consign censorious socio environmental challenges and problems. Social entrepreneurs concern on transforming systems and practices that are root causes of poverty, wastage, water child education, women issues, agricultural and infrastructure and environmental issues. The ultimate purpose of social entrepreneurship is promoting, establishing new and ideal ways to improve the world's lives. The fundamental objective of this conceptual paper is to investigate the inter relationship and importance between innovation and social entrepreneurship success through systematic review of the concurrent review of literature.

Keywords: *Entrepreneurial success, Innovation, Social entrepreneurs, Social innovation, social values.*

INTRODUCTION

The commitment and contribution which social entrepreneurs make to a

county's social, economic, cultural and environmental wealth is being increasingly recognized. Social entrepreneurship is not a novel phenomenon; the term "Social entrepreneur" has more recently been used to elaborate those individuals who establish businesses basically to confront social purposes other than maximizing financial gains. It is the responsibility of the government to eradicate social related issues and problems such like education, poverty, women issues, telecommunications, agricultural and transportations and so forth. These issues are rigorous and complex in nature and require innovativeness, incessant agility, perseverance, determination, commitment, dedication to solve the complex problems. Government possesses insufficient basic traits and attributes that enterprises have lofty focus on outputs and willingness to discover new paradigms to eradicate complex problems. Social entrepreneurship could be known as do something new and that should be divergent from pragmatic businesses and customary non-profit actions and activities through accommodating the components of the social purpose, market orientation and financial performance and standards of business to diverse extents (Galera, Borzaga, 2009). In the absence of the government to solve this complex problems, social entrepreneurs arise.

They see the world and they are dissatisfied with the things they see as a result social entrepreneur arise. However in order to eradicate the problem social entrepreneurs need to possess adequate resources such like finance. It doesn't mean that social entrepreneurs are for nonprofit. In further, social entrepreneurship can be for profit, non- profit and hybrid notwithstanding their primary goal or purpose is social change or social well-being.

The divergence is that revenue maximization is not the mere goal of these enterprises. It's the holistic impact of the society produced by the goods

or services of the business. These social enterprises constantly focus on innovative solutions to the social problems through, sophisticated technology or engaging the society in innovative, intoxicating and exhilarating paths. Consequently, social entrepreneurs are always considered as silent revolutionaries- indicator of change.

Social innovation described as innovative activities and services that are inspired by the goal of meeting social need (Mulgan, 2006). Innovation plays an integral role in social entrepreneurship success, moreover, Social entrepreneurs consistently seeking for innovative solutions and alternatives to solve social issues and fostering revolution from the society. Social entrepreneur exploits innovation to a standardized level to foster a change in social equilibrium (Bruin & Ferrante, 2011; Lehner & Kansikas, 2012; Zahra et al. 2009a).

The social entrepreneurs should have congruence with competitive advantage and the aim to earn profit with the generation of the social impact through fundamental challenges, first the effective management of finance of the social enterprise, second precise management to achieve the goals of profit and social impact, third the identity management of the social enterprise (Nwankwo, Phillips & Tracey, 2007). There is wide variety of elements of social innovation, which are social innovations should satisfy needs of the society in terms of employment, health, education and the like; have significant new elements; must be executed; and they should workout in the concurrent world (Dainienė & Dagilienė, 2015).

The main objective of this paper is to investigate the significance and inter-relationship between innovation and social entrepreneurship success through systematic review of the concurrent review of literature.

LITERATURE REVIEW

Defining social entrepreneurship

The identification of social entrepreneurship has mere a narrow history, the practice of social entrepreneurship is far from new. Florence Nightingale, altered dramatically the theory of hospital conditions in the late 1900s, who commenced working with less advanced in mental, physical people in the early 1960s ((Bornstein, 2007; Alter, 2007), are just two instances of outstanding individuals bringing about social change whom we may called as “social entrepreneurs” was first launched in 1972 by banks, who identified that social problems would be utilized by managerial practices. According to Martin, Osberg (2007a) defined social entrepreneur as an individual who focuses an unlucky however a consistent compatibility that affects the neglect, marginalization or starving of a portion of humanity and humanitarianism; who carries to deal with the circumstances their motivation, creativity, goal oriented, courage, drive, energy; and intents to eventually affects the establishment of a new stable equilibrium that protects perpetual advantages for the focused communities and society at large.

Social entrepreneurs act the part of change catalyst in the social sector through establishing and embracing a mission to develop and retain social value (not for just private value), perceiving and incessantly following novel open doors with an aim to captivate and concur that mission, adapting and involving in a process of a successive innovation, adaptation, and learning (training and development), having passion and enthusiasm to act boldly regardless of resources currently in hand manifesting intensified responsibility and accountability to the constituencies served and for the outcomes created (Dees, 2001). The term social entrepreneurship was first used in the literature on social

change in the 1960s and 1970s (Gray, 2012). Social value creation as being the product of the association between innovativeness, proactiveness, and risk management; and subject to the social mission, sustainability and the operating environment (Weerawardena, Mort, 2006a). According to Martin, Osberg (2007b) Social entrepreneurship, social service provision, social activism are separate forms of social engagement that can co-exist in hybrid types of social entrepreneurial organizations. Positions social entrepreneurship relay on their scheduled and planned producers for launching social change and the level of business practices they launching to do so (Swanson, Zhang, 2010).

Social entrepreneurship could be known as where few individuals and or a group: (1) intent to generate a social value, through either exclusively or even in an imperative way; (2) exhibit an ability to perceive and capitalize on the open doors to generate that value (visualize); (3) harness innovation, ranging from outright invention to adapting someone's newness, stimulating social value (4) is / are willingness to take calculated risk in generating and pervading social value; (5) is/are commonly resourceful in captivating their social venture (Peredo, McLean, 2006a). The social entrepreneurship is completely new and complicated phenomena. Social entrepreneurship encapsulates the actions and processes carried out to explore, describe, and harness opportunities in order to enrich social value by generating new ventures or even managing an existing organization in an innovative way (Zahra et al. 2009b).

Many researchers stated wired explanations of social entrepreneurship. In them elements extended to social justice, social value, feasible socio-economic composition, fostering innovation, social entrepreneurial skill,

market gaps, resolving social problems, to social entrepreneur is a change catalyst (Zahra et al. 2009c). The disclosure of social entrepreneurship development is affected by three integral factors the demand or desire for social related products or services as a consumer and or customer, the supply of the social entrepreneurs and third the influence of the previous factors due to the environment and institutions (Chell, Nicolopoulou & Karataş-Özkan, 2010). Not intriguingly, a substantial amount of research attempt is dedicated to describing the key components of social entrepreneurship (Dees, 1998a; Mair, Marti, 2006a; Weerawardena, Carnegie, 2003a; Peredo, McLean, 2006b; Perrini, Vurro, 2006).

In spite of the fact that there are huge disparities between the concepts of “social enterprise”, “social entrepreneur” and “social entrepreneurship” (Defourny, Nyssens, 2008) the expansion of the attentiveness in this area is closely correlated to the reality that social enterprises compose the exponentially evolving category of organizations in the USA (Austin, Stevenson & Wei-Skillern, 2012) and the actuality that many universities and business schools around the world are now focused in Nemours education programs in social entrepreneurship and social enterprise. Social entrepreneurship makes grate efforts to change the social compatibility (Douglas, 2008).

Therefore, there is a rapidly evolving attention for this industry among both academics and practitioners in the area (Hulgård, 2010). Notwithstanding, social entrepreneurship is quit evolving area for scientific research and the theory of social entrepreneurship is still in the stage of conceptualization (Greblikaitė, 2012). Indeed, the social entrepreneurship is worthwhile for society likewise one kind of social

innovation and that could foster advantages to diverse interested parties: for business- generate income or profit, customer's volume, allegiance and gratification, business goodwill; for the social targeted groups: reducing unemployment rate, ecofriendly and enriching country's reputation (Černikovaitė, Laužikas, 2011). Social entrepreneurship is all about a behavioral phenomenon expressed in a not for profit (NFP) organization context intent at pervading social value through the utilization of recognized open doors (Weerawardena, Mort, 2006b). Social entrepreneurship as innovative, social value generating action that could happen within or across the not for profit business or government sectors (Stevenson and wei-skillern 2006). We sight social entrepreneurship as wide range, as a process incorporating the innovative use and amalgamation of required resources to captivate open doors to capitalized social change and addressing social requirement (Mair, Marti, 2006b). Not intriguingly, a significant amount of research effort is dedicated to explaining the key components of social entrepreneurship (Dees, 1998b; Mair & Martí, 2006c; Mort, Weerawardena, & Carnegie, 2003b; Peredo & McLean, 2006c; Perrini & Vurro, 2006b).

Defining innovation

On top of everything, research and development (R&D) has been intimately affiliated with technological innovation (Miller and Morris, 1999). Invention is the cramped part of innovation. Tremendous innovation in pragmatic societies is reached at in wired short of organizations, we constantly depend on the articulation by (Chaminade, Lundvall & Haneef, 2018) that innovation is a reciprocal interactive process where many kinds of knowledge are consolidated through communication within and throughout organizational boundaries. Innovation is a recommended theory or paradigm approach that

synthesizes expand knowledge and methodologies to contribute a theoretical platform for a novel concept (Sundbo, 1998). Drucker (1994a) retained that there are seven fundamental methods or sources of opportunities to innovate something. Mere one of them is to be inventing something new or something different.

Consequently, innovation is more than invention and that doesn't need to be technical aspect or element. There are various paradigms of social and economic innovations (Drucker, 1994b). Innovation therefore has got huge angle and it is multidimensional. The grater imperative innovation dimensions could be articulated as incremental innovation and radical innovation; product versus process; and administrative and technological (Cooper, 1998). In the mid-twentieth decade, study of innovation introduced as a field of research, whereas many research projects intent to creating dependable and standardized knowledge regarding hoe to impact on innovation and how to optimally harness its consequences (Fagerberg Mowery & Nelson 2013). Ideally, technological innovation incorporates the situationally novel improvement and implementation of knowledge- derived trappings, and devices whereby individuals extend and interact with their atmosphere (Tornatzky and Fleischer & Chakrabarti 1990).

The successfulness of a technological is evaluated through commercial rather than technical parameters (Bulgerman, Christensen & Wheelwright, 2012). Innovation can be seen as the key element to gaining sustainable competitive advantage to assure the success of the business. The fundamental purpose of the innovation is commonly to sustain, to grow, to generate profit, however what matters for innovation is hoe it impacts on the changes of survivals, revenue and development

Vadastreanu, Bot, Maier (2015b) innovation is all about newness, change, transformation, short out a technical related problem or work organization problems in addition to enhance performance and productivity. Innovation drives from the term to innovate, the actions to innovate its output, restructuring, innovation. To innovate means to make a change, to introduce a new thing (novelty) in a field, in a system, to renew, to implement, adopt or pervade innovation. Innovation doesn't mean just an idea additionally; innovation only can be achieved when the idea should be transformed into outcome or realities which possess value (Hindle, 2009).

Schumpeter is the one who has been a significant authoritative in entrepreneurship studies, however he precisely links entrepreneurship to innovation needing the entrepreneur to innovate in a various of regards that would be (new services, quality, process, market, source of supplies, and or industry) and whereby adopt in creative destruction. This prevents huge amount of entrepreneurial activities and actions which incorporates the generation of novel organizations, but which might not be remarkably innovative (Schumpeter, Joseph, 2000).

Defining social innovation

Traditional approach indicates, innovation is about introducing new and modified products, services, processes and reformed organizational and marketing strategies (Zhao, Tsai & Wang, 2019). Innovation takes place at the level of social practice. Hochgerner (2010) indicates between innovations corresponding with social issues (social innovation) and innovation based on technologies (intended at business purposes) both have linkages however, both are different. Therefore, the process,

metrics, models, and methods incorporate in innovation in the commercial and technological fields are not often directly transferable to the social economy (Murray, Caulier-Grice & Mulgan, 2010).

The word social innovation incorporated in the list of the items of several scholarly terms and state sector in the 1980s, when innovation transformed into an answer to the failures and lack of persistence of neo-liberal models around the world (Moulaert, MacCallum & Hillier, 2013) Vieira et al. (2017a) gives Defourny, Nyssens's (2013) stated that the contentment of human needs, the integration between humans in common and between social gathering in particular and the reinforcement of people striving to satisfy their needs, the development execution of novel ideas suchlike products, services, and methods to satisfy social needs and aims to develop a social interaction or collaborations. It reflects new responses to pressing social demands, which impacts the process of social relationship. It is focused at enhancing human well-being and dignity. Social innovations are innovations that are social in both their ends and their means. They are innovations that are not merely best for society rather improve people's capability of respond.

1. Societal entrepreneurship can be described as, the attempts of motivated individuals and organizations to eradicate economic and social related problems for the benefit of society generally the use of the business process and innovative strategies (Jackson & Harrison, 2011).
2. According to Witkampet, Royakkers and Raven, (2011), social entrepreneurship is a novel business paradigm that unifies a societal

purpose with the business mind-set and is indicated as a crucial method to create social value as sustainability.

3. Social entrepreneurship relates to a person. it aims to describe an initiative of social outcomes created by an entrepreneur with a precise social envision. This initiative could be a non-economic initiative, a charity, or a business initiative with or without personal profit (Yunus, 2010).
4. A social entrepreneur is an individual who recognize and utilized their commercial skills and competencies in managing business ventures that captivate people's well-being in the pursuit of social change, enthralling economic, social, technological interventions as essential to attain their goals (Dawson and Dainal, 2010).
5. Opportunities of social entrepreneurship are the established outcomes of entrepreneurial attentiveness and inspiration, and the organizational, societal, institutional, and market contexts in which the entrepreneur is embedded (Newth, Woods, 2014).

Social innovation is all about the application of creativity to social purposes (Oliveira, Breda, Vazquez, 2012). There are diverse laneways concerning on the influence of innovation corresponding with the quality of life and social improvement. Social innovation as the development and application of novel or reformed activities, initiatives, processes, or products and services developed to address social and economic challenges and uncertainties confronted by individuals and the society (Goldenberg, 2004).

It is obvious that technology is an integral part of social innovation. Technological innovation could be seen, for instance as a needful or necessity, facilitating factor, or a promoter of social innovation. Social innovation can foster the development of new technologies to innovate in social interactions either inside or more typically throughout the society moreover innovation produce different influences, accordance with their characteristics and remarkable context. It is intriguingly notable that every innovation can have positive and negative impacts however that is relays on its result and corresponding to the specific perspective (Vieira et al. 2017b).

According to the (Peterlin, Garbin, Dimovski, 2016) Social innovation refers to fresh ideas that resolve existing social, cultural, economic, ad environmental challenges in a socially and environmentally responsible way. Indeed, a true social innovation reforms the existing system perpetually or enduringly changing the conception, behavior and structures that antecedently enabled the survival of these challenges. Borzaga and Bodini (2014) state a comprehensive distinction between social and other kind of innovations. defines social innovation as a novel ideas or concepts which can be products services and processes that meets the social needs at the same time effectively and develop new social interactions or interrelationships (Goldenberg et al. 2009) indicate, some analyst frankly incorporates the private sector in their definition of social innovation, which is a process whereby value is generated for the individual and communities through public and private organizations.

Social innovation transforms novel knowledge and technologies into policies and services for the application of local, national, and global. A lofty rate of innovation in return serves to more intellectual capital, social

capital, economic growth, and improved quality of life and cultural engagement (Phipps, Shapson, 2009), Social innovation represents as a new forms of social relations, incorporating instructional and organizational innovations, new forms of productions and consumptions and new relationships between economic and social development (Neamtan and Downing, 2005).

Linking social innovation with social entrepreneurship

Both social innovation and social entrepreneurship plays dramatic importance role in accelerating social change. Social innovations are speedily evolving concept and an emerging academic discipline. Notwithstanding a search for articles explicitly using this term doesn't produce many research papers (Lettice, Parekh, 2010). Moreover, they found corresponding topics such as sustainable development, sustainable innovation and eco- innovation. As indicated by (Cunha, Benneworth, Oliveira, 2015), social problems must be clearly comprehended regarding the concept of the Grand challenges of the 21st era, that represents gigantic social change encapsulating ageing population, phenomenon huge urbanization and social exclusion, lofty rate of unemployment and environmental challenges. These challenges throughout various boundaries such like political, economic, technological and ecological (Bawa & Munck, 2012).

It is possible to become a successful entrepreneur without being innovative, social entrepreneurs effectually and constantly use innovative methods (Shaw, Carter, 2007). Additionally, Social entrepreneurs would be the imperative sources of innovation. Social entrepreneurs recognize unutilized resources like human resources, building, machinery and equipment – also discover new paths of combing them to utilize to satisfy unmet social needs. They innovative

new welfare facilities and new ways of delivering existing services.

According to (Howaldt and Schwarz (2010) underpinned that the problems and challenges have refined completely and intensified in co-occurrence with the rigorous rapid movement (acceleration) of the revolution in the economy, society and culture, and advertence has explicitly developed regarding the finite potential that technological innovations and established management and problem-solving routines have to resolve issues. In the up-to-date years the prominence has been moved towards recognition of the prominence of social engagement in the pursuit of social well-being (Dawson and Daniel, 2010). Many scholars and practitioners like Cajaiba-Santana (2014); Seyfang, Haxeltine (2012); Perrini, Vurro & Costanzo (2010) have stated the corresponding issues around social change with the help of the elements and concepts of the social innovation and social entrepreneurship, notwithstanding the unique intellectual heritages of their related fields, accordingly innovation and entrepreneurship.

CONCLUSION AND RECOMMENDATIONS

Social entrepreneurship has well liked and widespread term exploit by different peoples like businesspeople, politicians, institutions and the like to elaborate business that return to society, such like entrepreneurial activities targeting to enhance social value and business benefits as well. Social entrepreneurship, consequently, becomes an ideal method for reconciling social disparities in economic wealth, educational access, opportunities and environmental issues.

This article intent to explore and investigate the relationship between social entrepreneurship and social innovation. Unlike business entrepreneur's social entrepreneurs are something different, in further

business entrepreneurs constantly focus on captivating economic value in terms of revenue maximization, rapid and robust growth and they place slide emphasis on social well-being conversely, social entrepreneurs constantly and relentlessly focus on bringing a revolution from the society or fostering sustainable social well-being through innovative ideas and solution to solve social related problems. Moreover, they act as a change catalyst in the society and striving to make an impact in the world.

However, in order to make a change in the society they should realistically discover innovative solutions to remove or radiate the problems of the society. Consequently, they make a dramatic change in the society and. In addition to reach the intended purpose entrepreneurs require innovation and innovative thinking.

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