

Social Entrepreneurship as a tool for social change

Asma Abdul Majeed¹, Dr. Beenish Malik², Dr. Saud Taj³

Abstract

Social Entrepreneurship is the use of different methods to develop and solve different societal issues. Social entrepreneurship is different from entrepreneurship, it highly priorities the societal issues. The main purpose of this study is to examine the prospectus and challenges faced by the social entrepreneurs and to highlight the areas and issues of the society which should be focused by the social entrepreneurs. Data collected from 20 respondents by conducting depth interviews. Snowball sampling technique is used for the selection of respondents. Interpretative approach is used for data analysis. Social entrepreneurs face different challenges such as fund raising, distrust, unwillingness of the society to accept change. According to the results of this study social entrepreneurs should analyze the need of the community before working on that community.

Keywords: Social Entrepreneurship, Social Change.

Introduction:

Background of the Study

Increasing involvement of people in entrepreneurship is changing the life and status of people in the society, (Servon and Doshna 2000). According to Sen (1993), females have been limited from their education rights due to which their status have affected in the society. Entrepreneurship is playing an important role in the society through different NGOs to develop awareness in the society. Entrepreneurship increases the economic value of a country through employment opportunities, innovation, productivity and growth.(Prag & Versloot 2007).While in

1 A.A. Majeed
MS Scholar
University Of Balochistan Quetta

2 Dr. B. Malik
Lucturer University of Balochistan Quetta

3 Dr.S.Taj
Pro Vice Chancellor
University of Balochistan Quetta

contradiction to entrepreneurship social entrepreneurship is a powerful support for the societal issues,(Sud, VanSandt and Baugous 2009). Social Entrepreneurs utilize services in such a manner due to which a retained social affect is generated on the people and the society, (El Ebrashi 2012).

The youth of Pakistan should be encouraged more for social entrepreneurship as they can serve the organizations and the society with new ideas and solutions. Social entrepreneurship can provide best solutions to NGOs facing the problem of funds and resources, (Khan 2014). Social entrepreneurship is a field which is growing rapidly in the world. In Pakistan still the concept of social entrepreneurship has not been understood the way it should be. Social entrepreneurship is a way in which social entrepreneurs solve the cultural and social issues of the society in an innovative way.

Balochistan Province is still under developing and needs a lot of financial and human resources for the development of its economy. The situation of social entrepreneurs in Quetta is not pleasing. According to Anjum and Khan there are several issues faced by women entrepreneurs in Quetta such as lack of financial resources, cultural issues and gender inequality which are affecting the enterprises. The issues of the society are not highlighted and resolved the way it should be. Therefore realizing their problems and prospects should be focused. Social entrepreneurship is a good source for the development of the society. The basic aim of this research is that no such research has been conducted on the prospectus and challenges faced by social enterprises in Quetta.

A primary concern of social entrepreneurship is to solve issues of the society. Social entrepreneurship is linked with social change systems, (Acs, Boardman and McNeelay 2013). The main purpose of our study is to have understanding about the developments of social entrepreneurship in Quetta. As social entrepreneurship plays an important role in boosting the economy of a country by providing different opportunities, resources, skills and knowledge to people. Moreover this study will answer the question that how social entrepreneurship activities impact the society or bring social change.

Problem Statement

The main purpose of this research is to develop better understanding of the nature of social entrepreneurship and its effects on the society. This study attempts to answer the following questions:

- What are the prospectus and challenges faced by social entrepreneurs?
- Which areas or issues of the society should be focused by the social entrepreneurs?

Research Objectives:

The aim of this research is to

- To develop a model for helping to understand, build, search and analyze the issues of the society.
- To examine the prospectus and challenges faced by social entrepreneurs.
- To highlight the neglected areas or issues of the city Quetta.

Significance of the Study:

This research is based on primary data so it is be significant because it will not only highlight the effects of social entrepreneurs on the society but will also identify the areas which should be focused and the challenges faced by the social entrepreneurs .No such research on this topic has been conducted in Quetta. This research can guide the policy makers to make such policies for social entrepreneurs and for the society on the basis of the gaps identified according to this study.

Literature Review:

Social Entrepreneurship

Social Entrepreneurship is a way to solve social issues of the society. Social entrepreneurship not only solves the problems of the society, it also boosts up the economy of a country as many opportunities are created for poor people,(Sijabat, Jiya and Sudirman 2015). The term social entrepreneurship was discovered by Charles Leadbeater who reported that how social entrepreneurs can use different innovative business methods for different social issues. Social entrepreneurship is considered as the techniques used by the entrepreneurs to execute different solutions to social problems.

According to Fowler (2000) "Social Entrepreneurship is the creation of viable (socio-) economic structures, relations, institutions, organizations and practices that yield and sustain social

benefits". Alvord, Brown, and Lets (2004) stated that, "Social entrepreneurship that creates innovative solutions to immediate social problems and mobilize the ideas, capacities, resources and social arrangements required for sustainable social transformations".

Social Entrepreneurship has been a way for social entrepreneurs to benefit the society in different sectors such as education, health and agriculture. Daru and Gaur (2013) stated that social entrepreneurship is the best way to bring social change in the society. According to them social entrepreneurs address the ignored issues or problems of public and are solved by innovative ideas. They explained that social entrepreneurs face different challenges in different forms, such as lack of governmental support, how new ideas are not accepted and lack of funds and how the goals of social entrepreneurs are affected due to these problems. Haugh and Talwar, (2014) suggested that social entrepreneurship has not only solved the social issues but changed the life of women by empowering the women and changing the status of women in the society. They suggested that further studies should be conducted to know the response of men towards women empowerment so that the effect of social entrepreneurship on social changes can be more effectively explained. Social entrepreneurial activities are affected due to social and cultural values of the entrepreneurs such as social responsibility, self reliance and stewardship, (Velvin, Bjornstad and Krogh, 2016). Social entrepreneurship is the best way for the development of the country and to solve the issues of the society. As many employment opportunities are created for the society by increasing social entrepreneurship trend.

Social Entrepreneurs

Social entrepreneurs are people who establish organizations with the aim of solving social issues. "Social entrepreneurs are not for profit executives who pay increasing attention to market forces without losing sight of their underlying missions, to somehow balance moral imperatives and the profit motives and that balancing act is the heart and soul of the movement", (Boschee 1998).

Social Enterprise

Social enterprises are those organizations which work for the benefit of the society.

"Social enterprises are private organizations dedicated to solving social problems, serving the disadvantaged, and providing socially important goods that were not, in their judgment adequately provided by public agencies or private markets. These organizations have pursued goals that could not be measured simply by profit generation, market penetration, or voter support", (Haugh and Tracey 2004).

Social Change

Social change refers to change in status, behavior and norms of the society. Social Change is linked with changes in various aspects of human beings life such as change in economy structure, change in education system, change in lifestyle and change in values,(Weichold and Barber 2009).Recent study suggests that social change also has impacted the children's life as parents social values changes,(Patricia M. Greenfield 2009).The reasons for social change have been demography, technology, economic change, organizations with innovation and institutions,(Kieran Healy 1998).

Shah and shubisham (2013) stated that Pakistan requires to invest in business schools for social innovation because investment on people and organizations lead to a positive impact on society. According to Ayub and Zafar Khan , (2012) they discussed through case studies the main powers and failings of current sources of social impact in Pakistan. Ali and darko, (2015) reported about social entrepreneurship activities and suggessted that the financial institutions providing financial resources to social entrepreneurs should be powered and strengthened.

The youth of Pakistan should be facilitated by managerial and technical skills related to social entrepreneur. Social entrepreneurship should be adopted in different sectors' such as health and education. Social entrepreneurship can bring a positive impact on the status of youth, (Khan and Advani 2016). There should be awareness in the society about social enterprises activities so that the public should be engaged in such activities, (Ali and darko 2015). Social entrepreneurship is the requirement of every country. Countries tend to develop by the involvement of the society in the advancement activities, (Hamza 2014).

Recently researchers focusing the city of Quetta have reported that many women entrepreneurs face many problems such as family obligations, lack of financial resources due to which many females could not continue their business activities as women social entrepreneurs play a big role in developing the economy of a country, (Anjum & khan 2012).

Research Methodology, sample and instrument

The aim of this research is to analyze the impact of social entrepreneurship on the society. Semi structured interviews conducted to collect data from the respondents. Interview will be used as a tool of data collection. Data is collected from 20 respondents from all over Quetta city. Snowball sampling technique has been used for the selection of respondents. Interviews have been

conducted with different employees and field workers of NGOS. Interpretive approach is used to analyze data.

Discussion:

Social entrepreneurs face different challenges while achieving their strategical goals. Major issues highlighted in interview transcription are as follows:

Raising Funds:

Majority of the organizations working as social entrepreneurs are small. Large amount of good work for community is done by these small organizations.

A respondent stated as:

..... Our organizations face difficulties to acquire funds due to competitors but due to technology and social media we can reach to capable donors. (R9)

Hiring the right human resource:

Some organizations operate on small level and cannot afford the right people. Well other organizations face difficulty due to switching off of employees.

According to an interviewer:

..... Our organization faces difficulty when employees leave the organization due to the process of rehiring which also effects the operations and goals of the organization. (R7)

Unwillingness to accept change:

Social entrepreneurs have always tried to change the way people think to bring a positive impact on the society. It is difficult to change the way people think and behave. People do not accept new things unless they had experience it for a long time.

Following excerpt has taken from the transcriptions of interviews:

..... We had faced many difficulties while working for different communities some communities does not accept change. We had organized a training for a community to train their females to seek different skills but their males were not accepting to allow them. (R13)

External Factors:

Social entrepreneurs have to follow the laws of the government. Sometimes government imposes such rules that would be not complimentary to nonprofit organizations.

According to a respondent:

..... The world bank has set some rules that organizations should work together on the same project to achieve the goals of the project. So we face difficulty to be align with another organization. (R4)

Distrust:

Social entrepreneurs are often misconceived by the society for their aims. They are also misunderstood by their families and are not allowed to follow their careers as social entrepreneurs.

An interviewer stated as:

..... In the beginning of my career I was not allowed to work in nonprofit organizations as my family was perceiving that I cannot have a good career while working in these organizations but I followed my passion to work and serve the society. (R15)

Conclusion:

Social Entrepreneurship has solved different issues of the society by creating different opportunities for the people. Due to social entrepreneurship job opportunities has been created for people due to which financial issues has been resolved of the society. By creating social enterprises women are empowered as they do not depend on their families financially and try to earn independently by working in such organizations. These organizations try to involve communities in different activities to boost up the economy of the country. Due to which a positive social change is created in the country. The social entrepreneurs have to focus on neglected areas and should focus on the need of the community. Some communities need electricity while some need better education. The social entrepreneurs should analyze the demand of the community.

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