

## **Nectere between Social Entrepreneurship and Sustainable Development Goals (SDGs)**

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### **Abstract**

Over, the past few years, social entrepreneurship has grow as a cause of poor effectiveness of government bodies in upgrading the wealth, quality of life of underprivileged social sectors. Since, the aim of sustainable development is to enhance the standard of individual's lives. Social entrepreneurship including its advantages, would be observed as one of the most significant opinion for development. This study explores the interconnectedness between social entrepreneurship and sustainable development goals. Social entrepreneurship characterized by innovative, sustainable and impact driven solution to societal challenges, align closely with the sustainable development goals agenda for global development. This study made review of past researchers and use of present researchers. The study involve the Introduction; entrepreneurship and social entrepreneurship; characteristics of social entrepreneurs; importance of social entrepreneurship in advancing the sustainable goals agenda; conception of sustainable development goals; link between social entrepreneurship and sustainable development; conclusion and implications. Finally this paper concludes with implications of policies and research emphasizing the greater support and integration of social entrepreneurship with broader development framework to accelerate progress towards the sustainable development to meet up with common needs without diminishing the importance of other goals and build a most sustainable and inclusive world.

### **Key-Words**

Entrepreneurship; Social Entrepreneurship; Social Entrepreneurs; Sustainable Development Goals.

## **1. Introduction**

Social enterprises have gained prominence in recent years mainly because of their ability to address pressing global concerns (Sakarya et al.,2012; Agarwal et al.,2018; Stephan et al.,2016; sahasranamam and Nandakumar,2020; Viswanatham and Rosa,2010). One can find a numerous definitions of social entrepreneurship: addressing social needs that are met by commercial enterprises(McMullen,2011); satisfying unmet needs( Thompson et al.,2000); facilitative social change through innovative approaches(Nicholls,2008); creating social value through market-based initiatives(Bacq and Janssen,2011); Combining the social mission and attributes of commercial businesses(Dees,1998); and pursuing opportunities in an innovative way to catalyze social change and address social needs (Mair and Mart, 2006).

In last few years, social entrepreneurship has grow as a cause of poor effectiveness of government bodies in upgrading the quality of life, and wealth of underprivileged social sectors. The wide ranging actions of these bodies have been controlled by complex political rotation and bureaucracy, which own the limited beneficial impact of social entrepreneurship. As a result of, the social wealth has become an choice to the private and public free enterprises system in that it provides the affirmative response in times of crisis. The advantages of social entrepreneurship lies in the smaller dependence these companies have on the financial markets and therefore, in the lower impact the financial crisis had on them (Birchall,2013., Palacios – Marques et al.,2019). Social entrepreneurship is a process of innovate new ideas to create capital by focusing on actions performed by private sector workers(Ebrashi,2013). The social aspects of sustainable development is amid the most significant aspects of development, which may be contemplated the axis of other sides of development. It aligns the efforts of other dimensions to strengthen it (Alavizadeh,2017).

Social entrepreneurship is a novel approach explaining various subjects in the area of fair trade, education, environmental topics, health and human rights and, to a wider level, is an important component of sustainability development structure (Korsgaard et al., 2015).

Millennium development goals are replaced by sustainable development goals (SDGs) in 2015 (United Nations, 2015). They include a determination to end hunger and poverty, build peaceful societies, protect the planet and empower girls and women. Attaining these goals entail a move beyond direct sponsor within the donor group towards an approach of enabling and empowering communities to “self-help”. Such an agency is apparent in the language of contemporary development with, for instance, Africa being able to feed itself by 2030 (Bill and Melinda Gates Foundation, 2015).

The SDGs define universal concern for growth and development up to 2030 and are significant for communicating the worldwide social, environmental, and economic challenges met by communities. They promote a wide range of actions in the private and public sectors that can foster economic growth through new and innovative ways (Apostolopoulos et al., 2018). Although, their success is undetermined, disputable and controversial. These goals are interdependent and perhaps indivisible (Le Blanc, 2015; Nilsson et al., 2016). In fact more than one entrepreneurial activities are covered under one SDG. This brings to the fore the importance of the institutional factors influencing entrepreneurial talent and as a consequence, socioeconomic growth (Urbano et al., 2018). In spite of the institutional failures surrounding them, many enterprises are attempting to implement strategies that promote sustainable development (Liargovas et al., 2017). The importance of a more participative framework towards environmental change that involves actors and stakeholders beyond the local authorities is also highlighted by these SDGs (Apostolopoulos and Liargovas, 2018).

Since the aim of sustainable development is to enhance the well being of individual's lives, entrepreneurship including its advantages would be contemplate one of the most foremost and best options for development. Entrepreneurship bring down unemployment, elevate the productivity of individuals and resources, and consequently increase the income of the people of the community (Tousi et al., 2014). Presently, entrepreneurship can be the root of many economic and social consequences. Paying attention to the entrepreneurial spirit and, in general, the expansion of entrepreneurship culture creates the possibility for an entrepreneur that while identifying resources, existing opportunities and problems, invents new solutions to grow various dimensions of his working area and thereby provides a context for sustainable development (Korsgaard et al., 2015).

Social entrepreneurship in the past decades garnered particular attention from policy makers, academics, practitioners and the general public. It is an important tool to tackle social challenges and to respond to them when the market and the public sector do not. Social enterprises and social entrepreneurs create innovative initiatives and solutions to unsolved social problems, putting social value creation at the heart of their mission to create benefits for different individuals, communities and other groups (Sekliuckiene and Kisielius, 2015). Social entrepreneurs are described as “new engines for reform” (Dees, 2007). Other investigators asserts that the importance of social value creation and argue about a lack of research in the social entrepreneurship process and social initiatives developmet (Sundaramurthy et al., 2013; Weerawardena and Mort, 2012; Mair and Marti, 2006; Santos, 2012). Austein et al. (2006) confirm that the evaluation of social entrepreneurship as an activity, its inputs and its gained impact are complicated, complex and not metered processes. As there is no unified attitude to the development of social entrepreneurship initiatives, there is a need for further research at this point (Perrini et al., 2010).

The main purpose of this study is to conduct an investigation into the nectere between social entrepreneurship and sustainable development goals. Although , the specific purpose is to investigate the relation between social entrepreneurship and sustainable development.

From the problems of this study, the following research question will be acknowledged :

The particular research question for this study is as follows : Is there a connection between sustainable development and social entrepreneurship.

## **2. Literature Review**

### **2.1. Concept of social entrepreneurship**

According to Bacq and Janssen (2011), social entrepreneurship is a process of pursuing opportunities through entrepreneurial activities that does not necessarily involve the creation of new venture. Social entrepreneurship is a dynamic process of aiming at creating new social value in the market and community at large by an individual or a team striving to exploit with an entrepreneurial mindset and a strong desire for achievement (Perrini et al., 2010).

However this notion continues to fascinate academic observation, a considerable level of differences in the conceptualization continues. Considering United States (US) scholarship, (Germak and Robinson 2014), states that social entrepreneurship is a highly popular practice of applying business solutions to social challenges. In contradiction, Santos(2012) states that social entrepreneurship is the development of appropriate, effective and long-lasting institutional solutions rather than market mechanisms and securing subsidies from governments. There is little consensus on what is included in social entrepreneurship (Choi and Majumdar, 2014) giving rise to loose (Lyon and Fernandez, 2012) and theoretically not well- bounded concept (Petrella and Richez-Battesti, 2014).

There is still no consensus about the definition of social entrepreneurship (Choi and Majumdar, 2014), but a definition should reasonably draw upon entrepreneurial processes that require opportunity exploitation and resources recombination processes (Newth and Woods, 2014). Social entrepreneurship is exercised where some group or person : (1) aims at creating social value, either exclusively or at least in some prominent way; (2) shows a capacity to recognize and take advantage of opportunities to create that value; (3) employs innovation, ranging from outright invention to adapting someone else's novelty in creating and distributing social value; (4) are willing to accept an above – average degree of risk in creating and disseminating social value; and (5) are unusually resourceful in being relatively undaunted by scarce assets in pursuing their social venture (Peredo and McLean, 2006).

### **2.2. Entrepreneurship and social entrepreneurship**

Entrepreneurship has had constructive effects on economic growth, and this relationship has been inspected thoroughly in recent decades (Audretsch and Keilbach, 2004; Audretsch, 2005; Alkan et al., 2010; Acs et al., 2018; Stoica et al., 2020). This positive interaction is due mainly to the activities of entrepreneurs as regards, such as, the evolution of new products, hunt for new markets, and the beginning of innovations, which have positive influence on economic growth, consecutively, has positive effects on job creation and social well-being. Given the chances of reviving economic growth entrepreneurial activity, the specialized literature has also focused on determining the factors that can stimulate entrepreneurship to design appropriate economic policy (Mendez – Picazo et al., 2021).

The term sustainable development implicit the use of non- exhaustible resources in a way like to make them usable and feasible by upcoming generations. As in the case of growing economy enterprises could develop their entrepreneurial activities that regards the environment and consequently, could also be a inspiring factors for sustainable development. Reflection of environmental problems has induce to the emergence of several other activities and other approaches of operating by economic agents. The concept of social entrepreneurship has arisen and has been considered gradually in analysis (Middermann et al., 2020). In spite of definitions of social entrepreneurship have been offered (Hockerts, 2017; Light, 2006, 2009; Mair and Marti, 2006), from the stance of this study, it can be considered in general terms as a process involving actions and opportunities that try to solve social and environmental problems by searching for innovative solutions (Mendez- Picazo et al., 2015; Miller et al., 2012; Miska et al., 2013; Nga and Shamuganathan, 2010).

As the case of prevailing entrepreneurship, social entrepreneurship has a beneficial impact on sustainable development through its allied activities, coordinating job creation, and as a result of expanding the overall demand of the economy that will quicken economic growth. In elevating sustainable development, both general (Doran and Ryan, 2016; Liao, 2018) and social entrepreneurship play an important role (Johnson and Schaltegger, 2020). Both are focused in achieving the objectives of sustained development, as environmental constitute a good business opportunity and will

allow entrepreneurs to access new markets, improving their image with stakeholders, and differentiate their products (Ambec and Lanoie, 2008).

### **2.3. Social entrepreneur's characteristics**

According to Martin and Osberg(2007), the following key attributes characterize social entrepreneurs :

**Ambitious :** Social entrepreneurs have initiative and are reformers with a social aim, tackling major social obstacles and offering raw concepts and wide-ranging clarifications.

**Strategic :** Searching and identifying what other social issues are missing, they take advantage of these opportunities for improving current social systems, creating solutions and inventing methods that create satisfactory social value.

**Resourceful :** Social entrepreneurs do not function in the business world in a social framework. As a result of their limited access to capital requirements, they have skills and mobilize all necessary resources for solving social problems.

**Mission :** Successful social entrepreneurs have the extreme goal not only of building wealth, but also of developing as much social value as possible.

**Result :** Social entrepreneurs are ultimately driven to achieve significant outcomes that adjust current situations for the benefit of society as a whole.

### **2.4. Importance of social entrepreneurship**

Social entrepreneurship is quite a novel and complicated phenomenon. Several authors provide numerous definitions of social entrepreneurship. Including constitutes range from social value, social justice, viable socioeconomic structure, employing innovation, market gaps, entrepreneurial skills, forging a new equilibrium, and solving social problems to social entrepreneurship as a change agent (Zahra et al.,2009). Michael Porter in his interview even correlated social entrepreneurship with new, upcoming orders, so-called transformational capitalism, as social entrepreneurship creates shared value (Driver,2012). Social entrepreneurship is beneficial for society as it is one kind of social innovation and might bring benefits to various stakeholders: for business – rise in profits and income, loyalty and satisfaction, customer's volume, business reputation; for the social targeted groups : social exclusion of social targeted groups ad reduction of unemployment; for the state : favorable public opinion, reduced pollutions (Lauzikas and Cernikoviate,2011).

It can be simplify by the statement that for every nation doesn't matter what is commercial or economic development is, one such most important success part is the stability of society, as a consequence, in these times, it is necessary to use social innovation methods such as social entrepreneurship (Kostetska and Berezyak,2014). Development of social entrepreneurship, the advent of entrepreneurship globally, is determined by three main factors – the demand ( public desire for social products/services), the supply (social entrepreneurs) and third – because of the environmental and institutional factors that influence the previous two facors (Chell et al.,2010). Nowadays, the social entrepreneurship occurrence in the world has gained thrust, and as argued by Kostetska and Berezyak (2014) for development of social entrepreneurship and its promotion and expansion in the world, different foundations and groups are being established, such as the “Ashoka Foundation” in India and “Schwab Foundation for social entrepreneurship”. Although, social entrepreneurship is still a growing area for scientific research and social entrepreneurship theory is still in the conceptualization stage (Greblikaite, 2012).

### **2.5. Sustainable development goals**

Sustained development goals can be recognize as complex worldwide challenges that require a surfeit of innovations to understand them. Social entrepreneurs can play an important role in sustainable development goals because of their predisposition in society to address problems that others overlook or cannot address as efficiently or effectively as social enterprises (Lubberink,2019).

The conception of sustainable development is intent to maintain progress and expansion of economic advancement while defending the long – term benefits of social life; it “provides a framework for the integration of economic policies and development strategies”(United Nations General Assembly,1987). The overall goal of sustainable development is the sustained stability of the economy; this is attainable only through the acknowledgement and incorporation of social and economic concerns throughout the process of decision- making. Both social entrepreneurship and sustainable development are considered solutions to assure the future development of entire society (Stefanescu et al., 2011). Sustainable development procures main features such as competitiveness, social responsibility, innovativeness, knowledge creation and usage, progressiveness, creating social values, dynamism and seeks for business benefits (Krisciunas and Greblikaite,2007).

## **2.6. Sustainable development goals agenda 2030**

Agenda plan 2030 by United Nations is a plan consisting of the planet, people and wealth. It is also deliberated to build global harmony in greater entitlement. The 169 targets and 17 sustainable goals declared the ambition and ranges of this new universal agenda. They are assimilated with the three dimensions of sustainability : social, economic and environmental development (Malak,2019). For the duration of next 15 years, the targets and goals will push further actions in discipline of crucial importance to the planet and humankind :

People : intent to make sure that all people can reach their unrealized capabilities in a equitable, decency and positive environment to cease hunger and poorness in all its forms.

Planet : intent to defend the planet from dishonor through sustainable exertion and production to rationally guide its movements of natural resources to serve requirement of current and future generations.

Prosperity : is to offer wealth and gratifying lives for all people, and conformity with the environment happen with social, economic and technological progress.

Peace : is carry out to be sure that everyone well-being from a fulfilling and wealthy life and that social, economic and technological advances match with the environment.

Partnership : is accomplish to deploy the necessity of carryout the agenda in conformity with the global collaboration for sustained development by intensify the global unanimity spirit. It outlook specifically on the requirement of the needy and most unexpected , including all stakeholders, countries and everyone.

## **2.7. The 17 sustainable development goals**

The SDGs can be comprehended as multiplex global challenges that requisite a abundance of different alterations to address them. Social entrepreneurship enact an crucial role in this because of their susceptibility in society to recognize problems that orders focuses or cannot recognize as effectively as social enterprise. In 2015, nations from around the globe take on the 2030 Agenda for sustainable development, and the 17 SDGs associated with it (UN,2017). Accomplishing these goals will need the exertion of business, governments and community sectors, frequently working in collaborations. Although social entrepreneurship also have a potentially crucial role to play in the achievement of these global goals (Social Enterprise UK, 2015). Entrepreneurship and wider management scholarship on the SDGs has largely focused on engagement wit them by traditional business ventures and especially multinational companies (Kolk,2016; Kolk et al., 2017).

## **2.8. The link between social entrepreneurship and sustainable development**

Sustainable entrepreneurship is a concept that combines both entrepreneurship and sustainability, and it has been defined as “an innovative, market-oriented and personality-driven form of value creation by environmentally or socially beneficial innovations and products exceeding the start-up phase of a company” (Schaltegger and Wagner, 2011). Sustainable entrepreneurship is closer to the strategic dimension of CSR than the pure ethical or altruistic vision of responsibility consisting of the ability to demonstrate responsibility creativity while achieving livable, viable and



equitable development through the integration and management of natural and human resources in business (Spence et al., 2011). In this context, SMEs' participation in sustained development can be contemplated an entrepreneurial act. The renewable market is in its progression phase in mechanized nations and is still quasi-hypothetical in developing countries. This market confers not only unpredictable but also opportunities to those who can acknowledge them. Furthermore, several studies demonstrate that adopting sustainable strategies and integrating them at the core of strategic activities creates value for stakeholders and preserves walth for future generations (Spence et al., 2011).

Table 1. The 2030 Agenda for Sustainable Development : The 17 Goals.

S. No.	Sustainable development goals	Roles
1	No Poverty	Eliminate all severe poverty in all forms by 2030
2	Zero Hunger	End hunger, make sure everyone has enough food, eat well and farms in a way that keeps the Earth healthy
3	Good wealth and well-being	To make sure that everyone stays healthy and promote well-being for all at all ages
4	Quality education	Ensure everyone gets a good education and chances to keep learning throughout their lives
5	Gender Equality	Achieve gender equality, no matter if they are a boy or girl, has the same chances and rights
6	Clean Water and Sanitation	Ensure everyone has clean water and sanitation that are well looked after
7	Affordable and Clean Energy	Ensure access to affordable, green, reliable and modern energy for all
8	Decent work and Economic Growth	Promote extensive , sustained and sustainable economic growth, gainful employment and decent work for all
9	Industry, Innovation and Infrastructure	Build robust infrastructure, promote all-encompassing and sustainable industrialization and promote inventions
10	Reduced Inequalities	Diminished disparity within and among nations
11	Sustainable cities and communities	Make cities and human settlement Antifragile, safe, inclusive and sustainable
12	Responsible consumption and Production	Ensure sustainable production patterns and consumption pattern
13	Climate Action	Take urgent action to confront with climate change and its impacts
14	Life Below Water	Conserve and sustainably use the oceans, marines and seas resources for sustainable development
15	Life on Land	Protect, restore and promote sustainable use of earthly habitats, sustainably manage forests, struggle desertification, and halt and reserve land degradation
16	Peace, Justice and strong Institution	Promote inclusive and peaceful societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
17	Partnership for the Goals	Make it easier to get things done and work together globally to make sustainable development happen.

Source : United Nations (2015)

Sustainable entrepreneurship is a business creation process that links entrepreneurial activities to the achievement of sustainable value- related social and environmental goals (O'Neill et al., 2009). Several authors, including Drucker(1985) and Matos and Hall(2007), have examined this link. For example, Cohen and Winn (2007) show that different types of market imperfections contribute to environmental pollution. They contemplate the source of crucial entrepreneurial opportunities to create the foundations for an arising model of sustainable entrepreneurship that degrade and slowly improves the ecosystem. Parallely, York and venkataraman (2010) propose entrepreneurship as a solution to rather than a cause of, environmental degradation. The authors evolve a model that cuddle the ability of entrepreneurship to extend regulations, corporate social responsibility, and activities related to settle environmental problems.

Sustainable entrepreneurship is anew concept that linkss sustainable development to business activities (Schaltegger and wagner, 2011).For example, business conductors are to be carried out a balance that stress on both sustainable development and profit generations. Besides, researchers have suggested the integration of sustainability management and business practices among entrepreneurs to contribute to sustainable development (Yilley and Young, 2009; Parrish,2010).

## **2.9. Gaps in literature**

The analysis has managed with the search of the related literature on the study controlled variables and its relation with the respondent variables. It is absorbed that social entrepreneurship is an arising concept when contrast to such disciplines as entrepreneurship, organizational behavior, strategic management, marketing management and other areas of business education that are proficient and developed by the type, number and volume of hypothetical, observed and conceptual studies that have been accomplish on them. From the study of extensive literature review it is clear that most researchers yet to concern with a generally acceptable annotations measurement, characteristics, scope, specific variables, particular proportions and disclosed results of the sustainable development goals and social entrepreneurship elements.

## **2.10. Empirical review**

Diab (2019) assessed towards social entrepreneurship and sustainable development in Lebanon. The objective is to inquire into the social entrepreneurship role in boosting sustainable development. Also, the study explore social entrepreneurship as an powerful tool in determining social problems, citing that analysis of social entrepreneurship can provide a feedback to sustainable development challenges. The research aim on managing the current situation of social entrepreneurship, pillars of entrepreneurship development, entrepreneurial opportunity, entrepreneurship indicators and indicate the feasibility of diverse business models evolved in social entrepreneurship. Evidence from review of literature review suggest that social entrepreneurship can play a notable role for reduction of poverty, guaranteeing employment, well-being of economy, pollution free ecology, environmental justice, guarantee of peace, good governance, corruption control, reduction of terrorism, etc., as a result present opportunities to attain sustainable development goals. It could be concluded that social enterprise model evolve basic expansion that grants social entrepreneurs to engage actively to sustainable development.

Palacios- marquesa et al., (2019) present the importance of social entrepreneurship in the organizational performance of company. It's purpose is to show the certain relationship between the scale to which social entrepreneurship is executed and the conception of exclusive marketing competences, along with the arbitrate role these competences have between organizational performance and social entrepreneurship. Mir Sahid and Alarifi (2019) explore a process-based advancement structure of entrepreneuri education aiming specifically on social entrepreneurship. The structure helps in the design of targeted social entrepreneurship and pertinent education courses intended to formulate an social entrepreneurship mindset for learners. A systematic literature review following PRISMA regulations was used to assess the existing authentication from the literature . the research synthesize the views into a comprehensive overview

incorporate different aspects of social entrepreneurship education. The framework narrate three main elements (1) Inputs – which symbolize the knowledge, personal profile, abilities and skills of the learners (2) Process – which comprise mainly the scholastic approach specific to social entrepreneurship (3) Output – which site the aspired transformation in social entrepreneurial skills, knowledge and competencies as well as outline the assessment of social entrepreneurship learning. The framework constitutes a pliable approach to encompass the participants ( managers, students, entrepreneurs, and academicians) requirement of the specific social entrepreneurs sector.

Sekliuckiene and Kisielius (2015) tried to accompanied the paucity of research work elating to social entrepreneurship ambitions contextual aspects, development process and social value. The important results are apprehensive on the rotting of the process of social entrepreneurship and growth of the social entrepreneurship initiatives theoretical framework. The analytical research has divulge that conditions and social – entrepreneurial circumstances are the most important component for all phases of social entrepreneurship initiatives processes.

### **3. Methodology**

The research techniques made use of the through literature in assessing the relationship between the components. The choice of research method was a fundamental part of the research outline for this study. The particular facts to be collected and the origin depended on the knowledge required to achieve the research goal. Although, the methods of research outline acquired for this research was used to characterized the nectere between social entrepreneurship and sustainable development goals.

The study taken on a secondary literature of data. Secondary sources comprise of analytical literature review which obtained from various texts, scholarly articles, and internet resources. Different types of literature were evaluated and discussed according to the aims and objectives of this work.

### **4. Conclusion and Implications for Management**

The study look into the nectere between social entrepreneurship and sustainable development goals. Social entrepreneurship research have been promptly amplifying over the last few years, and it has developed into a more institutionalized field to examine in the academic world and to immerse with in practice. This research can draw to a close that social entrepreneurs have an vital role in the alteration of society. Social entrepreneurship stipulates financially sustainable and advanced actions intended at social adversity. Social entrepreneurs represent as the means of modification for society, taking benefits of opportunities that are flawed by others for ameliorate the system, inventing new methods and finding enhanced solutions to change society.

Sustainable development become one of the important intention of any economic expansion to be attained to meet actual demands without reducing the importance of other goals. The effect of these goals on world sustainable development will mostly dependent on the universal ability to transform to new governance for livable that acknowledge the purpose of community and regional governments. Social entrepreneurship is one such variable that have been contemplate when examining the factors that upgrade economic growth, increased perception of environmental problems has variate the goal o be achieved, regarding the impacts on sustainable development.

The study commends considering that some actions that provoke entrepreneurs, to attain the main aim of sustainable development, for instance, tax benefits can be present to those entrepreneurs to inspire them to initiate more useful projects, consequently acquiring finance in a preferred way, which further assists economic growth. This action can expediate their access to possible source of funds, financial institutions, governments and banks, and let them to obtained this fund in a acceptable way, as a loan or partnership.



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