

Social Entrepreneurship (case study of CARBON GREEN -ALGERIA-)

ريادة الأعمال الاجتماعية (دراسة حالة مشروع كاربون غرين -الجزائر-)

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Abstract

This study aims to identify the concepts of social entrepreneurship, this concept that has increased interest through the development, financing of ideas that represent solutions to the society, cultural and environmental issues prevalent in society, as the large and increasing of environmental problems made interest sustainable environment is an inevitable and a necessary requirement to achieve a decent life for every member of society, and developed countries are spread environmental awareness and encourage individuals and institutions to improve environmental sustainability by developing best practices to meet environmental challenges and provide the best innovative investment projects in this field. Perhaps the most important ideas and solutions that have emerged recently in this field is the green carbon project. An Algerian brand, the green carbon mark (environmentally friendly), which is a specialized mark with privileges in engine cleaning centers from sediment in a safe way that reduces pollution emitted from vehicles and affects the environment.

Keywords

Social
Entrepreneurship;
Social Entrepreneur ;
Green Carbon
Project.

JEL Classification Codes : L26.

الكلمات المفتاحية

الملخص

يهدف هذا البحث الى التعرف على المفاهيم المتعلقة بريادة الأعمال الاجتماعية (المقاولاتية الاجتماعية)، هذا المفهوم الذي تزايد الاهتمام والعمل به في تطوير وتمويل الافكار التي تمثل حولا للقضايا الاجتماعية والثقافية والبيئية السائدة في المجتمع ، حيث أن الحجم الكبير والمتزايد للمشاكل البيئية جعل الاهتمام بالبيئة المستدامة حتمية ومطلبا ضروريا لتحقيق الحياة الكريمة لكل فرد من افراد المجتمع ، وأصبحت الدول المتقدمة تحرص على نشر الوعي البيئي وتشجيع الافراد والمؤسسات على تحسين الاستدامة البيئية من خلال تطوير افضل الممارسات لمواجهة التحديات البيئية وتقديم افضل المشاريع الاستثمارية الابتكارية في هذا المجال . ولعل أهم ما برز في الأونة الاخيرة من افكار وحلول في هذا المجال هو مشروع الكربون الأخضر وهو علامة تجارية جزائرية علامة الكربون الأخضر (صديق البيئة) ، وهي علامة متخصصة ذات امتيازات في مراكز تنظيف المحركات من الرواسب بشكل آمن يخفف من التلوث المنبعث من المركبات ويؤثر على المحيط والبيئة.

L26 : JEL تصنيف

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I. INTRODUCTION

In recent years, interest and research has increased in the concept of social entrepreneurship, which is an approach through which ideas are developed, financed and implemented that represent solutions to the social, cultural and environmental issues prevalent in a society, respond to its problems and try to facilitate life and create social value that is added to the targeted economic value that aspires to achieve. The social entrepreneur which usually measures performance through a mixture of profitability measures and social measures, unlike entrepreneurs who use profitability indicators to measure the level of their business.

Thus, societal entrepreneurship is a method that helps achieve entrepreneurial practices by individuals, groups or emerging institutions, in order to bring about positive change that contributes to achieving comprehensive societal development instead of paying attention to achieving financial profit only.

The topic of community entrepreneurship is relatively new, and there are many challenges for those who delve deeper into the field. First, social entrepreneurs try to anticipate, address, and respond to future problems in a creative way. Unlike most entrepreneurs, who address current market inefficiencies, community entrepreneurs address hypothetical, invisible, or less often researched issues, such as overpopulation, unsustainable energy sources, food shortages, and poverty issues. It can be nearly impossible to build successful social companies on potential solutions alone, as investors are less willing to support risky ventures.

II. THE BACKGROUND OF THE STUDY AND ITS GENERAL CONTEXT

1. problem statement:

Entrepreneurship in general is every project that aims to provide a service/product, characterized by creativity, risk-taking, and a generator of value and wealth. With the increase in community issues and problems, another concept emerged called the term social entrepreneurship, which seeks to find solutions to problems and achieve social impact. Positive as its practices aim to achieve a more sustainable and stable environment.

This concept corresponds to the interest of governments and individuals in Algeria in facing various social, economic, education, health, welfare, and environmental problems. Based on the foregoing and to ensure the realization of the practices and characteristics of social entrepreneurship in the reality of entrepreneurial institutions in Algeria, and in order to connect the theoretical concepts onto the practical reality, a case study was selected for the micro-enterprise under study CARBON GREEN

2. Study questions:

Through the previous presentation of the research problem, we can ask the following sub-questions:

- What is social entrepreneurship and Social Entrepreneur?
- What are the most important differences between social entrepreneurship and traditional entrepreneurship?
- What are the most important challenges and obstacles that Green Carbon Project knows?

3. The research objectives were:

- Building an appropriate theoretical framework that sheds light on the basic variables of our research, by doing a theoretical presentation of the study variables: social entrepreneurship, its characteristics, the differences between it and traditional entrepreneurship ... etc.
- Attempting to identify the micro-enterprise under study and projecting the concepts of social entrepreneurship on it.
- Identifying the most important obstacles and challenges that social entrepreneurship faces.
- In addition to presenting and formulating a set of recommendations in light of the results of this study.

4. Motivation of the Study:

The importance of economic and social issues is increasing despite the efforts made by states and governments to reduce the level of poverty, weak health and educational services, and increase pollution problems ... etc. Thus, the concepts of social entrepreneurship came to meet the social needs that governments alone cannot achieve .Therefore, it is necessary to think about the involvement of social entrepreneurs in providing innovative solutions to current social problems that achieve social needs and sustainable development later.

5. Approved methodology:

According to the necessity of the research and its necessities, the descriptive approach as well as the case study method was adopted in addressing the research problem in presenting the theoretical and practical sides of the study. The field research was approved by a case study of the CARBON GREEN project.

III. THEORETICAL FRAMEWORK AND PREVIOUS STUDIES

1. Conceptual Background of Social entrepreneurship:

is a relatively new academic subject, although the interest it generates is increasing in literature, a variety of definitions and approaches. (Ambati, 2020); (Darmanto, S., & Bukirom, B, 2021, p. 1133) .There is a wide global attention to social entrepreneurship. However, the social entrepreneurship theory is still in the stage of conceptualization as different countries have different social entrepreneurship coverage specifics and attitudes to social entrepreneurship initiatives. (Martin, R. L., & Osberg, S, 2007, p. 1015). Social entrepreneurship is viewed as having the abilities to combat socio-economic problems in which government, businesses, and non-profits may not be able to solve the problems alone. Consequently, the collaboration among these sectors are needed to create social values and development in a nation, specifically among the developing economies. (Wahid, S. , Hussain, H., & Ayob, A. , 2018) .Social entrepreneurship is a construct that bridges an important gap between business and benevolence; it is the application of entrepreneurship in the social sphere. (Roberts, Dave & Woods, Christine., 2005, p. 45).Social entrepreneurs are viewed as having the abilities to combat social and economic problems in which government, businesses, and non-profits may not be able to solve the problems alone. Consequently, with the collaboration among these sectors, more social enterprises can be established to create social values and development in a nation, specifically among the emerging economies. (Ayob, Noorseha & Yap,

Ching Seng & Amat Sapuan, Dewi & Zabid, M, 2013, p. 249). Although social entrepreneurship is getting popular, there are a lot of confusion and uncertainties about this term since there is no exact definition on social entrepreneurship. There are many different concepts which were defined by many scholars. (Rakhmani, Vera & Bhinekawati, Risa, 2020, p. 58).The environment within which voluntary or not-for-profit organizations (NFPs) operate is rapidly changing due to increasing globalization, increasing needs in their target communities, and a generally tighter funding environment with growing competition for donors and grants. 'Reinventing government' initiatives, resulting in the retreat of many governments from a vision of their role as involving strong participation in society. (Sullivan Mort, Gillian & Weerawardena, Jay & Carnegie, Kashonia, 2003, p. 77)

Most economists and academics support the notion that entrepreneurship is becoming a crucial factor in the development and well-being of societies. (Abu-Saifan, 2012) .Social entrepreneurship in the past decade garnered particular attention from policy makers, academics, practitioners, and the general public. It is 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 in order to create benefit to different individuals, 'communities' and other groups. (Alvord, Sarah & Brown, L. & Letts, Christine, 2004, p. 263).Various authors provide different definitions of social entrepreneurship. In them components range from social justice, social value, viable socio-economic structures, forging a new equilibrium, employing innovation, entrepreneurial skills, market gaps, solving social problems, to social entrepreneur as a change agent. (Zahra, S. A., Gedajlovic, E., Neubaum, D. O., & Shulman, J. M., 2009).

2. The academic and practitioner perspective:

The following table can be presented to present the concept from the academic point of view and practice:

TABLE 1: Perspectives on Entrepreneurship

<i>Perspectives</i>	<i>Focus</i>	<i>Primary interest</i>	<i>Defining features</i>
Academic view of 'conventional' entrepreneurship	Activity in the economic sphere	The connection between an opportunity and the entrepreneur; focus on profitable opportunities	“How, by whom, and with what effects opportunities to create future good and services are discovered, evaluated and exploited”
Practitioner view of 'conventional' entrepreneurship	Activity in the economic sphere	The attributes of the practitioners and the process they follow to exploit	Narratives of entrepreneurs who are out there 'doing it', making a difference in the market

		opportunities	
Academic view of social entrepreneurship	Activity in the social sphere drawing on the principles of conventional entrepreneurship	The connection between an opportunity for social change and the entrepreneur	Construction, evaluation and pursuit of opportunities for social change
Practitioner view of social entrepreneurship	Activity in the social sphere drawing on the actions of practitioners	The attributes of the practitioners and the process they follow to drive social change	Walking anecdotes, people with new ideas to address major problems, who are relentless in the pursuit of their vision, people who simply will not take no for an answer and who will not give up until they spread their ideas as far as they possibly can

Source: Roberts, Dave & Woods, Christine. (2005). Changing the World on a Shoestring: The Concept of Social Entrepreneurship. University of Auckland Business Review. 7.p:48

Also, social entrepreneurship is defined here as the practice of responding to market failures with transformative and financially sustainable innovations aimed at solving social problems. These three essential components: Response to market failures/ Transformative innovation /Financial sustainability. (Noruzi, Mohammad Reza & Westover, Jonathan & Rahimi, Gholam, 2010, p. 05).

3. characteristics of profit-oriented entrepreneurs and social entrepreneurs:

Steve Jobs said: “see the opportunities in life’s setbacks” It is an invitation to identify opportunities instead of focusing on the calamity, to learn from the problem in a more creative and inspirational way, and to seize opportunities and exploit them sincerely. In general, there are some common characteristics between both social and commercial entrepreneur, as well as the distinctive characteristics of each:

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Table 3. Unique and Common characteristics of profit-oriented entrepreneurs and social entrepreneurs

Unique characteristics of the profit-oriented entrepreneur	Characteristics common to both types	Unique characteristics of the social entrepreneur
<ul style="list-style-type: none"> • High achiever • Risk bearer • Organizer • Strategic thinker • Value creator • Holistic • Arbitrageur 	<ul style="list-style-type: none"> • Innovator • Dedicated • Initiative taker • Leader • Opportunity alert • Persistent • Committed 	<ul style="list-style-type: none"> • Mission leader • Emotionally charged • Change agent • Opinion leader • Social value creator • Socially alert • Manager • Visionary • Highly accountable

source: Abu-Saifan, S. 2012. Social Entrepreneurship: Definition and Boundaries. *Technology Innovation Management Review*, 2(2): 22-27.

4. Social entrepreneurs:

Global Entrepreneurship monitor (**GEM**) defines a social entrepreneur as an individual who is starting or currently leading any kind of activity, organization or initiative that has a particularly social, environmental or community objective. (Stoffers, J., Gunawan,A. and Kleefstra, A, 2018, p. 344)

The traditional concept of a commercial entrepreneur is a dynamic individual who pursues a business opportunity with the overwhelming objectives of high profit, wealth creation, and organizational expansion. The concept of the social entrepreneur has gained currency, and considered a person driven by a social mission and a desire to find innovative ways to solve social problems that are not being or cannot be addressed by market mechanisms nor public sector processes. (Allahar, 2021).

Social entrepreneurs do not have to be individuals-they can also be small groups or teams of individuals, organizations, networks, or even communities that band together to create pattern-breaking change. This assumption moves the field away from individual-centered study, while expanding the number of potential social entrepreneurs that might already exist. (Bryna, Mary Sanger, and Martin Levin, 1991, p. 50).

(Mair &Noboa,2003) argued that researchers distinguish between three different forms of SE, One group of researchers refers to SE as initiatives of nonprofit organizations in search of additional revenues after facing cuts in governmental support, cuts in individuals and corporate giving, increased competition ,more social needs, and pressure from fund providers to merge or downsize .A second group of researchers refers to SE as the initiatives of independent social entrepreneurs aiming to alleviate a particular social problem. And a third group of researchers understand it as the

socially responsible practices of commercial business engaged in cross sector partnerships. (Mair, Johanna and Noboa, Ernesto, September 2003)

5. SE and some related concepts:

In what follows, we summarize key concepts that are often used interchangeably in the SE literature. We argue that it is the attempt to combine social and economic missions that makes SE unique and sets it apart from activities dominated by primarily an economic mission (e.g., commercial entrepreneurship, SCR) or social mission (e.g., nonprofit/philanthropic organizations). However, with its emphasis on a dual mission, SE partly overlaps with other hybrid ventures, such as sustainable, institutional, and development entrepreneurship, which we briefly describe in turn: (Saebi, Tina & Foss, Nicolai & Linder, Stefan, 2018, pp. 74-75).

- A. **SE and commercial entrepreneurship:** Similar to commercial entrepreneurship, social entrepreneurs engage in entrepreneurial activities, such as opportunity identification, exploitation, resource mobilization, and innovation to create “a new venture or manage an existing organization in an innovative manner” to achieve their social mission. However, they identify and realize opportunities derived from societal problems, such as poverty and lack of health care or education
- B. **SE and CSR:** While CSR initiatives also “appear to further some social good, beyond the interests of the firm and that which is required by law”, these initiatives still fall within the firm’s profit-maximizing objective and are directed toward increasing shareholder value appropriation. Furthermore, “CSR is not necessarily linked to entrepreneurial action and innovation but often denotes societal engagement of organizations (e.g., funding a sports club or donations to social organizations)”.
- C. **SE and nonprofit/philanthropic organizations:** Similar to SE, nonprofit social organizations strive to create social value, broadly defined as “the fulfillment of basic and longstanding needs such as providing food, water, shelter, education, and medical services to those members of society who are in need”. While these nonprofit organizations can engage in income-generating activities relative to the organization’s overall budget (fund-raising, donations), these revenues are typically rather small and tied to the duration of a particular program. Furthermore, as the income-generating activities are held to a minimum, these organizations do not experience the typical struggle with conflicting institutional logics of social and economic value creation that are characteristic for SE. For a nonprofit organization to qualify as a social enterprise, income-generating activities must have a strategic long-term orientation with measurable growth and revenue targets.
- D. **SE and other hybrid ventures.** The pursuit of a dual mission is not unique to SE but can be found in other forms of hybrid ventures, such as sustainable, institutional, or development entrepreneurship. Similar to SE, these hybrid ventures strive to uphold economic viability while addressing an important cause, thus experiencing many of the similar tensions as SE, such as the dual identity of the entrepreneur or managing conflicting institutional logics within the hybrid venture. **Sustainable entrepreneurship** has been defined as the “process of discovering, evaluating, and exploiting economic opportunities that are present in market failures which detract from sustainability, including those that are environmentally relevant”.

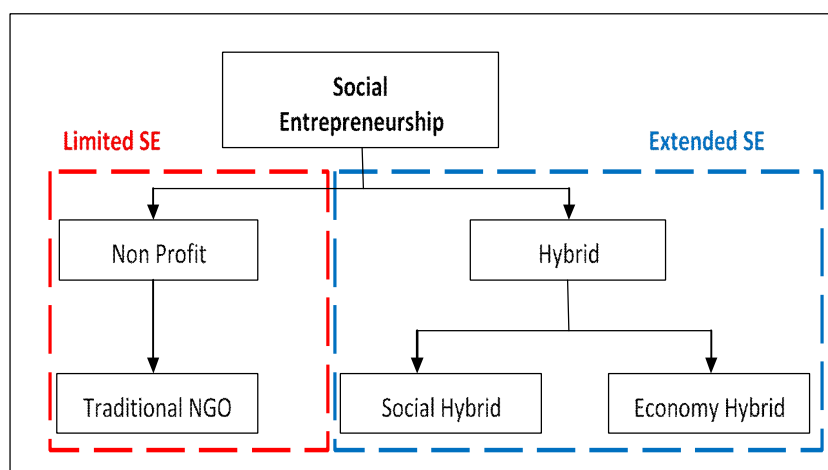
Sustainable entrepreneurship can thus be differentiated from SE in its pursuit of a triple instead of a double bottom line of balancing “(1) social benefits, (2) economically viable organizations, and (3) reduction of environmental degradation”, or as Shepherd and Patzelt (2011) argue, research on SE “investigates the development of (noneconomic) gains for individuals or societies, but it does not include sustaining current states of nature, sources of life support, and community.” **Institutional entrepreneurs** are seen as “change agents who initiate divergent changes, that is, changes that break the institutional status quo in a field of activity and thereby possibly contribute to transforming existing institutions or creating new ones,” but where the element of entrepreneurship (e.g., creating a new venture)

6. New model of social entrepreneurship:

(Hardy Loh Rahim,2015) suggested new model and he pointed to understand social entrepreneurship better, a model of social entrepreneurship was created as shown on Figure 1. Social entrepreneurship is categorized into two different categories; non-profit and hybrid (an organization with financial and social goals) organizations. Traditional NGOs (non-governmental organization) is categorized under non-profit. This is the kind of organization that is neither a part of a government nor a conventional profit oriented business. This type of organization is usually set up by ordinary citizens and may be funded by governments, foundations, businesses, or private individuals. Some has no funding altogether and operated primarily by volunteers.

The second category is further divided into social hybrid and economy hybrid. Both are organizations with double bottom line goals which have financial and social objectives. What differentiates these two is the primary objective, either more inclined towards social or economy. For social hybrid organization, it focuses more on social missions, while income generation is secondary objective. Usually the financial gains are being used for sustainability of the organization. On the other hand, economy hybrid organization’s focal goal is profit. However, it is actively involved in social activities. In other words, socially-responsible business organizations are grouped in this category.

Figure 1 . Social Entrepreneurship Model



Source :Rahim H.L. and Mohtar, S. (2015). Social Entrepreneurship: A Different Perspective. *International Academic Research Journal of Business and Technology* 1(1):9-15

IV. CASE STUDY: CARBON GREEN ALGERIA (<http://www.carbon-green.dz/>)

CARBON GREEN ALGERIA: is a specialized brand of franchisees in descaling centers and engine depollution in all its forms which supports all its professional customers (heavy goods vehicles, agricultural vehicles, LCV fleets, etc.) and private customers (tourism, vans, 4x4, etc.). Created by its founder **Bouhllal Rafik**, who through this concept responds to the problem of atmospheric pollution resulting from automobile gas emissions and to be able to meet demand at the national level following the new regulations by creating the first network national descaling for a better deployment and to be able to transmit the know-how and the working methods in a field still little known and inculcated the values of the company all these members and the awareness on the importance of the ecological aspect. CARBON GREEN offers a new dimension on the provision of service intended for motorists wanted by its founder, which by its concept responds to the problem of pollution which until now has remained without an appropriate response. CARBON GREEN offers a tailor-made response for descaling professionals with the methodology put in place which is based on the quality of the work, the precision of the results, the satisfaction of the customers, coupled with a computer system for invoicing, the transfer of statistics at the Ministry of the Environment and its mobile application for making appointments and geolocation for mobile workshops.

1. Definition of Descaling: Calamine (residue) is produced by the combustion of the engine, which causes it to become dirty. Carbon deposits are the main cause of black smoke, increasing fuel consumption and loss of engine speed.

2. Descaling station:

The principle of the descaling station is to inject active hydrogen, produced by this station, at the air intake. This hydrogen gas is sucked up by the engine, which will pass through its various organs where combustion occurs, while decarbonizing them.

3. Principle of a descaling station:

- a) The gas pipe should preferably be positioned after the air filter cartridge. The flowmeter must be able throughout the duration of the treatment to measure the quantity of air sucked in by the engine (never bypass it or disconnect it.)
- b) On some engines, the breather can bring up a large quantity of crankcase gas which will drive the hydrogen atoms outwards, which will reduce the effectiveness of the treatment to nothing, and considerably dirty the flow meter. If possible, make sure that the hydrogen pipe is inserted into the intake hose sufficiently to pass the junction point of the breather, without ever going to tickle the fins of the turbo.
- c) You can also disconnect the breather and treat the engine by inserting the hydrogen pipe on the intake side. (Which avoids the disassembly of the air box) We will then take the precaution of putting a cloth on the outlet of the breather on the engine side so as not to dirty the oil vapor engine.
- d) We will often encounter flowmeters with a protective grid, so to be sure that the gas is sucked in by the engine, roll the pipe just in front of the grid or use a cone with a diameter smaller

than the grid to reduce the air passage surface and consequently increase the depression in front of the flow meter. Do not rev the engine too hard in this configuration.

4. Benefits of Descaling:

By decarbonizing your engine, an instantaneous effect is felt on engine performance and which mainly boils down to:

- A reduction in black smoke when accelerating and therefore a reduction in exhaust odors
- A tangible decrease in engine noise level
- A more linear rise in speed (elimination of drops in speed)
- A smoother and smoother engine
- shifting earlier on BVA

5. Environment & health: By achieving the following:

A. Waste recovery:

It is imperative in an ecological and public health approach that the depollution of the Engine does not yet generate a release of CO₂ fine particles into the atmosphere and it is for this reason that the use of the recovery bag is mandatory in the CARBON GREEN standards in order to protect the environment and the health of our Technicians.

B. Exhaust gas:

The descaling operation is done with the engine running, so it is mandatory that the descaling center be equipped with an exhaust gas evacuation to preserve the health of the employees working in the center.

6. Connecting theory to practice

After the theoretical and cognitive projection of the variables of this study and mainly related to social entrepreneurship on the practical reality of the institution and after identifying the activity of the institution, it was found through what was presented about the institution, its principles and services that it falls within the institutions with dual goals (profit / social), that is, either to be a social hybrid or an economic hybrid, and what distinguishes these two is the primary goal either more inclined towards social or more inclined toward economic, where for a hybrid social organization, it focuses more on social tasks, while profit generation and wealth maximization is only a secondary goal, usually The financial gains are used to sustain the organization only. On the other hand, the pivotal objective of the economic hybrid organization is to maximize gains and realize profits. However, she is actively involved in social tasks. In other words, socially responsible business organizations are grouped into this category and the Green Carbon can be included within the last hybrid, i.e. the economic hybrid, that is, it aims primarily to achieve profit, but it also aspires to achieve goals that benefit society and create sustainable environmental solutions, and this is what was mentioned in the literature Theory, specifically on the subject of a new model for social enterprise.

V. SUMMARY

Through the foregoing, it can be said that social entrepreneurship, as a new and renewed concept, came in order to confront the challenges and problems that society knows, away from recurring stereotypical needs. Along with the roles of government and entrepreneurs to carry out the roles assigned to them. These roles are achieved through:

- Providing the appropriate climate and encouraging individuals and companies to improve sustainable development by developing best practices.
- Interest in identifying the major issues and challenges of society related to poverty, health care, environmental problems...etc.
- Proposing innovative solutions and creating social value to be added to the targeted economic value.
- Facilitating the implementation and implementation of pioneering investment project ideas with a social dimension through support and accompaniment institutions.
- Spreading entrepreneurial awareness of the importance of the environmental industry in Algeria and giving priority to the owners of these projects in support and accompaniment.

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