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REDAKTORIAUS ŽODIS

Gerbiamas skaitytojau, pristatome Jums antrąjį mokslinio žurnalo „Aukštųjų mokyklų vaidmuo visuomenėje: iššūkiai, tendencijos ir perspektyvos— leidimą. Niame numeryje pateikiami trisdešimt devyni moksliniai straipsniai, nagrinėjantys studijų inovacijų, informacinių technologijų taikymo, studijų kokybės, ekologijos problemas socialinių, techninių ir ekonominių pokyčių kontekste.

Šiandien švietimo situacija ne tik Lietuvoje, bet ir visame pasaulyje kelia vis naujus iššūkius, todėl įvairių sričių mokslininkų, verslo atstovų indėlis yra ypatingai svarbus. Alytaus kolegija puoselėja inovatyvias idėjas ir iniciatyvas švietimo ir technologijų taikymo srityse, skatina bendradarbiavimą tarp įvairių institucijų mokslininkų. Vienas iš pavyzdžių – Alytaus kolegijoje naujai įkurtos atsinaujinčių energijos šaltinių laboratorijos galimybių įsisavinimas ir taikymas studijų procese.

Straipsnius parengė autoriai iš įvairių Lietuvos, Škotijos, Rumunijos, Norvegijos, Suomijos, Vengrijos, Ukrainos, Latvijos ir Lenkijos aukštųjų mokyklų. Pažymėtina tai, kad visi autoriai dalyvavo Alytaus kolegijos 2013 metais organizuotose konferencijose, pristatė savo pranešimus ir turėjo galimybę „gyvai— padiskutuoti nagrinėjamais klausimais su konferencijų dalyviais.

Labai tikiuosi, kad Redkolegijos darbas leidžiant žurnalą padės užmegzti glaudnius ryšius tarp institucijų, skatins bendradarbiavimą tarp būsimų straipsnių autorių ir žurnalo skaitytojų, o žurnalui bus skirta priderama vieta tarp kitų mokslinių žurnalų.

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Doc. dr. Lina Kankevičienė

SOCIAL ENTREPRENEURSHIP IN THEORY AND PRACTICE: PROMOTING ENTREPRENEURSHIP IN DIFFERENT SOCIAL GROUPS¹

Jan-Urban Sandal

Fil. Dr. Jan-U. Sandal Institute, Kløverveien 31, No-1475 Finstadjordet, Norway

Abstract

Entrepreneurship is the process of carrying out new combinations and putting a new product or service in use on the market. Innovation implies that individuals and society are able to do something that previously was not possible to do, or at least not be done so efficiently or economically. The article presents theoretical approaches to social entrepreneurship, the role of social entrepreneurs and an analysis of social groups and their failure to achieve to carry out innovations as an independent based process.

There has traditionally been a huge misconception concerning the terminology social entrepreneur, not only among practitioners, governmental officers and politicians but also among scholars.

However, when it comes to social entrepreneur most people think it has some connection to the kindness, mild personality and charitable character of the entrepreneur himself or even a socialist approach to the activity. This is all wrong.

The social entrepreneur is an outstanding person specialized on carrying out innovations on the market directed towards social phenomena in a professional way.

Many people want to glamor in the shine of the social entrepreneur role for various reasons, but just a few fill the concept properly. The role of social entrepreneur does not include a wide range of different social class group affiliations.

Social entrepreneurship is a new way of participating in the process of developing the democracy for the common person without being elected as representative. However, there is still a long distance between theory and practice, and the most urgent feature is the intervention of politics in social entrepreneurship.

Most citizens do not want to be only passive voters or mere consumers in society. Once they get information on the possibilities of active participation in the process of development, they feel attracted to devote their ideas and strength in the innovative process, turning ideas into productive projects.

Economic progress is important to democratic development, the entrepreneur is the one who carry out innovations, and turn economic recessions to economic progress at all times.

Keywords: innovation, social entrepreneurship, social classes, democracy, economic growth, entrepreneurial profit.

Introduction

Social entrepreneurship is a rather new phenomenon, both scientifically and pragmatically, spreading through the European countries during recent years.

Even though business entrepreneurship is a well-established research field, the social impact of it creates a variety of confusions and misunderstandings. On the theoretical level, successful social entrepreneurship has the potential to solve social, economic, cultural, developmental problems and so on, in a long list of human created problems to the societies of our time, but in the pragmatic adaptation, the results often come out poor.

The key process in all kinds of entrepreneurship is the process of innovation. In the modern western style democracy two forces of development supplements each other: the electoral system and the carrying out of innovations, undertaken by individuals in their roles as entrepreneurs. Innovations decide what is possible to manage in a society and represents the outmost limits of how far a political decision can take the society and what services the political system is able to offer the inhabitants.

The article presents theoretical approaches to social entrepreneurship, the role of social entrepreneurs and an analysis of social groups and their failure to achieve to carry out innovations as an independent based process.

Finally, the presentation lines up how to overcome the obstacles which embeds in every individual as well as in every society in their struggle to contribute to development.

Innovation

¹ th

Article presented at 30 Summit Conversations on Emerging Issues in Social Entrepreneurship: International Scientific Educational Conference, hosted by ALYTAUS KOLEGIJA University of Applied Sciences, Alytaus, Lithuania, on 22 October 2013.

With a neo-classical understanding of the process of innovation, one can explain social innovation as the process whereby the individual makes free and independent decisions concerning the combination and use of the first and second factors of production, with the aim of introducing a social service, which improves people's lives and has not been on the market previously (Sandal, 2004).

Innovation implies that individuals and society are able to do something that previously was not possible to do, or at least not be done so efficiently or economically.

Successful innovation of all kinds leads to radical change in the production function, changes static production and opens new markets, gives society new opportunities, generally speaking and new job opportunities, and is carried out by entrepreneurs.

Entrepreneurship

Entrepreneurship is the process of carrying out new combinations and putting a new product or service in use on the market. Every citizen could in principle come up with new ideas, but not all ideas are possible to transform into productive processes. When a new production function based on innovation changes the game on the market, that is, alter the traditional way of producing, it will be possible to achieve economic, social, political goals which previously were not possibly to reach and on every other social issue of society. Entrepreneurship leads to a shift in economic development and strengthens the democratic framework in every society where the new products or services take place and are put into use.

Like nature, shifting from season to season on yearly intervals, letting nature fade in autumn and a new spring bring new and better life to earth, the process of entrepreneurship brings old production functions, companies, product and services to an end. The static economy knows no other way to compete on the market than bringing existing production functions, products and services to an optimum, which in the end is a defeat. This is true because the new way of producing is based on a higher level of technology where the physical product cannot be outrun by production functions representing a lower level of physical product. This phenomenon, Creative destruction (Schumpeter, 1942) has a tendency to take place more often in well-developed democracies and functions as a power engine to further strengthening of the democracy.

The process is like a train, the power unit is the locomotive, the head, pulling all wagons along the track, even the tail. The power units are the global centers of entrepreneurship and the weak democracies (and dictatorships) throughout the world are like the wagons being pushed forward in a democratic direction thanks to the spread of information and the populations desire of new products and services.

Technological diffusion brings the fruits of successful entrepreneurship to all corners of the world, even though it might take long in time and space. Entrepreneurship is a dynamic process, constantly running, if not at an even speed, shifting from centers to centers in a long historic pace; it is the transformation process of economy and society. However, it is not a process run by, or conducted by any government or official politician; it is an individual activity (Schumpeter, 1934). This is important from many points of view, but most important is the recognition that government cannot do the same as what private individuals can achieve.

Officials of all categories are responsible to citizens, who have elected them in the first place and to whom they are only representatives of power, and the law, they do not own anything in their positions as elected, appointed or employed, and they can take no private command over production means.

At the same time, private entrepreneurship represents a democratic norm (Warren, 2003), that is the right of citizen to take direct control over the decisions in society which inflect on their daily life. Entrepreneurship represents a private and pragmatic approach to the social system; individuals can express themselves by putting new production functions into use on the market and thereby contribute to change the society in democratic direction and increase the quality of life.

There will never be any competition in the process of entrepreneurship between government and private citizens. The political system can delay the process of entrepreneurship but never take over the process in a meaningful way. In fact, the political system and the process of entrepreneurship carried out by private citizens, are not competitive in the democracy, they are complementary. The electoral system and entrepreneurship strengthen democracy in a combined way.

Entrepreneur

The process of entrepreneurship is undertaken by, and run by the entrepreneurs. The entrepreneur is a private individual; it is never talk of a group of people or any kind of instrumental organization f. ex. a limited company or a corporation, an organization or a government. The entrepreneur is not a wage earner or employee, and his tasks in the process of entrepreneurship cannot be compared with those of the wage earner. The wage earner, from the message boy to the directors of the boards, deals only with decisionmaking within the static part of the economy, which means that all decisions are taken based on facts that are already known. The entrepreneur, on the other hand, has to make judgments based on circumstances that are new to him and everyone else, because the new combinations of the first and second input factors have never previously been done. He is not into the position of copying anyone or anything; he is forced to walk on paths that actually yet do not exist, and that nobody has ever passed through. This is what is meant by innovation: a new creation. He is an expert, not in the traditional sense of the word, knowing all skills which normally belongs to a

profession, because he performs something which actually do not already exists, and when he succeeds, many will copy his work and he becomes a hero and a leading figure for thousands.

He is a leader of capital (Schumpeter, 1934), not a human resource manager. The entrepreneur can of course practice any kind of productive work in his process, which is necessary to carry out the new combinations, but he then reduces his effort to mere labor as wage earner, and his outcome is comparable with the market price of even work. His gain as successful entrepreneur is entrepreneurial profit, not salary or anything comparable with the economic benefits received for those who spend their days under a master. Capital, the third input factor in the neo-classical production function, does not play an independent role in the process of entrepreneurship. Capital is means, which is transferred to entrepreneurs, and gives no return on investment other than market price interest for the use of capital and frictions. Entrepreneurial profit, the economic result of successful entrepreneurship is being transferred to the entrepreneur, and he is truly the owner of entrepreneurial profit. There will never be any dividend entrepreneurial profit. As the entrepreneur is the sole owner, entrepreneurial profit is in this meaning always a non-profit; it stays with the owner and the owner's right to control the use of the outcome.

Usually entrepreneurs have to borrow capital for their enterprises if they not already have made an entrepreneurial profit from previously successful activity as entrepreneur. In that case, his reputation as entrepreneur is his only asset. This is very important, because borrowing capital from the bank without guaranty is almost impossible, and only the banker can turn a man's reputation into liquid assets in the circuit flow. The reputation must have been gained as a player on the market, not from the positions as a politician, governmental official, or employee. The qualities of the entrepreneur's reputation shows that he is trustworthy and his activities are sustainable. Even though entrepreneurial profit is the proof of successful entrepreneurship, the entrepreneur is motivated through inner stimulus.

Joseph Alois Schumpeter points out three major motivating factors stimulating the entrepreneur when undertaking the entrepreneurial activity.

—First of all, there is the dream and the will to found a private kingdom, usually though not necessarily, also a dynasty. The modern world really does not know any such positions, but what may be attained by industrial or commercial success is still the nearest approach to medieval lordship possible to the modern man (...). Then there is the will to conquer: the impulse to fight, to prove oneself superior to others, to succeed for the sake, not of the fruits of the success but of success itself (...). Finally, there is the joy of creating, of getting things done, or simply of exercising ⁸⁹ one's energy and ingenuity ."

It is not necessary to prepare, arrange or adjust anything to help or interfere with the business of the entrepreneur; the possibilities for entrepreneurship are always present in society. In the democracy, all citizens should gain from political decisions made and programs carried out by governments, and the quality of the democratic standard should be measured according to what extent the society protects the interest and common rights for minority groups and the few, who certainly not have chosen the majority of elected. As entrepreneurs are motivated through inner stimulus, as shown in Schumpeter's 1912 theory, it is a contradiction when a democratic society interferes on a political or administrative agenda with the business of the entrepreneur. To favor an individual in his struggle to achieve direct economic success as fulfilling his own dream of founding a private kingdom will obviously contrast the meaning of and the purpose of the democracy.

Inner stimulus is of highest importance for entrepreneurs, reflects capability, mental strength, and good wish for the future, and manifest in the act and the will, which constitute the personality of the entrepreneurs. Inner stimulus do not reflect mere daydreams, lofty ideas or mental illness. Successful entrepreneurs have the capacity of standing by their projects, to ride off all kinds of obstacles, attacks and disappointments and carry through with their enterprises until the final goal has been reached.

Social Entrepreneur

There has traditionally been a huge misconception concerning the terminology social entrepreneur, not only among practitioners, governmental officers and politicians but also among scholars. Most people, thus, understand entrepreneur as someone dealing with business. However, when it comes to social entrepreneur most people think it has some connection to the kindness, mild personality and charitable character of the entrepreneur himself or even a socialist approach to the activity. This is all wrong. The social entrepreneur is an outstanding person specialized on carrying out innovations on the market directed towards social phenomena in a professional way. Social entrepreneurs come in many varieties depending on their goals and abilities as shown in the Social Entrepreneur Pyramid, SEP, (Sandal 2010), and they all bring change to society, which improves quality of lives. A social entrepreneur is (Sandal, 2012):

⁸⁹ Schumpeter, J.A. (2008). p. 93.

A free person, man or woman, whose mental health allows him or her to run a business as social entrepreneur when the business gives a surplus over costs, and

The person who represents his private ownership of production means and has control over the development process in the role as social entrepreneur, and

Is motivated by personal and inner stimulus, conducts social entrepreneurship without any dictations whatsoever from external forces, guidance or control by central authorities.

A social entrepreneur keeps a good attitude, has a great personality, practices his talent, and follows the law. He is equipped, empowered, takes what he has and makes the most out of it, connecting with his own strength, not with others, he doesn't have to answer to people, makes no excuses, thus market gives the final approval, and lives his own dreams through a successful project process. Gaining the entrepreneurial profit is his only proof that he was right. Many people want to glamor in the shine of the social entrepreneur role for various reasons, but just a few fill the concept properly. The role of social entrepreneur does not include (Sandal, 2012):

Individuals with psychiatric/mental disorder, with or without diagnosis, alcohol and/or drug addiction, criminals serving in prisons and inmates released,

Academics without further academic carrier and who do not have the capacity of providing for own livelihood through work on the ordinary labor market,

Individuals with less or no capacity to provide for own livelihood through work on the ordinary labor market,

Daydreamers and life connoisseurs who put forward funny and lofty ideas,

Victims of trafficking and individuals without legal rights of immigration, their backing and head principals,

Elected member of organizations, appointed and employed representatives in their formal occupancies in all kind of sectors, branches and at all levels, and organizations external cooperators, consultants and principals,

Any business, big or small, without direct and personal ownership to the production means by the social entrepreneur himself and his direct control over the development process,

Individuals driven by fear and anxiety and individuals who call people to organized struggle against the established society

Elected and appointed representatives of the community based on the Law: politicians, representatives, ombudsman, governmental officers in their formal occupancies,

All civil public agency on national, regional and local level,

All representatives of the knowledge industry; students and wage earners, active at universities, colleges, research institutes, and all other branches of academy and the knowledge industry principals.

Individuals and representatives in this category do not carry out new combinations. They are not social entrepreneurs and take no part in the social entrepreneurship process. They are irrelevant for any population in any society in the fields of entrepreneurship and development of society based on innovation and dynamic economics.

The common picture in the Scandinavian countries, thus, is that social entrepreneurs are engaged in projects dealing with alcohol and drug addicted individuals of all ages, elderly care and social disadvantaged, street vendors, moneylenders and networking entrepreneurs, immigrant and women groups (to mention just a few activities). Their activities do not include anything new; it is only a question of repetition within the usual way of thinking and acting. The Scandinavian countries have the welfare state model in common; the state should be the sole provider and producer of social welfare on all sectors in society, from birth to grave, and this is the way the public sectors have been administrated since the Second World War. However, all states depend on innovations, whether the innovations occur within the national border or are imported from abroad. Scandinavian governments have during recent years tried to meet the challenges with social entrepreneurship spreading through the region as a new phenomenon; while at the same time critical voices have been heard towards the way the welfare state have been able to meet the new challenges in social demands. We have not yet seen many social entrepreneurs in the classical meaning of the terminology throughout the Scandinavian countries, and this is in opposition to the development in the USA and other parts of the world where the welfare state model plays no role (Sandal, 2007).

The main critical nonsuccess factors in the Scandinavian countries in their political driven approach to social entrepreneurship manifest as (Sandal, 2012):

Due to the entrepreneurs bounding to principals, funding and political substructures their opportunities to think and act in a dynamic way is limited. This is also true when it comes to their capacity of abstract thinking and understanding of dynamic economics and innovation in particular.

Most entrepreneurs support their livelihood through social security programs, governmental and private funding, not by sales or invoicing customers.

Most entrepreneurs have limited knowledge, experience and understanding of how to run an organization, business or even a self-employed activity

They strive with basic topics like: lack of business understanding, sales and marketing activities, funding and accounting, basic administrative tasks of all kinds, tax and human relation managing etc.

Politicians look upon themselves as important players who create frameworks, fund and direct innovations by telling society where change should take place and what societal development is about. Politicians love to take the honors of successful projects, but politics can never be entrepreneurship. Politicians speculate and gamble with taxpayer's money and the results are often catastrophic. Instead of investing taxpayer's money in infrastructure, like schools, kindergarten, roads, libraries elderly and health care, which is the main purpose of taxation, very often politicians commit crime by spending and speculating on funny and out of control projects, which have nothing to do with responsibility towards those who have elected them. We have seen local communities forced to close schools, libraries, kindergartens, reduce elderly and health care due to immoral an illegal speculation with community money. Politicians give friends and family economic benefits, and economic support for their ideas and projects, but this is what we usually define as corruption. Public and private cooperation (PPC) is a fancy word for mixing private and public interests but governmental funding of social entrepreneurs and projects is a waste of taxpayers' money and is an obstacle to development. Political decisions on what to produce give society more of what already exists, while democratic development demands new approaches, which produces new products, services and gives new job abilities and a better quality of life for everyone, not only a defined group of supporters and beneficiaries of the system.

How to overcome obstacles in social entrepreneurship

Any attempt to take over the control of the process of social entrepreneurship by politicians, government officers or the knowledge industry and so on, will be a failure. Nobody can create social entrepreneurs - they are self-created and self-motivated. Nobody can guide or conduct social entrepreneurs - they guide themselves.

Now, individuals who are not in the position of carrying out innovations as social entrepreneurs right now, have the opportunity to consider shifting their occupancies and becoming social entrepreneurs in the future, full time or part time, if their personal talent and situation allows them to.

Different initiatives must be taken (Sandal 2013) like opening the market for social entrepreneurship, building positive and understanding communication between politicians, governmental officers, religion and the public. Education should focus on information to the public that every man and woman in the role as entrepreneur can take an active part in development of society on line with elected representatives, and communicate that social entrepreneurship represents a very important democratic recourse in society.

Conclusions

Social entrepreneurship is a new way of participating in the process of developing the democracy for the common person without being elected as representative. However, there is still a long distance between theory and practice, and the most urgent feature is the intervention of politics in social entrepreneurship. Most citizens do not want to be only passive voters or mere consumers in society. Once they get information on the possibilities of active participation in the process of development, they feel attracted to devote their ideas and strength in the innovative process, turning ideas into productive projects. Is it realistic to believe that democracy can avoid using the power of change that is embedded in the population without facing stagnation and defeat on important issues in society? Economic progress is important to democratic development, the entrepreneur is the one who carry out innovations, and turn economic recessions to economic progress at all times.

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Santrauka

SOCIALINIO VERSLUMO TEORIJA IR PRAKTIKA: VERSLUMO SKATINIMAS SKIRTINGOSE SOCIALINĖSE GRUPĖSE

Verslumas yra naujų kombinacijų darymo ir naujo produkto ar paslaugos paleidimo į rinką procesas. Naujovės reiškia, kad asmenys ir visuomenė sugeba kažką daryti, ko anksčiau nebuvo įmanoma padaryti, arba negalėjo būti padaryta taip efektyviai ir ekonomiškai. Straipsnyje pateikiami teoriniai požiūriai į socialinį verslumą, socialinių verslininkų vaidmenį, socialinių grupių analizė bei jų nesugebėjimas pasiekti naujovių.

Tradicškai buvo didelė klaidinga nuomonė dėl termino „socialinis verslininkas“— ne tik tarp specialistų, vyriausybės pareigūnų ir politikų, bet ir tarp mokslininkų.

Kai kalbama apie socialinį verslininką, dauguma žmonių galvoja, kad tai susiję su gerumu, rėvelnia asmenybe ir labdaringo charakterio verslininku arba net socialistiniu požiūriu į veiklą. Tai visiškai neteisinga.

Socialinis verslininkas yra išskirtinis asmuo, besispecializuojantis vykdyti rinkoje inovacijas, nukreiptas į socialinius reikinius.

Daugelis žmonių nori sublizgėti socialinio verslininko vaidmenyje dėl įvairių priežasčių, bet tik nedaugelis atitinka šią koncepciją tinkamai. Socialinis verslumas yra naujas būdas dalyvauti plėtojant demokratiją eilinio žmogaus atžvilgiu, nebūnant išrinktu atstovu. Tačiau vis dar yra didelis skirtumas tarp teorijos ir praktikos, ir aktualiausias bruožas yra politikų kišimasis į socialinį verslumą.

Dauguma gyventojų nenori būti tik pasyvūs rinkėjai ar atskiri vartotojai visuomenėje. Kai jie gauna informaciją apie galimybes aktyviai dalyvauti vystymosi procese, jie nori skirti savo idėjas ir jėgas novatoriškumo procesui, įgyvendindami tas idėjas veiklos projektuose.

Ekonominė pažanga yra svarbi demokratiniam vystymuisi, verslininkas yra tas žmogus, kuris visais laikais įgyvendina naujoves ir paverčia ekonomikos nuosmukius į ekonomikos pažangą.

Raktiniai žodžiai: inovacijos, socialinis verslumas, socialinės klasės, demokratija, ekonomikos augimas, verslumo pelnas.

Requirements for the article

The volume of the article is from 4 to 7 pages. The articles must contain the required *structural parts of scientific publications*: raising and grounding of a research problem, defining the research subject, goal and objectives, indicating research methods, presenting the research results, making conclusions, and supplying a list of references.

The content of the article shall be presented in the following sequence: The *title* of the article.

The author's name, surname, represented institution.

Summary of the article in the language of the original (up to 600 characters) and the *keywords* (3–6).

The Introduction shall describe the importance of the analysed subject as a research problem, *defines the goal and objectives*.

The structural parts of the article have to correspond to the raised objectives.

The list of references is made in the alphabetic order (firstly, references according to Latin alphabet, later – other alphabets). The list of reference must include all the sources mentioned in the article. Unmentioned sources are not included.

The Summary in a foreign language (at least 2000 characters). The Summary should present the research problem raised in the article, methodology of research (for empiric research), main outcomes and conclusions.

If the names of the authors are mentioned in the text, references should be made to the *particular sources*, (in the brackets after the author's name including the year of publication). If the article mentions a two-author source, both names should be indicated; in case of three and more authors, only the first author's name is mentioned followed by *etc.* If the mentioned source does not have an author, the reference indicates only the title of the source and the year of publication.

The text shall be layout by *MS Word* program A4 format sheets, one column, font *Times New Roman*, space between line 1, the margins: upper and lower – 2 cm, left – 3 cm, right – 1 cm. The paragraphs begin with 1,27 cm indent. The sections of the article use the following font size and style:

- The title of the article: text centred, size 14 pt, **bold**;
- Author's name and surname: text centred, size 12 pt, **bold**;
- Institution and its address: text centred, size 10 pt, *italic*;
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- Main text: size 10 pt, justified;
- Titles of sections: size – 12 pt, justified to the left, **bold**, interval above the title– 12 pt, under the title 3 pt.;
- Titles of sub-sections: size – 11 pt, justified to the left, **bold**, interval above the title – 12 pt, under the title – 3 pt.;
- Text in tables: size – 10 pt, justified;
- Placing tables and illustrations: centred;
- Table numbering (in the centre, above, e.g. Table 1. Table title); picture numbering (below, e.g. Picture 1. Illustration title): size – 9 pt, **bold**;
- References: size – 9 pt, justified;
- Summary (English): size – 10 pt, title **bold** – 10 pt, justified; Keywords (English): size – 10 pt, justified.