

**ROLE OF HIGHER EDUCATION INSTITUTIONS IN SOCIETY:
CHALLENGES, TENDENCIES AND PERSPECTIVES**

Academic papers

Nr. 1 (6)

ALYTAUS KOLEGIJA

**AUKŠTŲJŲ MOKYKLŲ VAIDMUO VISUOMENĖJE:
IŠŠŪKIAI, TENDENCIJOS IR PERSPEKTYVOS**

Mokslo darbai

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THE VISION OF SOCIAL ENTREPRENEURSHIP

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Summary

The vision of social entrepreneurship is to make the world a better place for everyone. To make is not the same as to share. It is more a question of caring. Social entrepreneurs carry out innovations, and opportunities to introduce innovations are always existent in the social system and are never a result of changes in the supply and demand on the market. Innovation is the driving force for development and politicians and public authorities cannot perform the same transformation, as do social entrepreneurs. However, no state accepts anyone on top of its head. Parliaments, presidents, state ministers, and governments must believe that they are in charge of the development at all times.

Keywords: social entrepreneurship, social and economic development, innovative learning methods, independent science, democratic progress, vision.

Introduction

The article analyzes the vision of social entrepreneurship. The future will be different from what it is today, but nobody knows what it will be like. Who is taking the lead in the democratic development of the society, the political system or the social entrepreneurs, and what are the consequences? Probably social entrepreneurship has the potential and capacity to change the world to a better place for its inhabitants. The research problem has traditionally suffered from retelling successful stories and even unsuccessful events from the field of social entrepreneurship without having a justified scientific basis in entrepreneurial or economic history. The article consists of the following topics: creating the new, opportunities are always existent, not to prolong what already exists, some activities are expelled, fundamental democratic norm, innovative learning methods and independent science, who is the leader, conclusion, and references.

Creating the New

The vision of social entrepreneurship is to make the world a better place for everyone. It sounds quite easy and fair enough. Everyone is of course the poor, the sick, the hungry, the fragmented, the unhappy, but also the rich and the wealthy, and everybody else. To make is not the same as to share. It is not a question of taking over other people's fortune or distribution of taxpayers' wealth. It is more a question of caring, not sharing. In the process of making, something new must occur. It is not a question of fighting the old, but rather building the new. The energy, and all the resources that it takes to make the world a better place, must be combined and put into work in the construction of the new.

Creating the new is a unique activity based upon the ability of carrying out an innovation on the market. Innovations come in many different sectors, but not all novelties are justified as innovations. Theoretically, according to the Franco-Austrian-Norwegian (FAN) scientific tradition, innovation is defined as a new combination of the first and second input factors in a production function. When land and labor are put into production in a new and different way than previously in the production of existing commodities or services, or are used in production for a completely new and hitherto unknown product or service, the innovation will bring about a surplus over cost; the entrepreneurial profit (Schumpeter, 1934). The entrepreneurial profit is important for several reasons. The most significant reason is that the pure existence of the entrepreneurial profit is that it is the proof that an innovation has taken place. Traditional business activity in the static part of the economy also provides profits, of course, but entrepreneurial profit occurs only in the dynamic economy, and that is where the change takes place. The results of successful business and social entrepreneurship are economic development, equal rights, a better world, peace, freedom, a more secure society for everyone and technological, economic and social progress. These are all parameters that define the modern western style democracy, and even more, these prerequisites represent the conditions for the maintenance, new constructions and dissemination of democracy to new territories throughout the world.

Opportunities are always existent

Opportunities to introduce innovations are always existent in the social system and are never a result of changes in the supply and demand on the market. It is the geniality and power of creativeness of the social entrepreneur, which is the bases of innovations. No central government or governmental processes

can manipulate or stress the process of innovation. The individual person carries out the process of innovative change. Any contribution or involvement by governments or private interests only set back the changes for success as a social entrepreneur. The successful decision-making of the social entrepreneur makes him an expert and brings him a victory on the market. Only the single individual can make judgmental decisions; governments, boards of directors, committees, and politicians jump to conclusions based on aggregating votes, or worse; based upon corruptions or unfair distribution of resources, be it public or private resources. Judgmental decision-making can never be delegated, or outsourced to other bodies like individuals, governments, organizations or companies. None of these bodies are in the position of making the new combinations, which are essential for the carrying out of the innovation. Private or governmental funding, all kinds of competitions, or programs for social entrepreneurs where the final results are subject to approval by a jury, represent of course a waste of money and time, even though it may have some value of entertainment. There exists only one arena and one judge who is liable to approve the results of social entrepreneurship, and that is the market. Social entrepreneurship gains its approval only from the market, never from any kind of government. Approval on the market indicates that the population has given its consent; the people wants to use the new product or service because it is superior to the old way of consuming, solving and serving their needs.

Not to prolong what already exists

Social entrepreneurship is not to prolong what does already exist. In every society, the friction causes worries for the governments as for its inhabitants. The political programs and their justification is not enough to meet the needs of the population. The progress of information and technological diffusion educate the population about their opportunities and basic rights for achieving a better life. At the same time, the justified demands of the people for a fair and secure society where the individual can enjoy a greater amount of individual freedom and individual economic freedom is latent in every society in our time as through history. It is easy to understand that the political system at the same time is both inspired and frightened by social entrepreneurship as a changing impetus to society. Inspired, because the political system tends to grab the core value in the concept of social entrepreneurship and the political bosses want to use it for their own purposes, namely to prolong a political imperfect system and stay in their positions. Frightened, because successful social entrepreneurship means giving the real power of change and management of the society to the hands of the people, the social entrepreneurs and their customers. In the role as politicians and government, they must govern based upon the will of the people and the law. For the elected and appointed representatives of the society, there is no room for risk-taking at all, and absolutely not the way the successful social entrepreneur is doing so well. Official representatives can never fill the role as entrepreneurs, neither can their staff, both categories are wage earners and perform labor. The political system is operating according to the paradigm of the national state. Registered voters can give their votes, and thereby theoretically change the political system and their executives. Anyhow, the electoral system or any of the governmental agencies cannot carry out innovations. Why should the inhabitants wait all that long time until the next election before seeing any real change, while the rest of the world is turning at a much higher speed? This situation is exactly one of the main causes behind riots, uprisings, revolts, and might occur in any society that suppresses the basic and fundamental rights of its population. Over time, innovations will diffuse all over the world and national state borders will be no hindrances. Political elections and rule by law based on legal government is a local phenomenon while social entrepreneurship based on innovation is a global approach to human rights, independent freedom and economic prosperity for the single person.

Some activities are expelled

Some activities are expelled from the meaning of social entrepreneurship. Outsourcing, privatization of public enterprises or exposure to competition, voluntary work, job market ventures, charity work and philanthropy, exploitation of weaker individuals or groups' life situation for political reasons or to make private gains, missionary work, and public funding of underprivileged individuals in the name of righteousness do not represent innovation and disqualify as social enterprise activities (Sandal, 2007). These kinds of activities all contribute, each in their own way, to prolong and justify the imperfect political system and are invalid to make any change of the prevailing conditions. These activities are like glue, they fill the gaps and melt together unfinished and broken parts that the system are not capable of rearranging or finding any good solutions for. When individuals, companies or organizations take part in that kind of activities, they do not contribute to change based on social entrepreneurship, but rather to the conservation of the established paradigm with its errors and faults. The consequences for both the population or minor fragmented parts of the population, and the society as a whole are obvious; the population will be forced to endure the strenuousness of life for no reason at all without facing any hope of change to the better, and the society will inevitably be faced with the reality of the mistrust and skepticism that follow a population that has been despised.

Fundamental democratic norm

Individuals should have equal opportunities of influencing the collective decisions affecting them. This approach to society is described as the fundamental democratic norm (Warren, 2003). The process of change is carried out by the single individual, and that person is designated the social entrepreneur. In this role, each individual has the possibility to take direct part in the collective decision-making without being a part of the electoral system. As a successful social entrepreneur, the individual has the change to implement new products and services, and furthermore contribute to bring the old system to an end and thereby open up for a more just and safe society through the development process that ultimately leads the society in a democratic direction. The population, not through the electoral system of course, but through their rights to give their consent on the market, to buy or reject, elects the benefits that the social entrepreneur provides. This is a democratic approval, taking place every day, and without any political filter as a hindrance to fulfillment of the needs, wishes and desires of a free and responsible population. When increasingly more social entrepreneurs take the lead in society development, the pace of improvement and development will increase and the more people will be elevated out of poverty, misery, malnutrition, strenuousness, darkness and hopelessness and the faster the society will move towards democracy. The political system cannot push itself out of the static framework within its existence where it has been founded, and is still operating. Innovation, on the other hand, which is created by individuals, represents an exogenous force to the political system and has the power of transformation. This is exactly the meaning of the fundamental democratic norm; the free and independent individual is the guarantor for the democratic development, because politicians and public authorities cannot perform the same transformation, as do social entrepreneurs.

Innovative learning methods and independent science

Research in social entrepreneurship has been employed in retelling the histories of successful ventures, based on concepts from organizational theory and the field of behavior and management (Bloom, 2007). In addition, unsuccessful stories of social ventures have also been the focus in research and storytelling during recent years. In the educational fields, too much attention have been given to trivial matters like start-up theory and practices, taxation, auditing, and other everyday administrative tasks. The social entrepreneur is a highly specialized expert dealing with innovation; he is not a clerk, an everyday administrator, an average executive or a free of charge servant for the government. On the contrary, he is a pathfinder, the one who leads whole sectors of the economy or the society into a brighter future; he opens doors to new social orders yet to come. He is the first one to introduce the novelty, because he made it. How can anyone teach the social entrepreneur how to do, when he is the first one to create the new? Still, both the social entrepreneurs and the society need innovative educational methods, independent science and relevant topics to study. It is obvious that the social entrepreneurs take advantage of the accumulated knowledge in the world like any other successful player. Higher education in the fields of business entrepreneurship and social entrepreneurship should concentrate on topics like innovation management, service vision management, consumer behavior, social class structures, democratic development, human rights, and incentives for technological, economic and social progress (Sandal, 2017). In the field of research, international independent science must be the basis for approach. When the scientist is independent, which means to be free of any kind of superior master to direct, finance or approve his activity, the results of the scientific process, which represents the scientific truth, will be valuable and meaningful and have the capacity to bring about a deeper understanding of the social system and its mechanisms. Not only the social entrepreneurs need access to innovative learning methods, relevant topics to study and the fruits of independent science, but also the whole population will gain from the knowledge development. Knowledge is a very important inspiration for many people, and functions as incentive to wakening up, and to take on the role as social entrepreneur.

Who is the leader?

The social entrepreneurs carry out social entrepreneurship; they are strong and independent individuals and take no command from anyone or any structures, governmental or private. Even though they are of a great importance for the society, they live under a constant treat. As role masters they take the lead in society based upon their success in social entrepreneurship. However, no state accepts anyone on top of its head. Parliaments, presidents, state ministers, and governments must believe that they are in charge of the development at all times. Social entrepreneurs represent a danger to the establishment and vice versa. The political system proclaims they are in charge of the development, and they carefully take their precautions and have the legal power to stop any intruder to the game. At the same time, social entrepreneurs know how to tackle the game, and their contribution is of irreplaceable value to the individual and the society. The political system is characterized by struggle, fight, corruption, riots, fraud, mistrust, aggression, lies and neglect, all made by the system and its participants themselves. The social entrepreneur is a single individual, following

the law, because his activity is legal, no matter what kind of rules or laws are in charge. The future will be different from what it is today, but nobody knows what it will be like. Probably social entrepreneurship has the potential and capacity to change the world to a better place for its inhabitants.

Conclusion

The vision of social entrepreneurship is to make the world a better place for everyone. Social entrepreneurship is a democratic development process carried out by individuals; the social or business entrepreneurs, who introduce innovations in the market. Theoretically, according to the Franco-Austrian-Norwegian (FAN) scientific tradition, innovation is defined as a new combination of the first and second input factors in a production function. Innovation is the driving force for development, and politicians and public authorities cannot perform the same transformation, as do social entrepreneurs. Participation in social entrepreneurship is open and unlimited for everyone. No cooperation between state officials and social entrepreneurs should take place because of treats and risk of corruption and hindrances in the developments process.

Knowledge is a very important inspiration for many people, and functions as incentive to wakening up and to take on the role as social entrepreneur. Higher education in the fields of business and social entrepreneurship should concentrate on topics like innovation management, service vision management, consumer behavior, social class structures, democratic development, human rights, and incentives for technological, economic and social progress. In the field of research, international independent science must be the basis for approach.

The result of social entrepreneurship is economic development, equal rights, a better world, peace, freedom, a more secure society for everyone and technological, economic and social progress. The future will be different from what it is today, but nobody knows what it will be like. Social entrepreneurs are highly specialized experts dealing with innovation and their contributions might further develop the society in a more democratic direction.

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Anotacija

SOCIALINIO VERSLUMO VIZIJA

Socialinio verslumo vizija yra padaryti pasaulį geresne vieta visiems. Padaryti nėra tas pats kaip pasidalinti. Tai labiau rūpinimosi klausimas. Socialiniai verslininkai vykdo inovacijas, o socialinėje sistemoje visada egzistuoja galimybės įvesti naujoves, kurios nėra pasiūlos ir paklausos rezultatas rinkoje. Inovacijos yra vystymosi varomoji jėga, o politikai ir valdžios institucijos negali atlikti tokios pertvarkos, kokią atlieka socialiniai įmonininkai. Tačiau nė viena valstybė neprisiima nieko ant savo galvos. Parlamentai, prezidentai, valstybės ministrai ir vyriausybės turi tikėti, kad jie visuomet yra atsakingi už vystymąsi. Straipsnyje analizuojama socialinio verslumo vizija. Ateitis skirsis nuo to, kas yra šiandien, bet niekas nežino, kokia ji bus. Kas imasi iniciatyvos visuomenės demokratinėje raidoje, politinė sistema ar socialiniai verslininkai ir kokios bus pasekmės? Tikriausiai socialinis verslumas turi potencialą ir sugebėjimą paversti pasaulį geresne vieta savo gyventojams. Tyrimo problema tradiciškai kentėjo nuo sėkmingų istorijų ir net nesėkmingų socialinės verslumo srities įvykių perpasakojimo, neturėdama patvirtintų mokslinių pagrindų verslumo ar ekonomikos istorijoje. Teoriškai, remiantis Prancūzijos-Austrijos-Norvegijos (FAN) moksline tradicija, inovacijos apibrėžiamos kaip naujas pirmojo ir antrojo gamybos funkcijos įvesties veiksmų derinys. Dalyvavimas socialiniame verslume yra atviras ir neribojamas visiems. Joks bendradarbiavimas tarp valstybės pareigūnų ir socialinių verslininkų neturėtų vykti dėl grėsmių ir korupcijos rizikos ar kliūčių permainų procese. Socialinio verslumo rezultatas yra ekonominis vystymasis, lygios teisės, geresnis pasaulis, taika, laisvė, saugesnė visuomenei visiems ir technologinė, ekonominė bei socialinė pažanga.

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