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Scientific Origin of Social Entrepreneurship

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Abstract

Social entrepreneurship has become a very important topic both in the science and in the practice. That is why it is an emerging issue for correct explanation and understanding of this category. Moreover, the origin and the nature of its appearance should be discovered. Social entrepreneurship as the main object of our scientific research was examined very carefully. The causative connection of scientific approach of explanation has been used. The scientific heritage of Joseph A. Schumpeter, who is considered to be the father of the innovative entrepreneurship theory, was examined in details. In addition, Gregory Dees' scientific approach of social entrepreneurship was analyzed. Furthermore, scientific works of Professor Dr. Jan-Urban Sandal, who has been investigating social entrepreneurship challenges for more than 20 years, were studied. The reasons and consequences of social entrepreneurship appearance in the economic system were explored more deeply. Besides, the differences between business, entrepreneurship and social entrepreneurship were explained. The aim was to explain the scientific origin of social entrepreneurship and make the forecast of its influence at economic development in the future.

Keywords

Social entrepreneurship, democracy, business, innovation, scientific approach

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Introduction

Last years social entrepreneurship has become a very popular expression not only in economic literature, but also in ordinary life of people in many countries [1]. It is a very important issue for the understanding of the real meaning of this category, and to discover the origin and the nature of its appearance. For the correct explanation of social entrepreneurship, it must be analyzed from a scientific point of view. The real science shows the actual conception of each category, because it can observe such peculiarities and features than no one else can notice. That is why scientific approach helps to recognize reasons of social entrepreneurship appearance and spreading throughout the world. Nowadays this term is extremely popular not only for scientists, but also for practitioners. Meanwhile, science as an independent process can be compared with the entrepreneurial innovative process, which actively takes advantage of various skills, talents and abilities to be productive and efficient. In our scientific research, we are going to investigate the origin of social entrepreneurship and describe its significance for economic development.

Social entrepreneurship as the main object of our scientific research must be examined very principally. Scientific approach of explaining some objects or processes starts with the causative connection. In our case, we should find answers to such questions as why did social entrepreneurship appear, what was the background of its nature, and to what consequences it would lead?

Actual scientific researches and issues analysis

Social entrepreneurship was and is in the field of the scientific interest of both scientists and practitioners. However, we deal with the real science. The reason that we are interested in scientific approach is to find out the scientific truth about social entrepreneurship. Science helps to explore new knowledge, obtain experience and encourage thinking. According to recent researches, there are not many real scientists who study social entrepreneurship. One of the most prominent scientists in the field of entrepreneurship was Joseph A. Schumpeter. He was not the first who proposed the category of social entrepreneurship, but he was the first who created the theory of economic analysis, where the role of the entrepreneur as a social agent in the economic system was described and he distinguished features of innovative entrepreneurship. We can say that his famous work written in German "Theorie der wirtschaftlichen entwicklung" (1912), later translated to English "The theory of economic development"

(1934), was the background for further development of the entrepreneurship and innovation theory, and especially social entrepreneurship movement, not only in the scientific world, but also in the real business.

The first person, who used the category “social entrepreneurship”, was probably the American scientist Gregory Dees. He published on October 31, 1998 a draft of “The Meaning of “Social Entrepreneurship” [2]. In this work, he presented his scientific approach of explaining social entrepreneurship. He was asked by Kauffman center on Entrepreneurial Leadership at Ewing Marion Kauffman Foundation to define the expression [3, p. 29]. Dees had spent most of his academic career at Harvard Business School and in 1995 he received Harvard Business School Apgar Award for innovation in Teaching as acknowledgement for his new course “Entrepreneurship in the social sector” [3, p. 54-55].

Gregory Dees defines the social entrepreneur coming back to the Say- Schumpeter tradition, that entrepreneurship is something that takes place in the market. When the market is not capable to pay for products or services, Dees pointed to the fact, that the act of philanthropy is needed.

Another interesting and deep research of social entrepreneurship was made by the Norwegian scientist Jan-Urban Sandal. At first, he wrote about business entrepreneurship in his Master thesis at Lund University in Sweden in 1984. The thesis analyzed the scientific tradition in Say-Schumpeter entrepreneurship development and concluded that entrepreneurs according to the Schumpeter theory are unique. Then professor, Dr. Jan-Urban Sandal continued to research entrepreneurship, but concentrated his attention on the social side of entrepreneurship.

At the beginning of the XXI century, there was no science in the Scandinavian countries on topics of social entrepreneurship. The field of social entrepreneurship both scientifically and pragmatically, had stayed untouched in the Scandinavian countries until Dr. Jan-Urban Sandal published the first scientific writing in 2004. It was called Social entrepreneurship [4]. One of the main reasons for publishing the first academic writing was to inform the Nordic academics, but also business in general and the political and governmental systems about social entrepreneurship.

As we can observe there was made a huge research in the field of social entrepreneurship by very prominent persons. Meanwhile, we are going to explore more deeply the reasons and consequences of social entrepreneurship appearing in the economic system. Furthermore, what the differences are between business, entrepreneurship and social entrepreneurship.

The research objective

The aim of this article is to explain the scientific origin of social entrepreneurship and make the forecast of its influence at economic development in the future.

The statement of basic materials

The economic development has changed and modified a lot of spheres of people’ life. Nevertheless, who managed this process? Some individuals, which had talents, special skills and obtained knowledge. Entrepreneurship is a complicated process, which contains many specific features. There is a well-known fact that everyone can become an entrepreneur if he or she wants to be one, but of the whole world population, only a few will be a successful entrepreneur. Entrepreneurship in classical explanation is a risky activity of producing and proposing to the market some products or services with special characteristics. They are unique competitive advantages, which attract customers’ attention, and they really want to buy these products or services. In addition, we should mention innovation as well. Entrepreneurship and innovation are closely connected, because a real entrepreneur is an innovator in his or her consciousness. Such individuals are passionate and deep into their activities. They want to realize themselves and commercialize their ideas. Innovation in this case helps to be efficient and relevant for the environment. Customers have become extremely demanding [5]. Moreover, there are so many competitors and substituted goods and services at the market. In this situation, entrepreneurs who are innovative, can develop the enterprise and be successful. Innovation is the main instrument for the entrepreneur and that is what contrasts entrepreneurship from business. If we go back to the economic theory, there is the scientific heritage of Joseph A. Schumpeter. He explained that a real entrepreneur is an innovative creator, because this individual is in constant search for development.

Development according to Joseph A. Schumpeter is defined by the carrying out of new combinations. His concept covers the following five cases, which he presented in his scientific work “The theory of economic development”. They define the entrepreneurial nature:

1. The introduction of a new good – that is one with which consumers are not yet familiar – or of a new quality of a good.

2. The introduction of a new method of production, that is one not yet tested by experience in the branch of manufacture concerned, which need by no means be founded upon a discovery scientifically new, and can also exist in a new way of handling a commodity commercially.
3. The opening of a new market, that is a market into which the particular branch of manufacture of the country in question has not previously entered, whether or not this market existed before.
4. The conquest of a new source of supply of raw materials of half-manufactured goods, again irrespective of whether this source already exists or it has first to be created.
5. The carrying out of the new organization of any industry, like the creation of a monopoly position (for example through trustification) or the breaking up of a monopoly position. [6, p. 66].

According to these innovative changes, the entrepreneur is always in the wave of modern trends, because he or she creates the changes. Traditional business is static, not dynamic as entrepreneurship. The main aim of business is to make a profit. Moreover, the main aim of entrepreneurship is to commercialize results combining the first and the second factors (land and labor) of the production function in a new way.

The contemporary world has currently faced a huge amount of very complicated challenges and conflicts. These difficulties have become a background of entrepreneurship's modifying. Not only innovations are the important part for the traditional business entrepreneurs' goals, but also solving social problems, that appeared in the brains of the entrepreneurs. Scientists researched this evolution in continuous entrepreneurship development. Social entrepreneurship is the next stage of innovative entrepreneurship. Social entrepreneurship emerged with background from business entrepreneurship.

Take for example, Gregory Dees, in his work published in 1998, where he explained social entrepreneurship through the act of social entrepreneurs. Social entrepreneurs play the role of change agents in the social sector, by:

- Adopting a mission to create and sustain social value (not just private value),
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation, and learning,
- Acting boldly without being limited by resources currently in hand,
- Exhibiting a heightened sense of accountability to the constituencies served and for the outcomes created [2].

Social entrepreneurs are different from business entrepreneurs in many ways, according to Dees. The key difference is that social entrepreneurs set out with an explicit social mission in mind. Their main objective is to make the world a better place. This affects how they measure their success and how they structure their enterprises.

Thus, we can observe the growing role of social entrepreneurship in the society. Entrepreneurship developed to the social to supply innovation as means of solving existing problems as a contribution to the economic change and to improve the ordinary peoples' life.

Our world has been developing and changing throughout the centuries. We received not only benefits from evolution process, but also many problematic challenges. The invention of electricity, engine, ship, car, train, airplane, mobile phone and other very useful equipment and technologies, without which it is impossible to imagine our life, but they also caused many negative outcomes. Nowadays humanity has faced problems of tremendous air and water pollution, changes in climate, conflicts of wars, the fears of nuclear weapon etc. The main reason for such situations of controversy are based on the fact, that there are so many modern things to explore on the one hand and so many threats on the other hand. It is caused by the will of the individual to take power and of the greediness. If we go back to the history, we can notice as a rule, that more developed countries conquered the less developed once. For example, the period of the great geographical openings in the XV – XVII centuries [7]. There is an eternal fight between individuals. Moreover, this struggle occurred also in the entrepreneurial activity, where it displays as competition. This phenomenon is thoroughly described in Joseph A. Schumpeter's book "The theory of economic development": "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 success, but of success itself" [6, p. 93]. From the economic theory, competition is a driving force of economic development. There is a great difference between competition in the static and the dynamic economy. In the static economy, businesspersons should improve their businesses permanently, response to the customer demands in the best way and propose additional services. It should be admitted, that in the static economy businesspersons use the same factors

and compete in the same market for market shares and profit. Otherwise, in the dynamic economy, entrepreneurs create new products and services. When they succeed, they make an entrepreneurial profit, because they are innovators. Businesspersons in the static economy try to follow them, as their products, services and methods of production no longer are attractive to the customers. If competitors do not change or improve their business to follow the innovative entrepreneurs, they will be pushed out of the market, make loss, and finally go bankrupt. Thus, the entrepreneur is always in the searching process. Only innovative and creative entrepreneurs can survive and be successful. They are real leaders in their spheres. Leadership is one of the main features, which make the entrepreneur more modern and focused on the environment. From the scientific point of view, entrepreneurs have always been social. Social responsibility is the trend of recent years of a huge number of companies in the whole world. Nevertheless, the real social entrepreneur is an individual, who does not destroy nature nor does any bad things and then demonstrate his or her social responsibility to the society. The social entrepreneur is an innovator who wants to realize ideas, achieve success, get profit and improve the environment. The consciousness of social entrepreneur is another. It is more advanced, because he or she thinks about solving social problems in a friendly way for everyone. These individuals are real leaders, because they possess new independent thinking and original know how. Social entrepreneurs are change makers in their fields. Moreover, this movement causes the raise of new competition and further development of industries.

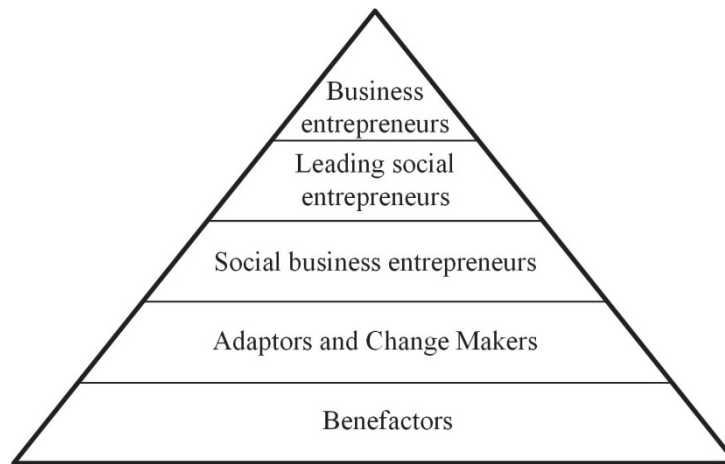
Human being has transformed the environment to become even more complicated. It consists of numerous processes, which demand detailed analyses for understanding of all their features and peculiarities. If we have useful facts, we can make conclusions, get new knowledge and then use it for critical thinking and a better understanding of the various processes. The entrepreneur, who has profound understanding, can think independently and objectively. In addition, he or she is able to create innovations. It means that innovations are born in clear minds with big volume of independent thinking and skills.

We live in a time, where there is a massive quantity of open sources of information and it is very easy to get a quick response to an urgent question via Internet. However, the opposite side of this efficient way of searching information is a high probability of finding propaganda instead of receiving the scientific truth. Only the last mentioned constitutes a background of producing innovations by entrepreneurs. It is important to emphasize that such moment in our research shows that social entrepreneurship is based on the scientific truth, and not on propaganda. Meanwhile, the scientific truth is a result of the independent thinking, which presents the new ideas. The reason of this settles down on the fact that innovations and responsible attitude to the consumers appeared as clear creative thinking. The result of successful social entrepreneurship contributes to the improvement of the human being by exploring new possibilities. In this circumstance, propaganda is not the appropriate instrument of spreading innovations. Usually, it has been used in different societies for spreading information, which is convenient for power authorities and institutions. Propaganda gives opportunities to its proclaimers to rule people's minds and thoughts. Nevertheless, it does not bring the truth. It is a threat to social entrepreneurship. Nowadays it uses the results of new knowledge, experience and thinking, which are represented in innovations. That is why it is extremely important to present innovations in the market in a suitable moment and in a proper way. Successful diffusion and implementation of innovations depend on different obstacles and political systems of countries where entrepreneurs work. In the democratic societies, the diffusion of innovation is more efficient than in countries, which have not so developed democratic system. As a result, there are more favorable economic conditions for social entrepreneurship development in countries, where democracy and human rights are implemented. Thus, it is obvious to distinguish the strong connection between democracy development and social entrepreneurship dissemination.

In the book "The Social Entrepreneur – Agent licensed to change" in 2007, Dr. Jan-Urban Sandal made important conclusions that social entrepreneurship excludes activities like outsourcing, the privatization of public enterprises, exposure to competition, voluntary work, job market ventures, charity work, founding schemes or a form of exploitation of weaker groups or of the individual's situation in life, in the name of socio-political objectives or private gain [3].

In addition, it is important to cover such actual presentation of Dr. Jan-Urban Sandal as The Social Entrepreneur Pyramid (SEP). It is organizing different kinds of players in the field of social entrepreneurship. Entrepreneurs are organized in five different levels, from top to bottom:

Figure 1. The Social Entrepreneur Pyramid



Source: Sandal, J.-U. The Social Entrepreneur Pyramid, 2010 [8]

Business entrepreneurs are represented in accordance with the theory of Say-Schumpeter tradition. It is meant that their activity must be based on innovation and make entrepreneurial profit. They can be active in any sector of economy, not only in the social sector.

Leading social entrepreneurs have the same characteristics as business entrepreneurs, but their activities are limited to the social sector.

Social business entrepreneurs open up a new or traditional business on a new market in the social sector.

Adaptors are classical followers of business entrepreneurs in every sector of the economy.

In the same way as adaptors are followers of business entrepreneurs, change makers are followers of leading social entrepreneurs in the social sector of the economy.

Benefactors are individuals with resources, who want to put up innovations in the local community. The aim is to contribute to change, and they use their private money, time, skills, networks and positive attitude.

The higher their placing, the fewer they are in number, but the greater their significance are as agents of change. The lower their placing, the greater they are in numbers, but the smaller their significance are as agents of change. Having a place in this pyramid means contributing to the process of democratization in the form of direct participation in decision-making, creating greater fairness and less dependency [8, p. 33].

This pyramid is the first classification in the sphere of social entrepreneurship. For the scientific research, it is an actual demonstration of social entrepreneurs' goals and roles in the economic development. We can say that the obtained role of social entrepreneur depends on the level of creative thinking and the inner force of motivation of the individual. There is a strong connection between social entrepreneurship development and the level of economic prosperity in the country. The more innovative oriented the society is, the higher quantity of social entrepreneurs there will be. Moreover, the freedom of speech and the democratic initiatives influence social entrepreneurs a lot, because creative thinking and innovations appear in the minds of free people with open views and independent thoughts. It should be mentioned, that individuals living under the rough and inhuman conditions in countries characterized by communism, Marxism, totalitarianism and dictatorship of all kinds, of course, are capable of thinking independently, but their possibilities to act and implement social entrepreneurship are strictly reduced. That is why creation of innovations in that kind of countries are almost non-existent, but usually flourishes because of technological diffusion, through either product import or technological and industrial espionage.

In addition, social entrepreneurship counteracts nature destruction, political lies, elitist arrogance, public financial waste, financial support, taboo, unwanted migration and creates better conditions for the individual's freedom and personal economic growth and independence [9].

All these statements show the significance of social entrepreneurship for the ongoing economic development and the transforming of the world to a better place for people.

Summary

The deep analysis of social entrepreneurship in our research display its scientific origin through impact of many factors. Using causative connection, we found the following explanations. First of all,

entrepreneurship appeared when the great inventions were made. They changed production. It became more productive and efficient. The new industries were established. In addition, according to Joseph A. Schumpeter, the entrepreneur brings a change in the economy, which represents a shift from the old and exhausted, full-ended paradigm, starting a dynamic development on a higher technological level [6]. It means that entrepreneurship and innovation are closely connected. Then further economic development faced a huge number of different challenges. These obstacles modified entrepreneurship, and made it more social oriented. Entrepreneurs' thinking transformed to a higher level, not only to get profit, but also to be friendly to the nature, society and future generations. Moreover, the democracy spreading in many countries gave possibilities for social entrepreneurs to create innovations in the social sector or to deal with solving social problems in different spheres (The Social Entrepreneur Pyramid of Dr. Jan-Urban Sandal).

Summing up, it is essential to emphasize the consequences to which social entrepreneurship leads. Social entrepreneurs are very important for further economic development, because they are independently thinking individuals with willingness to realize their ideas and to propose something new to the market. As a result, innovations are diffusing and improving society. New products and services stimulate other market players to follow the leaders. That way of progress also influences at individuals' consciousness. They become more responsible and sensitive to social challenges in the environment where they live and work. Social entrepreneurship existence is a vivid trend of contemporary era in both scientific and practical areas of human beings.

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