SOCIAL ENTREPRENEURSHIP RESEARCH: GUILT TRIP OR GIVING IT BACK? EXPLORING THE INTENTIONS BEHIND TAKING UP SUSTAINABLE SOCIAL ENTREPRENEURSHIP IN AHMEDABAD

Khushboo Vachhani Talati[*]
Dr. Krishna Parmar[**]

ABSTRACT

This paper provides an elemental view of the intentions behind sustainable social entrepreneurship, applicable to the literature. The aim of the study was to identify the intentions that drive sustainable social entrepreneurship from the entrepreneurs located in Ahmedabad. The methodology used was collective case studies to define the intentions behind taking up sustainable social entrepreneurship by individuals. The case study analysis attempts to answer the intent to become a social entrepreneur by individuals. The findings of the study include the crucial factor(s) behind sustainable social entrepreneurship and in turn probe towards the question- guilt trip or giving back? This research article seeks to broaden the understanding of the researchers who would undertake social entrepreneurship research in the future.

***KEYWORDS**: Sustainable Social Entrepreneurship, Intentions, Qualitative, Methodology, Research.*

Introduction

Social entrepreneurship is comparatively new in the area of exploration and hence it has been defined as entrepreneurship with the goal of social impact. It has been said that the explanatory difference between economic entrepreneurship and social entrepreneurship is the value proposition itself (Martin & Osberg, 2007). Social entrepreneurship has gained momentum because it is emerging as an approach that is innovative in nature to handle the complexities of the social needs in the society (Johnson, 2000). The complexities of social needs through social entrepreneurship have been defined by Dees (1998) who describes that the basic understanding an individual should have while entering social entrepreneurship is: the work of social entrepreneurs is nexus because it comprises of achieving sustainable social impact while addressing the market with it.

Considering the growing significance of social entrepreneurship in the present time, the purpose of this study is to complement the findings of the research field on the intention behind sustainable social entrepreneurship because we pursue to identify the motivations behind starting a sustainable social entrepreneurship enterprise. Taking into consideration the above-mentioned aim, following are the research questions for this research study— How does one aspire to be a social entrepreneur?

Literature Review

Social entrepreneurship has been a study under process for more than three decades now. Many scholars and researchers have never been on a consensus on the definition of it (Choi & Majumdar, 2014). Heterogeneous and engaging definitions of social entrepreneurship exist to date. For example, Dees (1998) has described the characteristic of social entrepreneurs as them being the change agents with a mission focused not only on private but also on social value. It can be said that defining social entrepreneurship can be from it being "innovative social value creating activities" (Austin, et.al; 2005).

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[*] Research Scholar, GTU, Gujarat, India.
[**] Assistant Professor, GTU, Gujarat, India.

Entrepreneurs, who establish themselves through social ventures, are said to pursue multiple goals at the same time that also includes their personal objectives. Social entrepreneurs often encourage social and economic goals in pursuing a particular opportunity for themselves (Zahra, et.al; 2009). It has been discussed by Dorado (2006) that Social Entrepreneurial Ventures (SEVs) might be of three types: non-profit organizations that enter into business scenario to get finances for their social services, profit ventures that have double bottom line that define their mission to be such, and cross-sector SEVs i.e. collaborations that engage to particularly solving some social problems. To act upon the opportunities provided for social entrepreneurs would require that the individual would perceive such opportunities to be feasible and then pursue them (Krueger, 1993). The socio-cognitive process of an individual that structures the interpretation and the intention of carrying out the opportunity helps them to act on it (Mitchell et al., 2007). Another important criterion that needs to be looked upon is opportunities for social entrepreneurship and the intention to act upon them.

Some of the considerable factors for pursuing social entrepreneurship environmental and market conditions, acting on perceived opportunities (Grimes, ed. at; 2013), social goals, profitability (Peredo & McLean; 2006). For example, for social entrepreneur an opportunity could be framed by the social mission they would want to undertake (Dees, 2001) or by social and institutional barriers to entry in a particular social market (Robinson, 2006). More emphasis in the research has been presented to social entrepreneurial opportunities- how do they get them and why are they required? Opportunities, as per researchers, have a lot of factors in themselves that describe well as to how that can be perceived. Also, scholars have conjectured that the social entrepreneur's background may shape what opportunities he or she recognizes (Dorado, 2006; Mair & Noboa, 2006; Robinson, 2006). It is essential that about the opportunity recognition or identification processes of social entrepreneurs (Mair & Noboa, 2006) be explored since the notion of opportunity recognition is a characteristic of entrepreneurship (Mair & Marti, 2006).

Unfortunately, the complete exploration about the opportunity recognition process of social entrepreneurs hasn't been done (Mair & Noboa, 2006). Very few scholars have been able to explore into this process for social entrepreneurship (Shaw & Carter, 2007). Thus, from the past literatures of social entrepreneurship as well as sustainability aspect of it has been observed that higher focus has been provided to know about social entrepreneurship opportunities and factors related to it in order to explore deep about social entrepreneurship. Hence, the point of exploration for this research has been the same and other factors that help explore social entrepreneurship research in Ahmedabad in the education sector.

Case study is a methodology of research which is to be considered when a holistic as well as in-depth investigation is needed for an event (Feagin, Orum, & Sjoberg, 1991). Yin (1989) and Eisenhardt (1989) have given us a useful insight into the case study as a research strategy, but leave most of the design decisions on the table. Yin (1993) has identified some types of case studies such as: Explanatory, Exploratory and Descriptive. Stake (1995) included three more in the list mentioned above: Intrinsic - when the researcher has an interest in the case or the event; Instrumental - when the case needs to be understood more than what is obvious to the observer/researcher; Collective - when a group of cases is to be studied. In all of the above types of case studies, there can be single-case application or multiple-case application. The important aspect in case study is the unit of analysis. It is a critical factor in the case studies, typically a system of action by an individual or a group rather than an individual or a group. Case studies are tended to be selective, while focusing on either one or two issues that become the foundation to understanding the system that is being examined in the scenario (Tellis, 1997).

Research Methodology

Table 1: Objective and Research Question

Objective	Research Question
To identify the intensions of social entrepreneur	How does one aspire to be a social entrepreneur?

Research methodology is a structured way of solving the issues that arise in the research while it is being conducted for variety of purposes (Rajasekar et.al, 2013). For the qualitative research, which is exploratory in nature had been adopted and in-depth semi-structured interviews were taken in order to explore more about social entrepreneurship from social entrepreneurs. Interviews as a part of qualitative research, builds a holistic snapshot, analyses words and also enables interviews to speak for themselves and express their thoughts and feelings (Berg, 2007). Schostak (2006) states that an interview is like an extendable conversation between partners i.e. the interviewer and interviewee which aims at having an 'in-depth information' about the topic of discussion and which helps to explore the phenomenon and that could be interpreted in terms of the meanings interviewees bring to it.

The tools adopted for the research here comprises of:

- In-depth focus interviews
- Semi-structured interviews so as to have a deeper knowledge generally beyond the textual references
- Researcher's observation (Saunders, 2011) to support primary data as collected via various tools

Sampling of the Study

The primary purpose of sampling for a qualitative researcher is to collect specific cases, events, or actions that can clarify or deepen the researchers understanding about the phenomenon under study. Purposive or judgmental sampling is the justifiable sampling for qualitative research, because, this sampling procedure allows the researcher to select cases with a specific purpose in mind (Ishak & Bakar, 2014). In general, sample sizes in qualitative research, must not be too huge that it makes it difficult to extract data nor too small that it is difficult to achieve saturation of the data or theoretical saturation or informational redundancy (Onwuegbuzie & Leech, 2007). Having discussed from the literature the different aspects of taking samples for the research, here, six cases had been identified for sustainable social entrepreneurship in the city of Ahemdabad.

Analysis and Results

The interview was conducted in interviewee's work setting and the data was gathered with a recorder and a notepad that jotted down major helpful points during the on-going interview just to make sure possibly everything that was required was given equal importance. Any or no attempt to influence the setting was made so as to have an authentic experience with the interviewee. There were few scenarios where follow ups were made. It was done as per the flexibility of the interviewee and interviewer. The recorded interviews, were then transcribed and hence the process of analysis was made with the help of literature as studied for the research study. The code and coding technique was selected to being able to link the data back to the research questions and the objectives of the research study.

According to Miles and Huberman (1994) the codes and coding strategy allows for quicker identification of the parts of the collected data that could relate to the research questions and that could lead to any potential themes. The identification of such parts is done by creating a meta-matrix to gather this descriptive data from different cases to a standard format. This allows the condensed data to be put together in case of comparisons to be made. Once these parts are identified the analysis of the case study data can be more straightforward. Depending upon the number of the cases identified for the study, it is possible to include all data at once. The figure below describes the process of code and coding:

Figure 1: Case Study Structure
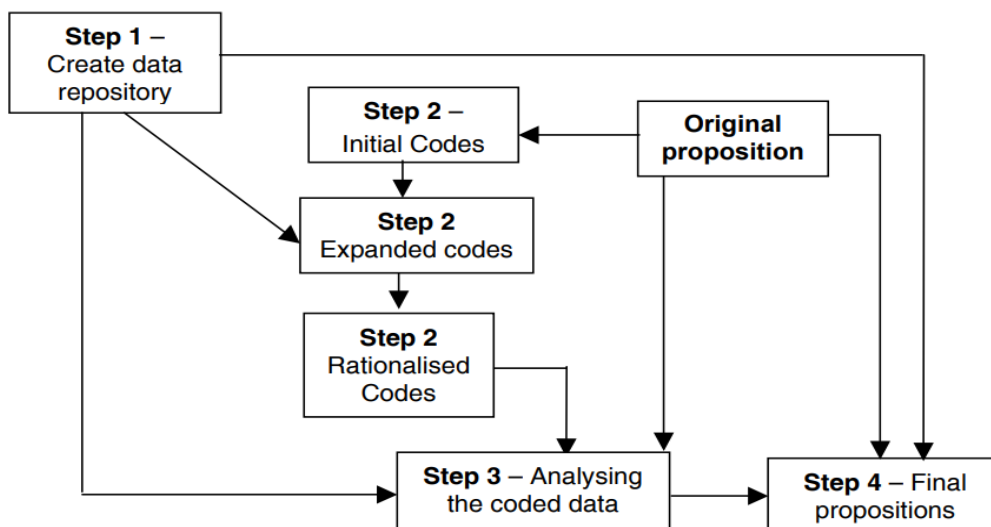
(Source: Atkinson, 2002)

The data repository as summarized from the above figure links both positive and negative feelings for the journey with sustainable social entrepreneurship. The findings in the process have identified the core codes of knowing what was crucial to the entrepreneurs and the influencing and intervening factors that affected their aspirations and expectation, as an outcome of what extends the continuity of the process. The expanded codes have been the one that have been used in the analysis of the study.

The expanded codes represent all of those codes that are being utilised. However, not all can be conceptualized during the study. Hence, the next step is to rationalize the above codes and remove any anomalies. After the coding process, the case study data can now be analysed closely.

In this study, comparing the data to the initial codes, the process generated codes were directly associated with one of the original propositions- giving back to the society. Majority of the entrepreneurs that were interviewed had a common notion of entering the area with the *sole purpose of giving something back to the society*. With the intension of doing something for the people is what makes them strive hard for this work and also the description of letting people have a part of what they had which included the privilege of having the basic needs and a shot at a better life.

The need of giving it back to the society also had the categorization of the intention for them. These have been mentioned below to differentiate the intention of social entrepreneurship:

- With majority of them having the experience of coming from a background with certain cases having no basic amenities, they know the *worthiness of them (the amenities as well as themselves)*.

- *Compassion* for the under privileged people made them believe that solving social problems would help them achieve some betterment for the society. Hence, social issues like education of girls, awareness about major diseases, organ donations and medical camps for blood donations and others should be faced. The privilege of having a good living over the years makes them work for the society for giving the same to others as much as possible.

- The other factor that provides boost is the *vision for a better society*. With the change in the environment, the generations have to keep pace with it in order to succeed societal issues refraining from sustaining a fulfilled life and hence it becomes utmost important that such issues should be sorted out at the earliest.

Conclusion

This paper outlined the intentions behind sustainable social entrepreneurship that has been applied through collective case study method. The author concludes that the intentions behind the sustainable social entrepreneurship has been the ideology of "giving it back" to the society rather than the "guilt trip." The research study also concludes that much has been developed in social entrepreneurship research and the area is continuously evolving. Further research can be done across different areas of the state as well as country and cross country to realize the intentions of sustainable social entrepreneurship.

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