

EXTENDED ABSTRACT

KNOWN AND UNKNOWN: A BIBLIOMETRIC BASED REVIEW ON SOCIAL ENTREPRENEURSHIP

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(Published 15 October 2021)

Abstract

As an incipient field, social entrepreneurship researchers are engaged in various discussions including definitional and conceptual clearness, limits of the field, and a battle to show up at a bunch of pertinent and significant questions. Since the heterogeneity of explored topics is maybe enormous, the underlying purpose of the study is to augment the body of literature by presenting key exploration themes, influential papers and researchers and highlights openings for a future research agenda. In doing so, past research is synthesized to distinguish significant commitments and key discussions inside the field. Because of a citation investigation, robust exploratory examination distinguishes 18 research studies as influential to the advancement of research on the subject of social entrepreneurship. Several keywords and clusters are identified and discussed. The paper discloses by finding the research gaps and recommends noteworthy research agenda to propel the body of knowledge of the theory and practice of social entrepreneurs and the progress of social entrepreneurship.

Keywords: Citation and thematic investigation, entrepreneurial studies, social entrepreneurship, social entrepreneurs

1. Introduction

Over the decades, social entrepreneurship has become a notable global cultural phenomenon (Dey & Steyaert, 2006)). It appears to be solid among a group of socially mindful individuals who have gotten more incredulous about the government's capacity and firms to seriously address squeezing social issues like destitution, social exclusion, climate change and other social issues (Certo & Miller, 2008). Various firms are cautiously advancing social entrepreneurship by giving convincing narrative proof of courageous people "changing the world" (Bornstein, 2007). Social entrepreneurship has obtained noticeable quality in the course of recent many years and is logically perceived as a practice that can make both financial and social worth (Christie & Honig 2006; Rey-Marti et al., 2016). The crushing necessities to address the different overall social and natural hardships of the twenty-first century (Marti & Mair 2009), joined with the creating authenticity of market-based methods has provoked the advancement of social entrepreneurship and extending revenue in the point by policymakers, specialists and academic scientists (Weerawardena & Mort 2006). Social entrepreneurship has been a subject of scholarly investigation for almost 20 years yet, the minimal insightful yield has shown up in mainstream management and entrepreneurship journals (Kraus et al. 2014). Social entrepreneurship

research studies are not fully-fledged and need further development (Short et al. 2009). Regardless of the extent of interest in social entrepreneurship, academic research has been far challenging. Since the definition of social entrepreneurship has been created in various areas, for example, not-for-profit, for-profit, the public area, and blends of every one of the three, brought together definition presently cannot seem to arise (Weerawardena & Mort, 2006). Work on social entrepreneurship comprises a field of study that evolve various spaces, including entrepreneurial studies, social innovation, and nonprofit management. Researchers are starting to contribute to the improvement of this new order through efforts to follow the development of social entrepreneurship. Notwithstanding, as an incipient field, social entrepreneurship researchers are amidst various discussions including definitional and theoretical clearness, limits of the field, and a battle to show up at a bunch of significant examination questions ((Dacin et al. 2011).

The article presents an exploratory citation analysis addressing how much Social entrepreneurship has, till now, been the subject of scientific assessment. This examination expands the literature by introducing key investigation subjects, powerful papers and researchers, and features openings for a future exploration plan. Also, the paper inspects the possibility of Social entrepreneurship, including elective definitions, wellsprings of Social entrepreneurship, and the characteristics of social entrepreneurs. Following this, the way of thinking congregations examined before disclosures are thought of.

2. Literature review

Social Entrepreneurship

Social entrepreneurship prompts the foundation of new social firms or non-profit firms and proceeded with innovation in existing ones. The non-financial public sector addresses an immense range of economic, instructive, research, welfare, social and spiritual activities locked in by different firms. Mirroring this assorted scope of efforts researchers have intended to conceptualize the social entrepreneurship in various settings. Social entrepreneurship emerging as an innovative approach to deal with complex social needs. Social entrepreneurship has been found as far as the reactant initiative furnished in areas of social concern with the purpose of change, both the area of social concern and public strategy. Essentially there have been notable efforts to foster community models of social entrepreneurship that analyze the role of social entrepreneurship in elevating living states of poor people and the oppressed (Short et al. 2009). Social entrepreneurship is perhaps the most famous term in the non-profit area, and quite possibly the most misjudged. Few grip the idea of social entrepreneurship to depict any type of moneymaking firm with a social mission (Light, 2006). Others use it to depict any kind of philanthropic association that is unfamiliar to them. Still, others utilize the term to present another defense for an old thought. The most pervasive utilization of the term social entrepreneurship, centers around the part of the risk-taking person who, despite everything, makes a social change. The arrangement of firms to resolve social issues and make social value has consistently been a significant element of market economies (Thompson et al. 2000), utilization of the expression "social entrepreneurship" is a later wonder. The term keeps on expanding in permeability, halfway because a modern network of associations exists to help and feature the work and commitment of social entrepreneurs. Social entrepreneurs have several leadership attributes, specifically, huge individual believability and capacity to produce supporters' obligation to the project by outlining it as far as significant social qualities, as opposed to simply economic terms (Mort, et al. 2002).

3. Methodology

An exhaustive literature review on social entrepreneurship was carried out. Further, the underlying aim of the article is to discover the trends, key terms, key influential authors, key influential research

articles in the social entrepreneurship domain. Thus, the authors employed PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) framework. It is the most commonly used technique by researchers when conducting systematic literature reviews and Meta-Analyses. Search terms “social entrepreneurship”, “social entrepreneurs”, “social enterprise” were included to obtain a relevant result. The Scopus database was used to download the research articles. Since the Scopus is recognized as one of the salient databases which offer high-quality journal articles. Importantly, Up-to-date data is of greater impotence for researchers to identify the trends in a specific domain. Therefore, the article search is done between 2012-2020. Using PRISMA analysis, a total of 171 articles were obtained (including duplicates). Later, 54 duplicates were removed, of the remaining, titles and abstracts 117 were assessed to measure their relevance according to the inclusion criteria. (a) articles only in the English language; (b) appropriate search terms; (c) social entrepreneurship is the primary focus; (c) literature review and empirical studies. This screening process led to the eligibility of 54 articles. Ultimately, a total of 18 articles were acknowledged, whose full-text version was acquired.

4. Result

Bibliometric analysis was performed to demonstrate interconnections among research articles and to identify the most compelling research terms and research clusters in social entrepreneurship.

Additionally, bibliometric citation analysis was also performed to achieve the stated objective. Citation analysis aids researchers to identify current research articles in a specific domain and investigate the intimacy among citing and cited articles (Gundolf & Filser 2013). Citation analysis is utilized to dissect the connections among citing and cited authors and their publications, just as which cited sources are the most persuasive among those distributions utilized in the investigation (Aksnes et al. 2019). Citation analyses depend on the theory that citations are a compelling, solid sign of scientific interaction between researchers and research firms.

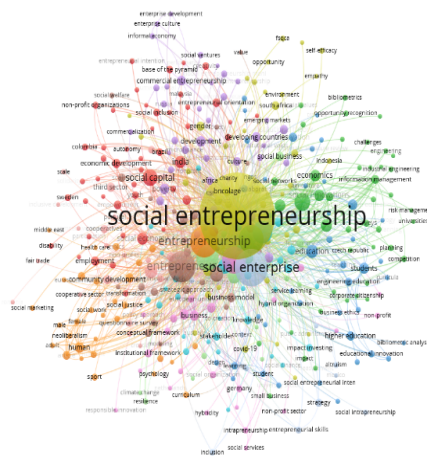


Figure 1. Co-occurrence of keywords

Figure 1 shows the co-occurrence of keywords in social entrepreneurship. The key terms are, business ethics, social welfare, social entrepreneurial intention, social intrapreneurship, entrepreneurial skills, social marketing, community development, social justice, stakeholder management, information management, self-efficacy, enterprise culture, social capital, social value, social networks, Covid-19, impact investing, blended value, environmental issue, governance, crises management, risk management, resilience, strategy, entrepreneurial orientation, resource management, social movements, social innovation, social networks, sustainable business, social entrepreneurship education, motivation, social mission, social performance, CSR, poverty and poverty alleviation, technology,

crowdfunding, value creation, social behavior, hybridity, responsible innovation, social change, entrepreneurial eco-system, sustainability.

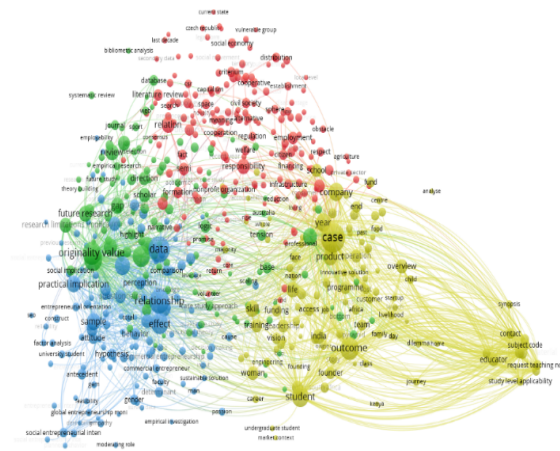


Figure 2. The research clusters in social entrepreneurship

Compelling research clusters identified in the literature

Using bibliometric analysis, the authors found four compelling clusters corresponding with the social entrepreneurship viz, crowdfunding, women social entrepreneurs, innovation and entrepreneurship, challenges and issues in social entrepreneurship.

Crowdfunding

Crowdfunding is a type of entrepreneurship fund-raising to resolve some social or cultural issues (Vealey & Gerding, 2016). crowdfunding is turning into a significant wellspring of financing for social ventures. The progression of CF happens on the web and incorporates picking an online stage to raise funds for a campaign that spotlights an initiative. Later, the social entrepreneur stays dynamic on the online stage to urge funders or patrons to finance their tasks and projects. Consequently, the social ventures can pick the sorts of remunerations for crowd funders (Bansal et al. 2019).

Women social entrepreneurs

Many research scholars paid attention to social entrepreneurship from women entrepreneurs' perspectives (Bansal et al. 2019). Social entrepreneurs are portrayed by the extent of agreeableness, receptiveness, passion, emotional stability and good faith. The trait identified with agreeableness is more influentially found in female social entrepreneurs when contrasted with men (Bernardino et al. 2018). Women entrepreneurs reflect the vision, which is the key characteristic, and improves the wealth of a country and thusly adds to the development of an economy (Arun and Unnipulan, 2015). Women in top management assist firms with giving socially attractive products and services. Such entrepreneurs can make social value due to their more prominent social and environmental responsibility. The characteristics of women entrepreneurs incorporate informativeness, a persevering nature, assurance, capacity and want to face the challenge and profit earning capacity (Pirakatheeswari, 2015).

Innovation and social entrepreneurship

Innovation could harness opportunities to create value employing producing new service to the issues and excluded, finding novel paths of carrying existing services, executing new methods to reap income, bringing prevailing services to new people, or take advantage of new resources. Social innovations entail "novel ideas (products, services, and models) that instantaneously encounter social requirements (more excellently than alternatives) and produce newfangled social relationships or collaborations". Their innovation in the quest for social objectives and their commitment to

exchanging. Innovation is not an invention of modernity. Since hominids developed language and invented tools, social progress has been premised on social creativity, discoveries, and inventions, and their translation into successful innovation.

Challenges in social entrepreneurship

Social entrepreneurs experiencing issues as far as standards of a solid job for government, misconstrued or obscure job for social undertakings, non-steady guidelines and absence of social qualities and convictions. Bhatt et al. (2019) discovered four institutional challenges that social entrepreneurs face; a wrongly fathomed or dark occupation for social ventures, negative norms and rules, an insufficiency of socio-social feelings and qualities supporting social goals and a shortfall of principles of a strong occupation for the government. A complicated arrangement of hardships for social entrepreneurs is to put together subsidizing and financing for social exercises; this ought to be treated as one of the erraticism of social endeavours (Shaw & Carter, 2007). Each period of a social entrepreneur faces unequivocal troubles related to value commitments, value arrangement, and worth seizing. Social entrepreneurs defy multi-dimensional difficulties all through the whole life of the firm (Bhatt et al. 2019).

5. Future research direction

Dynamically, it has been inclined towards social entrepreneurship from different avenues: business technique, entrepreneurship, public sector management, community advancement and not-revenue driven marketing scientists have been drawn to a fascinating miracle (Weerawardena et al. 2003). Further, social enterprising firms need to get a culture focused on imaginativeness, proactiveness and hazard management and they need to encourage decision methods reliant upon extraordinary programming to modify proactive administration of the natural setting. Additionally, in a challenging market, there is a prompt challenge between firms highlighted passing on the esteem in a benefit taking perspective and those focusing on expanding social value generation. Accordingly, future researchers can likewise highlight the area. Power distance is portrayed as how much people of a firm or society concur with the conflicting movement of force, power contrasts, further, status benefits since it is by and large related to the view of social unevenness (Hofstede, 1980). The social difference arises each time assets, similar to wealth or instruction, grant a couple of gatherings to get more friendly influence than the others. People in social orders showing a high power distance recognize a progressive request wherein everybody has a spot, which requires no further support. In such conditions, fundamental opportunities and agents' worth are not seen as huge.

Grounded on the notion researchers can focus on power distance in various cultures in the Sri Lanka contest. Social entrepreneurship has gained thought in various fields, and this assortment has achieved a few definitions. A significant agenda for the further advancement of social entrepreneurship research incorporates settling on arrangement across these fields as for the definition and key parts of the construct, just as settling a couple of the central discussions. For example, social entrepreneurship has been portrayed both extensively as an inventive social venture (Cochran, 2007) and all the more scarcely as the usage of market-based efforts to settle social necessities and produce procured pay through development (Thompson, 2002). Setting up generous definitions will help beat the unclearness of the possibility of social entrepreneurship, which places obstructions on research in the area. Future exploration, accepting longitudinal examination techniques that extent a more expanded period could unload the exceptional links between individual capital and social entrepreneurship. For instance, specialists could dissect the joined part of individual capital and institutional setting on social entrepreneurship across stages (early, new and set up) (Bergmann and Stephan, 2012).

Social firms can improve their endeavours depended on artificial intelligence and make additional advantages for each invested individual. The computerized modernization of social firms subject to AI is fascinating and open, yet it should consider the focal points of social entrepreneurship.

Human and intellectual capital is comparably pressing for social firms. Development of the level of automatization will incite a slight increase the worth of AI (Popkova & Sergi, 2020). Coordinated exertion among comparable and grouped actors applies the business principle to dealing with social issues. Many inter facings influence innovation in social entrepreneurship, which can be seen as engaging or convincing important forces. These forces may consolidate the assumptions without a doubt of prompt stakeholder, the vision and exercises of the founder, the impact of the current appraisal, the effect of a gigantic non-government affiliation, unforeseen extents of the institutional framework, technique and rule around gifts, and tax evaluation (Newth, 2016). Outside partners are more convincing in social ventures because dissimilar to conventional business firms, social enterprise vivaciously depends upon them not only for donations and awards, yet moreover for achieving their social mission.

6. Conclusion

This paper introduced an exploratory bibliometric citation examination on social entrepreneurship exploration to date. The discoveries show that in the years 2012 and 2020 unequivocally, the amount of empirical and theoretical examination articles passed on rose significantly. Studies support that a wide extent of various social entrepreneurship sub-subjects has been examined, however all researchers surrender that social entrepreneurship research isn't yet in its completely fledged stage. Further, it rebukes that it was seen that models of business that have progressed in the business setting are lacking to get the uncommon characteristics of social entrepreneurship. The strategies give a critical commitment to understanding the social entrepreneur's troublesome role that is needed to play inside the verifiably forceful environment. Social entrepreneurship creating a status owing to get together of various factors, for instance, the reinventing government, rising necessities of target showcase an upgraded competition for promoters, awards, and administration contracts. A developed conceptualization aids in understanding the obvious conventional attributes of social ventures and work with capacity building, advancement and competitive advantage in social enterprises.

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