

A Systematic Literature Review: Social Entrepreneurship Intention

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ABSTRACT

The concept of social entrepreneurship is fascinating because this research is obsessing on attaining profit but also generate assistance / social securities for the community, particularly in the last decades. This research is to identify what is the consequences of social entrepreneurial intention as a intervene to perform a literature review to acknowledge the new discoveries and developments that have apparent in prior studies. To explain an extensive review the systematic literature review method is used in this study. Based on the disclosures of the literature review study, it is anticipated that there are frameworks and methodologies that can be employed for practitioners as well as researchers to comprehend the evolution of social entrepreneurial intentions so that they can motivate future researchers.

KEY WORDS

Social entrepreneur, social entrepreneurial intention, intentions, systematic literature review.

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I. INTRODUCTION

Nowadays, many research theories from entrepreneurs are being studied by academicians as one of the domain that have been getting more attention lately. The notion of entrepreneurs is also browsed by the government because the influence of this entrepreneurial process is demonstrated to surge growth in the social, economic sector and also support political stability in the country. Research that assist this from Thurik & Wennekers, (2004) which says that the role of entrepreneurs can be effective tool to reduce societal problems, then research from Nawaser et al, (2011) which says that there is positive relation between poverty reduction and entrepreneurship from kebaili et al (2017). The functions of entrepreneurship can be deposition in development of effective instruments for financial sustainability and at the same time it can solve various societal problems. The concept which has two fold characteristics turn out to becoming very popular in theory and practices, so that these two notions have the name of a new research, namely "Social Entrepreneurship" (Nicholls, 2010). The social entrepreneurship concept is be in need for developing countries as one of the mechanism to foster the process of identifying gaps in economic, political and social development so that social and economic development can be an anticipate (Tiwari et al, 2017).

The notion of social entrepreneurs today use a synthesis of postulates that are used for business principles, companies, or propositions commonly used by private enterprises to be able to formulate social change by establishing or managing a business. This combination is done solely to address social problems with innovative solutions (Tran & Korflesch, 2016). Moreover to achieving profits, social entrepreneurship enterprises also prioritize other things like financial aid that can be observed by the wider section of community. Like this social entrepreneurship is distinguish from other entrepreneurial activities.

In this research, the researchers will use logical approach to find exploration that has been done on social entrepreneurial intention. The investigation is conducted to determine how the theories be used in social entrepreneurial intention are relevant. The primarily motive of this research is to explain the Social Entrepreneurial Intention by reviewing systematic literature, and handout some references or suggestions for allied research in the future. The systematic literature review methodology lay out information procure from prior research, consequently research can provide directions based on empirical research. Moreover , all of these papers will consider the Social Entrepreneurial Intentions, simplification about research, and the outcome of literature review, information realized and suggestions to apply based on theoretical view.

II. LITERATURE REVIEW

The conceptualization of social entrepreneurship be settled on intention about enterprise creations by add on societal benefits as an end plan. Social entrepreneurs will constantly try numerous distinctive ways of providing solutions to several problems in environment, education, health, trade and human rights (Lacap et al, 2018). By means of this, social entrepreneurship is considered a key factor for a nation's sustainable development (Lacap et al., (2018); Mair & Noboa, (2006)). Social entrepreneurship is observe a sub- chasten in the area of entrepreneurship. (Mair & Noboa, 2006) says that social entrepreneurship is a procedure that includes: discussing social problems and solving solutions to overcome them; evaluation of social impacts, business sustainability, business models, creating social mission for non-profit business oriented that focus on dual or triple chases from bottom line.

The surrounding of social entrepreneurship is build on the notion of business formation. The word 'Social' in social entrepreneurship describe art and science and promoting opportunities and that also associations that have need of high creativity, profitability, and risk taking. From the view point of Jean – Baptiste say as an economist, an entrepreneur is someone who uses funds to make greater output and attains high levels of creativity. As for Schumpeter (1975), an entrepreneur is an innovator. As well, Drucker, (1995) defines an entrepreneur as someone who perpetual to search for change and someone who uses opportunities in the environment (Lacap et al, 2018). From this point of view, Mair & Marti, (2006) defines social entrepreneurship as an creative process in which resources are utilize to make use of environmental opportunities and meet societal needs. Consequently, social entrepreneurship is primarily normal individuals who execute amazing activities (Mair 7 Noboa, 2006). This social entrepreneurship has an unyielding motivation to make changes in society. This trait is known as entrepreneurial quality (Drayton, 2002).

The concept of social entrepreneurship is about helping others (Prabhu, 1999). The notion of social entrepreneurship can be selflessness, in addition to facilitate other people, this exercise can also fulfill the personal necessity obtained when participating in these activities (Mair & Marti, 2006). Even organizations, social entrepreneurship can be accentuate while searching for ways to attain profitability. As a consequence the main concern of entrepreneurs is to seek profit (Schumpeter, 1934; Baumol, 1993). There are several elements that motivate a business creator fascinate in the field of entrepreneurship (Mair & Marti, 2006).

According to the DBS organization, there are different types of social entrepreneurship that take care of and track developments about the state of social entrepreneurship , for the first type is communalist social enterprise, which is a profession concept based on the commune that has a immersion on the requirements of the community itself, ordinarily this activity is in the category of trading cooperation/union called PERMASTE which was authorize to provide key to access incapacitated for the visually challenged community. In conformity with the empowerment intention, each member and community will both get different benefits or profits (Haryanti et al, 2016).

The second type is non profit social venture, which has the inspiration from the formation of social entrepreneurship, is a kind of social distress as a way to conquer problems that happen in the community with a broader scope. For example here is a community called ' BERBAGINASI' who try to raise rice packs or food from the community to be given to homeless people, this community raises funds by selling various merchandise to public (Haryanti et al., 2016).

The third type is composite social venture align business adaptation to develop sustainably. The constrain of this business adaptation requires a source of resources used to assist a more disparate and steady social business, from social, commercial, to corporate funds. One case is that the Yayasan Cinta Anak Bangsa Foundation (YCAB) where aimed beneficiaries are deprived teenagers and deprived mothers. This beginning has users from the manufacturing of their output, apart from that, it also has a occupation in the form of single contributor, institutions that provide grants (Haryanti et al., 2016).

The fourth type is profit making social enterprise, which is a kind of social entrepreneurship that is superior than the three preceding types because it has a intuition and target in the form of smoothness, growth and development in establishing organizations on a wide reaching so that they can be self-sufficient without dependence on contributors. For example, Kampung Kearifan Indonesia (KKI) has activities in two parts, namely motivating local farmers to grow organic food and sell their products in their own stories which have the name The Ethno Gourmet Shop which has penetrated local and foreign markets (Haryanti et al., 2016).

Understanding an individual's goal of managing and building a business based on their intentional behavior (Krueger & Carsrud, 1993). According to Bird 1988, entrepreneurial intentin is a mental orientation that directs individuals towards conception and implementation of unique business concepts. This is an individuals faith in set-up an association and is determined to execute the plan to establish organization in the future (Thompson, 2009). On the subject of social entrepreneurship, social entrepreneurial intention is the faith and desire of an individual to establish a social organization (Tran & Korflesch, 2016). So here of, we can see that awareness about social entrepreneurship is still incredibly come into existence so that exhaustive study

cannot be done so far. This research looks at the presence of divergent types in the action from preceding studies on social entrepreneurship.

III. METHODS OF RESEARCH

The research study will be directed using a systematic literature review methodology. This technique will help to recognize and make it accessible for researchers to evaluate previous research literature. This review of systematic literature was taken on from Tranfield et al, 2003, which made it clear for investigators to conduct insertion determinations as per the research theme and carry out debarring processes that were not in conformation with the research guidance. The use of this approach will make it accessible for researchers to get a through scope of literature review process, namely planning, searching, screening, extraction, and reporting.

Planning: The examiner tried to make an intention in the study to be efficiently define the research question. In this study the research question is “What is the implementation of the evolution of Social Entrepreneurial Intention”? The response to the research questions will expediate the composition and see the theories and practice that take place. The further step here is to recognize the research database and use fundamentals for the search for the online database that is acceptable for the research question.

Searching: The hunt process for linked articles to this research question was executed using 3 electronic databases: Sage pub, Emerald Insight, and Proquest. The assortment of this article is accordant with the articles that furnish good demonstration about Entrepreneurial Intention, and related verifiable research. The ‘Entrepreneurial Intention’ keyword used in this study. Researchers used this keyword so they can search broadly about Entrepreneurial Intention in accordance to answer research questions from common to specific.

Screening: The exploration arise from these 3 online databases: Sage pub, Emerald Insight, and Proquest generate 365 articles itemized with the abstract. Consequently, the examiner analyze the outcomes of the study using the research question, “What is the implementation of the evolution of Social Entrepreneurial Intention?”. Then the examiner performed the specified insertion and debarring techniques to clarify the review of the articles.

The inclusion/insertion belief that the researchers did were:

- ❖ Choose articles in English only;
- ❖ Articles in research papers only;
- ❖ No replication;
- ❖ Study abstract which restrain an simplification on research question;
- ❖ Articles that show verifiable research methods.

And, the exclusion/debarring belief that researchers do are:

- ❖ Articles that are not using English Language;
- ❖ Excluding articles other than research papers (like books, proceeding papers. Magazines, audio & video, conference papers, dissertation/ Thesis);
- ❖ Items that do not match with the research question;
- ❖ Have replication.

Extraction: Based on the outcomes of the covering criteria above, the researcher acquire 57 articles from the insertion results to explore for ‘Entrepreneurial Intention’ as a explore technique in broad, then the examiners, re- assimilation in conformation with research questions that only search for topics for Social Entrepreneurial Intention. So the examiner only got 6 articles that particularly respond to the research questions. This proves that research on social entrepreneurial intention is yet hardly done. Researchers intentionally opt for these keywords broadly to see all of the techniques and also conceptual basis used in research in general. From these outcomes the researchers direct in-depth evaluation as defined in Excel as the insertion repository. This dataset using Excel is functional to be able to discover and automatize the article in a structural break down and evaluation in the form of columns available in Excel (Tranfield et al, 2003). Researchers can assemble information on facets of the articles using particulars that researchers do is by assembling articles in the form of Author, Title, Publisher, and Year of publication. Eventually, the researcher also made a category for paper type, research methods, and research design position from the prior studies. The further step, the main components in making this paper such as the motive of research, precision of research, keywords used inside the research, features, and examined units will be performed. The focal point of this study is to apprise the unit of inspection from prior researches on social entrepreneurial intention.

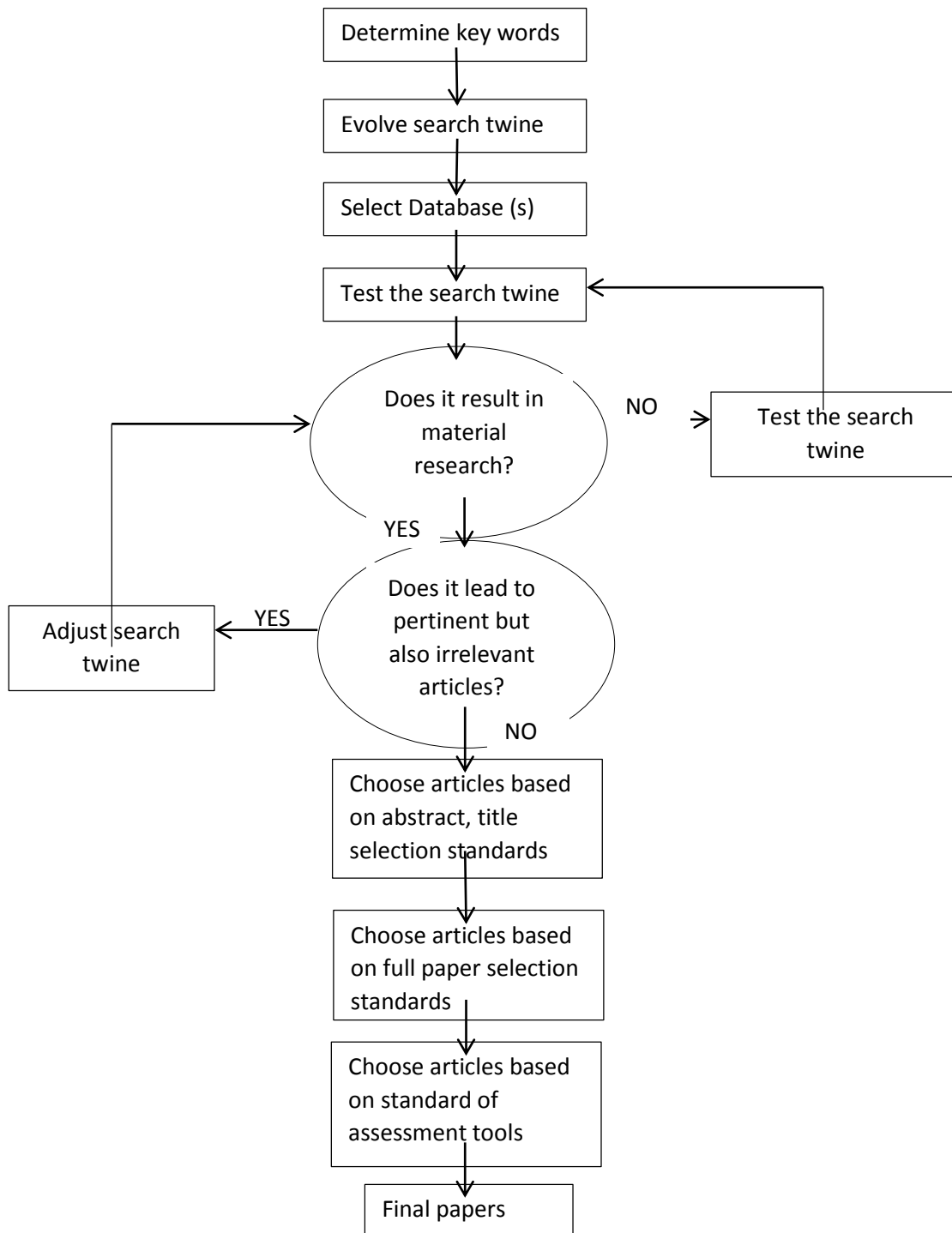


Figure 1- Literature search process (Source: Chandorkar, 2013)

RESULTS OF STUDY

In this segment, the researcher will describe the data of a systematic analysis that has been recognized based on group standard in the excel dataset. The researcher will describe the dataset of the article from the publication and year, as many as 6 previous articles that expressly discuss the research question.

Categorization based on Year and Publication. The examiner ascertained that the conception of analysis on social entrepreneurial intention was began in 2011. This shows that this exploration is almost proportional fresh and able to upgrade new research about social entrepreneurial intention. From 6 articles that the researchers found, it was found 2 articles published in 2011 and the rest running every year from 2015-2018, each of which was 1 article. Publishers from these 6 articles are South Asian Journal of Business Studies, Asia Pacific Journal

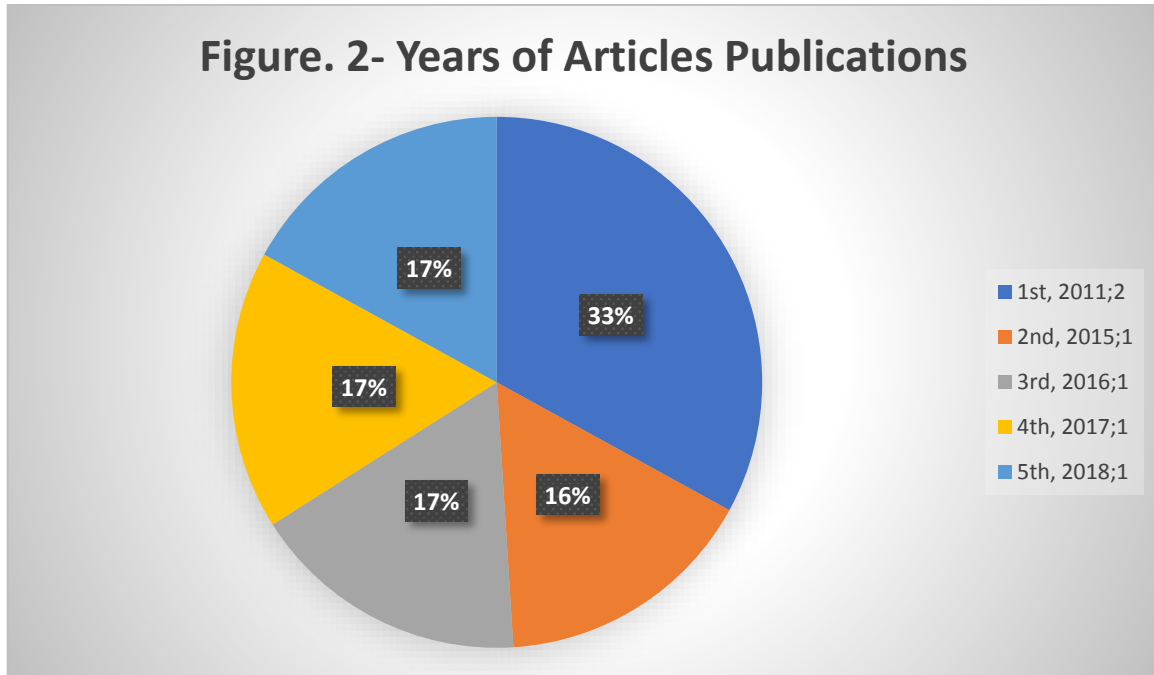
of Innovation and Entrepreneurship, Education and Training, Social Enterprise Journal, International Journal of Entrepreneurial Behavior & Research, and finally the Journal of Science and Technology Policy Management. Categorization based on Paper type. Based on the classing of the systematic literature review, researchers categorized the paper type from Petersen et al.(2008), there are 6 kinds of levels from the research paper side :

1. Documentation Research: These methods inquire into novel and still not been applied in practice. Methodologies used are like, experiments.
2. Assessment Research: These methodologies are applied in practice and an appraisal of the techniques is directed. Asserts that , it is shown how the methodologies been executed in practice and what are the outcome of the implementation in terms of advantages and disadvantages.
3. Solution Schemes: A solution for a problem is projected, the scheme can be either significant or a novel adjunct of an existing technique. The prospective benefits and the relevancy of the result is shown by a small example or a good line of quarrel.
4. Analytical Papers: Papers outline a new approach looking at operating things by organizing the field in form of a conceptual framework.
5. Opinion Papers: The judgement paper express the personal belief of somebody whether a certain methodology is good or bad, or how things should be end up. They do not relied on related work and research techniques.
6. Experience Papers: These papers describe on what and how research has been done in actually. It has to be the personal exposure of the author.

The results from this prior study found that there are 2 previous studies using Validation Research, from Lacap et al (2018), 2 results of articles from Tran & korflesch (2016) and Jiao (2011) using Philosophical Papers type. And the next two studies are using Evaluation Research, research from Hockerts (2015) and articles from Urban & Kujinga (2017). Yet there are lot of opportunities to carry out this research in the field of social entrepreneurial intention because research in this field are still very few.

Based on Know Theories, Tran & korflesch (2016) using the concept of the theory of planned behavior- TPB from Ajzen (1991), Entrepreneurial event model- Social entrepreneurial event, the social cognitive career theory (SCCT) from Lent et al, (1994), the theory of planned behavior entrepreneurial model – TPBEM from Krueger & Carsrud (1993), as the base of theoretical models for detailed examination of research with the title ‘ A conceptual model of social entrepreneurial intention based on the social cognitive career theory’. Lacap et al, (2018) ‘ the mediating effects of social entrepreneurial antecedents on prior experience and social entrepreneurial intentions’ applies the notion of the predictors of social entrepreneurial intentions Dari Hockerts, (2015), intentional behaviors from Krueger et al, (2000), the antecedents of social entrepreneurial intentions Dari Mair & Noboa ,(2006) with research methodology research using PLS SEM. Jiao, (2011) ‘ A conceptual model for social entrepreneurship directed toward social impact on society’ analysis in the class of a theoretical model for entrepreneurs, employing behavioral theory about feasibility and desirability of the social entrepreneur, social capital and human capital in the decision making process. Kirby & Ibrahim, (2011) ‘the case for social entrepreneurship education in Egyptian universities’ using conceptual framework from social entrepreneurship from Yunus, (2008), the theory of planned behavior Ajzen (1991), the idea of sizeable number demonstrate in interest in establishing a social enterprise from Seelos & Mair, (2005) using simple inductive statistics & SPSS in research design. Urban & Kujinga, (2017) ‘ the institutional environment and social entrepreneurship intention’ using conceptual model of entrepreneurial event using research methodologies covariance – based SEM with the CALIS program in SAS 9.3, Theory of planned behavior from Ajzen, (1991), model of entrepreneurial intentionally from Bird, (1988). And, the last one from Hockerts, (2015) ‘ Determinants of social entrepreneurial intentions’ using conceptual framework preceding of the theory of planned behavior Dari Ajzen, (1991), entrepreneurial intention theory from Kruegar et al, (2000), and social entrepreneurial intention model from Mair & Noboa, (2006) using research method with SEM PLS.

Figure. 2- Years of Articles Publications



The implementation of Social entrepreneurship intention, Hockerts, (2015) with the title “Determinants of social entrepreneurial intentions” is a evolution of the theory of planned behavior, Ajzen (1991) which has been altered by mair & Noboa, (2006) it give rise to new components such as, moral obligation, perceived social support, empathy, social entrepreneurial self-efficacy, and experience as preceding of social entrepreneurial intention. The survey method was used in this research to 180 students who have studied which individuality characters forecast the certain attributes of social entrepreneurial intentions. The empirical indication of these studies indicate that business schools and policy makers want to enhance the proportion of their alumna are implicated, more services in learning in social institutions, and it will incline to encourage social entrepreneurial intentions. This study shows ways of opportunities for future researchers because still there is a gap between intention and execution which provoke them for this sequel to become a actuality in the real world. Furthermore it require to add some antecedents that depend on intense faith or mental prototypes in devising social entrepreneurial intention.

Lacap et al, (2018) is the kind of evolution from Hockerts, (2015) who want to analyze the university students from preferred higher education institutions using a empirical research design and use the methodology of SEM PLS to evaluate the direct and indirect effect of the constructional model. The result is the experience of preceding antecedents with social problems is significantly positively related to moral obligation, empathy, perceived social support and social entrepreneurial self- efficacy, in addition to findings from Hockerts, (2015). This research suggest an intermediation for each individual to engage in solving societal problems since this can inspire people to manifestation in social entrepreneurial intention.

Kirby & Ibrahim, (2011) use the conceptual framework from Ajzen’s theory of planned behavior. For data collection an overview of survey of questionnaire of the undergraduate students at the British university in Egypt, worn three faculties from the Universities. The results of this research states that most of the students are determined about social entrepreneurship since they don’t understand what to do and confirmed about social entrepreneurship. Despite that in Egypt there are 3 widely known social entrepreneur institutions such as The Schwab Foundation, Ashoka Arab World, and Yes Egypt that endeavor to promote social enterprise but these students do not realize choosing who generate social value for others.

Urban & Kujinga, (2017) this research takeovers several relating to factors from the impact of the conventional environment to individual way of behaving, using a sample survey of 153 students from a entire population of students in commerce and management at three different well-known public universities in South Africa in Comprehension the notion of social entrepreneurs. This study used a quantitative methodology with a cross – sectional valuation by hypothesizing the impact of different organizational profiles in social entrepreneurial intentions, through SEM. The factors used in this study are normative environment, supervisory

environment, cognitive environment, feasibility, and desirability in devising variables for social entrepreneurial intention. The outcome of this research shows that the supervisory environment has a positive and notable impact on desirability and feasibility. And, desirability and feasibility give a positive influence on social entrepreneurial intention.

The Categorization based on Research Methods. This research determine only the empirical research method and a theoretical model from the prior researches. The quantitative methodology used by using a overview to collect a large amount of facts that have an effect on the evolution of social entrepreneurial intention.

IV. CONCLUSION

This study was carried out using a structured literature review to responding the research questions “What is the implementation of the evolution of Social Entrepreneurial Intentions?”. To answer the measures of research question the examiner collect various papers and included insertion. The results shows 6 articles that found from online sources such as Proquest, Emerald Insight, and Sage Pub. The first analysis of the intent of social entrepreneurship began in 2011 and set about to develop the following year.

In reassessing this study, there are two types of research methodologies were initiate in the form of quantitative data with theoretical papers and surveys. This demonstrate that research in this field are still new and attractive because quantitative research can recognize the situation in framing social entrepreneur intention. In this study, there are verdict statements of research to expediate practitioners and researchers in the future. Researcher recommend to employ verifiable research that can be done in the future is to use conceptual framework from Theory of Planned Behavior (Ajzen, 1991) or using altered TPB theory from Mair &Noboa (2006) which was adjusted and tested by Hockerts (2015) and Lacap et al, (2018). Researcher noticed that the research could be modernize to adjust to the present situation intending to be able to resolve some of the hurdles that occurred.

In the future, feasible empirical researches use the conceptional structure of Urban and Kujinga, (2017) by viewing the variables of feasibility and desirability in the conventional environment. Employing samples for students which are deliberate to provide prominent importance and heterogeneity in higher education is a great capability to become candidates who assures social entrepreneurs. In the future, research that can be viable to include elements such as empathy and moral judgement (Mair &Noboa, 2006) and it can also incorporate other elements such as environmental factors such as items of cultural values, and factors of perceptible influences such as social norms, cultural traditions, and values.

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