International Journal of Science and Research (IJSR)
ISSN: 2319-7064
Impact Factor 2024: 7.101

A Study on What Affects Social Entrepreneurship and How It Helps Bring About Social Change in India

Rekha

Research Scholar, School of Management Sciences - Apeejay Stya University, Sohna - Palwal, Gurugram Haryana, India
Email: *rekhayadav5811[at]gmail.com*

Abstract: ***The study investigates the factors influencing social entrepreneurship in India and its impact on social change. The research also examines the role of social entrepreneurship as a mediator in driving social change. Research methodology consist of questionnaire with close ended questions to gather data. They analysed the validity, reliability, and correlation among the variables in the proposed model. Regression analysis was employed to test the hypothesis and validate the model. The findings revealed a strong connection between social entrepreneurship and social change, with R - squared values indicating that the model explains 74.9% and 91% of the variation in social entrepreneurship and social change respectively. The beta coefficients are further confirmed the significant influence of the factors on both social change and social entrepreneurship. In practical terms, the study demonstrates that social entrepreneurship positively impacts social change. By focusing on the innovative use of resources to address societal needs, social entrepreneurship offers a, more ethical and sustainable approach to business. This research highlights the values of social entrepreneurship in creating social, economic, and environmental values, and it acknowledges its effectiveness in addressing various social issues.***

Keywords: Social entrepreneurship, social change, social capital, Perceived behaviour control, Subjective norms

1. Introduction

Entrepreneurship is a social activity where individuals and groups create wealth by combining unique resources to capitalize on business opportunities, as stated by Ireland et al. (2003). It's all about creating and growing wealth, and this is closely linked to the growth of firms. Effective growth usually leads to wealth creation by establishing market power and economies of scale, which in turn provides access to more resources and strengthens competitive advantage. More wealth also allows businesses to invest in further growth. Entrepreneurship heavily depends on understanding the process of creating new value, as highlighted by Alvarez et al. (2007). This focus on value creation has led to a new area of interest in management, strategic management, and entrepreneurship: socially conscious business.

According to Seelos and mair (2005), social entrepreneurship merges the innovation of traditional business ownership with a goal to transform communities. It's a process of implementing economic development, social change, and long - term sustainability. Social entrepreneurship goes beyond non - profit ventures and includes socially conscious commercial ventures, like community development banks and mixed - use organizations that combine non - profit and for - profit elements. The driving force for social entrepreneurs is the search for most efficient ways to fulfil their social missions. Social entrepreneurship started in the private sector to address social needs that the government and non - profits couldn't fully meet. The approach is driven by creating social values rather than just making profits. It focuses on innovation, bringing new solutions instead of just copying existing businesses.

2. Literature Review

Social Entrepreneurship (SE)
Social entrepreneurship started in the private sector. Despite the combined efforts of the government, businesses, and non - profits, social needs were not fully met, especially in developing countries like Bangladesh. This is where modern social entrepreneurship was born. Professor and banker Muhammad Yunus introduced the idea of microloans for the poor, allowing them to become entrepreneurs. Yunus founded the Grameen Bank to help the oppressed. This organization earns money from the interest paid by borrowers, redefining the concept of a non - profit services. As per social entrepreneurs, social enterprise offer a fresh approach to driving positive change by redefining their purpose and rethinking how they generate value. The first step in social entrepreneurship is recognizing a social opportunity. From there, a business model is developed, resources are gathered for implementation, the enterprises is launched and expanded, and finally, it achieves its intended impact (Doherty et al., 2014). Despite the sector gaining more attention due to increased capital, the development of microfinance and a maturing government support system, a corresponding body of academic research to evaluate or guide practice has not emerged.

Subjective Norms (SN)
This passage discusses the influence of social pressure on individual behaviour, particularly in the context of entrepreneurship. Highlights that while there's agreement about the existence of societal pressure to conform to specific behaviour, the true source of this pressure remains a point of contention. The theory of planned behaviour, specifically addressing the role of subjective norms. It cites research findings that suggest subjective norms are not strong predictors of entrepreneurial intentions, contradicting

the theory's assumptions. Similarly, Ernst (2011) found a negligible correlation between the antecedents of social entrepreneurship and subjective norms. However, her research did shows a strong link between subjective norms and intentions to `pursue social entrepreneurship.

H1: (SN) Subjective norms will positively influence intentions to engage in social entrepreneurship.

Neuroticism (NE)

Neuroticism is linked to a person's emotional stability. It measures how emotionally balanced someone is. High neuroticism means a person experiences more negative emotions like anxiety, mood swings, and low self - esteem. Social entrepreneurs often face a lots of pressure and uncertainty. They're seen as strong and optimistic, managing diverse stakeholders and limited resources. This suggests they're likely to be emotionally stable and less neurotic. However, studies shows that high neuroticism can negatively impact social media engagement.

H2: (NE) Neuroticism will positively influence intentions to engage in social entrepreneurship.

Social Capital (SCA)

Social capital (the connections between individuals or institutions) facilitates specific activities within these structures (Ernst, 2011). It's about the benefits gained from a network of relationships (Ernst, 2011). Tran et al.2016 suggest that perceived support, which is the anticipated help from one's network, is linked to self - efficacy and influences the desire for entrepreneurial intentions. While bridging social capital (connecting diverse groups) doesn't directly affects the intention for social entrepreneurship, forming social connections positively correlates with seeing social ventures as desirable.

H3: (SCA) social capital will positively influence intentions to engage in social entrepreneurship.

Human Capital (HC)

Human capital consists of two key elements: knowledge and skills. To be a successful entrepreneur, possessing both is crucial, as highlighted by Ernst in 2011. Ernst further explains that prior research has used the terms 'expertise' and 'abilities' interchangeably, basing them on education and experience. Within the realm of social entrepreneurship, perceived expertise and experience, along with perceived abilities, play a significant role. Ernst (2011) proposes that these two concepts are integral to the social capital of social entrepreneurship. Numerous studies on social entrepreneurial intentions have emphasized the importance of human capital. These studies explore various factors, including critical pedagogy, training, education, prior work or business experience, exposure to social entrepreneurship, prior knowledge of social issues, and involvement in social volunteering (Chinchilla et al., 2017).

Ernst (2011) found that socially conscious business skills only positively impact PBC - SE, while social entrepreneurship expertise and experience positively affect both PBC - SE and ATB - Se. The perceived desirability of starting social entrepreneurship projects is positively correlated with exposure to social entrepreneurship. According to Hockerts (2013), prior experience is defined as a person's previous employment in a social sector establishment. This research found that social entrepreneurial intentions were predicted by past involvement with social sector organizations, but moral responsibility, self - assurance, the perception of social support, and the relationship was mediated by empathy (hockerts, 2013). The impact of human capital, as demonstrated by prior business experience, on the degree to which social entrepreneur's intentions are deemed desirable was validated. For the purpose of this study, we define human capital as perceived understanding of social entrepreneurship and skills of social entrepreneurship.

H4: (HC) Human capital will positively impact intentions to participate in social enterprise.

Perceived Behaviour Control (PBC)

Perceived behavioural control signifies an individual's belief in their ability to perform a specific behaviour. It's the sense of ease or difficulty associated with carrying out an action. In the context of social entrepreneurship, PBC relates to how much control a person feels they have over becoming a successful social entrepreneur. This perception of control influences their intentions to engage in social entrepreneurship. Researchers often discuss the similarity between PBC and Self - efficacy. While related, they're distinct concepts. Self - efficacy focuses on one's confidence in their ability to execute a task, while PBC encompasses a broader evaluation of the factors that influence the behaviour, including external factors. In essence, PBC acts as a predictor of actual behaviour. If someone believes they can successfully perform behaviour (high PBC), they're more likely to intend to do so and ultimately carry out the behaviour.

H5: (PBC) Perceived behaviour control will positively impact intentions to engage in social entrepreneurship.

Personality (PE)

Personality plays a crucial role in shaping social entrepreneurship intentions. According to Burger (2006), personality consists of enduring behavioural patterns and interpersonal processes, forming a unique configuration of traits that influence an individual's emotions, thoughts, and actions. Researchers argue that social entrepreneurs possess distinct personality traits that drive their behaviour. While some of these traits are innate, socialization and education also contribute to their development. Values and beliefs further shape a person's social entrepreneurial personality. These personality characteristics impact an individual's goals, decision - making, and overall entrepreneurial endeavours (Nga et al., 2010). Therefore, it is hypothesized that personality positively influences intentions to engage in social entrepreneurship. Furthermore, conscientiousness is a vital traits for social entrepreneurs. Conscientious individuals are diligent, organized, and goal - oriented, contributing to high - quality work and a strong sense of accountability. They are also more likely to perceive long - term viability and business success, essential for driving positive social change.

H6: (PE) Personality will positive impact on intentions to take part in social enterprise.

Attitude (ATT)

Attitude reflects how positively or negatively someone evaluates a behaviour. It indicates an individual's inclination

towards a specific action. In the context of entrepreneurship, attitude is a crucial factor influencing the intentions to start a business is one of the strongest predictors of entrepreneurial intention, sometimes even surpassing perceived behavioural control (the belief in one's ability to perform the behaviour). Therefore, in this research study, we will use attitude as a proxy for attitude towards launching a social enterprise. This represents an individual's degree of favourable or unfavourable opinion towards pursuing a career in social entrepreneurship.

H7: (ATT) Attitude towards starting a social enterprise will positively influence intentions to engage in the field of social entrepreneurship.

Social Entrepreneurship (SE) and Social Change (SC)

Social enterprise refers to the process of achieving sustainable development, economic growth, and social change. It can be seen as a catalyst for economic development and a tool for inclusive growth. It is crucial for creating social and economic transformations in the community. The underprivileged and impoverished segments of society benefits from the combined efforts of social entrepreneurs. The best chance for socially conscious businesses to bring about systematic change is through the growth of social services in developing nations. In the realm of social entrepreneurship, selling goods and services to the underprivileged is prioritized. The social mission of socially conscious businesses unites them. It develops new frameworks in order to supply products and programs that directly attend to the necessities of people that are still unfulfilled by the systems of the economy and society as it stands. One world health, for instance, uses an innovative business plan to provide medications to those in developing nations who are most in need.

H8: Social entrepreneurship will have a favourable impact on social change.

3. Conceptual Framework

The suggested models demonstrate the relationships between various factors. Independent factors like Subjective Norms (SN); Neuroticism; Human Capital (HC); Social Capital (SC); Perceived Behaviour Control (PBC); Personality (PE); Attitude (ATT); influence the mediating factors of social entrepreneurship. This in turn, impacts the dependent variables, which is social change (SCH), as in figure 1.

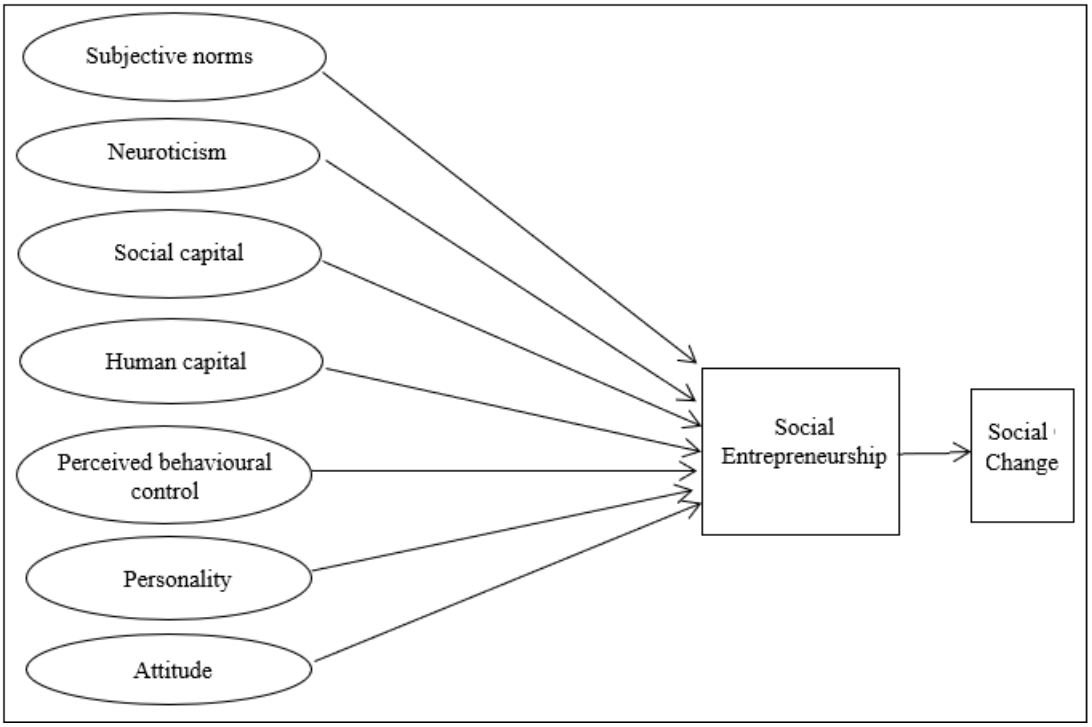

Figure 1: Proposed model showing the relationship between influencing and dependent factors.

Research Objectives

- Identify the factors influencing social entrepreneurship.
- Examine how social entrepreneurship affects social change.
- Evaluate the role of social entrepreneurship as a mediating variable between influential factors and social change.
- Use empirical analysis to test a conceptual model and hypothesis related to research topic.

Research Methodology

The study aimed to gather opinions from different age groups to evaluate data collection methods. An online survey was conducted to test the research model, involving 600 experienced users who had been entrepreneurs and contributed to social change. Out of the 600 participants, 516 provided valid responses. The data analysis was performed using IBM SPSS statistics. Descriptive statistics were used for demographic profiling, factor analysis was used to validate the construct statements, and Cronbach's alpha was used to assess the reliability of the research questionnaire and by using regression analysis the theories were tested to validate the proposed research model.

4. Research Analysis and Results

1) Demographic Profile

The study examined the demographics of respondents using descriptive statistics like proportions, percentages, and frequencies. Data was collected from April 2024 to May 2024 via a systematic survey that combined random and selective sampling techniques.600 questionnaires were distributed and 516 respondents were found to be accurately and fully completed, resulting in a high – quality response rate of 86%. Table 1 displays the socio - demographics details of the participants. The majority of the 516 respondents were men (84.90%, 438) than women with (15.10%, 78) with the largest age group (25%) failing between 50 to 59 years old. Most men (42.8%, 221) had professional education and earned over 30, 000 rupees (36.8%, 190).

Table 1: Demographic Profile of Respondents

		Frequency	Valid %
Gender profile	Male	438	84.9
	Female	78	15.1
Age profile	20 - 29 years	75	14.5
	30 - 39 years	128	24.8
	40 - 49 years	104	20.2
	50 - 59 years	129	25.0
	60 years and above	80	15.5
Highest Education Level	Bachelor degree	63	12.2
	Masters degree	142	27.5
	Professional education	221	42.8
	Others	90	17.4
Income	10, 000 – 20, 000	115	22.3
	20, 001 – 30, 000	177	34.3
	30, 001 – 40, 000	190	36.8
	More than 40, 000	34	6.6

2) Reliability Analysis

According to Nunnally and Bernstein (1994), a minimum alpha value of 0.60 is acceptable for new scales, while 0.70 is typically considered the standard for a reliable, pre - established scale. Cronbach's alpha was found to be within the acceptable range, exceeding the chosen threshold of 0.7 for this study. Table 2 shows that the overall Cronbach's alpha for the questionnaire 0.985, which is quite high and indicates that the research tool was highly reliable.

Table 2: Reliability test results

Variable	Cronbach alpha		
Subjective Norms (SN)	0.824	Personality (PE)	0.905
Neuroticism (NE)	0.960	Attitude (ATT)	0.678
Social Capital (SCA)	0.768	Social Entrepreneurship (SE)	0.891
Human Capital (HC)	0.976	Social Change (SC)	0.841
Perceived Behavioural Control (PBC)	0.745		
Overall Reliability of the Questionnaire	**0.985**		

3) Regression Analysis

The regression analysis was conducted to determine the predictive relationship between the influencing factors of social entrepreneurship and its Impact on social change in India. Tables 3 and 4 demonstrate that the considered factors are significant predictors of social entrepreneurship and social change using regression analysis method. A study examined the relationship between social change, social entrepreneurship, and several other factors using a statistical method called stepwise regression analysis. The results, presented in table 5, showed that these factors could explain 91% of the variation in social change and 74.9% of the variation in social entrepreneurship. Table 6 further validated these findings with a 95% of confidence level. Finally, table 7 provided a summary of the coefficients, which showed that all factors had a significant impact on both social entrepreneurship and social change.

Table 3: Regression analysis

Model	Predictors	Dependent Variable	R	R square	Adjust R Square	Std. Error the Estimate
1	SN, PBC, NE, SCA, ATT, HC	SE	0.954	0.910	0.909	0.24215
2	SE	SC	0.865	0.749	0.748	0.41733

Table 4: ANOVA Analysis

Model	Predictors	Dependent Variables		Sum of squares	df	Mean square	F	Sig.
1	SN, PBC, NE, SCA, ATT, HC	SE	Regression Residual Total	301.640 29.729 331.369	8 507 515	37.705 0.059	643.029	0.000
2	SE	SC	Regression Residual Total	266.663 89.522 356.185	0 514 515	266.663 0.174	1531.076	0.000

Table 5: Regression coefficients table for dependent variables

Model		Dependent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
			B	Std. Error	Beta		
1	Constant	SE	0.036	0.054		0.680	0.497
	SN		0.083	0.034	0.085	2.424	0.016
2	PBC	SE	0.128	0.029	0.117	4.476	0.000
3	NE	SE	0.121	0.048	0.143	2.546	0.011
4	SCA	SE	0.191	0.060	0.189	3.163	0.002
5	HC	SE	0.146	0.040	0.174	3.642	0.000
6	PE	SE	0.528	0.046	0.559	11.365	0.000
7	ATT	SE	0.044	0.055	0.040	0.795	0.017
8	Constant	SE	0.291	0.063		4.593	
	SE		0.897	0.023	0.865	39.129	0.009

4) Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) was performed using the Principal Component Analysis (PCA) method on the relevant constructs. Factor loading of 0.50 and above are generally considered significant, while loading of at least 0.40 are noteworthy. However, Hair et al. (1998) suggest that a loading of 0.30 can be considered the minimum acceptable level. For this study, a cut off of 0.50 was used. The analysis results indicate that factor analysis is suitable for the collected data. Three items with loading below 0.50 were removed, and the remaining items were retained for the final analysis.

Table 6: Results of Exploratory Factor Analysis

Variable	Statement	Factor loadings	KMO Measure of sample Adequacy (>0.5)	Bartlett's test of Sphericity (chi square)	Items confirmed	Items dropped	% of loading
Subjective Norms	SN - S1	0.905	0.746	988.565	4	1	56.161
	SN - S2	0.742					
	SN - S3	0.709					
	SN - S4	0.23					
	SN - S5	0.851					
Perceived Behavioural Control (PBC)	PBC - S1	0.758	0.738	462.263	4	1	45.405
	PBC - S2	0.822					
	PBC - S3	0.31					
	PBC - S4	0.752					
	PBC - S5	0.673					
Neuroticism (NE)	NE - S1	0.12	0.861	2431.467	4	1	71.832
	NE - S2	0.936					
	NE - S3	0.951					
	NE - S4	0.958					
	NE - S5	0.935					
Social capital (SCA)	SCA - S1	0.859	0.756	595.495	4	0	60.297
	SCA - S2	0.804					
	SCA - S3	0.627					
	SCA - S4	0.797					
Human capital (HC)	HC - S1	0.955	0.709	6315.600	5	0	91.239
	HC - S2	0.951					
	HC - S3	0.956					
	HC - S4	0.960					
	HC - S5	0.954					
Personality (PE)	PE - S1	0.898	0.843	1822.191	5	0	72.530
	PE - S2	0.915					
	PE - S3	0.893					
	PE - S4	0.815					
	PE - S5	0.721					
Attitude (ATT)	ATT - S1	0.811	0.704	348.389	4	0	51.728
	ATT - S2	0.774					
	ATT - S3	0.563					
	ATT - S4	0.704					
Social entrepreneurship (SE)	SE - S1	0.844	0.887	1396.053	5	0	69.876
	SE - S2	0.873					
	SE - S3	0.794					
	SE - S4	0.862					
	SE - S5	0.804					
Social Change (SC)	SC - S1	0.619	0.700	1159.678	4	0	67.959
	SC - S2	0.882					
	SC - S3	0.932					
	SC - S4	0.830					

5) Results of Hypothesis testing

Table 8: Summary of Hypothesis Testing

Hy.No.	Independent variables	Dependent variables	R - Square	Beta coefficient	t - value	Sig value	Status of hypothesis
H1	Subjective Norms (SN)	Social entrepreneurship	0.910	0.085	2.424	0.016	Positive
H2	Neuroticism (NE)	Social entrepreneurship		0.143	2.546	0.011	Positive
H3	Social capital (SCA)	Social entrepreneurship		0.189	3.163	0.002	Positive
H4	Human capital (HC)	Social entrepreneurship		0.174	3.642	0.000	Positive
H5	(PBC) Perceived behaviour control	Social entrepreneurship		0.117	4.476	0.000	Positive
H6	Personality (PE)	Social entrepreneurship		0.559	11.365	0.000	Positive
H7	Attitude (ATT)	Social entrepreneurship		0.040	0.795	0.017	Positive
H8	(SE) Social Entrepreneurship	Social change		0.865	39.129	0.000	Positive

5. Discussion

Research shows a strong positive link between subjective norms and social entrepreneurship (H1, R - square = 0.910, beta= 0.085, t - value = 2.424). Ernst (2011) incorporates subjective norms as a determining factor for social entrepreneurship. Subjective norms reflect community influence and indicate whether certain behaviours are seems desirable or not. (Moorthy & Annamalah, 2014). Perceived behavioural control also positively relates to social entrepreneurship (R - square= 0.910, beta = 0.117, t - value=4.476). This suggests that interventions promoting entrepreneurial activity could be influenced by these findings. Furthermore, a significant positive relationship exists between neuroticism and social entrepreneurship (R - square=0.910, beta = 0.143, t - value = 2.546). This aligns with hypothesis 3, acknowledging the pressure social entrepreneurs face when starting new ventures. A strong positive correlation was observed between social capital and social entrepreneurship (R - square = 0.910, beta = 0.189, t - value = 3.163). this supports the idea that social capital can both lead to and support social entrepreneurship. According to Ryzin et al. (2009). Social capital may lead to social entrepreneurship as well as support it. Most notably, the study suggests a strong connection between a person's skills and knowledge (human Capital) and their ability to start ventures that benefits society/ social entrepreneurship (R square = 0.910, beta coefficient = 0.174, t - value = 3.642) results also signifies that people with more skills and knowledge tend to be more confident and willing to take rislks, which are essential for starting new businesses, especially those aimed at social good (shane and Venkataraman, 2000).

A strong positive relationship was observed between social networks and personality, as indicated by a high (R square=0.910, significant beta coefficient = 0.559, t - value = 11.365). This confirms hypothesis 6, which suggests that social entrepreneurs behaviours are influenced by various personality traits, some innate and others developed through education and socialization.

The study found a strong positive link (R - square= 0.910) between attitudes and social entrepreneurship. Autio et al. (2001) also noted that attitudes influence social entrepreneurship. Practically speaking, the findings for hypothesis whose R - square=0.749 suggest that social entrepreneurship effectively sustains performance related to social change. Many scholars agree that social entrepreneurship is connected to broader social change processes (Mair et al., 2012).

6. Conclusion

As social entrepreneurship continues to grow in popularity, many researchers have explored the various factors that influence its success, resulting in a long list of variables. This study proposes a more comprehensive framework that includes key factors affecting the success of aspiring social entrepreneurs. The model highlights how different variables interact to bring about social change. By enhancing economic potential and increasing societal productivity, social entrepreneurship contributes to both the economy and society by improving the value of financial resources within communities. It plays a vital role in tackling social issues by driving economic growth, creating jobs, fostering innovation, and generating both social and financial capital. Moreover, it helps empower women, reducing social inequality. Social entrepreneurs are crucial because they identify societal challenges, understand their underlying causes, and use their creativity to develop solutions. Ultimately, social entrepreneurship opens the possibility for future generations to better meet their basic needs than we can today.

7. Future Research and Limitations

Future research could be valuable in refining the framework for identifying opportunities in social entrepreneurship and applying the various theoretical suggestions. It's important to develop clear measurement indicators that can be used in empirical studies. Further research is also needed to explore other factors that affect the opportunity recognition process. The findings of this study could be useful for future research both within India and internationally. Policymakers in government, non - governmental organizations, and both public and private sectors can consider these key points when shaping policies aimed at improving society. Researchers can enhance the current model by identifying and adding new variables, analyzing at different levels, and exploring new relationships between system components, which could lead to a more effective and supportive policy framework. However, there are several limitations to this study. The findings are based on a small sample size, and results might differ with a larger, more diverse group of respondents across different age groups. Another limitation is the self - reported nature of the data. Future research should look into the relationships between variables in more detail, and focus on understanding the underlying connections between different factors.

References

[1] Ajzen, I. (2002). Perceived behavioral control, Self-Efficacy, locus of control, and the theory of planned Behavior1. Journal of Applied Social Psychology, 32 (4), 665–683. DOI: https: //doi. org/10.1111/J.1559 - 1816.2002. TB00236. X

[2] Alvarez SA, Barney JB. (2007). Discovery and creation: alternative theories of entrepreneurial action. Strategic Entrepreneurship Journal, 1 (1–2), 11–26. DOI: https: //doi. org/10.1002/sej.4

[3] Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned Behaviour: A meta - analytic review. The British Journal of Social Psychology, 40 (4), 471–499 DOI: http: //doi. org/10.1348/014466601164939.

[4] Autio, E., Keeley, R. H., Klofsten, M., parker, G. C., & Hay, M. (2001). Entrepreneural Intent among Students in Scandinavia and in the USA. Enterprise and Innovation Management Studies, 2 (2), 145 - 160. DOI: http: //dx. doi. org/10.1080/14632440110094632

[5] Burger, J. M. (2006). Personality (İD Erguvan Trans.). İstanbul: Kaknus Yayinlari. Retrieved From: https: //www.scirp. org/reference/referencespapers?referenceid=1716908

[6] Chaudary, S., & Fatima, N. (2014, September). The Impact of Big Five Personality Traits, Leadership and Risk taking Ability on Social Entrepreneurial Dimensions. In Third Asian Business Research Conference (p.29).

[7] Chinchilla, A., & Garcia, M. (2017). Social entrepreneurship intention: Mindfulness towards a duality of objectives. Humanistic Management Journal, 1 (2), 205–214. DOI: https: //doi. org/10.1007/s41463 - 016 - 0013 - 3.

[8] Ciavarella, M. A., Buchholtz, A. K., Riordan, C. M., Gatewood, R. D., & Stokes, G. S. (2004). The Big Five and venture survival: Is there a linkage? Journal of Business Venturing, 19 (4), 465–483. DOI: https: //doi. org/10.1016/j. jbusvent.2003.03.001

[9] Doherty, B., Haugh, H., & Lyon, F. (2014). Social enterprises as hybrid organizations: A review and research agenda. International Journal of Management Reviews, 16 (4), 417 - 436. DOI: https: //doi. org/10.1111/ijmr.12028.

[10] Ernst, K. (2011). Heart over mind – An empirical analysis of social entrepreneurial intention formation on the basis of the theory of planned behavior.1–309. Retrieved from: http: //nbn - resolving. de/urn/resolver. pl?urn=urn: nbn: de: hbz: 468 - 20120327 - 142543 - 6.

[11] Fitch, J. L., & Ravlin, E. C. (2005). Willpower and perceived behavioral control: Influences on the intention - behavior relationship and postbehavior attributions. Social Behavior and Personality, 33 (2), 105–123. DOI: https: //doi. org/10.2224/SBP.2005.33.2.105

[12] Hair Jr., J. F. et al. (1998). Multivariate Data Analysis with Readings. Englewood Cliffs, NJ: Prentice - Hall. Retrieved form: https: //www.scirp. org/reference/ReferencesPapers?ReferenceID=1450075

[13] Hockerts, K. N. (2013). Antecedents of social entrepreneurial intentions: A validation study. Academy of Management Proceedings, 2013 (1), 16805. DOI: https: //doi. org/10.5465/AMBPP.2013.16805abstract.

[14] Ireland, R. D., Hitt, M. A. & Sirmon, D. G. (2003). A model of strategic entrepreneurship: The construct and its dimensions. Journal of Management, 29 (6), 963 - 89. DOI: https: //doi. org/10.1016/S0149 - 2063 (03) 00086 - 2

[15] İrengün, O., & Arıkboğa, Ş. (2015). The effect of personality traits on social entrepreneurship intentions: A field research. Procedia - Social and Behavioral Sciences, 195, 1186–1195. DOI: https: //doi. org/10.1016/j. sbspro.2015.06.172.

[16] Krueger, N. F., & Brazeal, D. V. (1994). Entrepreneurial Potential and Potential Entrepreneurs. Entrepreneurship Theory & Practice, 18, 91–104. DOI: https: //doi. org/10.1177/104225879401800307

[17] Liñán, F. (2004). Intention - based models of entrepreneurship education. Piccolla Impresa/Small Business, 3, 11–35 Retrieved fromhttp: //congreso. us. es/gpyde/DOWNLOAD/a9. pdf.

[18] Mair, J., & Noboa, E. (2005). How intentions to create a social venture are formed: A case study. SSRN Electronic Journal, 3 (593), 1–29. DOI: https: //doi. org/10.2139/ssrn.875589.

[19] Mair, J., Battilana, J., & Cardenas, J. (2012). Organizing for society: A typology of social entrepreneuring models. Journal of Business Ethics, 111 (3), 353–373. DOI: https: //doi. org/10.1007/S10551 - 012 - 1414 - 3

[20] Moorthy, R., & Annamalah, S. (2014). Consumers' perceptions towards motivational intentions of social entrepreneurs in Malaysia. Integrative Business and Economics Research, 3 (1), 257–287 Retrieved from: http: //sibresearch. org/uploads/2/7/9/9/2799227/riber_k14 - 140_257 - 287. pdf.

[21] Nga, Joyce K. H., Lisa H. L. Yong, and Rathakrishnan D. Sellappan. (2010). A study of financial awareness among youths. Young Consumers 11: 277–90. [Google Scholar] [CrossRef] DOI: http: //dx. doi. org/10.1108/17473611011093916

[22] Nunnally, J. C., & Bernstein, I. H. (1994). Psychometric theory (3rd ed.). New York: McGraw - Hill. Google Scholar. Retrieved form: https: //books. google. co. in/books/about/psychometrictheory. html?id=r0fuAAAAMAAJ&redir_esc=y

[23] Usmani A & Shaikh Z. M. Int. J. of Soc. Sci. & Eco. Env. | Volume 08 | Issue 02 | 2023

[24] Copyright © 2016–2023| IJSSEE by Acadres Consulting under a CC BY - NC 4.0 International Lihttps: //books. google. co. in/books/about/Psychometric_theory. html?id=r0fuAAAAMAAJ

[25] Ryzin, G. G., Grossman, S., DiPadova - Stocks, L., & Bergrud, E. (2009). Portrait of the social entrepreneur: Statistical evidence from a US panel. Voluntas, 20 (2), 129–140. DOI: https: //doi. org/10.1007/s11266 - 009 - 9081 - 4.

[26] Seelos, C and Mair, J. (2005). Social Entrepreneurship: Creating new business models to serve the poor. Business Horizons, 48 (2), 241 - 246. DOI: https: //doi. org/10.1016/j. bushor.2004.11.006

[27] Shane, S. and Venkataraman, S. (2000). The promise of entrepreneurship as a field of research, Academy of Management Review 25: 217–226. Doi: https: //doi. org/10.5465/amr.2000.2791611
[28] Tran, A. T. P., & Von Korflesch, H. (2016). A conceptual model of social entrepreneurial intention based on the social cognitive ccareer theory. Asia Pacific Journal of Innovation and Entrepreneurship, 10 (1), 17–38. DOI: https: //doi. org/10.1108/APJIE - 12 - 2016 - 007.
[29] Yunus, O. M., Bank, G., Yunus, M., Prize, N. P., & Bank, T. G. (2006). Concept paper on the Bank of the Poor–Grameen Bank micro finance system.