

# SOCIAL ENTREPRENEURSHIP: THE FACET OF SOCIETAL TRANSFORMATION

**Dr. SAUD ILAHI**

Assistant Professor, Department of Business Administration, Jazan University, Saudi Arabia.  
Corresponding Author Email: drsaudilahi@gmail.com, ORCID ID: <https://orcid.org/0000-0002-2262-0097>

## Abstract

Social entrepreneurship is a dominant force for societal transformation. Social entrepreneurs contribute to building a more equitable, inclusive and flourishing world by addressing critical social issues through innovative and sustainable solutions. This study aims to learn further about the role of social entrepreneurship in the development process of societal transition and the numerous challenges and technologies used in it. The primary data was collected from entrepreneurs, technical persons, and a few customers with the help of a questionnaire. The results established that social entrepreneurs have a great influence and can address specific social issues more efficiently and effectively with technological inclusion.

**Keywords:** Social entrepreneurship, Societal Transformation, Technology, Customers, Impact.

## INTRODUCTION

Social entrepreneurship plays a decisive role in societal transformation by relating the principles of entrepreneurship with a focus on creating positive social, environmental, and economic impact. As per the views of Trutnevte et al. (2019), entrepreneurs are mainly helping society with various innovations and economic support along with addressing social issues, and driving positive changes in global business.



**Figure 1: Importance of social entrepreneurship**

(Source: Rosca, Agarwal, & Brem, 2020)

The above-mentioned Figure 1 indicates that there is an essential part available in society for social entrepreneurship. They can easily solve all the social problems along with innovative approaches and business models designed to tackle pressing societal challenges, such as poverty, education, healthcare, environmental sustainability, and more.

The aim of this study is to know more about the role of social entrepreneurship in the development process of societal transformation and several challenges and technologies used in it.

The below-mentioned are the objectives for this research:

- RO1: To evaluate the social, economic, and environmental impacts of selected social entrepreneurship projects, and its contributions to societal transformation
- RO2: To explore the role of technology and digital innovation in supporting the effects of social entrepreneurship on societal transformation
- RO3: To identify the challenges and barriers faced by social entrepreneurs in different contexts
- RO4: To know more about customer engagement in the evaluation of Social Entrepreneurs' business

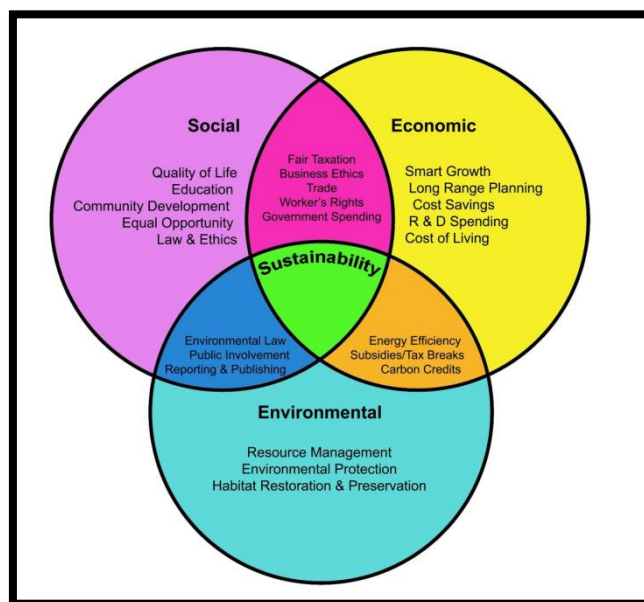
Below are the questions for this research question part:

- RQ1: Which types of social and environmental impacts are faced by social entrepreneurship for making a societal transformation?
- RQ2: What is the role of technology and digital platforms that supports social entrepreneurship in transformation?
- RQ3: Which types of challenges and barriers have been faced by social entrepreneurs?
- RQ4: What is the role of customers in the new startup business and social entrepreneurs' life?

## **LITERATURE REVIEW**

### **Identifying the social, economic, and environmental impacts of SE's social sustainable development**

Evaluating the social, economic, and environmental impacts of social entrepreneurship projects is essential to understanding their contributions to societal transformation and sustainable development. As per the views of Calvo et al. (2020), social impacts are mainly identifying those facts that affect human life and management methods. On the other hand, economic sustainability mainly shows the things that must be given to the customer as per their demand without thinking about any comparisons.



**Figure 2: Different components of business sustainability**

(Source: Eichler & Schwarz, 2019)

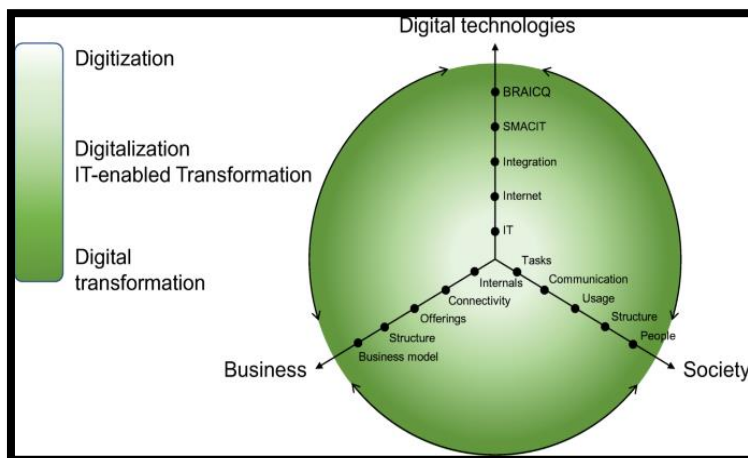
The above figure indicates that it is important to start by developing a clear evaluation framework that outlines the specific social, economic, and environmental indicators that will assess. These approaches can automatically help the economic growth of different businesses.

### **Analyzing the risks faced by social entrepreneurs for contributing to societal transformation**

Social entrepreneurs encounter different types of difficulties than other groups of people, which impacts the creation of positive social and environmental benefits. As stated by Hota, Subramanian, & Narayanamurthy (2020), a few challenges must be “limited funding, Lack of Supportive Ecosystem, Regulatory Hurdles, Cultural and Social Norms,” and many more. On the other hand, nowadays, it is becoming quite difficult to find out all the talented employees for a suitable job role. Those who are passionate about the social mission can be challenging, especially when competing with higher-paying roles in the private sector. In some regions, social entrepreneurs may face difficulties in accessing essential infrastructure and resources needed to implement their projects effectively.

### **Overview of the role of digital innovation and technology in supporting SEs and societal transformation**

As time is upgrading, therefore, it is very important to use different technologies and digital mediums in business for better growth. As per the views of Khan et al. (2021), when technology and digital innovation are integrated into these efforts, they can enhance the impact and reach of social entrepreneurs, allowing them to tackle complex issues more efficiently and effectively.



**Figure 3: Digital transformation, a key part of businesses**

(Source: Khan et al. 2021)

Figure 3 indicates that in running a business, technology plays an essential role in transformation. Technology, particularly the internet and mobile devices, has significantly improved global connectivity and access to information.

**Evaluating the role of customers in social entrepreneurs' businesses**

Customers are one of the important key ingredients in every business, and they can either give profit or loss to the organization. As per the views of Mamabolo & Myres (2020), customer engagement refers to the interactions, involvement, and feedback received from customers or beneficiaries of a social entrepreneur's product or service.



**Figure 4: The role of customers in a market**

(Source: Mamabolo & Myres, 2020)

The above-mentioned Figure 4 gives an idea about the importance and role of customers in entrepreneurs' businesses. Social entrepreneurs aim to address specific social or environmental issues. Customer engagement helps evaluate whether the business mission aligns with the needs and priorities of its target beneficiaries.

## RESEARCH METHODOLOGY

This study employed the primary quantitative data collection method and analyzed data with the help of the IBM SPSS software. As per the views of Saunders et al. (2007), having proper data collection methods along with analyzing tools can make the work easy and give a successful outcome. The researcher utilized the Google Survey Form for data collection. The data was collected from 55 respondents with the help of 13 questions. As respondents, there were entrepreneurs, technical persons, and a few customers. As stated by Flick (2015), along with the data collection & analysis, design, strategies, and philosophy are also important. A positivist philosophy, descriptive design, and deductive approaches were used.

IBM SPSS software tool is appropriate for getting all the statistical data and analyzing exact information from a piece of huge raw information. There were all the objective-related and research questions related information has been shared by the researcher for a better understanding of the audience (Kothari, 2004). A quantitative data collection process is appropriate for this study as it can give all the numerical information and all the collected responses are genuine. On the other hand, all the chosen design and strategies totally justified for this research work.

## FINDINGS

### Demographic data

#### Age

**Table 1: Age**

What is your age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25 years	6	10.9	10.9	10.9
	26 to 32 years	17	30.9	30.9	41.8
	33 to 37 years	32	58.2	58.2	100.0
	Total	55	100.0	100.0	

(Source: SPSS)

The above-highlighted table sheds light on the demographic factors of the age of the participant's involvement in the survey. There were 55 respondents ranging from the age of 18 years to 37 to adjudge the age-biased research outcome. Results show that 6 people were frequent among 55 belonging to the age group of 18 to 25 years. In addition to this, the respondents belonging to the age group of 26 to 32 years were 17 and the age group of 33 to 37 were 32 respectively in the online survey.

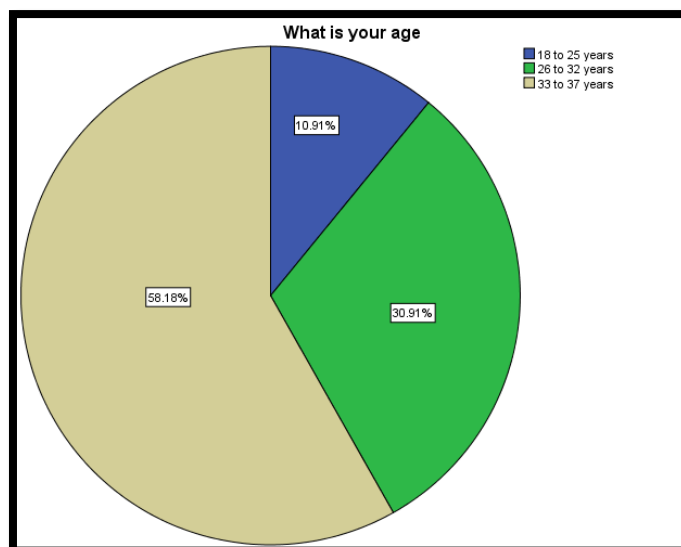


Figure 6: Age analysis

(Source: SPSS)

The pie diagram highlights the percentage of participants based on their age groups which signify that the most responses that participated in the survey were from the age group of 33 to 37 year having a percentage of 58.2%.

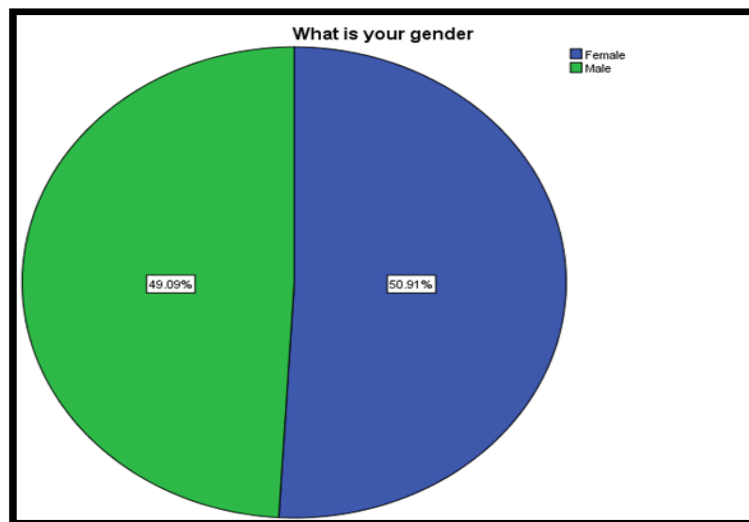
**Gender**

Table 2: Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Female	28	50.9	50.9	50.9
Male	27	49.1	49.1	100.0
Total	55	100.0	100.0	

(Source: SPSS)

The above show table highlights the demographic factors of the gender of the participant's involvement in the survey. Both males and females participated among 55 respondents. Male respondents were 28 and females were 27, which highlights the proper distributional data set, which has supported the research outcome.



**Figure 7: Gender analysis**

(Source: SPSS)

The pie diagram denotes the percentage of participants based on their gender groups, which signifies that females gave the most responses that participated in the survey. There were 50.90% of females participated in the survey, which is slightly more as compared to the responses of males, which is 49.09%. This factor has been considered to reduce gender-biased responses.

**Income range**

**Table 3: Income range**

What is your income range					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10,000 to 20,000	11	20.0	20.0	20.0
	21,000 to 31,000	16	29.1	29.1	49.1
	Less than 10,000	6	10.9	10.9	60.0
	More than 31,000	22	40.0	40.0	100.0
	Total	55	100.0	100.0	

(Source: SPSS)

The table shown above represents the demographic factor of the responses who participated in the survey. This highlights the presence of participants based on their income range, which ranges from 10,000 to 31,000. There was the involvement of 55 respondents among whom 22 reconnect had an income range of more than 31,000, and 16 individuals had an income range of 21,000 to 31,000 respectively.

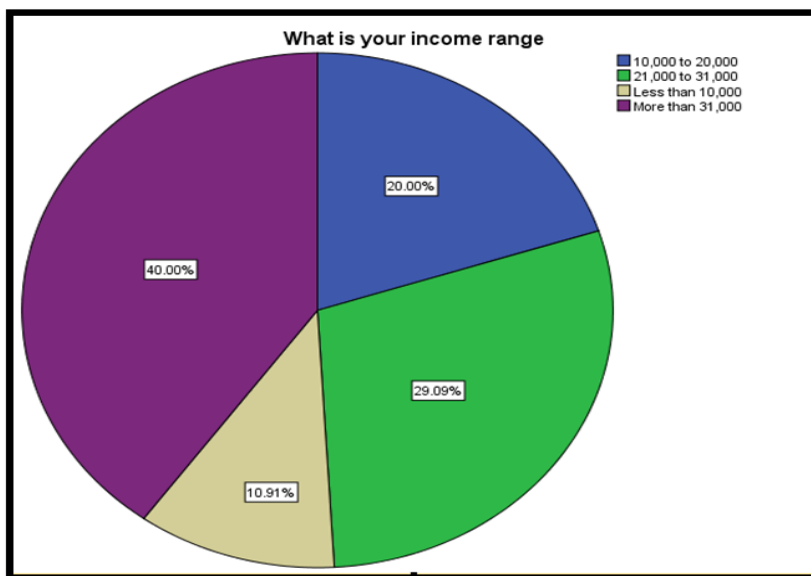


Figure 8: Income range analysis

(Source: SPSS)

However, this graph highlights the percentage of the response and signifies that the least income level responses were six in number who had an income range of less than 10,000.

**Hypothesis testing**

**Regression analysis**

**Hypothesis 1:** There is a positive interconnection between Social Entrepreneurship and Societal Transformation

**H0:** There is no positive interconnection between Social Entrepreneurship and Societal Transformation

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.265 <sup>a</sup>	.250	.256	.613	.000	.003	1	53	.959	1.058



ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.001	1	.001	.003	.000 <sup>b</sup>
	Residual	19.926	53	.376		
	Total	19.927	54			

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.747	.337		11.129	.000
	IV 1	.004	.081	.007	.051	.959

**Table 4: Regression analysis**

(Source: SPSS)

The tables highlighted above denote the model summary, ANOVA, and Coefficient values by the first independent and dependent variable. The R and R-square score values are 0.265a and 0.250 respectively, which denotes a clear relation between the developed variables. The Durbin-Watson value is 1.058. The value of significance is 0.000, which is less than the distributional values of 0.05 and the data distribution value shows a strong relationship between developed variables (Mishra & Alok, 2022).

### Regression analysis

**Hypothesis 2: There is a strong association between Customer engagement and Societal Transformation**

**H0: There is no strong association between Customer engagement and Societal Transformation**

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.289 <sup>a</sup>	.186	.066	.587	.084	4.830	1	53	.032	1.049

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.664	1	1.664	4.830	.000 <sup>b</sup>
	Residual	18.263	53	.345		
	Total	19.927	54			

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.214	.262		12.243	.000
	IV 2	.157	.071	.289	2.198	.032

**Table 5: Regression analysis**

(Source: SPSS)

There has been an analysis of different measures, which includes the model summary, ANOVA, and Coefficient values in accordance with the second independent and dependent variable. The R and R-square score values are 0.289a and 0.186 respectively. The Durbin-Watson values are 1.049. The value of significance is 0.000, which is less than the distributional value of 0.05 (Mukherjee, 2019). Therefore, there is a strong association between customer engagement and societal transformation.

### Regression analysis

**Hypothesis 3: There is significant correlation between Technological inclusion and Societal Transformation**

**H0: There is no significant correlation between Technological inclusion and Societal Transformation**

**Table 6: Regression analysis**

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.424 <sup>a</sup>	.200	.253	.555	.179	11.591	1	53	.001	.749

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.576	1	3.576	11.591	.000 <sup>b</sup>
	Residual	16.351	53	.309		
	Total	19.927	54			

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.684	.326		8.232	.000
	IV 3	.308	.090	.424	3.405	.001

(Source: SPSS)

There has been the analysis of different measures, which includes the model summary, ANOVA, and Coefficient values in accordance with the third independent and dependent variable. The R and R-square score values are 0.424a and 0.200 respectively. The Durbin-Watson values are 0.749. The value of significance is 0.000, which is less than the distributional values of 0.05 (Pandey & Pandey, 2021). Therefore, there is a significant correlation between technological inclusion and societal transformation.

## DISCUSSION

From the above-detailed analysis of the role of social entrepreneurship in societal transformation in the past research literature, it has been seen social entrepreneurship plays a major role in improving the traditional aspects of societal transformation. It has a great influence on the processes of societal transformation. As per the views of Wittmayer et al. (2019), Social entrepreneurs have the potential to address specific social or environmental issues. Moreover, it has been seen that customer engagement helps evaluate whether the business's mission aligns with the needs and priorities of its target beneficiaries. In addition to this, technological tools and techniques have been also important to improve the growth and development of businesses. As per the views of Gali et al. (2020), there is a huge impact of technological introduction on social entrepreneurs as it enables them to manage even complex issues more effectively.

Current transformations worldwide towards globalization, privatization, and liberalization have forced social enterers to participate in the operational transformation. One of the key challenges in societal transition is the emerging issue of social problems. It has been seen that there is a huge difference in the casement of the basic life necessities among rich and poor that can be confronted by social entrepreneurs (Trutnevyte et al. 2019). Social, economic, and

environmental evaluation has a great impact on social entrepreneurship projects. Social entrepreneurship highlights the innovative character of the initiative that enhances the effectiveness of societal transformation (Tien et al. 2019).

## CONCLUSION

It can be concluded that economic sustainability helps to meet the requirements of the customers and helps to enhance customer engagement. There is an essential part available in society for social entrepreneurship, which helps in societal transformation. There are different types of effective and innovative approaches and businesses to improve the functions of business industries. These transformational approaches have the potency to identify social problems and their solutions.

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## Declaration of Conflicting Interests

The author declares that there is no conflict of interest with respect to the research, authorship and publication of this article.

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