An Exploratory Study Toward Understanding Social Entrepreneurial Intention

Ahasanul Haque[*1]
Naila Anwar[2]
Farzana Yasmin[3]
Md Asadul Islam[4]
International Islamic University Malaysia[1&2]
Lincoln University College Malaysia[3]
Universiti Putra Malaysia[4]

Abstract

Societies are struggling from an array of social complications. The presence of such complications can be observed in the form of poverty, education disparity, malnutrition, inadequate infrastructure and medical services, environmental hazards, just to name a few. The reduction of such complications has become a major concern for many countries in various regions across the world. Thus, today's societies are in a great need of social entrepreneurs, as they have the ability to minimise such complications through the development of sustainable social enterprises. Hence, individuals' intention of establishing a social venture has emerged as a more recent area of inquiry which calls for further exploration. With this thought, this paper has been crafted for acquiring in-depth insight regarding the development of social entrepreneurship through exploring the intentions of future social entrepreneurs and mapping how their intentions will be translated into reality. The findings suggest that intention to create a social venture is initiated thorough individuals personal experiences along with their concern toward helping humanity. Such intentions can be brought to light through the enhancement of certain skills, social support as well as overcoming the obstacles that may arise.

Keywords: Society, Entrepreneurship, Intention, Social Complications, Humanity

Introduction

Entrepreneurs are perceived to be engines that steer advancement by creating opportunities with the main purpose of fuelling economic development (Thurik, 2003; Robbins & Devitt,

2017). As the field of entrepreneurship has developed into a mature field of exploration, it has given rise to a relatively new area of inquiry, which has embedded in itself the term "entrepreneurship." This sub-category of entrepreneurship strives toward exploiting opportunities in order to create sustainable social impact (Kraus, Filser, O'Dwyer, & Shaw, 2014; Rahim & Mohtar, 2015).

This relatively new discipline of inquiry is widely known as social entrepreneurship. The idea of "social entrepreneur" was coined by Joseph Banks in the year 1972, as it was believed that it is utmost important to utilize managerial strategies in order to resolve social problems (Kraus et al., 2014; Hossain et al., 2016; Petrovskaya & Mirakyan, 2018). The 1980s was the period in which the growing interest in the practice of social entrepreneurship started after Bill Drayon founded an organisation named Ashoka. The primary objective of this organisation was to identify social entrepreneurs across the world to come up with innovative strategies to resolve some of the most pressing social complications (Sen, 2007; Burns & Dewhurst, 2016).

Social entrepreneurs are best described as individuals who strive to enrich the lives of people who are poor, sick, discriminated, disenfranchised or deprived of social justice. The ultimate goal of social entrepreneurs is to enhance social wellbeing by connecting their passion for solving social problems with activities that reflect business approaches, inventiveness as well as firm determination (Zahra et al., 2009). They are visionaries who thrive on innovativeness and creativity (Spruijt, 2012). They craft creative strategies for helping the underprivileged help themselves through the establishment of sustainable social enterprises that generate value in the social, economic and environmental sectors of nations (Murphy & Coombes, 2009), through the utilisation of free-market policies and models (Yunus, 2007).

In recent time, social entrepreneurship has evolved into a phenomenon that is creating amazing breakthroughs in different corners of the world (Defourny & Nyssens, 2010). The innovative strategies that are initiated by such entrepreneurs are realised through the application of market-oriented business models that help in creating and selling state-of-the-art products and services for social development (Zahra et al., 2009; Yunus et al., 2010; Dorado, 2006; Burns & Dewhurst, 2016). The strong presence of social entrepreneurs can be observed in both developing and developed nations. In many developing countries social entrepreneurs play a pivotal role by working as change agents for addressing the basic needs of society. Moreover, in more developed countries social entrepreneurs have created drastic social changes and improvements through establishing innovative business models for regenerating the deprived communities, aiding the disabled through providing them with services and jobs as well as coming up with strategies for waste recycling as well as protection of nature (Hartog & Hoogendoorn, 2010; Lipset, 2018).

In light of the above discussion, the present study attempts to contribute by taking a step toward bridging the gap that exists in current literature pertaining to social entrepreneurial intention. By attempting to comprehend why individuals want to become social entrepreneurs and how they aspire to accomplish this goal.

Theoretical Underpinnings of Social Entrepreneurship

The origins of the notion of entrepreneurship trails back to the 17th century when the term was first coined by French economist Jean Baptiste Say (Dees, 1998). In its language of origin, the word entrepreneur denotes an individual who undertakes. However, toward the turning of the 19th century, Say provided a deeper meaning to the term whereby, he

explained that an entrepreneur is conceived to be person who undertakes the responsibility of transferring resources that reside in the lower area of productivity to that of a higher one, in turn, accumulating higher return (Dees, 1998). 20th century was the era in which Joseph Schumpeter, known to the world as the father of entrepreneurship, asserted that entrepreneurs are sources of innovation who revolutionise the overall system of production and drive the economy in a forward direction through the process of exploiting invention (Dees, 1998; Barringer, 2015; Burns & Dewhurst, 2016). With these thoughts, the Say-Schumpeterian tradition marked the foundation of present entrepreneurship (Dees, 1998 as cited in Barringer, 2015).

In the recent decade, another genius species of entrepreneurs have introduced themselves to the world as social entrepreneurs, who often attain their social missions through functioning in markets that fail to provide the right discipline (Dees, 1998; Malhotra, 2018). From a theoretical perspective, the concept of social entrepreneurship stems from two schools of thoughts which are widely referred as first and foremost, The Enterprise School of Thought and followed by The Social Innovation School of Thought (Dees and Anderson, 2006; Ridley-Duff, & Bull, 2015). The proponents of the first school are of the belief that social entrepreneurship emphasises the accumulation of earned income for the ultimate purpose of creating sustainable social impact. Whereas in the latter, social entrepreneurship revolves around the formation of innovative means in order to tackle social complications and fulfil social needs. As a result of these ideologies, theorists enumerated that the true essence and potential of social entrepreneurship, at its very best, is gained through converging the beliefs held by these two respective schools of thoughts (Dees and Anderson, 2006; Barringer, 2015; Ridley-Duff, & Bull, 2015; Malhotra, 2018). Based on such theoretical backdrop, the overall notion of social entrepreneurship calls for an approach that is hybrid in nature; striving to create a blend between business as well as social objectives (Dees, 1998; Malhotra, 2018).

Methodology

As the purpose for initiating this study is to attain an in-depth understanding and insight regarding "why" as well as "how" individuals intend to establish social ventures, the researcher wishes to observe reality from a subjective perspective by adopting an interpretive epistemology. Perceiving the world through an interpretive lens seems to be the most appropriate, as it will enable the researcher to attain the underlying meaning of reality by delving into the deepest level of human consciousness (Burrell and Morgan, 1979; Creswell, 2014). Hence, the researchers decided to employ face to face semi-structured interviews for the principal method for collecting the required data. Interviews are highly suitable for studies that are explorative in nature as it facilitates not only in exploring the 'what' and 'how' but also 'why'; in turn enabling researchers to gain in-depth details as well as new insights (Saunders et al., 2000). After the selection of the participants, interview sessions were scheduled at a time which was mutually convenient for both the interviewer and interviewees. All the interviews were located at the Faculty of Economics and Management Science, as this location was convenient for both the interviewees and interviewer. The duration of the interview varied whereby, 11 interviews were between the time of 25 to 30 minutes, and the other 7 were between 30 to 40 minutes.

Collected data for this study were analysed manually. Data were analysed by following the guidelines provided by Miles et al. (2014) whereby, the overall process of data analysis was undertaken in three respective stages. At the initial stage, the collected data were thoroughly read by the researcher in a repetitive manner. This was mainly done

for reducing as well as simplifying the substantial amount of data through undergoing the process of coding as well as the development of themes. Afterwards, the reduced data were organised and displayed in a tabular manner so that it is easily understandable. Finally, in the last stage, the researcher strived to recognise the existence of patterns by comparing the data in order to arrive at a conclusion.

Results

Tracing the Path toward the Intention of Social Venture Creation
Future Intentions Shaped by Past Experiences
Starting from their school days or after entering university, all the respondents have been actively involved with community services. Therefore, over the past years they have been engaged with different kinds of social occurrences. One of the respondents explained that she has been actively involved with a project named "Brain for Future". The main objective of the project is to help financially insolvent students in pursuing their education. With the urge to fulfil such a goal, along with her group she looks for sponsors who are interested to participate in such activities. They collect fund from these sources in order to provide financial assistance to students studying in different universities in Malaysia.

When the respondents were asked about their intention of establishing a social venture upon the completion of their studies, all of them mentioned that they do have an intention of creating such a venture in the near future. In the event of explaining their future plans, they shared a number of business ideas through which they may turn their intentions of establishing social ventures into reality. The respondents have instilled in their mind different ideas of social businesses that they are willing to initiate, which ranges from opening a shop where scarfs and shawls will be sold at a lower price, to providing tuition classes to needy children, setting up an entrepreneurial business school for enhancing entrepreneurial skills among the youth, providing housing for low or middle income families, selling food at a cheaper price to poor people, opening a Waqf school to educate the needy children, or a tailoring/boutique shop in which attires will be sold to financially unstable women at a lower price or even for free and lastly, opening a health care camp for the disadvantaged.

The respondents came to a consensus that by participating in such community services they have gained meaningful experiences that will help them in building their future career. These experiences were basically inclined toward communication and managerial skills. From these activities they learned how to interact and approach different kinds of people who portray different attitude and behaviour. Besides, it has also helped them in getting to know a lot of people, in other words expanding their social network. Henceforth, they are of the opinion that, in terms of establishing a social venture in the future these experiences will help them in dealing with people as well as expanding their network through building relationships. Additionally, it will also help them in terms of expanding their customer base. In detailing the benefits of such experiences on future career, particularly in establishing a social venture, one of the respondents commented:

> *"I will have more connections in future, so I can ensure my connection and I have broad base of customer."*

Moreover, participation in these community services allowed the respondents to enhance their knowledge pertaining to management. It has helped them in sharpening their skills with regards to managing finance as well as human resource. For instance, one of the respondents explained that she was in the top management in one of the activities she

participated. Thus, this position helped her in broadening her understanding in terms of managerial issues specifically, in dealing with and handling human resource.

A Way to Help Humanity
The willingness among the respondents to participate in these activities stem from various reasons however, when put together all these reasons reflect one objective which is to help the humanity. When it came to sharing their willingness to take part in these activities, they asserted that participation in such activities provides them a way to do something for the ones who are in need. It allows them to show those people that there is someone to care for them. In line with these thoughts, one of the respondents described that the underlying reasons that drove her to participate in such activities is because she believes that people need affection and love. Sharing her views she commented:

> *"Humans also need companionship and they want attention and care from someone."*

Taking a step forward, they like to keep themselves engaged in such activities because they feel it's their responsibility to help such people. Under such circumstances, on the basis of her personal experience one of the respondents explained that she works with Orang Asli people because, she feels that as humans we are accountable to help people who are in need. She stated:

> *"It's sort of you know responsibility toward the unreached people."*

In terms of another respondent the act of helping people who are in need brings about a feeling of satisfaction, perhaps happiness that cannot be explicitly described in words, she mentioned:

> *"It's fun and it cannot be say as a word, about feeling."*

Agreeing with these views another respondent commented:

> *"I think that making other people happy is also one of the ways to make our souls feel happy too."*

When the focus was on the respondents' future career upon the completion of their studies, on a mutual note they explained that they want to see a happier tomorrow. Hence, they uphold the intention of establishing social enterprises. Some of the respondents want to establish schools and educate the underprivileged children. They want to spread the essence of education to the ones who are far away from achieving it. They believe that education will allow these children to support their families in the future. Others added that the establishment of an entrepreneurial business school will provide a means of earning for such children, and they will be able to survive in this competitive world. Supporting these views, another explained that such educational facilities will help in reducing the gap that exists in current time between rich and poor children. The attainment of education will broaden the knowledge of the deprived children and expose them to the realities of this world. It will help them fight for their rights and prevent them from being discriminated, as one of the respondents commented:

> *"Poorer children have lack of knowledge. So, they do not know what is happening in the current world. They lack exposure. So, we need to expose them with this knowledge so that, the outside people cannot discriminate them. So, they know their right."*

In accordance to the thoughts of the respondents, the establishment of such enterprises will make individuals independent, free and self-supportive. As a result of such enterprises, the needy people will be happier as their sufferings and burdens will reduce. At the same time, such occurrences will also minimise the existence of discrimination in the society. It will

make the disadvantaged happy as they will have what others in the society have. It will prevent the poor from feeling inferior and worthless. In line with this view, an explanation given by one respondent is worth highlighting:

> "These poor children go to school, their friends will be laughing, 'oh, you are wearing one cloth, your cloth is very dirty, and you cannot come to school.' " I don't like this kind of attitude. So, if I open my shop, I will sell the clothes at very cheap price to them so that, their family can afford to buy the clothes from my shop and the children can have confidence and proud to go to school. They can continue their learning as usual; without feeling fear of others."

Besides the creation of social impact, profit generation is also a necessity. Under such circumstances, the respondents believe they will carry out their social activities and at the same time, create income through the employment of different strategies. On this note, one of the respondents suggested:

> "For tailor shop I can take order, I will open the tailor shop in my area so I will know whether they are coming from lower income, middle income whether they are rich. So I can know when I charge the price I will give them. When they want to pay I can say, oh it's okay I want to donate to your family. So, for this I'll say like family who has only one parent. Only a single mother I can give them for free. For like family which is well established family, they just buy for normal price."

An Obligation for Muslims

Majority of the respondents explained that their willingness to help people arises from their firm belief in the religion of Islam. They firmly believe that is the duty of Muslims to be kind and have a sense of humanity towards others. People who are in a financially stable condition should take initiatives for helping the ones who are in need. Majority of the respondents have highlighted that one of the major reasons for participating in such activities is for a greater cause, which is to be rewarded by Allah. Parallel to this view, one noted that she perceives it as an *Ibadah*. Sharing similar thoughts one mentioned:

> "I think Allah will receive our community service as one of Ibadah."

Furthermore, perceiving this phenomenon from an Islamic point of view, one of the respondents firmly adheres to the belief that initiatives must be taken for helping others in the society with the ultimate purpose of seeking reward from Allah. Good things happen to those who do good to others. He concluded the interview by suggesting:

> "I think from Islamic perspective the main goal is to achieve the reward from Allah. So, by doing good to others it will bring the good to us. So, like we take Prophet Mohammed (PBUH) as a role model and he love to help poor children, poor people and stand up for women and children. So, I think that is the main objective and we should take that as a lesson for us."

Skills

The respondents have elucidated that when an individual aspires to become as a social entrepreneur it is important to have certain skills. There were several personal skills that were repeatedly brought to light by the respondents. From a broad perspective, these skills comprise of communication, management, marketing, risk-taking followed by creativity.

Majority of the respondents have emphasised the importance of communication skills and shared their opinions in various ways. They believe that in the event of creating a business, individuals cannot remain silent. Such skills are very much needed in terms of convincing as well as pursuing people. Adept communication helps to build up confidence

and speak up in front of people. Besides, it helps in creating awareness in terms of advertising and promoting the business. Good communication skills also facilitate in negotiating with the government. One of the respondents commented:

> *"You can present your proposal; meet other people especially in the government. And it's all about communication skill. If you can influence government how your school can benefit to the Malaysian people. So, you have to know the communication skills."*

Moreover, communication is also a necessity in terms of avoiding disputes and misunderstanding among different groups of individuals. Communications helps to create bonding and build relationships between other entities such as banks. This in turn makes it easier to get favours from such entities in terms of loans, subsidies as well as sponsorship. One of the respondents mentioned:

> *"Bonding is very important because, for example if you want to take a loan from the bank. So, you must have good relationship with the bank so, that they will provide you subsidies, because you are going to open a healthcare for the poor people. So, that they will understand so, that you can ask for the sponsorship."*

Moreover, respondents have also clarified that communication skills are also vital particularly for reasons that are specific toward social entrepreneurs. It is important for social entrepreneurs to be friendly in nature. The ability of being friendly enhances a social entrepreneur's ability to approach the disadvantaged people. This is because this group of people will be eager to open and share their problems with individuals who are friendly and approachable in nature. He explained:

> *"Homeless people tend to share more with you if you are friendly with them. So we will know their problem. We can ask their private life about their past."*

The respondents believe that proficiency in managerial skills is also a necessity for individuals who aspire to establish social ventures. They have explained that managerial skills are much needed to ensure smooth operation of the business. Under such circumstances, the ability to manage enables employers to properly handle the staffs and guide them toward the right direction to achieve the respective target(s) and objective(s). Additionally, managerial skills also ensure a organisation's ability not only in achieving its target, but more importantly to achieve it on time. On this note one respondent mentioned:

> *"Plans need to be turn according to time. We need to follow the time. The goals will be hard to achieve and if you don't follow the time. Then you will not be able to achieve your goals."*

Moreover, managerial skill is also a necessity in terms of financial matters. The respondents explained that it enables individuals in adequately managing their money, allocating the expenses, and handling funds for projects as well as keeping track of the overall flow of money. Another important aspect for which managerial skills are deemed to be a necessity is for recruiting as well as training the staffs.

Strong marketing skills are also much needed for social entrepreneurs in terms of creating awareness as well as letting people know about their existence. Awareness can be created through the employment of different kinds of marketing tools and strategies. As, one of the respondents stated:

> *"Marketing is important to expose. If you create a business you must let people know about your business. So, through using social media, campaign or demonstration it's the way of marketing, to market my business my brand."*

Other aspects that have been highlighted by most of the respondents are the ability of being creative and taking risks. In line with this view, it has been explained by one of the

respondents that an entrepreneur's inability to handle risk basically questions the success of his or her business. If entrepreneurs are reluctant to take risk then it becomes difficult to deal with innovation. In order to gain profit in the long run, entrepreneurs should not be afraid to incur loss. They have added that creativity provides a way to differentiate oneself and his or her product from others in the market. Besides, creative mind-sets allow entrepreneurs to come up with innovate ways in promoting as well as creating awareness about their presence. One of the respondents explained:

> *"It is important because everybody doing business, how you can differentiate you and the other one. So, you have to be creative because, in this world you have to compete with everyone. What are you going to do and so on? Maybe in this world we only have one chance. So, you have to be more creative to win that market."*

Obstacles

The respondents believe a number of obstacles would appear during the process of formulating the ventures. One of the major obstacles that they would be faced with pertains to lack of start-up capital. At the initial stage, the respondents will struggle with financial capital as they are fresh graduates. Some of the respondents believe that they will try to manage the issue of financial capital through conducting charity events such as Crowd Funding and collecting donations that will be later invested in their social businesses. Moreover, they have also added that another viable way for resolving this issue would be to open a fully conventional business and then, after a few years open a social business by investing the income that has been earned from the previous business. Others feel that after the completion of their degree, they would seek a job and some portion of the money will be saved on a continuous basis. After the accumulation of sufficient fund that is needed, the social venture would be created. Elaborating this plan one of the respondents explained:

> *"After graduating maybe, I will get a job. So, from my basic salary I will save it and then come up with the plan. And maybe after one or two years I will start my social business."*

Furthermore, it has been explained that as the establishment of such enterprises requires rich capital. Hence, it would probably be a sound decision to engage in partnerships so that, the investments can be shared as well as more source of capital can be collected by allowing people who are interested to join.

One of the would-be social entrepreneurs also mentioned that he may also face obstacles in terms of acceptance of the community. As people are less aware regarding social enterprises, there is likelihood that others in the community may not fully comprehend the necessity of establishing social enterprises. The community may belief that it is more feasible to invest in other types of entities. When such obstacles would arise, they must be mitigated through undertaking activities that will help in creating higher awareness and exposure among the society through different campaigns as well as the help of social media and word of mouth. He explained:

> *"Acceptance of community is like; the community think that my business is not very important. So, they want me to invest in other things instead of invest in the social entrepreneur. Like you just open shop and gain profit. I will solve it. I will create an awareness campaign. I will do the campaign maybe through social media through demonstration and then through poster, word of mouth especially word of mouth."*

In order for the enterprise to get accredited government approval is a must. Hence, difficulties may arise in terms of facing the government. As one of the respondents commented:

> *"I have to link the school to the university so that, school has been approved by the government so that, my students can enter the university and so on and accept by Malaysian. So, I have to do it with the government because government is not easy to get something."*

Such issues pertaining to the government level can be solved through making more relationships and expanding networking with the government sector. As she explained:

> *"The government, that's why I am talking about networking, government is all about networking. If you have a close networking you know a lot of people. You can ask them for help, from this department from that department to ministry."*

Another obstacle may arise in the form of human capital. In the initial years, due to the lack of financial capital recruitment of staffs may not be possible. However, in the later years as the enterprise becomes more stable, the human resource department would be expanded. One of the respondents commented:

> *"I need workers. I cannot work on my own. I need some people you know human capital too for the business to run efficiently and effectively. First, we can actually do it on our own. And then maybe later when we generate some profit. We can employ other people as part of our team."*

The respondents have also indicated that, they should deal with as well as cope up with individuals with different kinds of attitude and behaviour. This may be another obstacle faced by the would-be social entrepreneurs. In such situations, one of the major ways to deal with this issue would be to start working with people who have the same mentality, such as friends. This would minimise the probability of misunderstandings and disputes.

Support
The respondents emphasised the importance of support in order to build up their entrepreneurial ventures. They uphold that they require support from their social groups which include their family, friends as well as the government. Support from their family is synonymous to a source of motivation and encouragement for them. It makes them more passionate toward achieving their goal. One of them commented:

> *"I will need their support. Then I will be more passionate to go there. More motivated and I know that my family is going to support me if I am doing good things."*

The respondents have further explained that support from parents is very important because they need their blessings in everything that they do. The respondents claimed that for the everyday occurrences in their life they need support from their parents. Hence, in a big decision like establishing is venture, they surely are in a great need of their parents' support as they are their backbones. Furthermore, family is also much important as a source of moral support.

Others believe family support is mandatory particularly, when it comes to financial matters. Their families will be able to provide them some fund in the initial years as they will face financial difficulties. Additionally, support from family and friends is much needed during the entire process of setting up the business from finding a location, to applying for loans and also human capital. One commented:

> *"If I want to open for example, I want to open in January, next year, I will ask them how to do, in my hometown I don't know enough, where is the office for this, how to*

> *ask for loan, I will bring them to go anywhere. For my friends, I will ask them to work for free, something like that. If I open in January; can you work for me in January? But I cannot pay your salary."*

Majority of the respondents have also pointed out that besides family support, they also need support from the government of their country. They are planning to get financial support from the government. They firmly believe that they will get all the support that is required from the government. When it comes to government support, the respondents are of the opinion that the Malaysian government is very supportive of young entrepreneurs like them. Hence, it is easy to open up business in Malaysia as there are a number of government initiated programs in order to help the youth in opening business. One of the respondents emphasized:

> *"I think it's easy to open up business in Malaysia because, in Malaysia they have certain program that help young entrepreneur to open their business. So, they will provide some capital to use to open our business."*

Another respondent has added that the government has allocated some portion of fund specifically, for social entrepreneurs, which in turn assures government support for developing their social ventures. She commented:

> *"So, I think government support is one of the big points, government support is very important, and our Malaysian Government is very supportive towards these activities."*

Discussions and Implications

By taking into consideration the findings of the current study it can be understood that the respondents have an inclination toward establishing social enterprises in the years to come. The findings indicate that majority of the respondents' families are involved in different types of businesses. Family background is an influential aspect that shapes an individual's willingness toward entering the world of business in the future (Zellweger et al., 2011). It can also be ascertained that the prevalence of an interest among the respondents toward creating a social enterprise is a result of their past experiences (Sharir & Lerner, 2006). Participation in such community-based activities perhaps enhanced the respondents' awareness and broadened their knowledge about social issues which in turn, shaped their interest in taking a bigger step in the future for a similar cause. This is consistent with literature that connotes that individuals associated with a similar domain of activities along with their experience in such activities mirror the likelihood of establishing social venture (Mair & Noboa, 2003). To a greater extent, such intentions stem from their concern for the society as well as religious beliefs (Salarzahi et al., 2010). As they aspire to establish different types of social ventures such as school, health care, entrepreneurial training centres, food shops as well as boutiques with the ultimate purpose of helping the deprived individuals of the society and fulfilling their religious responsibilities.

It is interesting to note that at the same time, the respondents also acknowledge the importance of generating profit. They came up with different ideas that would enable them to earn the profit while helping the society such as, charging market price for their products and services to customers who are financially stable. On the other hand, lowering the price to the minimum level or even giving for free to the needy and financially insolvent customers. Under such circumstances, respondents' views were practically synonymous to the theoretical underpinnings of social entrepreneurship that emphasise the integration of social impact and economic gains to attain long-term sustainability (Dees, 1998; Dees & Anderson, 2006).

The attainment of certain skills seems to be a vital criterion in the event of becoming a social entrepreneur. As the findings have illustrated that the pursuit of establishing a social venture requires individuals to have creative mind-sets. An individual's desire to be creative mirrors his or her ability to create a distinctive edge in the market. In other words, the findings further suggest that creativity fosters an individual's ability to innovate. It facilitates them in doing things differently. In terms of social entrepreneurship, findings of such nature lend support for the conclusions drawn by past researchers (Spruijt, 2012). It also provides support to the findings of Weerawardena and Mort, (2006) and Nga and Shamuganathan (2010) asserting that social entrepreneur's ability to confront the challenges they face is a fruit of their creative way of thinking.

Additionally, the findings have highlighted the importance of an individual to manage risk when it comes to opening a social enterprise. This is supported by the notion that risk-taking behaviour is at the centre of social entrepreneurship (Weerawardena & Mort, 2005). Furthermore, another essential ingredient that was brought to light by the findings was the importance of having proficient communication skill. The respondents have agreed on a common ground that communication skill is a necessity for social entrepreneurs as it facilitates them in broadening their network (Sharir & Lerner, 2006). In addition to this, it also assists the overall process of building relationships with other entities such as the government agencies, banks as well as individuals. Moreover, the findings also indicate that the ability to engage in meaningful interactions is beneficial for future social entrepreneurs as it will facilitate them in acquiring financial support and in terms of broadening the customer base. This echoes the views of Sharir & Lerner (2006) that emphasised the prominence of such skills in terms the accumulation of the required resources as well as network building.

Competent managerial skill has been characterised as another key aspect that facilitates the establishment of the social venture. This, in turn, harmonises with the work of Turner and Martin (2005) whereby, managerial followed by entrepreneurial skills are much needed when it comes to running community-focused projects in a dynamic environment. Additionally, it has also been suggested by the findings that during the establishment of social ventures certain obstacles may arise. This coincides with the findings of prior work that emphasise the prevalence of the complications that social entrepreneurs may face in carrying out their activities (Leeming, 2002; Sharir & Lerner, 2006; Dees, 2007).

The findings also reflect that when it comes to establishing a business, particularly a one that is social in the context of this study, individuals cannot work in isolation. They need support from others who surround them, particularly their family members, friends as well as the ones who inspire them, in words role models. The importance of such support is well documented in literature but in the context of traditional or commercial enterprises (Buli and Yesuf, 2015). Interestingly, the findings of this particular study also mirror that the same holds true for social enterprises as well. Additionally, the findings have shown that government support is much sought after in the event of social enterprise formation (Korosec & Berman, 2006; Dees, 2007; Petrovskaya, & Mirakyan, 2018).

Concluding Remarks

The underlying purpose for initiating the current study was to gain an understanding regarding social entrepreneurial intentions. More particularly it attempted to gather insights about why individuals aspire to create social ventures and the means that will be undertaken by them in order to fulfil such intentions. The study concludes that individuals'

intention of choosing to become a social entrepreneur is rooted in their personal experience and concern toward contributing to the betterment of individuals and society. It has elaborated the importance of different types of skills in terms of initiating a social business. Moreover, it showed why the presence of family and government support are much needed by future social entrepreneurs. This study also traced the challenges that would be faced by a person in his or her journey of becoming a social entrepreneur and how they can be overcome.

Like any other research endeavours, the current research is also restricted through certain limitations. Sample size can be considered to the primary limitation the study is faced with. The study has arrived at a conclusion on the findings articulated by a total of eight respondents, which can be considered to be a relatively small sample. Hence, the research findings cannot be generalised.

The researcher hopes to make several suggestions for upcoming research. First as foremost, as the present study focused on the intention of creating social ventures, it would be interesting to explore whether such intentions were translated to reality. Hence, in the future, a longitudinal study can be undertaken for the purpose of extending the current research. Moreover, the present study was dedicated to comprehending the intention formation of people yet to open social enterprises. Hence, it is believed that another viable area of research would be to concentrate on personalities who have already established themselves as social entrepreneurs and delve into why they were motivated to establish social enterprises. Finally, as a result of the prevalence of social enterprises in the various sectors of the economy, comparative studies can also be undertaken by taking into consideration social enterprises from different sectors on the basis of case study method. A comparative study of such nature would provide a more comprehensive understanding of such phenomenon.

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