



**Social Entrepreneurs: How do they operate? And what does drive them to operate?
A Multi Method Study from Pakistan**

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Abstract

Entrepreneurship is a main contributor in economy for creation of new jobs, ventures, and innovations. Social Entrepreneurship, on the other side, is an innovation, which addresses social problems and sufferings of people. This paper aims to understand concept of Social Entrepreneurship and investigates motivations behind social entrepreneurial intentions of social entrepreneurs. This paper contains two studies. First study explores how a physically challenged poor girl takes initiative and establishes a school to teach more than 200 children of poor peasants, how a group of likeminded convened through social network to address the sufferings of flood and famine affected people of Sindh, Pakistan and how organizations managed to cure the patients of leprosy, tuberculosis, and blindness. In the second study, an empirical investigation of determinants of social entrepreneurial intention is done by analyzing responses from 100 practical social entrepreneurs working in collaboration with a nationally representative NGO. Structural Equation Modeling (SEM) results of second study reveal that entrepreneurial attitude and social entrepreneurial self-efficacy have positive and significant relationship with social entrepreneurial intention.

Key Words: Social Entrepreneurship, Social Enterprise, Social Entrepreneurial Efficacy, Pakistan, Facebook

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1. Introduction

Social entrepreneurship is gaining popularity worldwide. It refers to the arrangement of organizations, which combine entrepreneurial venture with social and welfare mission. In other words, social entrepreneurship is supposed to resolve social problems being faced by society at large through the actions of specialized people termed as social entrepreneurs who use business models for financing and marketing (Ip, Liang, Wu, Law, & Liu, 2018). With the rising awareness, social entrepreneurship not only contributes towards jobs in nonprofit sector, it also helps marginalized people in supplementing their income through social mobilization of social entrepreneurs (Ruvio & Shoham, 2011).

Research suggests that social entrepreneurship has deep roots in Europe and the United states, whereas, it is still in infancy in Asia (Ip et al., 2018). Especially in Pakistan, social entrepreneurship is less known. Major reasons for the plight of social entrepreneurship in Pakistan are lack of governmental and academic support and inadequate understanding by the peoples. This research emphasizes the need to understand startup of social entrepreneurship (SE) systematically so that potential investors/supporters may build up a confidence in SE ventures through provision of basic knowledge about functioning of SE startups (Liu, Ip, & Liang, 2018).

In Asia, major areas of interest for social entrepreneurs include education, health and food sector, where sufferings of marginalized and poor people are alleviated through the act of social entrepreneurship (Lacap, Mulyaningsih, & Ramadani, 2018). In Pakistan too, various nonprofit organizations are working in these areas without being recognized as a part of major social entrepreneurship program. This paper aims to document some examples of social entrepreneurship from Pakistan also provides empirical evidence of what drives social entrepreneurs from Pakistan to follow this not-profit path of social entrepreneurship. This study is significant as it is first of its kind, which has explored this understudied topic in academic research. Secondly, this study is based on the data collected from practical social entrepreneurs about their motives and intentions to join this field. Previous researches in the social entrepreneurial intentions has mainly relied on the data from students of higher education institutes (Lacap et al., 2018). This study also answers the call for research in social entrepreneurship in Asian context (Ip, Shih-Chia, Liu, & Liang, 2017; Liang, Chang, Liang, & Liu, 2017).

2. Literature Review

The word Entrepreneur has roots from the French 'Entreprender' which itself has originated from German counterpart 'Unternehmen', both mean 'to undertake' (Cunningham & Lischeron, 1991). In 1600 and 1700, French military has Entrepreneurs employed to build the bridges normally considered as risky jobs. French economists used this term for the people who undertake a business and bear risk in an uncertain environment. (Tan, Williams, & Tan, 2005).

The Roberts Foundation primarily working for homeless people in America published a report titled 'New Social Entrepreneurs' in 1996, which gave rise to the concept of social entrepreneurship. Report defined New Social Entrepreneur as a nonprofit Manager who envisions social empowerment of marginalized people by including them in mainstream economic arena (Austin, Stevenson, & Wei-Skillern, 2006; Emerson & Twersky, 1996).

Later on, the United Kingdom (UK) based think tank Demos that carries out research on different policy matters, in their report in 1997 argued that concept of welfare state has proved to be inefficient and ill equipped which let the people remain in dependency. Therefore, there is a need of social innovation triggered by Social Entrepreneurs who are supposed to mobilize under-utilized human and physical resources in order to address social needs (Leadbeater, 1997; Peredo & McLean, 2006; Zahra, Gedajlovic, Neubaum, & Shulman, 2009).

2.1 Difference between Entrepreneur and Social Entrepreneur

There is wide discussion to draw a line between entrepreneur and Social Entrepreneur. The most defining point is inclusion of word 'Social' in Social Entrepreneurship (Tan et al., 2005) which gives rise to an idea that work of social entrepreneur are different from that of Entrepreneur (Business Entrepreneur). Views of different authors are summarized in Table1.

Major difference is that Social Entrepreneur strives for the wellbeing of society as a whole at the cost of either foregoing personal benefits or incurring personal loss whether or not his/her personal benefit is there, society as a whole gets the benefits (Tan et al., 2005)whereas, motive behind the Entrepreneur's initiative is to maximize personal wealth.

Table 1 Difference between Social Entrepreneur and Business Entrepreneur

Author	Social Entrepreneur	Business Entrepreneur
(Steyaert & Hjorth, 2008)	Long term Focus Profit as means Profit to serve people Social Objectives Social justice mutilate vulnerabilities	Short term Focus Profit as end Profit to earn more profit Personal Objectives personal benefit Exploit vulnerabilities
(Dees, 1998)	Social Cause Wealth as means to an end work beyond market mechanism focus on people who are unable to pay Rely mainly on subsidies, donations, volunteers	Wealth is just measure of value Market driven Focus on people who are able and willing to pay skim the price potential Rely on creation of resources
(Martin & Osberg, 2007)	Value for large scale transformational benefits for society Mission related work	Focus on Market to make profits Personal monetary benefit Profit is 'sine-qua-non' (Pre requisite)

2.2 Social Enterprise, Social Entrepreneurship Social Capital Social Enterprise

There is no internationally accepted hard and fast definition of Social Enterprise. Social Enterprise Council of Canada defines it as a business with blended purpose of generating income and providing social benefits. They use business model to bring social,

environmental, and human justice. Social enterprises are established to provide benefit to the society as a whole (Wallace, 2005) by integrating innovation in entrepreneurship with social purpose (Haugh, 2005). Profits made but these profits are further re-invested in strengthening social enterprise.

2.3 Social Entrepreneurship

Social Entrepreneurship is an area which allows socially responsible, accountable, self-motivated person geared to bring a social change, create social value (Samer, 2012), resolve social problem (Alword Brown and Letts, 2004), create awareness among masses for their basic rights, with no or little intention for their personal profit (Samer, 2012).

As per different authors Social Entrepreneurs are mission leaders, emotionally charged, social value creator (Ruskin, Seymour, & Webster, 2016), and visionary (Bornstein, 2007). They mobilize resources to achieve sustainable social development (Alvord, Brown, & Letts, 2004), create social value (Gillian, Jay, & Kashonia, 2003) when social markets fail without any explicit personal monetary benefits (Mair & Martí, 2006) to provide economic justice to politically and financially marginalized segment of society (Martin & Osberg, 2007). It is not true that Social Entrepreneurs have no profit motives at all rather they create a balance between profit objectives and moral and social obligations (Mair & Martí, 2006).

Social entrepreneurs sometimes carry out the activities which are traditionally under the purview of State or the Governments but when State fails to achieve the objectives of welfare state, the opportunity is felt by the Social Entrepreneurs who make the difference by putting forward their efforts to satisfy some unmet needs (Thompson, Alvy, & Lees, 2000).

2.4 Work and opportunities in Pakistan

In Pakistan, it is an emerging field and a lot of work is needed to be done on many issues/fronts. The micro finance companies are doing better job on the model coined by Nobel Laureate Dr. Muhammad Yunus who is a world best known Bangladeshi entrepreneur in this sector (Bornstein & Davis, 2010). The development and growth of this sector is encouraging in the Pakistan as they are serving the most ignored part of the population of the country. Government has promulgated Microfinance Institutions Ordinance 2001 to regulate MFCs Organizations such as, First Microfinance Bank Ltd, Kashf Foundation, Orangi Pilot Project (OPP), National Rural Support Programme (NRSP), Sindh Agricultural and Forestry Workers Coordinating Organization (SAFWCO), Sarhad Rural Support Programme (SRSP), and so many others in Pakistan. Which are playing a very vital part in upholding modernization, fostering businesspersons and social entrepreneurs and paying very critical and important contributions that are valuable modules knowledgeable to figure the arena of social entrepreneurship.

In the private sector of the country, this field is also emerging one and trying its level best to meet the basic needs of the unprivileged people of Pakistan. These institutions are playing key role to fulfill needs of the neediest population. These are playing significant role in the field of education, health care sector, environmental problems and many other as well. People of Pakistan are regarded as a charitable nation, as they give much funds

for charity and pay voluntary Zakat (Maqsood & Laghari, 2003). Although religious motivation is regarded as major factor in the 'giving' behavior, there is emerging trend among liberal factions of the society who also contribute towards the issues redressal and problem solution for their communities and society only on humane grounds. In the next section, we have given examples where some people on individual basis or group level have taken initiatives of social entrepreneurship.

3. Research Methodology for the first study

For the first study, the case study method for collection and analysis of data is used. This method is thought suitable strategy to answer the research question who ask 'how' and 'why' and 'where' control over events is not required (Robson, 1993; Robson & McCartan, 2016). The case study method is also used to understand the reasons, why a particular course of action was followed in a specific manner. What are the basic motivations behind such a decision? Traces of that specific action are then generalized to a whole. The case study method also helps to analyze particular situation in detail and refined circumstances will provide better inferences for future.

This research methodology is considered ideal to evaluate social phenomenon. Because wide research has been conducted in this field of social entrepreneurship, we have not found any ample quantitative research on this field so far. Literature review reveals that the work so far done is mainly qualitative and exploratory in nature. Focus has been given to describe and define the basic concepts, definitions, and theoretical framework in Social Entrepreneurship.

Present study employs multiple case study design, which focuses on some examples from Pakistan. The selected case studies are of basic types. One is to explore how an individual feels a need to mobilize resources and skills to solve a social problem. In second example, we have analyzed how like-minded individuals form a group through a social networking site to address social problems in a greater and wider arena. In third case, we have analyzed how well managed, well-structured formal organizations are formed to execute activities to eradicate social sufferings.

In first case, we have discussed about a very poor and handicapped girl who belongs to marginalized faction of society such as Hindu Kolhi tribe of far-flung area of Sindh who has struggled to open a school in her village without the help of any government or organization to educate more than 200 students in her school. In second and third case, we have taken different organization and explored their activities.

We have followed Eisenhardt (1989) who has suggested following methods and techniques to analyze and interpret the case study data. 1) To look into case data 2) to find contrasting factors 3) to explore literature 4) to draw conclusion. To start we developed a system of categories. It is identified that what sort of sectors are normally addressed in social entrepreneurship related activities. We confined ourselves to major three sectors: 1) Education 2) health 3) provision of food as these are the most prominent sectors that always need intervention by social entrepreneurs for their ventures (Mair & Martí, 2006).

Cases

Aasoo Baei - A symbol of Courage and Wisdom

Aasoo Kolhi, 22, daughter of poor Hindu peasant caste, Kolhi started a school in her village Mina ki Dhani, near Umer Kot, Sindh, Pakistan. She was born healthy but because of non-provision/absence of qualified doctors in the village, she got treatment from a quack due to which her left leg stopped working. However, the detailed reasons of her disease has not yet confirmed from any authorized source. She became handicapped, but her disability did not come by her route to the light. She got her education from Umar kot some 20 kms away from her village as a day scholar. She completed intermediate and got herself enrolled for graduation from a local college. Her late father had a wish to see her as a schoolteacher. As she could not get government job of teaching, she decided to run her own school to teach students of her village on self-help basis. She established school in a small hut made of woods, clay and reeds/straw. She now teaches around 230 students in her self-made school without any help from any organization whether public or private.

One day, a group of social activists' along with local journalists visited her school and brought the matter to local media. Then she got attention of NGOs, Civil society representatives, and parliamentary representatives. Local senator visited her school and appreciated her efforts. Some other NGOs also stepped forward to help her in terms of provision of books, chairs and other material to the students of the school. Sindh government called Aasu Bai to visit Sindh Assembly during its session where members of provincial assembly highly admired and appreciated her efforts for the uplift of education in highly marginalized people of her village. Sindh Government has approved a school in the name of her father and promised to support her in the cause.

Talking to news reporters, the brilliant girl reiterated her stance for the struggle for the noble cause of education. She recalled words of her late father who used to say that a lamp could not replace the light of sun, yet it would be better to bring light to a small hut. Therefore, I have done it. I have started my journey from my village, which I could do. I wish that children of poor laborers of my village get education'', she said.

Sindh Assembly also passed a resolution to 'salute the strength and resilience of Aasu Bai who did not let her disability come in her way to prove herself as a remarkable example for Pakistani women with full zeal and zest. Resolution commended her selfless spirit for promoting education as way of progress and prosperity for poor girls of the area.

This is an example of Social Entrepreneurial spirit, which lies in an individual who bears a solid mind and consciousness and feels pain on the sufferings of people around her/him. Through this observation, a person feels need to eradicate that social problem, a cause of that suffering and then puts himself/ herself in field to fight against the problem.

Sindh Facebook Friends Group - Use of Social Media for Social Entrepreneurship

Mr. Ahmed Soomro, a teacher, and Dr. Barkat Noonari conceived the idea to helpout the famine affected people of Thar Desert some 400 km away from Karachi. They floated the idea on their Face book IDs. They soon received an overwhelming and positive response from many people: some contributed in the form of money, provision of medicine etc., whereas others participated in the entire process from collection to distribution of medicines and ration items among affected people. On 11 March 2014, the group

established a 5-day free medical camp in villages of taluka Nangarparkar, Tharparkar District (Thar Desert). They provided medical treatment to 2000 poor patients of these far-flung areas who did not have access to the few public hospitals/ dispensaries and they were too poor to afford private clinics for their treatment. They also distributed food items to 100 households. After successful conduct of first camp, pictorial updates of event were shared on Face book along with details of finances received and consumed. It helped the group to create credibility, which further motivated philanthropist to contribute for the cause. Group received funds from the friends working overseas and was joined by other valuable volunteers from different occupations: a gynecologist, pediatrician, doctor of Internal medicine, general physician, professors, teachers, and other workers. With the cooperation and collective contribution, the group has carried out following activities so far:

Organizing Medical Camps

Pakistan spends less than 3% of its GDP on healthcare. There is one physician available for 1250 people in Pakistan (World Bank, 2010). Majority of Pakistanis have either inadequate or no access to healthcare facilities. 10% of children die before reaching to the age of 5 year. Rural areas, which account 63% of total population, are worst examples of such phenomenon where no doctor is willing to serve there. Sindh Facebook friends Group, being aware of the sufferings of the people of Rural Sindh, established more than 50 camps in different areas around 400 KM away from Karachi. They served more than 20,000 people by providing them OPD services and free medicines.

Health Literacy

Different specialist doctors including female gynecologists treated women with different diseases. They also conducted health literacy programs in order to create awareness among females who are the most ignored group of society with less than 20% literacy rate.

Provision of Food and Clothing to Needy

The group also distributed clothes and food items to 1200 and 500 household respectively. These goods were purchased from the amount various philanthropic donated after interacting and developing the communications through Facebook page.

This group is an example of how an individual or a group of people create a social impact by identifying a social need and mobilizing social assets (Guclu, Dees, & Anderson, 2002). Availability of Social Media like Facebook has decreased the distances and facilitated the coordination of Social Entrepreneurial activities. The real time postings and updates enhance authenticity and credibility that further establish environment of trust and strengthen the bond.

Dr. Ruth Pfau: Light to Pakistan's lepers

Brief Profile

Dr. Ruth Katherina Martha Pfau was born on 9 September 1929 in Leipzig Germany. She had four sisters and one brother. In her early age, she saw the horrific World War II (1939 - 1945). This war destroyed her home too. She graduated in medicine in 1950s. She

was a determined woman to do something more important for the betterment of society. In 1960, she stayed in Karachi while travelling to India to join community services there. When she saw leprosy patients in pitiable conditions, she decided to dedicate her life to a noble cause of eradication of Leprosy. In 1996, World Health Organization declared Pakistan the first Asian Country being free of Leprosy. She received various honors and awards from Pakistan and Germany including Hilil e Imtiaz (Pakistan) and the order of the cross from Germany. She also received honorary doctorate degree from Agha Khan University, Islamabad.

Organizational Profile

Name of Organization The Marie Adelaide Leprosy Centre

This organization was first founded by Dr I K Gill to provide medical treatment to the patients of leprosy in Karachi. Dr Pfau joined in 1965. She remained there for the rest of her life

Vision Minimizing unjust differences in the health and social status of the underserved with equal opportunities.

Mission: To fight against leprosy, TB and blindness.

Core Values: Concern for fellow human beings, dignity for all, caring, sharing and listening, timely and quality service, commitment at all levels.

Achievements:

Leprosy

MALC has so far registered 54,960 patients, 53,860 (98%) of total patients received treatment and were cured. The number of patients, receiving multi drug therapy (MDT), has decreased from 2,489 in 1996 to 824 in 2010. Overall MDT cure rate has remained 97%. Success rate of 71 % achieved in case of comprehensive care.

Tuberculosis

MALC has established centers for diagnosis and treatment of tuberculosis throughout the country. More than 140,000 patients approached these centers for treatment of TB. 91% of these registered patients were cured.

Blindness

Besides curing leprosy and TB patients, MALC organization also strives to bring light in the lives of people with eyesight problems. Traditionally services to eye patients are regarded as a noble cause. Many organizations work in this field. MALC also cures about 25000 eye patients per year. Ninety percent of the cases are successful. Operations for cataracts are also carried out. Around 3000 patients are undergone surgeries with success rate of 90%. In addition to cure to prevention, MALC also envisaged a program to provide supplement of Vitamin 'A' to more than 95000 schoolchildren with Vitamin A deficiency.

Layton Rehmatullah Benevolent trust (LRBT)

Layton Rehmatullah Benevolent Trust (LRBT) was founded by two businesspersons in 1984 in Tando Bago, remote area of District Badin, Sindh Province with a motive to establish mobile eye hospital. Initially PKR 1 million was invested for the cause. Their vision was to build and operate a hospital, which could provide free eye-treatment to the marginalized and unprivileged poor people of Pakistan so that 'no Pakistani should go blind because he/she could not afford treatment'. LRBT adheres to four guiding principles

that they call spirit of LRBT. 1) Provision of free treatment, 2) state of art equipment 3) service without any discrimination 4) treatment with compassion and dignity.

After the lapse of 28 years' journey, the service started from a small town has reached wide range recognition because of the establishment of 17 purpose-built hospitals and 54 clinics across Pakistan. These all hospitals and clinics are fully equipped with state of the art technology, well-furnished buildings, well-trained and managed staff. Patients are treated with full dignity. They are provided free treatment, which includes OPD, hospitalization, surgeries, free medicine, and accessories and food during stay in the hospitals.

Study 2

Determinants of Social Entrepreneurial Intentions: Insights from Practical Social Entrepreneurs

Social entrepreneurship is an emerging field; however, there is neither consensus regarding its definition nor clarity regarding its scope (Bacq & Janssen, 2011). Most academics agree that social entrepreneurs are the agents of small scale change meant to address local issues related to social and economic justice for the marginalized and unprivileged people (Austin et al., 2006; Dees, 2017; Martin & Osberg, 2007; Nicholls, 2008). Social entrepreneurs are highly active people who take up the task of governments and provide social good. What drives them to do this is a matter of scholarly research as the literature so far explains how social entrepreneurs operate but why they operate and what drives them to follow a non-profitable path is a subject of research that most scholars call for (Ruskin et al., 2016). This study fills this gap and provides an empirical investigation of a model developed through integrating elements of social cognitive theory and theory of planned behavior by taking up the responses from practical social entrepreneurs working in not for the profit network in Pakistan. Next section briefly describes theoretical framework followed by results of statistical analysis.

4. Theory and Hypotheses

How an intention is formed, is best described by theory of planned behavior (Ajzen, 1991), which states that actual behavior is function of intention and the intention is dependent upon (a) attitude, (b) subjective norm (c) perceived behavioral control. Intentions are assumed to capture the motivational factors that influence behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert to perform the behavior. As a rule, the stronger the intention to engage in a behavior, the more likely should be its performance. Attitude toward the behavior and refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question (Jimmieson, Peach, & White, 2008). The second predictor is a social factor termed subjective norm: it refers to the perceived social pressure to perform or not to perform the behavior. Such pressure is increased when a faction of a society is continuously suffering from social evils, injustice and is deprived of basic rights. Then the people inclined towards supporting the needy feel it as a moral and social duty to innovate new ideas to help such community. Thus, such mechanism may become precursor to social entrepreneurial venture. The third antecedent of intention is the degree of perceived behavioral control, which, as we saw earlier, refers to the

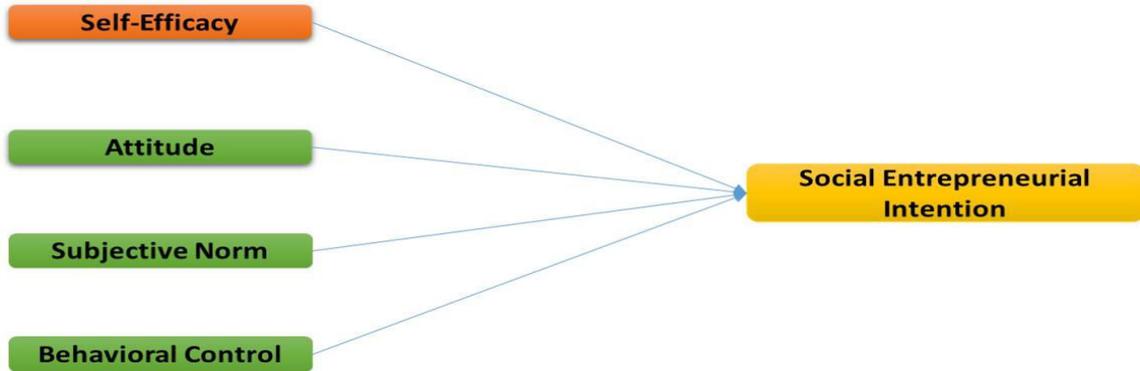
perceived ease, or difficulty of performing the behavior and it is assumed to reflect past experience as well as anticipate impediments and obstacles. Behavioral control also includes individual capacity to perform certain behaviors and likely support or provision of resources from other people in the course of activity. In other words, form of support and applause a person receives when one takes a corrective action to eradicate certain social evil such as poverty or illiteracy, works as a reinforcement of that behavior.

Social Cognitive Theory (SCT; Bandura, 1986) illustrates that behavior is the function of personal and environmental characteristics. In other words, people's intentions and actions (behavior) is dependent upon their beliefs, physical characteristics, emotion, cognitive competencies (person) and social and cultural surroundings (environment). Personal characteristics not only include age, race, ethnicity, profession but also include competencies, capacities, education, skills emotional and cognitive capacities. Biraglia and Kadile (2017) based on model of SCT tested role of passion and creativity on the formation of entrepreneurial intention. They used the data from student samples drawn from American Home brewers. They found positive relationship of creativity and passion with entrepreneurial intention and mediating role of self-efficacy. Authors also suggested checking role of self-efficacy in entrepreneurial intention in non-western contexts using sample of active entrepreneurs. This study following this call for research uses sample of active social entrepreneurs to validate the link of social entrepreneurial efficacy and SEI. Another study of multiple samples also used theory of planned behavior to identify determinants of social entrepreneurial intentions. The study found support for the model based on TPB (Hockerts, 2017). Based on above literature, following hypothesis are drawn:

4.1 Hypotheses:

- H1. Attitude will be positively and significantly related with Social Entrepreneurial Intention.
- H2 Subjective Norm will be positively and significantly related with Social Entrepreneurial Intention.
- H3 Behavioral Control will be positively and significantly related with Social Entrepreneurial Intention.
- H4 Self Efficacy will be positively and significantly related with Social Entrepreneurial Intention.

Figure 1 Theoretical Framework



5. Methods and measurements

For this study, the population was the entrepreneurs involved in community development organizations formed by local division of a national NGO in Pakistan working in Badin district that formed Community organizations (COs) in their villages and their COs were members of Local Support Units (LSOs) at Union Council level. They were responsible for planning to resolve problems such as poverty, unemployment, capacity building by utilizing their own resources or seeking help from Government and Non-Governmental institutions. With the help of divisional manager after seeking permission from main headquarter based in Islamabad, 50 villages in different union councils were visited. 120 responses were collected out of which 100 responses were found usable and retained for further analysis.

Measures

Liñán and Chen (2009) developed scales of attitude, subjective norm and behavioral control for entrepreneurial intention. This study adapted these scales to suit for the social entrepreneurs. For measurement of social efficacy, this study used the scale developed by (Biraglia & Kadile, 2017) who investigated role of passion and self-efficacy in forming of EI in students' sample. The responses were collected on 5-point Likert scale ranging from 1 strongly disagree to 5 strongly agree.

Measurement model

To determine the validity of the variables contained in conceptual framework, the confirmatory factor analysis was done using AMOS 18.0 software. Values of CFA (0.917), IFI (0.919), GFI (.90) and relative Chi Square (1.379) are equal to or above threshold thus indicate better fitness of model to the data used in this study. Values obtained, and their thresholds are summarized in table 1.

Table 2 Model Fit

Fit Index	Value	Acceptable range	Reference
Chi-square	1.379	< 2 or 3	(Kline, 2015)
GFI	0.806	>0.9	(Byrne, 2016)
IFI	0.919	>0.9	(Byrne, 2016)
CFI	0.917	>0.93	(Byrne, 2016)
RMSEA	0.60	<0.08	(Bentler & Bonett, 1980; Hu & Bentler, 1999)

Reliability

Reliability of latent constructs used in the measurement model was tested through the calculation of Cronbach’s Alpha. Hair, Black, Babin, Anderson, and Tatham (2006) suggest value of Cronbach alpha greater than 0.7 indicates better reliability of the scale. Results obtained through SPSS indicate that Cronbach’s alpha values of social entrepreneurial intention construct, attitude, subjective norm, perceived behavioral control and social entrepreneurial efficacy were .887, .742, .744, .860, .800 thus, indicate better reliability of scales used in this study.

Structural Model

Structural model is developed to test the relationship among study variables as per hypothesis. In our model, three elements of TPB such as attitude, subjective norm, behavioral control, and one element of SCT such as Social Entrepreneurial self-efficacy were used as independent variables and their impact upon Social Entrepreneurial Intention was tested through structural equation modeling (SEM).

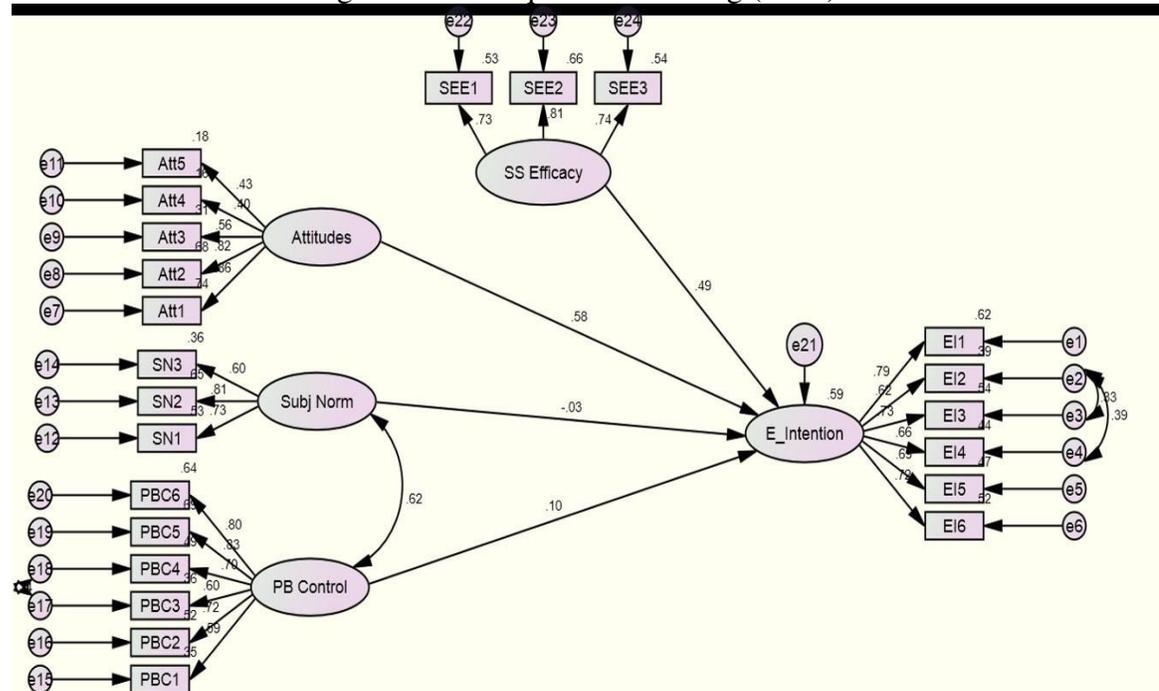


Figure 2 Structural Model

Figure 1 indicates the direction of paths from independent variables to dependent variables and table 3 enlists the strength of regression coefficients and p-value. Results indicate that attitude and social entrepreneurial efficacy have positive and significant relationship with social entrepreneurial intention ($\beta = .581$; $p < .001$), and ($\beta = .495$; $p < .001$) respectively. Whereas, paths from subjective norm and behavioral control and SEI were insignificant.

Table 3 Regression Coefficients

Variables			Estimate	P-Value	Hypothesis
Attitude	→	S.E.I	.581	***	Accepted
Subjective Norm	→	S.E.I	-.034	.798	Rejected
Behavioral Control	→	S.E.I	.101	.431	Rejected
Self-Efficacy	→	S.E.I	.495	***	Accepted

6. Discussion

This is the first study that may have reported results of empirical analysis of determinants of social entrepreneurial intention of active social entrepreneurs from developing country like Pakistan. Based on the available literature, model was developed to test the impact of entrepreneurial attitudes towards social entrepreneurship and their belief in the capabilities i.e. social entrepreneurial efficacy in the formation of intention to undertake social venture. This study found positive impact of attitude and self-efficacy with SEI. The results are consistent with the literature (e.g. Biraglia & Kadile, 2017; Linan & Chen, 2009). Insignificant results with regard to subjective norm and behavioral control warrant further investigation. One possibility of these insignificant results may be the fact that since entrepreneurs in this sample was the people who received the trainings from the NGO and were chosen people from the community. Therefore, they may have stronger attitude and perception of self-efficacy than effect of other pressers on their intention.

7. Limitations and future recommendations

This study may not be free from any limitations. One possible limitation may be the small sample size and limitation of particular region. Therefore, there may be the issues with generalizability of the results across other regions. The second limitation may be use of cross sectional data. Future research may use the longitudinal data to ascertain the causality among variables. This study used theory of planned behavior and social cognitive theory to explain the mechanism of social entrepreneurial intention. There may be some other determinants of SEI such as individual and socio-cultural factors (Singh, Rhoads, & Marinova, 2016). Another possible future avenue may be to conduct a study inviting responses from social entrepreneurs and business entrepreneurs to compare determinants of their entrepreneurial intentions to know exactly what differentiates business entrepreneurs from that of social entrepreneurs in terms of their underlying intention for engagement in entrepreneurial activities. This is carried out by conducting two separate studies and summarizing their results in single study to add to the knowledge (thanks to worthy reviewer for this insightful suggestion).

8. Conclusion

This study has reviewed literature of the existing complexities around definitions of key terms in literature of social entrepreneurship and placed significant cases/examples of social entrepreneurial ventures initiated by individuals, virtual groups and organizations. The empirical portions of this study have attempted to unearth determinants of social entrepreneurial intention. This study has found attitude and self-efficacy as strong predictors of SEIs. The results imply that policy makers should develop attitude of activists by providing them opportunities to learn about entrepreneurial ventures and strengthening their capacities by imparting training, providing them resources and boosting their self-efficacy. The results of this study are practically relevant for Pakistani context where the situation of poverty, illiteracy, access to fresh water, women empowerment and awareness of basic rights is at stake. Therefore, there is need to boost and motivate activists from within the communities to take the charge of solving social evils through the process of Social Entrepreneurship.

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