

**A STUDY ON SOCIAL ENTREPRENEURSHIP AND ITS IMPACT ON EDUCATION IN  
TAMILNADU**

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**ABSTRACT**

In today's rapidly changing environment and future uncertainties, social entrepreneurship is one of the critical determinants of growth in many developing countries facing a crisis concerning various social indicators. It is considered. Past research on social entrepreneurship has relied heavily on a particular set of deeply rooted social entrepreneurship qualities. The effect is that most authors have tried to conceptualize the term social entrepreneur based on the characteristics of a social entrepreneur. Some studies conducted as social entrepreneurs often involve a survey of social entrepreneurs instead of commercial entrepreneurs(Peredo & McLean, 2006). The role of a social entrepreneur in literature is often portrayed as a person who works with a deliberate mission and reduces lasting social complexity. Focusing on this, Tamilnadu is undergoing a rapid change on the one hand, while state entrepreneurship is on the brink of rapid socio-economic and political evolution, offering new opportunities in society. This study focused on analyzing the relationship between organizational capacity and scaling the social impact of teachers working in institutions in Tamilnadu.

**Keywords:** *Social Entrepreneurship, Education, Organizational Capacity, Scaling, Social Impact*

**INTRODUCTION**

Social entrepreneurship first appeared in the literature in the 1960s (Certo & Miller, 2008). Social entrepreneurship can be bestowed on the complex mechanisms of common socio-political and economic transitions occurring globally and locally (Christie & Honig, 2006; Peredo & McLean, 2006; Seelos & Mair, 2005). It is primarily seen by scholars, governments, private and non-governmental institutions to solve the complex and pressing social problems facing the world today. In addition, the contributions of social entrepreneurs are increasingly discussed and recognized in various forums and conferences around the world. The Innovation School of Sort primarily has essential personal characteristics such as creativity, dynamism and leadership to address social issues by social goals and innovatively meet social needs. They are driven by the understanding of social entrepreneurs as individuals(Christie & Honig, 2006). Social entrepreneurs usually carry out this practice by establishing non-profit or for-profit companies(Hoogendoorn et al., 2010). The school incorporates the ideas of entrepreneur Schumpeter as an innovator. Under this belief, innovation is central to mitigating social problems and is obvious, but other factors such as revenue generation, reproducibility and scalability are desirable but not essential. This concept is based on the fact that social entrepreneurs completely change the way social value is created by concentrating resources in areas where the higher benefits of society are likely (Davis, 2002). This school view of thought is further supported by(Drazin 1985) when he argued that entrepreneurship could occur in all areas through an innovative connection between means and purpose.

**LITERATURE REVIEW**

The term "social entrepreneurship" is entirely new, but its practice is 1800, thanks to Florence Nightingale's Revolution of Hospital State (Swedberg, 2006) and the contribution of John Durand, who played a leading role. It can be traced back to the late decades—the role of changing the lives of

people with mental retardation in the early 1960s. Many such exceptional individuals are constantly striving to bring about social change and thereby contribute to the development of society. We may call it a social entrepreneur. Social entrepreneurs show tremendous passion and commitment to what they believe, usually tackling existing social problems and tacit knowledge of reality (Barendsen & Gardner, 2004), thereby new hopes, new expectations, new possibilities. Over the last decade, social entrepreneurs have succeeded in drawing significant interest in literature to meet unmet social needs in a new, cost-effective and sustainable way (Christie & Honig, 2006; Seelos & Mair, 2005). Social entrepreneurship refers to some peculiar content in its conceptual geography that is entrepreneurial and social, as the term is coined and used in the general academic world (Certo & Miller, 2008) In other words, the application of entrepreneurship to a social purpose or space, or an individual or group or organization that engages in social entrepreneurial behaviour, is an entrepreneurial behaviour to build and manage the company in pursuit sustainably. Must show trends (Mishra & Misra, 2017) for social purposes. A common feature of social enterprises is that they emphasize creating social value and have different expectations for economic benefits (Christie & Honig, 2006). This is reflected in (Mair & Marti, 2006), who seeks to provide considerable insight into the main differences between commercial and social entrepreneurship. According to them, this distinction has to do with the relative importance of those results from creating social value and creating financial assets. Social enterprises are considered enterprises with the social purpose of promoting change rather than pursuing profits (Myers & Nelson, 2010). Because of this fundamental feature, social enterprises are committed to creating social wealth rather than personal wealth (Chell et al., 2007; Dees, 1998). As already mentioned, social entrepreneurship has attracted the attention of several researchers, scholars, businesses and policymakers (Dees, 1998) and has recently become "dominant" in entrepreneurship research. It is recognized as a "discourse". In addition, analysis of existing literature, interestingly, suggests preliminary empirical research, lacking hypotheses and precise methods, even with practical efforts.

### **NEED OF THE STUDY**

Social entrepreneurship as a phenomenon, it is possible to study how social entrepreneurship set goals in various sociocultural contexts in the departments. Some individuals, groups, and organizations have voluntarily assumed the responsibility of promoting social entrepreneurship for the more significant benefit of society. However, it is shocking that the quantity and quality of research on this particular phenomenon in the context of Tamilnadu are undermined. Based on this idea, efforts have been made to conduct an empirical study of social entrepreneurship in Tamilnadu. In this study, Teachers are considered the primary decision-makers in educational institutions and provide quality services to clients considered social entrepreneurs. The measures adopted in this study aimed to gain the employee's opinion and awareness of the institutions economic and social pursuits. This study sought to clarify some of the specific characteristics of social entrepreneurship in Tamilnadu. As envisioned in the literature, entrepreneurial traits considered a prerequisite for social entrepreneurship. It is necessary to investigate the specific characteristics of social entrepreneurial efforts in different sectors. Again, social entrepreneurs need to map modes that identify opportunities in their context to explore innovative practices and the importance of empirical research on social entrepreneurship models in different sociocultural and operational areas. In light of the above rationalization, this study investigates how much social entrepreneurs working in Tamilnadu are devoted to their primary purpose of creating social value in society.

### **SOCIAL ENTREPRENEURSHIP PROCESS**

While a significant amount of research on social entrepreneurship has focused on conceptualizing the phenomena of the entrepreneurial process (Corner & Ho, 2010), little attention is paid to expanding research on opportunity-specific empirical research. Social Entrepreneurial Process. It can be seen as an intertwined process of individual entrepreneurs, businesses, or situations in which the phenomenon works (Mair & Marti, 2006). In their original research, (Shane & Venkataraman 2000) describe entrepreneurship as the process of assessing and leveraging the right market opportunities

by a group of individuals who discover, evaluate and utilize them. It creates new services and products, thereby enabling economic and social wealth. Moreover, it is well understood that social, economic and environmental issues remain at the core of social entrepreneurship. Therefore, to mitigate social problems and meet the current social needs of the community, social entrepreneurs seek and respond to opportunities that may exist in the operating environment (Mort et al., 2002).

Social entrepreneurs often tend to identify opportunities that others may barely recognize to generate social wealth rather than building wealth for individuals and shareholders. Much of the research presents social entrepreneurship as a value-creating phenomenon (Stevenson et al., 1985) by including a new resource mix that enables the discovery and pursuit of opportunities (Sullivan Mort et al., 2003) defines opportunity recognition as "the ability to identify situations in which goods, service raw material markets, and organizational methods can be introduced through the formation of new means, needs, or means-end relationships."

### OBJECTIVE

To address the research questions raised in the section above, a study entitled "**A Study on Social Entrepreneurship and Its Impact on Education in Tamilnadu**" was conducted with the following broader objective.

To Study the relationship between organizational capacity and scaling of social impact in the teacher's fraternity in Tamilnadu.

### SAMPLE SIZE:

Out of the total 200 teachers to whom the questionnaires were mailed, only 126 responded. However, after the initial screening of the questionnaires, six questionnaires were found unusable due to either incompleteness or received from a school outside our defined population. The final sample size is considered as 120. A simple random sampling technique was used.

A simple procedure uses only one of these two variables. As a result, the set of independent variables is transformed into a new set of predictors. Due to the high correlation between staffing and communication, if one variable (communication) is ignored and hierarchical linear regression analysis is performed individually using the other five SCALERS drivers and control variables, the analysis shows that about 48% of fluctuations in the scaling of social impact.

### Hypothesis 1:

$H_{01}$ : There is no significant and positive relationship between organizational capacity and scaling of social impact.

**Table1: Linear regression scaling social impact**

Variabl	1	2	3	4	5	6	7	8	9	10
1	Established year									
2	Experience	0.12								
3	Staffing	-	0.10							
4	Communicating	-	0.08	.983*						
5	Alliance building	-	0.03	.402*	.398*					
6	Lobbying	-	-	-	-	-				
7	Earnings	-	-	.360*	.342*	.336*	-0.027			
8	Replicating	-	0.02	.399*	.370*	.495*	0.066	.364*		
9	Stimulating	-	-	.186*	.197*	.403*	-	.284*	0.077	
10	Scaling social	-	0.13	.655*	.602*	.353*	0.004	.347*	.343*	.182
Mean	22.39	9.96	3.64	3.69	3.81	3.33	3.55	3.62	3.48	4.58
SD	13.05	5.54	1.32	1.28	1.31	1.43	1.26	1.28	1.29	1.25

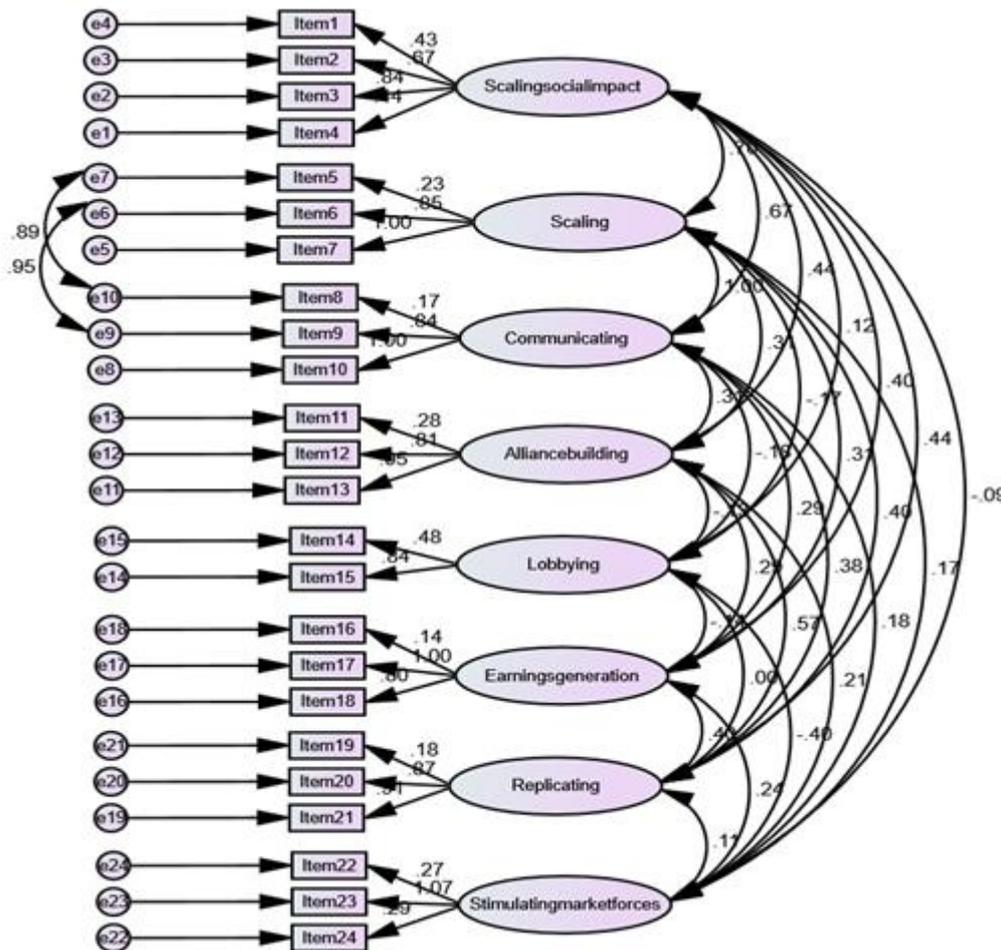
Note: N is 120 for all the variables. \* $p < 0.05$ ; \*\* $p < 0.01$ .

Table 1 shows the correlation and descriptive statistics for individual configurations. The date on which the social enterprise was established was found to be negatively and significantly associated with the scaling of social impact ( $r = -0.229, p < 0.05$ ). This result suggests that the period from the establishment of an organization influences the scaling of social impact. In addition, the association between the experience gained by the employee and the magnitude of social impact was found to be positive. This pattern of results may suggest that employees with previous experience make little or no difference in scaling social impact.

**MEASUREMENT MODEL RESULTS:**

**Table2: Cut-off Criteria for several Fit Indexes**

Indexes	CMIN/DF	RMSEA	GFI	NFI	CFI	TLI
Estimate	1.598	0.071	0.819	0.85	0.936	0.921



**Fig. 1: CFA model**

Hypothetical models were tested using confirmatory factor analysis using CFA IBM-Amos version-20 (Figure 1). The purpose of this analysis was to test the hypotheses proposed in this study and evaluate whether the hypothesis model was acceptable for the desired fit with the sample data. The CFA is specified in 8 dimensions, and conformance has been achieved to acceptable levels. Evaluation of model goodness of fit is based on multiple criteria, including (a) validity of parameter estimates, (b) CMIN / DF (chi-square/degrees of freedom), and (c) RMSEA (root mean square of error approximation). (D) GFI (Goodness of Fit Index), (e) NFI (Normed Fit Index), (f) CFI (Comparative Goodness of Fit Index), and (g) TLI (Tucker Lewis Index).

Support for H1 was found because an acceptable measurement model was found. The purpose of the research was twofold. First, it focuses on extending Bloom and Smith's (2010) work on SCALERS models in different geographic regions using the same set of structures and scales,

although modified after conducting pilot studies. Second, on a theoretical basis, this study sought to empirically test a model of a factor called SCALERS involved in scaling social impact.

### **HYPOTHESIS EVALUATION**

Hypothesis (H1) suggested that the SCALERS factor is actively associated with the scaling of social impact. The results of hierarchical regression supported this hypothesis because the results showed a positive and significant relationship ( $p < 0.001$ ) between organizational capacity and scaling of social impact. Therefore, H1 is accepted. In addition, the importance of the impact of SCALERS on the social impact of scaling is consistent with previous studies on the SCALERS model (Bloom & Smith, 2010). This mainly explained that social entrepreneurs working in Tamilnadu are seeking awareness of increasing social impact.

### **CONCLUSION**

Social enterprises can act as stimuli for expanding social impact, thereby blocking all sorts of challenges faced along the way. Most of the knowledge about the driving factors or organizational capabilities that drive scaling has not been developed (Bloom & Smith). This study shows the emergence of staffing and communication as the most dominant drivers of the SCALERS model. This study provides exploratory and empirical research on the SCALERS model to help social entrepreneurs understand the enabling social impact and grow social enterprises in the context of social entrepreneurship in Tamilnadu.

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