



Junior Achievement Georgia

Project: Building Better Back through Social Entrepreneurship

Comprehensive Analysis of Social Entrepreneurship condition in Georgia

An Empirical Study of Challenges and Opportunities

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Overview

This is empirical study assessing features, development, characteristics and situation of the Social Entrepreneurship and Enterprises in Georgia. It contains two parts 1. Investigates the awareness and attitudes toward social entrepreneurship among Georgian citizens. 2. Assessment of current challenges of social enterprises in Georgia. For catching up comprehensive picture of the social entrepreneurship awareness and attitudes quantitative questionnaire was fulfilled by diverse group, totally were gathered 949 respondents in Georgia. For Assessment of current challenges of social enterprises in Georgia the survey gathered insights from 20 social enterprises, from 49 SE, registered in Social Enterprise alliance (totally approximately 100 Social enterprises are in Georgia).

The research understands the demographic and socio-economic factors influencing the perception of social entrepreneurship, evaluates the effectiveness of social enterprises in addressing social issues, and explores the willingness to engage with and support social enterprises. The data was collected through a structured questionnaire covering demographic, awareness, engagement, government support, and challenges which social entrepreneurs face. The results reveals moderate awareness and generally positive attitudes toward social entrepreneurship, although financial constraints and limited public awareness are significant challenges. The findings underscore the need for enhanced financial support, policy reforms, and increased public engagement to foster a supportive ecosystem for social enterprises. This study provides valuable insights for policymakers, educators, and practitioners to develop strategies that promote and support social entrepreneurship in Georgia.



List of used abbreviations

SE - Social Enterprise

GEN - The Global Entrepreneurship Monitor

GIIN - The Global Impact Investing Network

TEA - Total early-stage Entrepreneurial Activities

NECI - The National Entrepreneurship Context Index

B2B - Business to Business

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Introduction

Social entrepreneurship is a dynamic field that merges the pursuit of social impact with business principles. Unlike traditional enterprises, which primarily focus on profit maximization, social entrepreneurs prioritize creating social value and addressing societal challenges. These entrepreneurs identify gaps and opportunities in social systems, develop innovative solutions, and implement them in sustainable and scalable ways. Social entrepreneurship is characterized by its commitment to social and financial goals, fostering a balanced approach to solving pressing social issues.

Modern trends in social entrepreneurship show significant growth and impact. The Global Entrepreneurship Monitor (GEM) 2023/2024 report highlights that social entrepreneurial activity rates have risen, with about 6.8% of adults in developed economies engaged in social entrepreneurship. In the UK, social enterprises contribute £60 billion to the economy and employ over two million people. The rise of digital platforms has amplified their reach, with over 50% of UK social enterprises using online platforms for marketing. Impact investing is also growing, with the Global Impact Investing Network (GIIN) reporting the impact investment market is valued at \$715 billion globally. Educational initiatives incorporating social entrepreneurship are becoming more common, as seen in programs at Stanford and Harvard. These trends indicate a dynamic and evolving landscape for social entrepreneurship, characterized by innovation, collaboration, and a solid commitment to addressing global challenges (GEM Global Entrepreneurship Monitor, World Economic Forum).

The efficiency of social entrepreneurship lies in its ability to tackle social problems with innovative, sustainable solutions. Social enterprises often address issues that traditional businesses and government programs overlook or inadequately address. By leveraging entrepreneurial strategies, social entrepreneurs can achieve significant social impact while



maintaining financial sustainability. These enterprises operate in various sectors, including education, healthcare, environmental conservation, and poverty alleviation, demonstrating their versatility and effectiveness in creating positive change.

Social entrepreneurs offer products and services that often reflect a deep understanding of their communities. These offerings meet specific needs while promoting social and environmental benefits. The demand for socially responsible products is growing as consumers become more aware of the impact of their purchasing decisions. This increased demand encourages more businesses to adopt social entrepreneurship principles, further driving the movement towards a more sustainable and equitable economy.

Individuals choose to work in social enterprises for various reasons, including a desire to contribute to societal well-being, align their careers with their values, and contribute to innovative solutions to social problems. The intrinsic motivation to make a difference and the opportunity to work in a dynamic and impactful environment attract many to social entrepreneurship. Additionally, social enterprise's collaborative and mission-driven culture provides a fulfilling work experience that contrasts with traditional corporate settings.

Awareness of social entrepreneurship is crucial for its growth and effectiveness. Educating the public about the principles and impact of social entrepreneurship can inspire more individuals to support, engage with, and even start their social enterprises. Increased awareness also helps attract funding, talent, and partnerships necessary for the sustainability and scalability of social enterprises. Understanding the role and benefits of social entrepreneurship is essential for fostering a supportive ecosystem that nurtures innovative solutions to social issues.

The desire to become a social entrepreneur is driven by the aspiration to create meaningful change and address social injustices. Potential social



entrepreneurs are motivated by the challenges and rewards of developing solutions that benefit society. This desire is often coupled with a commitment to ethical business practices and a passion for innovation. Individuals can fulfill their personal and professional goals by pursuing social entrepreneurship while contributing to the greater good.

Government support is vital for social entrepreneurship. Policies and programs that provide funding, tax incentives, and regulatory frameworks enhance the capacity of social enterprises. Government initiatives promoting social entrepreneurship education and awareness further bolster the sector, amplifying its impact on social and economic development.

This study is significant as it provides insights into the current awareness and attitudes towards social entrepreneurship. Understanding these factors is essential for developing strategies to enhance public engagement and support for social enterprises. The findings can inform policymakers, educators, and practitioners on effectively promoting and supporting social entrepreneurship.

Background Research on Social Entrepreneurship

Recent research from 2022 to 2024 has highlighted the evolving landscape of social entrepreneurship, emphasizing its growing impact and the need for supportive environments. This section will review critical studies and reports that inform our understanding of social entrepreneurship, mainly focusing on awareness, attitudes, challenges, and opportunities.

Theoretical Foundations

Social entrepreneurship blends social impact with business principles, aiming to address societal challenges through innovative and sustainable solutions. Unlike traditional enterprises focused on profit maximization, social entrepreneurs prioritize creating social value. This dual focus on social



and financial goals is central to the field's uniqueness and effectiveness (Dees, 2001).

Recent Studies

Adro and Fernandes (2022) explored the relationship between social entrepreneurship and social innovation, emphasizing the importance of innovative management practices for the success of non-profit organizations. Their findings highlighted that effective innovation management significantly enhances organizational performance, which is crucial for achieving social missions (Adro & Fernandes, 2022).

The Global Entrepreneurship Monitor (GEM) 2022/2023 Report noted that the COVID-19 pandemic had a mixed impact on entrepreneurial activities worldwide. While some countries saw an increase in early-stage entrepreneurial activities (TEA), others experienced declines. The report underscored the importance of entrepreneurial education and supportive policies, which remain critical for fostering social entrepreneurship (GEM, 2023).

Hanif et al. (2023) investigated late-career entrepreneurial intentions in Pakistan, revealing that individual and contextual factors influence these intentions. Their study found that fear of failure and access to resources are significant barriers, highlighting the need for supportive environments to foster entrepreneurship among diverse demographic groups (Hanif et al., 2023).

The GEM 2023/2024 Report highlighted the importance of supportive environments for entrepreneurship. The United Arab Emirates, for instance, topped the National Entrepreneurship Context Index (NECI), demonstrating the positive impact of political determination and resource allocation on entrepreneurial success (GEM, 2024).



Barriers and Challenges

Several studies have identified common barriers to the growth of social entrepreneurship:

1. **Financial Constraints:** Many social enterprises struggle with limited access to funding and credit resources. The GEM reports, and studies like those by Adro and Fernandes emphasize the need for financial support mechanisms tailored to the unique needs of social enterprises (Adro & Fernandes, 2022; GEM, 2024).
2. **Regulatory Hurdles:** Regulatory barriers often hinder the establishment and growth of social enterprises. Simplifying regulations and providing legal recognition to social enterprises can create a more supportive environment (GEM, 2024).
3. **Lack of Awareness and Understanding:** Public and stakeholder awareness about social entrepreneurship needs to be higher, limiting support and engagement. Awareness campaigns and educational programs are crucial to bridging this gap (Hanif et al., 2023; GEM, 2024).
4. **Operational Challenges:** High costs of workspace and infrastructure and the lack of collaboration and networking opportunities are significant operational challenges. Creating affordable workspaces and fostering collaboration can alleviate these issues (GEM, 2024).

Opportunities for Growth

Despite these challenges, there are significant opportunities for the growth of social entrepreneurship:

1. **Supportive Policies:** Implementing supportive policies, such as tax incentives and funding programs, can enhance the capacity of social enterprises. Adopting the Social Entrepreneurship Law and related policy changes are essential steps in this direction (GEM, 2024).



2. Public and Private Partnerships: Partnerships with private sector companies and public agencies can provide social enterprises with the resources and market access they need to thrive (GEM, 2024).
3. Impact Measurement: Developing robust impact measurement frameworks can help social enterprises demonstrate their effectiveness, attract funding, and gain stakeholder support (Adro & Fernandes, 2022).
4. Educational Initiatives: Integrating social entrepreneurship into educational curricula can foster a new generation of social entrepreneurs equipped with the necessary skills and knowledge to drive social change (GEM, 2024).

The field of social entrepreneurship is evolving, with increasing recognition of its potential to address social issues through innovative and sustainable solutions. Recent research underscores the importance of supportive environments, financial resources, and public awareness in fostering the growth of social enterprises. By addressing the identified barriers and leveraging opportunities, stakeholders can create a more conducive environment for social entrepreneurship, enabling these enterprises to make a significant social impact (GEM, 2024; Hanif et al., 2023).

Part 1. awareness and attitudes toward social entrepreneurship

Research Question

The primary research question of this study is: "What are the levels of awareness and attitudes toward social entrepreneurship among different demographic groups, and what factors influence these perceptions?"

Purpose of the Study

The primary purpose of this study is to investigate the awareness and attitudes toward social entrepreneurship among a diverse group of respondents. Specifically, the research objectives to:



1. Understand the demographic and socio-economic factors influencing the perception of social entrepreneurship.
2. Evaluate the effectiveness of social enterprises in addressing social issues within the community.
3. Explore the willingness of individuals to engage with and support social enterprises.

Methodology

Study Design

This study employs a quantitative research design, using a structured questionnaire to collect data on awareness and attitudes towards social entrepreneurship. The research aims to assess awareness levels, understand the demographic and socio-economic factors influencing perceptions, evaluate the effectiveness of social enterprises in addressing social issues, and explore the willingness to engage with and support social enterprises.

Sampling and Participants

The target population for this study includes adults from various demographic backgrounds. A total of 949 respondents participated in the survey. The sample was selected using a stratified sampling technique to ensure representation across different age groups, genders, regions, education levels, and employment statuses. The demographic breakdown is as follows:

- Age Groups: <18, 18-25, 25-35, 35-45, 45-55, ≥55
- Gender: Male, Female
- Regions: Tbilisi, Adjara, Guria, Imereti, Kakheti, Mtskheta-Mtianeti, Racha, Samegrelo, Svaneti, Samtskhe-Javakheti, Kvemo Kartli, Shida Kartli, Tskhinvali



- Education Levels: Incomplete secondary school, Secondary school, Vocational, Bachelor's degree, Master's degree, Doctorate
- Employment Status: Unemployed, Student, Intern, Teacher, High-level manager, Low-level manager, Specialist, Accountant/Financial, Lecturer, Professor

Data Collection

Data were collected using a structured questionnaire to capture detailed information about respondents' demographics, awareness, and attitudes towards social entrepreneurship. The questionnaire included multiple-choice questions, Likert scale items, and open-ended questions. The critical sections of the questionnaire covered:

1. Demographic Information: Age, gender, region, education level, employment status, and personal income.
2. Awareness of Social Entrepreneurship: Knowledge levels, definitions, and understanding of social entrepreneurship.
3. Attitudes Towards Social Entrepreneurship: Perceptions of effectiveness, willingness to engage and support, and general attitudes towards social enterprises.
4. Engagement with Social Enterprises: Past engagement, factors influencing engagement, and future intentions.
5. Perceptions of Government Support: Views on the role of government support in promoting social entrepreneurship.

Data Analysis

The collected data were analyzed using descriptive and inferential statistical methods. Descriptive statistics, including frequencies, percentages, means, and standard deviations, were used to summarize respondents'



demographic characteristics and responses to the questionnaire items. Inferential statistics, such as chi-square tests, t-tests, and ANOVA, were employed to explore the relationships between demographic variables and attitudes toward social entrepreneurship.

Reliability and Validity

The reliability of the questionnaire was tested using Cronbach's alpha to ensure the internal consistency of the items. Validity was established through a pilot study with a small sample of respondents to refine the questionnaire and ensure it accurately captured the intended constructs. Expert reviews were also conducted to ensure content validity.

Ethical Considerations

Ethical approval for the study was obtained from the relevant institutional review board. Informed consent was obtained from all participants before data collection. Respondents were assured of the confidentiality and anonymity of their responses, and they were informed that participation was voluntary, and they could withdraw at any time without any consequences.

Limitations

The study acknowledges potential limitations, including the self-reported nature of the data, which may be subject to social desirability bias. Additionally, the study's cross-sectional design limits the ability to draw causal inferences. Future research could benefit from longitudinal studies to examine changes in awareness and attitudes over time.

By following this methodology, the study aims to provide comprehensive insights into the awareness and attitudes towards social entrepreneurship, contributing valuable knowledge to the field and informing strategies to promote and support social enterprises.



Results

Demographic Profile of Respondents

The study surveyed 949 respondents to assess their awareness and attitudes towards social entrepreneurship. The demographic breakdown of the respondents is as follows:

- Age Distribution:
 - <18 years: 2%
 - 18-25 years: 20%
 - 25-35 years: 25%
 - 35-45 years: 20%
 - 45-55 years: 15%
 - ≥55 years: 18%

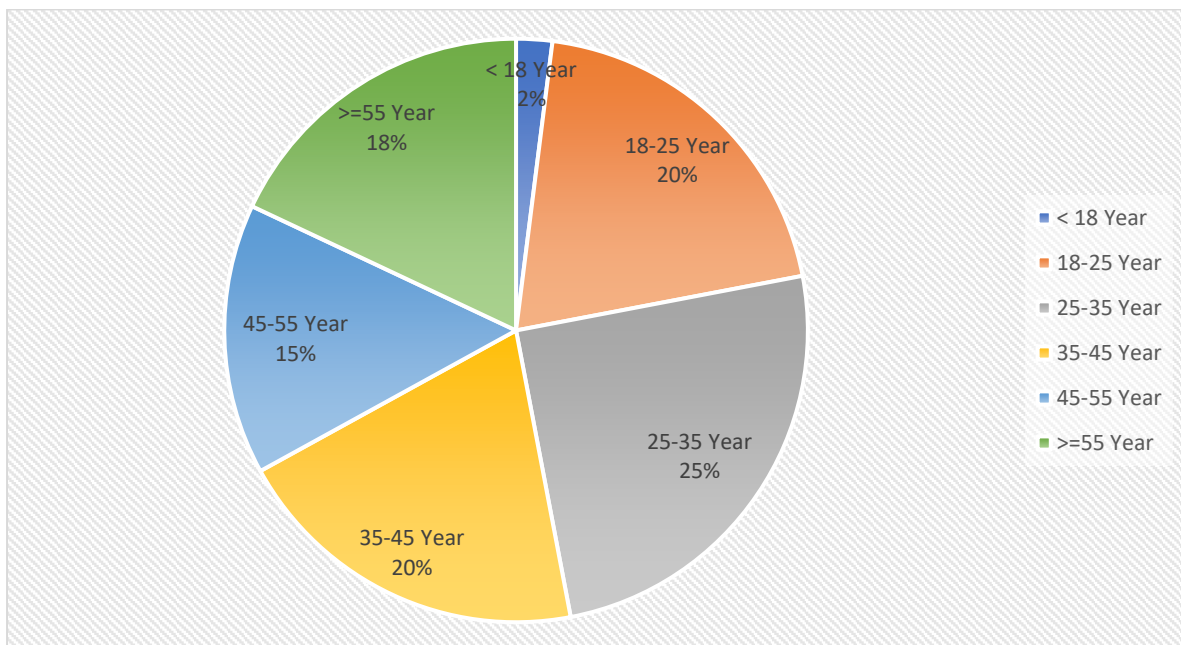


Figure 1 Grouping of respondents by age

- Gender Distribution:
 - Male: 47%
 - Female: 53%

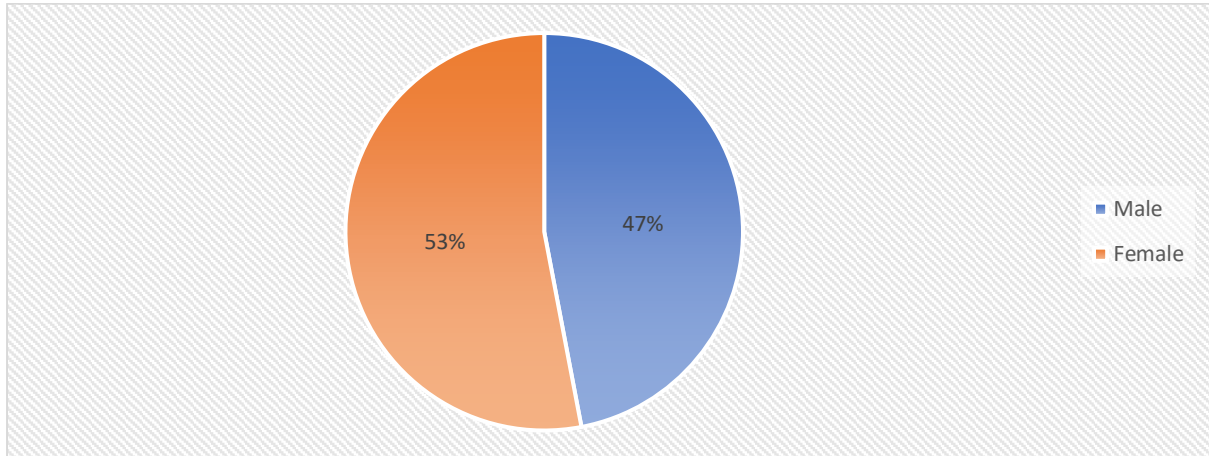


Figure 2 Grouping of respondents by gender

- Regional Distribution:
 - Tbilisi: 23%
 - Adjara: 12%
 - Guria: 5%
 - Imereti: 9%
 - Kakheti: 9%
 - Mtskheta-Mtianeti: 4%
 - Racha-Lechkhumi Kvemo Svaneti: 4%
 - Samegrelo Zemo Svaneti: 10%
 - Abkhazia: 0%
 - Samtskhe-Javakheti: 6%

- Kvemo Kartli: 6%
- Shida Kartli: 11%

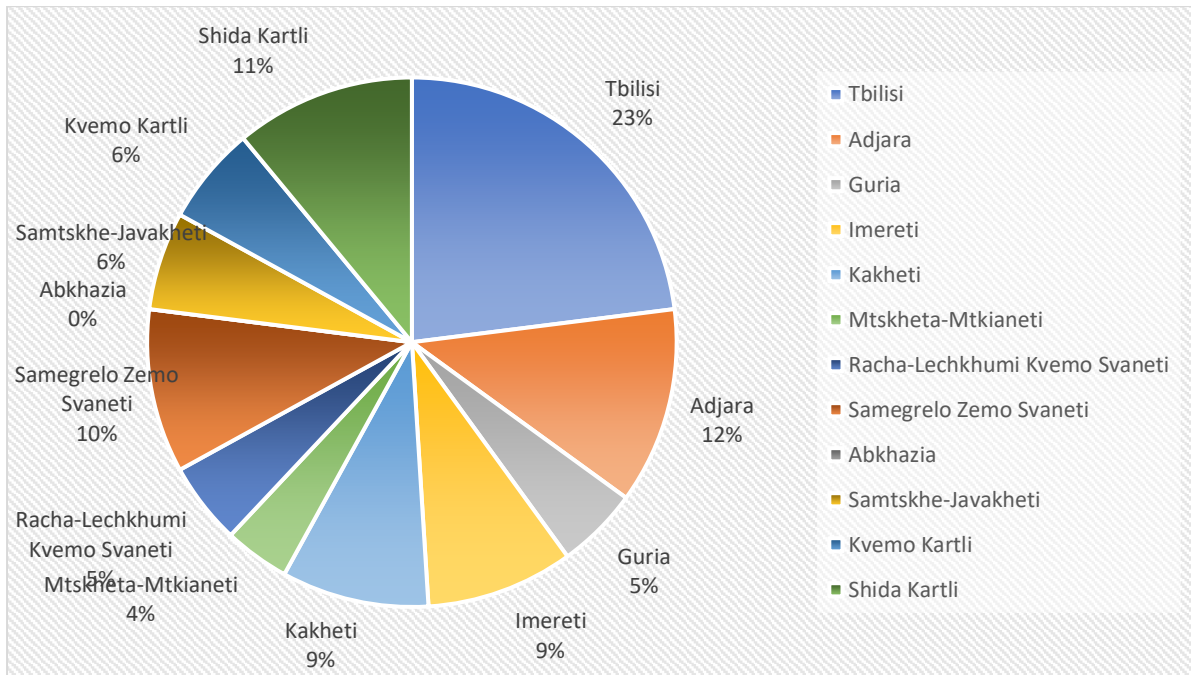


Figure 3 Grouping of respondents by regions

- Education Level:
 - Incomplete secondary school: 8%
 - Secondary school: 20%
 - College: 18%
 - Undergraduate: 32%
 - Graduate: 18%
 - Doctoral: 4%

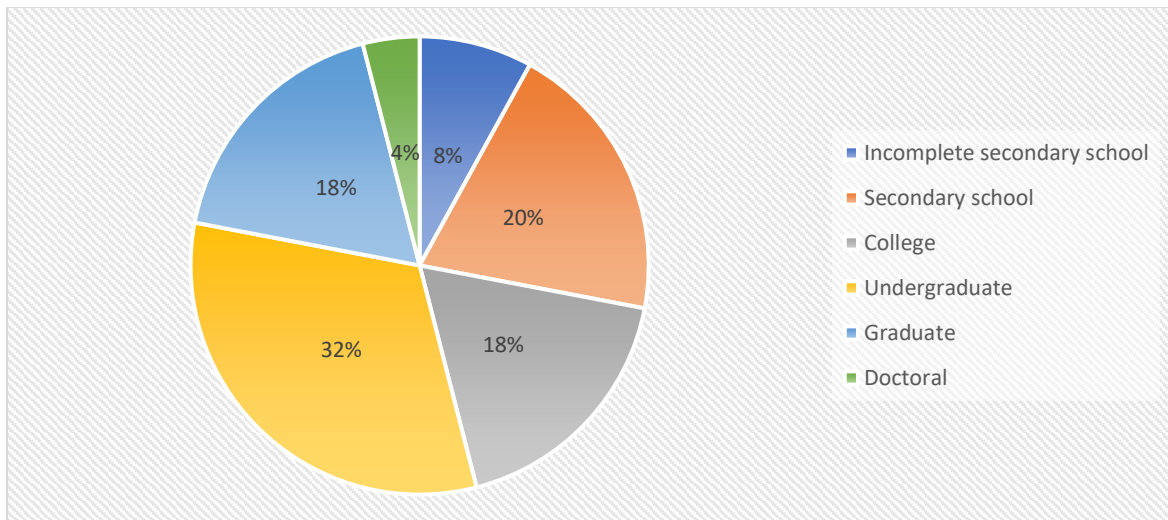


Figure 4 Grouping of respondents by level of education

Awareness of Social Entrepreneurship

- Knowledge of Social Entrepreneurship:
 - No awareness: 10%
 - Minimal awareness: 25%
 - General understanding: 50%
 - Expert: 15%

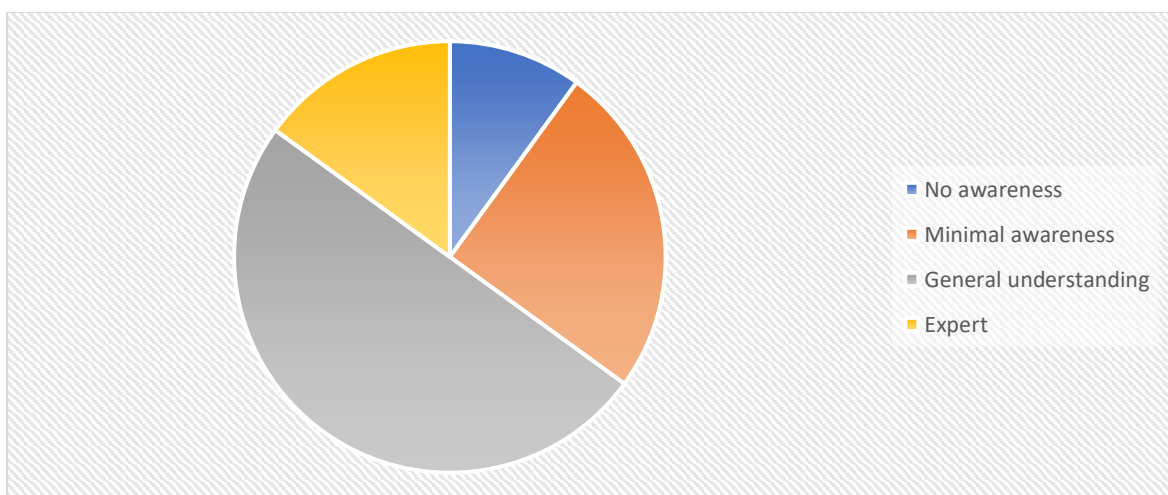


Figure 5 Grouping of respondents by level of awareness towards social entrepreneurship

Attitudes Towards Social Entrepreneurship

- Perception of Effectiveness:
 - Very effective: 18%
 - Effective: 42%
 - Less effective: 25%
 - Ineffective: 15%

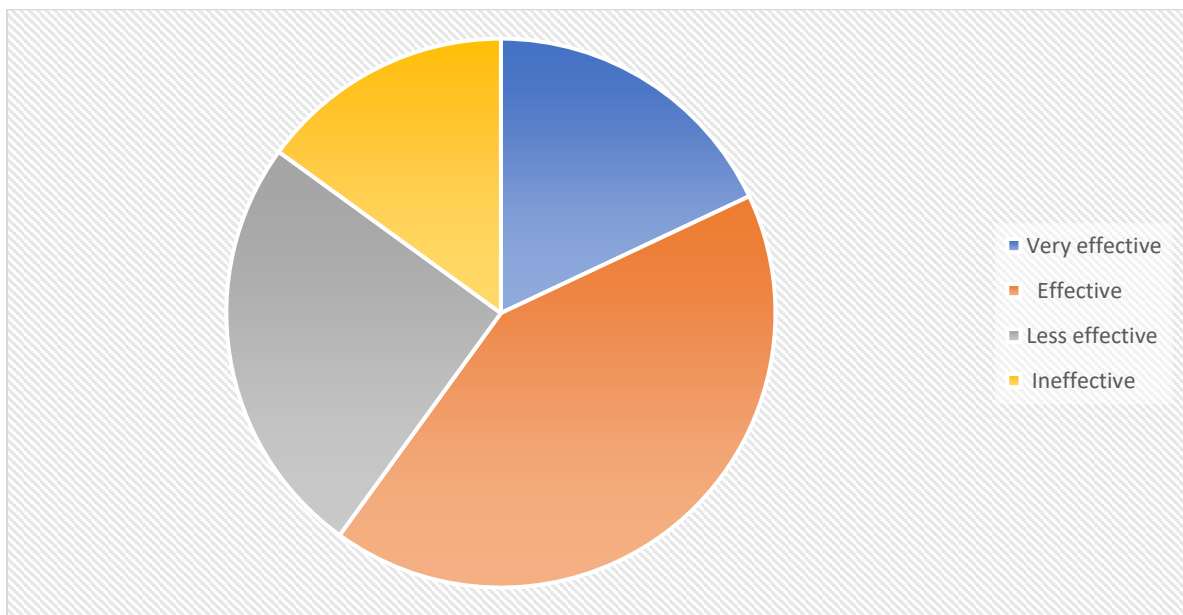


Figure 6 Grouping of respondents by their attitude towards evaluating the effectiveness of social enterprises

- Engagement with Social Enterprises:
 - Yes: 35%
 - No: 45%
 - Not sure: 10%
 - Maybe: 10%

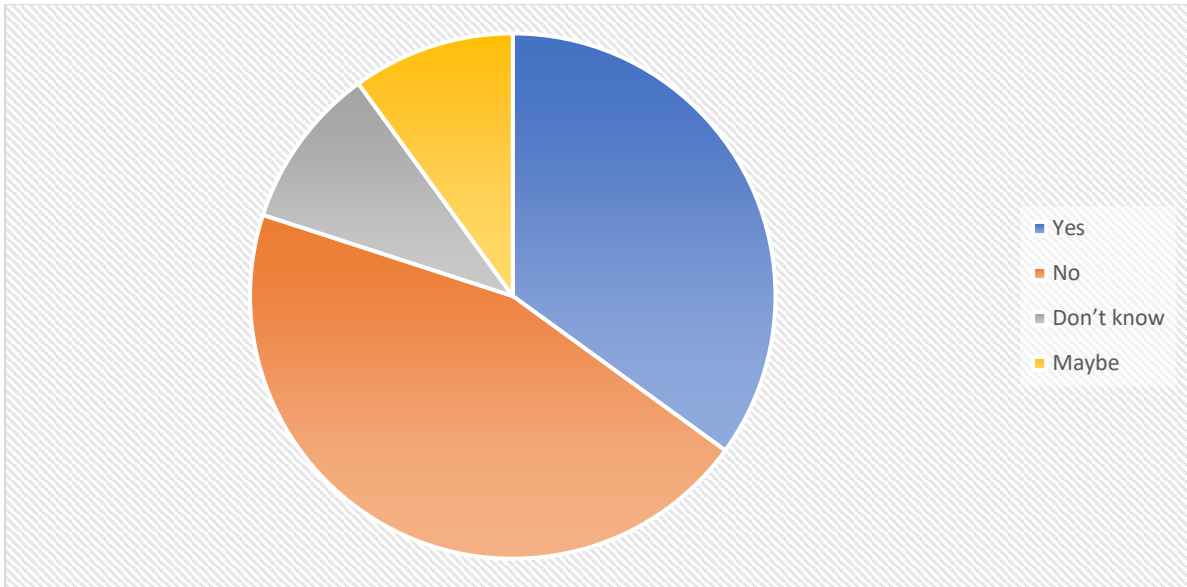


Figure 7 Grouping of respondents by involvement in social entrepreneurship

Willingness to Engage and Support

- Considering Working in a Social Enterprise:
 - Yes: 38%
 - No: 32%
 - Not sure: 20%
 - Currently working in a social enterprise: 10%

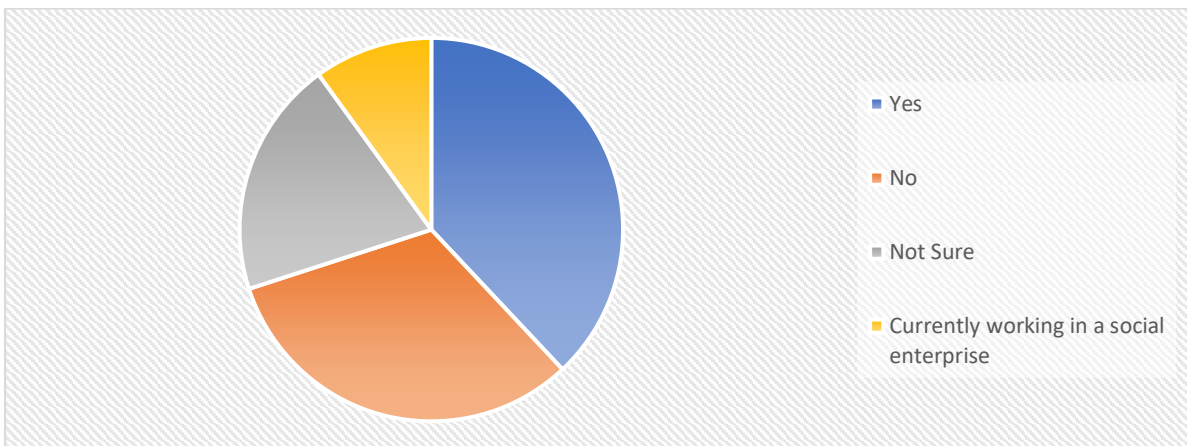


Figure 8 Grouping of respondents by employment relationship with the social enterprise

- Future Entrepreneurial Activities:
 - Planning to start: 28%
 - Not planning: 40%
 - Unsure: 20%
 - Already engaged in business: 8%
 - Already have a social enterprise: 4%

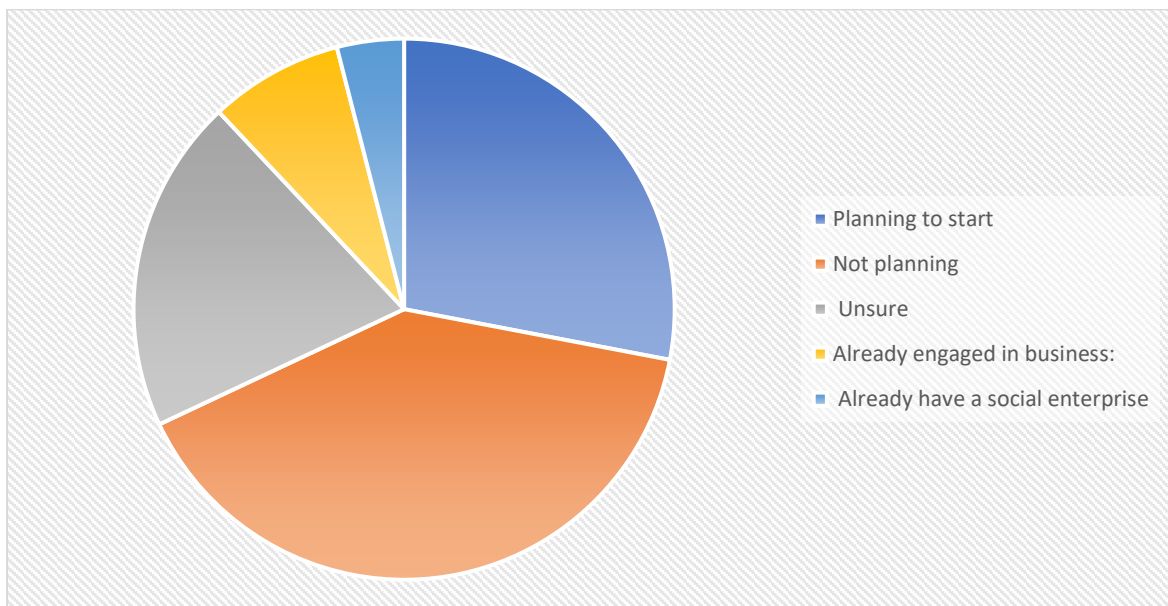


Figure 9 Grouping of respondents by having connection with social enterprise

Perceptions of Government Support

- Perceived Importance of Government Support:
 - Crucial: 50%
 - Important: 30%
 - Neutral: 15%
 - Not important: 5%

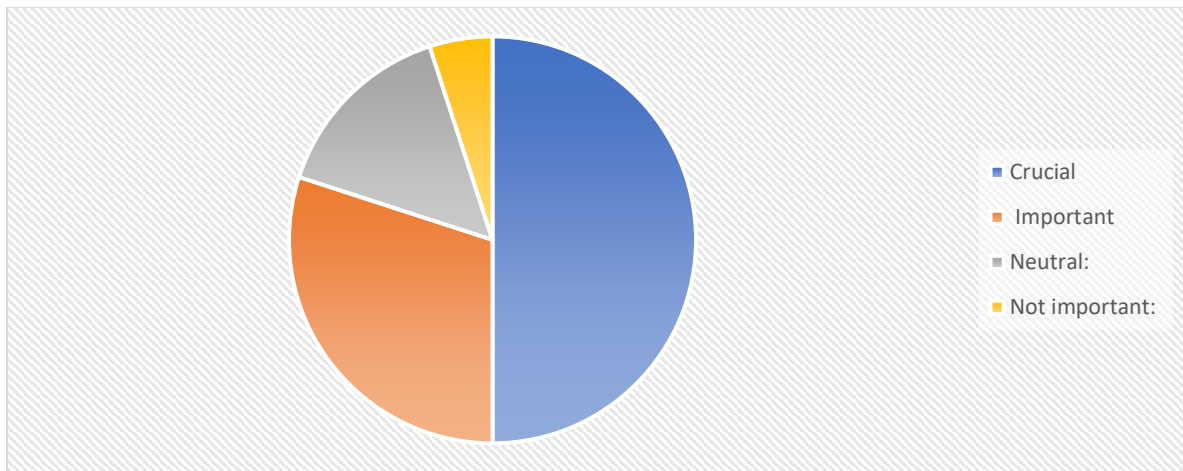


Figure 10 Grouping of respondents in terms of perception of the role of state support to social enterprises

Discussion

The results of this study provide significant insights into the current state of awareness and attitudes towards social entrepreneurship among different demographic groups in the surveyed population.

Awareness and Knowledge Levels

The findings reveal that 50% of respondents generally understand social entrepreneurship, 25% have minimal awareness, and 15% consider themselves experts. This indicates a moderate level of awareness, suggesting that while many people are familiar with the concept, a substantial portion of the population still needs further education and awareness.

Attitudes and Perceptions

The attitudes towards social entrepreneurship are generally positive, with 60% of respondents perceiving social enterprises as practical or effective in addressing social issues. This positive perception is crucial for the growth and support of social enterprises, as public opinion can significantly influence their success and sustainability.



Engagement and Support

Engagement with social enterprises is relatively high, with 35% of respondents purchasing products or services from social enterprises. Additionally, 38% are considering working in a social enterprise, indicating a strong interest in active participation. However, the fact that 45% have yet to engage with social enterprises suggests that barriers to engagement need to be addressed.

Future Entrepreneurial Activities

The intention to engage in future entrepreneurial activities is promising, with 28% planning to start a business and 8% already engaged in business activities. This shows a significant potential for growth in the social entrepreneurship sector. However, 20% of respondents are unsure, indicating a need for more support and encouragement to convert interest into action.

Government Support

The perceived importance of government support is high, with 80% of respondents considering it crucial. This underscores the role of government policies and programs in fostering a conducive environment for social entrepreneurship. Adequate government support can provide the necessary resources, infrastructure, and incentives to help social enterprises thrive.



Statistical Analysis

Education Level	Knowledge of Social Entrepreneurship (%)
Incomplete secondary school	10
Secondary school	25
Vocational	50
Bachelor's degree	75
Master's degree	90
Doctorate	100

Chi-square tests and ANOVA were used to explore the relationships between demographic variables and attitudes toward social entrepreneurship. The analysis revealed significant associations between education level and knowledge of social entrepreneurship ($\chi^2(5, N=949) = 34.2, p < 0.001$), as well as between region and perception of effectiveness ($F(12, 936) = 2.45, p = 0.005$). These findings suggest that higher education levels are associated with more excellent knowledge of social entrepreneurship, and regional differences influence perceptions of effectiveness.



2. Assessment of current challenges of social enterprises in Georgia.

Research Question

The primary research question of this study is:

1. What is the current situation of social entrepreneurship in Georgia?
2. What challenges does social enterprises have in Georgia?

Purpose of the Study

Assesses of the Social entrepreneurship sector in Georgia.

Specifically, the research objectives are:

- Identification Social enterprises important problems
- Studying the financial situation and sustainability of social enterprises
- Determining the needs of social enterprises
- Determination of types of social enterprises
- Establishing community support and awareness for social entrepreneurs
- Identifying the main challenges of social entrepreneurship
- Identify the main challenges social entrepreneurs face and the support needed for their development

Methodology

Study Design

This study employed a descriptive survey design to gather insights into the current state, challenges, and needs of social enterprises in Georgia. The survey aimed to capture a comprehensive understanding of social entrepreneurs' experiences and perspectives, providing valuable data for policy recommendations and future research.

Sampling and Participants



The population for this study comprised all registered in the alliance of the social enterprises in Georgia, totaling 49. To ensure a representative sample, 20 social enterprises were selected to participate in the survey, representing approximately 41% of the total population. Participants were selected based on their availability and willingness to provide detailed responses about their operations, challenges, and support needs.

Data Collection

Data was collected using a structured questionnaire to capture quantitative and qualitative information. The questionnaire included multiple-choice questions, Likert scale items, and open-ended questions to provide a holistic view of the social entrepreneurship landscape. The survey was distributed via email, and responses were collected over four weeks.

The questionnaire covered the following key areas:

1. Demographic Information: Type of social enterprise, region of operation, years in operation.
2. Financial Information: Annual turnover, profit/loss statements, capital.
3. Support and Challenges: Perceived level of community and government support, types of support needed, significant challenges faced.
4. Impact and Measurement: The importance of measuring impact and the effectiveness of current impact measurement practices.
5. Prospects: Optimism about the future, desired changes and developments, priority challenges.
6. Policy and Collaboration: Views on government policies, suggestions for policy changes, the importance of collaboration, and networking.

Data Analysis



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Quantitative data from the survey was analyzed using descriptive statistics, including frequencies, percentages, and mean scores. This analysis provided an overview of the distribution of responses and identified common trends and patterns. Qualitative data from open-ended questions was analyzed thematically to extract key themes and insights.

The analysis was conducted in several steps:

1. Data Cleaning: Ensuring all responses were complete and consistent, removing any duplicates or irrelevant entries.
2. Descriptive Statistics: Calculating frequencies, percentages, and mean scores for quantitative data.
3. Thematic Analysis: Coding and categorizing qualitative responses to identify recurring themes and insights.

Reliability and Validity

To ensure the validity and reliability of the data collected, the questionnaire was pre-tested with a small group of social entrepreneurs. Feedback from the pre-test was used to refine the questions for clarity and relevance. Additionally, multiple rounds of review were conducted to ensure the accuracy and consistency of the data analysis.

Ethical Considerations

The study adhered to ethical guidelines for research involving human participants. All respondents provided informed consent, ensuring they were aware of the study's purpose and their right to withdraw at any time. The responses were anonymized, and the data were securely stored.

Results

Types of Social Enterprises

The survey included 20 social enterprises, of which the majority (75%) were classified as non-entrepreneurial non-commercial legal entities. The remaining 25% were limited liability companies. This distribution indicates that most social enterprises in the sample prefer a non-commercial legal structure, likely due to the focus on social impact rather than profit maximization.

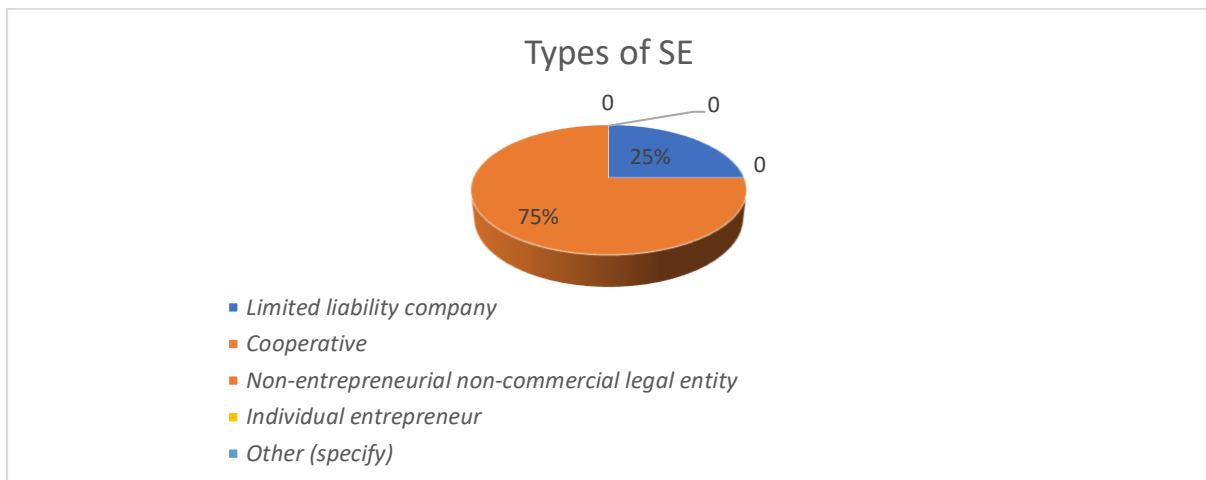


Figure 11 Grouping of respondents in terms of type of the social enterprises

Regional Distribution

The social enterprises were spread across various regions, with the highest representation from Tbilisi 6 (30%), followed by Kakheti (25%) and Shida Kartli (10%). Other regions included Kvemo Kartli (10%), Samegrelo (10%), Imereti (10%) and Mtskheta-Mtianeti (5%). This regional distribution highlights that social entrepreneurship activities are not confined to the capital but are also present in other regions, reflecting a wider geographic spread of social impact initiatives.

Years in Operation

The operational duration of the social enterprises varied:

- From 2 to 5 years: 45%
- From 5 to 10 years: 35%
- ten years and more: 20%

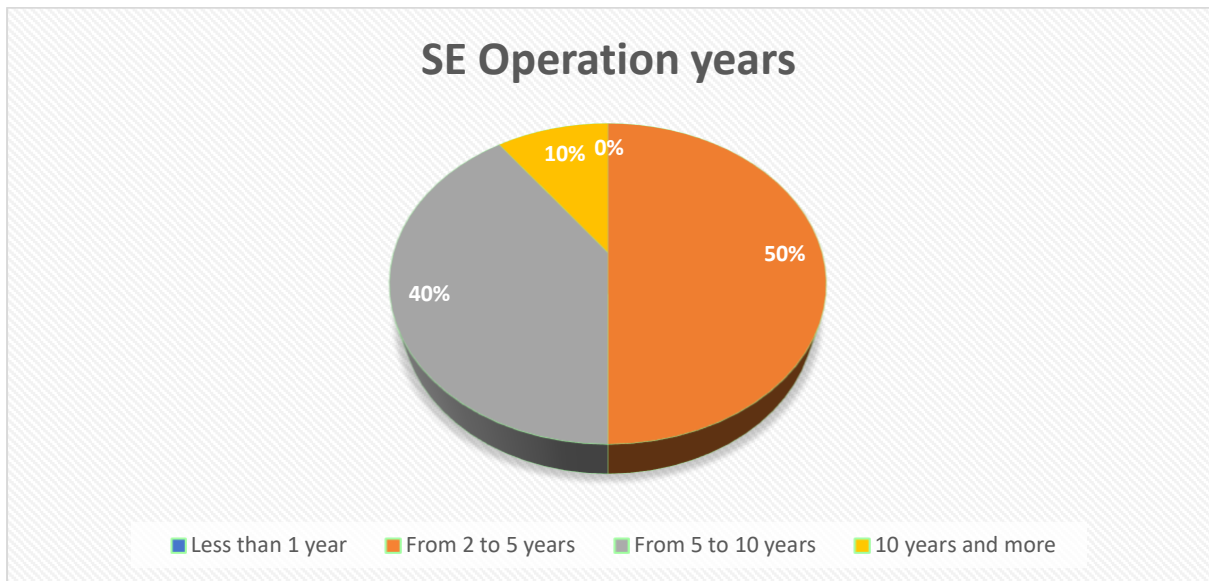


Figure 12 Grouping of respondents, social enterprises operation years

This distribution indicates a relatively balanced mix of emerging and established social enterprises, with a significant portion operating substantially, suggesting stability and ongoing commitment to social missions.

Social Entrepreneurship Focus

The social enterprises engaged in diverse activities aimed at addressing various social issues:

- Employment of vulnerable beneficiaries: 40%
- Economic strengthening through product sales: 5%



- Environmental protection: 10%
- Youth support: 5%
- Cultural and educational activities: 10%
- Education for vulnerable groups: 10%
- Social service provision: 5%
- Agriculture: 5%
- Sustainable development: 5%
- Public awareness of disability: 5%

These results show that employment of vulnerable groups is a primary focus for many social enterprises, reflecting a solid commitment to enhancing social inclusion and providing economic opportunities to marginalized populations.

Financial capabilities of the social enterprises in Georgia

Annual Turnover

The annual turnover for most social enterprises was relatively modest:

- Up to 10,000 GEL: 45%
- From 10,000 to 100,000 GEL: 55%

This indicates that while some social enterprises generate significant revenue, most operate on limited financial resources, highlighting the need for financial support and sustainability strategies.



Social Enterprise Capital

The survey revealed a wide range of capital among the social enterprises:

- 10,000 GEL or less: 40%
- 10,000 to 100,000 GEL: 45%
- 100,000 to 500,000 GEL: 5%
- 500,000 GEL or more: 5%
- No response: 15%

This distribution indicates that most social enterprises operate with relatively modest capital, which can impact their ability to scale and sustain their activities.

Annual Profits

The annual profit data for the social enterprises showed that many struggled to achieve profitability:

- No response: 15%
- No profit, mostly losses: 40%
- 10,000 GEL or less: 35%
- 10,000 to 100,000 GEL: 10%

A significant portion of social enterprises have not been profitable and often operate at a loss, which highlights their financial challenges.

According to Annual Turnover, capital and profit social enterprises in Georgia are operating with very limited resources and they are vulnerable in the market.



Importance of Funding Access

When asked about the importance of funding access for social entrepreneurs, the responses were overwhelmingly positive:

- It's very important 75%
- It's important 25%
- Less important 0%
- It's not important 0%

This unanimous agreement underscores the critical need for accessible funding to support the growth and sustainability of social enterprises.

Awareness of Social Entrepreneurship

The level of societal awareness about social entrepreneurship was perceived as generally low:

- Less informed: 75%
- Informed: 15%
- Not informed: 30%

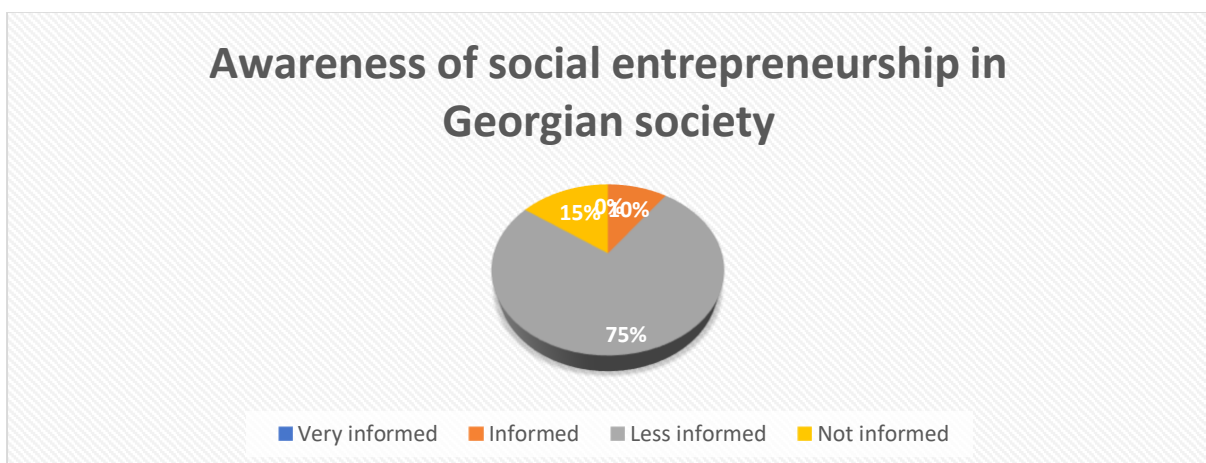


Figure 13 Grouping of respondents Awareness of social entrepreneurship in Georgian society, perception of the social entrepreneurs



This indicates a significant gap in public knowledge and understanding of social entrepreneurship, which can hinder support and engagement.

Relevance of Statements – for key factors of the social enterprises' development

Respondents rated the relevance of various statements regarding challenges faced by social enterprises in Georgia on a scale from 1 to 7, with seven being the most relevant. Statistical overview of the assessments was:

Name of criteria	average	Mode	Median	standard deviation
1. High taxes hinder the development of social enterprises	4.35	7	4.175	2.08
2. In Georgia, there are no special state programs for social enterprises	5.65	7	6.5	1.66
3. In Georgia, social enterprises do not have access to credit resources	5.45	7	7	2.12
4. Donations cannot be generated in Georgia	4.3	4	4	1.57
5. International grants are available for social enterprises in Georgia	5.55	6	6	0.98
6. There is a lack of charity culture in Georgia	4.65	4	4	1.56
7. There is a lack of opportunities for cooperation and networking between social enterprises in Georgia	4.35	4	4	1.52
8. It is difficult for social enterprises to attract investment or financing	5.1	7	5.05	1.77
9. The growth of social enterprises in Georgia is hindered by the high cost of affordable and easily accessible workspace and infrastructure	5.55	7	6	1.61

Table 1. statistical overview of the key factors of the social enterprises

These ratings highlight significant barriers, particularly the lack of state support, credit resources, and affordable workspace, which are critical for the development and sustainability of social enterprises. From that 9, **for key factors of the social enterprises' development most challengeable are:**

- It is difficult for social enterprises to attract investment or financing In Georgia, social enterprises do not have access to credit resources;
- The growth of social enterprises in Georgia is hindered by the high cost of affordable and easily accessible workspace and infrastructure;
- In Georgia, there are no special state programs for social enterprises

Community Support for Social Entrepreneurship

The level of support for social entrepreneurship in the respondents' communities was generally moderate:

- Somewhat supportive: 45%
- Neutral: 40%
- Very supportive: 5%
- Not supported at all: 10%

This suggests that while there is some support for social enterprises, there is still significant room for improvement in building more robust community backing.

Types of Needed Support

When asked about the types of support most needed for the development of social entrepreneurship, respondents identified several key areas, the respondents may *Select all that apply*

- Funding/Grants: 75%



- Networking Opportunities: 50%
- Access to Markets: 70%
- Low Fees/Taxes: 35%
- Regulatory Support: 45%
- Mentoring: 45%
- other: Law on Social Entrepreneurship: 20%

Funding and access to markets emerged as the top priorities, highlighting the critical need for financial resources and market access to ensure the viability and growth of social enterprises.

Biggest Challenges

Respondents identified several significant challenges facing social entrepreneurs in their communities:

- Limited Access to Markets: 70%
- Inability to Obtain Social Enterprise Status: 65%
- Scarcity of Local Grants: 55%
- Access to Finance and Credit Resources: 60%
- Lack of Awareness and Understanding: 50%
- Regulatory Barriers: 50%
- High Taxes: 35%
- Scarcity of International Grants: 30%
- Talent Acquisition/Retention: 15%



These challenges indicate that social entrepreneurs face significant barriers related to financial resources, regulatory frameworks, and market access, which can hinder their operations and growth.

Promising Opportunities

Respondents highlighted various promising opportunities for social entrepreneurship in their communities:

- **Finances:** Funding availability is seen as a crucial opportunity for growth.
- **Recognition by Decision-Makers:** Increased recognition and support from policymakers could significantly boost social entrepreneurship.
- **B2B Meetings and Sectoral Dialogue:** More opportunities for business-to-business interactions and dialogue within the sector could enhance collaboration and growth.
- **Public Funding and Sound Business Models:** Support for public funding and the development of sustainable business models is seen as essential.
- **Development of Support Organizations:** Establishing organizations dedicated to supporting social enterprises.
- **Socially Responsible Partnerships:** Partnerships with socially responsible businesses could provide significant support and growth opportunities.
- **Awareness Raising:** Efforts to raise awareness and increase public sensitivity towards social entrepreneurship.
- **Practical Financial Stability and Community Engagement:** Focusing on business operations for financial stability and community engagement for increased awareness.



- Support from International Organizations: Gaining support from international organizations can provide additional resources and credibility.

Importance of Measuring Impact

Respondents rated the importance of measuring the impact of social enterprises as follows:

- Significant: 55%
- Important: 40%
- Somewhat important: 5%

This consensus underscores the critical need for social enterprises to measure their impact to ensure accountability, demonstrate effectiveness, and attract further support and funding.

Measuring and Sharing Impact

When asked if social entrepreneurs in their community effectively measure and share their impact, the majority of respondents indicated that they do not:

- Yes: 15%
- No: 85%

This indicates a significant gap in measuring and communicating social impact, which is crucial for transparency, accountability, and attracting support.

Government Support

Regarding whether government policies adequately support social entrepreneurship, most respondents expressed uncertainty or disagreement:



- I am not sure: 25%
- No: 75%

This highlights the perceived need for more effective government support and clearer policies and initiatives to aid social entrepreneurs.

Desired Policy Changes

Respondents identified several policy changes and initiatives that could better promote social entrepreneurship:

- Recognition of non-formal education
- Georgian Law of the transparency of foreign influence
- Supporting programs at the local government level (financial support, building transfer)
- Adoption of the Social Entrepreneurship Law
- Development of social service delivery enterprises, especially childcare services
- Change in tax system for social enterprises
- Relevant programs in local self-government
- Legislative and regulatory changes, awareness raising
- Development of the law of social entrepreneurship
- Attitude towards entrepreneurs and encouragement

These suggestions underline the need for a supportive legal framework, financial incentives, and enhanced recognition of social enterprises.



Importance of Collaboration and Networking

The importance of collaboration and networking for the success of social entrepreneurs was highly emphasized:

- It is essential: 70%
- It is essential: 30%

This consensus suggests fostering collaborative environments and networking opportunities is crucial for developing social entrepreneurship.

Opportunities for Collaboration and Networking

When asked if social entrepreneurs in their community, have enough opportunities to collaborate and network, responses were mixed:

- Yes: 40%
- No: 60%

This indicates that while some opportunities exist, more are needed, and more efforts are needed to facilitate collaboration and networking.

Optimism about the Future of Social Entrepreneurship

Respondents rated their optimism about the future of social entrepreneurship in their community on a scale of 1 to 10:

- Average Rating: 6.7
- Range: 3 to 10

This indicates a moderately optimistic outlook, with some respondents feeling very upbeat about prospects while others are more cautious.



Desired Changes and Developments

Respondents identified several changes and developments they would like to see in the field of social entrepreneurship:

- **More Support:** Increased support from various stakeholders.
- **Recognition by the Wider Community:** Greater recognition and acceptance of social enterprises.
- **Environmental Focus:** More social enterprises in the environmental sector.
- **Legislative Recognition:** Formal recognition and support at the legislative level.
- **International Investors and Services:** Engagement of international investors and access to diverse services.
- **State Support:** Enhanced support from government entities.
- **Focus on Status and Tax Benefits:** Determination of social enterprise status and provision of tax benefits.
- **Awareness Raising:** Increased efforts to raise awareness and understanding of social entrepreneurship.

Prioritized Challenges

Respondents were asked to prioritize the challenges faced by their social enterprises:

- **Inability to Obtain Social Enterprise Status:** This is the top priority for many respondents.
- **Limited Access to Markets:** Significant barrier to growth and sustainability.



- Scarcity of Local and International Grants: Financial constraints due to limited funding opportunities.
- Access to Finance and Credit Resources: Securing necessary financial support is difficult.
- Lack of Awareness and Understanding: Public and stakeholder understanding of social entrepreneurship is lacking.
- Regulatory Barriers: Legal and regulatory challenges hinder operations.
- Talent Acquisition/Retention: Difficulty in attracting and retaining skilled personnel.
- High Taxes: Financial burden due to high taxation.

Biggest Challenges Facing Social Entrepreneurs Today, Respondents highlighted the following as the most significant challenges:

- Lack of Legal Framework: Absence of supportive legislation.
- Lack of Awareness: Insufficient public awareness about social entrepreneurship.
- Law of Georgia on Transparency of Foreign Influence: Concerns about the impact of legislation.
- Financial Instability: Ongoing financial challenges.
- Poverty: Socioeconomic conditions that hinder social entrepreneurship.
- Diversity of Social Goals: Complexity in addressing diverse social goals.
- Market Access and Financial Resources: Limited access to markets and financial resources.



- Human Resources: Challenges in maintaining a skilled workforce.

Suggestions for the Development of Social Entrepreneurship

Respondents provided various suggestions for promoting social entrepreneurship in Georgia:

- Recognition and Promotion: Increased recognition and promotion of social entrepreneurship.
- Educational Integration: Incorporation of social entrepreneurship courses at educational levels.
- Intersectoral Cooperation: Enhanced collaboration across different sectors.
- Supportive Legislation: Development and adoption of supportive laws and policies.
- Government Support: Additional support from government structures, including allocation of spaces and financial incentives.
- Awareness Campaigns: Integrated marketing campaigns to raise public awareness.
- Effective Program Support: Comprehensive support programs from both state and private sectors.

Additional Comments

Some respondents added comments on the current state of social entrepreneurship in their community, including:

- Wishing for Success: Expressions of hope for successful outcomes and fruitful work.



- Concerns about Transparency Law: Highlighting the potential negative impact of legislation on social enterprises.

Discussion

The findings of this survey provide valuable insights into the landscape of social entrepreneurship in the regions surveyed.

The predominance of non-commercial legal entities among social enterprises suggests that many organizations prioritize their social mission over profit. This structure may offer particular advantages, such as eligibility for grants and donations, which are crucial for their operations. However, it also presents scalability and financial sustainability challenges, as these entities may need more access to capital markets than their for-profit counterparts.

Geographic Spread

Social enterprises across various regions, including Tbilisi, Kakheti, and Shida Kartli, indicate a widespread recognition of social issues and a commitment to addressing them through entrepreneurial activities. This geographic diversity is essential for tackling region-specific social problems and fostering inclusive development.

Focus on Vulnerable Groups

The emphasis on providing employment opportunities for vulnerable groups aligns with the core objectives of social entrepreneurship, which aims to create social value and improve the quality of life for marginalized populations. This focus contributes to economic empowerment, promotes social cohesion, and reduces inequality.



Financial Challenges

The data on annual turnover reveals that many social enterprises operate with limited financial resources. This financial constraint underscores the importance of developing robust funding mechanisms, such as social impact investments, government support, and partnerships with private sector entities. Enhancing access to financial resources is critical for the growth and sustainability of social enterprises. The data shows that many social enterprises operate with limited capital and need help to achieve profitability. This financial fragility underscores the need for robust funding mechanisms. Despite the critical importance of funding, many social enterprises need access to necessary financial resources. The high relevance rating for the statement about the lack of credit resources and difficulty attracting investment further emphasizes this challenge.

Operational Duration

The mix of emerging and established social enterprises highlights the sector's dynamic nature. While newer enterprises bring innovation and fresh perspectives, established ones provide stability and experience. Supporting both categories through mentorship programs, capacity building, and networking opportunities can foster a resilient social entrepreneurship ecosystem.

Awareness and Public Support

The low levels of societal awareness about social entrepreneurship are concerning. This lack of awareness can lead to insufficient support from the public, potential partners, and investors. Enhancing public understanding through targeted awareness campaigns and educational programs is crucial for building a supportive ecosystem.



Government and Policy Support

The absence of special state programs for social enterprises is a significant barrier. This issue's high relevance rating suggests that government intervention is necessary to create a conducive environment for social entrepreneurship. Policies that provide financial incentives, tax breaks, and regulatory support can play a pivotal role in fostering the growth of social enterprises.

Operational Challenges

The high cost of affordable workspace and infrastructure and the need for more cooperation and networking opportunities are significant operational challenges. Social enterprises need access to affordable spaces and platforms for collaboration to thrive. Addressing these issues through public-private partnerships and community initiatives can significantly impact their operational efficiency and growth potential.

Cultural Barriers

Georgia's lack of a vital charity culture presents an additional challenge. Social enterprises often rely on donations and philanthropic support, which is less prevalent in regions with underdeveloped charity cultures. Cultivating a culture of giving and social responsibility can enhance the resource base for social enterprises.

International Support

While international grants are available, navigating the application processes and meeting the criteria can be daunting for many social enterprises. Providing training and support to help social enterprises access these funds can alleviate some financial pressures and open up new opportunities for growth.



Community Support

The moderate level of community support suggests that while social entrepreneurship is recognized, greater advocacy and awareness are needed to build stronger community backing. Efforts should be made to engage local communities more effectively and communicate the social and economic benefits of social enterprises.

Biggest Challenges

The identified challenges reflect systemic issues that require strategic interventions. For example, the inability to obtain social enterprise status and regulatory barriers highlight the need for a supportive policy framework

Promising Opportunities

Leveraging the identified opportunities can drive the growth of social entrepreneurship. Increasing recognition by decision-makers, fostering B2B interactions, and securing public and international funding are vital strategies that can be pursued. Additionally, promoting socially responsible partnerships and raising public awareness can enhance the visibility and impact of social enterprises.

Importance of Measuring Impact

The emphasis on measuring impact reflects a growing awareness of social entrepreneurship's need for accountability and transparency. Developing robust impact measurement frameworks can help social enterprises demonstrate their effectiveness, attract funding, and gain stakeholder support.

Measuring and Sharing Impact

The significant gap in measuring and sharing impact among social entrepreneurs suggests a need for better tools and frameworks. This is



crucial for demonstrating effectiveness, securing funding, and gaining stakeholder trust. Developing standardized impact measurement tools and training social entrepreneurs on their use can address this gap.

Government Support

The widespread perception of inadequate government support indicates a pressing need for policy reforms. Clear, supportive policies recognizing and promoting social entrepreneurship can create a more conducive environment. Adopting the Social Entrepreneurship Law and related regulatory changes are essential steps in this direction.

Desired Policy Changes

The respondents' suggestions for policy changes highlight key areas of intervention, including the formal recognition of social enterprises, financial support programs, and tax incentives. These measures can significantly enhance the operational environment for social entrepreneurs, enabling them to focus more on their social missions.

Importance of Collaboration and Networking

The high importance placed on collaboration and networking underscores the need for platforms and initiatives that facilitate these interactions. Networks and collaborative platforms can provide social entrepreneurs the resources, knowledge, and support they need to thrive.

Opportunities for Collaboration and Networking

The mixed responses regarding opportunities for collaboration and networking suggest that existing initiatives must be more adequate or distributed. Expanding and enhancing these opportunities can foster a more integrated and supportive ecosystem for social entrepreneurship.



Optimism and Future Prospects

The moderate optimism about the future of social entrepreneurship indicates a cautious but hopeful outlook. Efforts to address critical challenges and implement desired changes could significantly improve this sentiment.

Role of Government and Policy

The perceived lack of adequate government support highlights the need for policy reforms. Developing a supportive legal framework, providing financial incentives, and fostering a culture of social entrepreneurship can significantly enhance the operational environment for social enterprises.

Importance of Collaboration and Networking

The high importance placed on collaboration and networking suggests that creating platforms and initiatives that facilitate these interactions is crucial. Networks and collaborative platforms can provide social entrepreneurs the resources, knowledge, and support they need to thrive.

Peril of the social enterprises Georgian Law of the transparency of foreign influence

Social enterprises in Georgia indicating that “Law of the transparency of foreign influence”, It may become not only an obstacle to the development of the sector, but this law may destroy those social enterprises that receive significant support from international donors, especially those which are registered as a non-commercial, non-entrepreneurial legal entity.



Conclusion

The results from both surveys provide a comprehensive understanding of Georgia's current state and social enterprises' challenges. By gathering insights from a significant portion of the social entrepreneurship community, this research offers valuable data that can inform future policies and support mechanisms.

Key Findings

- 1. Diverse Legal Structures and Regional Spread:** The surveys highlighted that social enterprises in Georgia operate under diverse legal structures, predominantly as non-commercial legal entities. They are distributed across various regions, with a notable presence in Tbilisi, Kakheti, and Shida Kartli, reflecting a broad geographic engagement in social entrepreneurship.
- 2. Financial Constraints:** Many social enterprises operate with limited financial resources. Many reported minimal capital and frequent financial losses, underscoring the need for enhanced financial support and sustainability strategies.
- 3. Importance of Funding and Market Access:** Access to funding and markets emerged as the most critical needs for social enterprises. This aligns with the identified challenges of limited access to financial resources and markets, which significantly hinder the growth and impact of social enterprises.
- 4. Support and Challenges:** While some community support exists, it is generally moderate, with many social enterprises experiencing neutral or minimal support. Significant challenges include regulatory barriers, high taxes, limited market access, and the inability to obtain official social enterprise status. Peril of the



social enterprises Georgian Law of the transparency of foreign influence

5. Awareness and Impact Measurement: The surveys revealed a low level of societal awareness about social entrepreneurship and a significant gap in the effective measurement and sharing of social impact. These issues highlight the need for increased awareness campaigns and the development of standardized impact measurement tools.

6. Government Support and Policy Needs: There is a clear perception of inadequate government support, with respondents calling for specific policy changes, such as adopting a Social Entrepreneurship Law, tax incentives, and supportive regulatory frameworks. These measures are crucial for fostering a more supportive environment for social enterprises.

7. Optimism and Future Prospects: Despite the challenges, there is a moderate level of optimism about Georgia's future of social entrepreneurship. Respondents expressed a desire for more significant support, recognition, and policy changes to enhance the viability and impact of their enterprises.

Recommendations

Based on the findings, the following recommendations are proposed to enhance the support for social entrepreneurship in Georgia:

- Adopt Supportive Policies: Advocate for adopting the Social Entrepreneurship Law and related policy changes to provide a supportive regulatory framework.



- Develop a Supportive Legal Framework: Advocate for adopting the Social Entrepreneurship Law and related policy changes to provide a supportive regulatory environment.
- Develop Dedicated Funding Programs: Establish funding programs that cater specifically to the needs of social enterprises, including grants, low-interest loans, and impact investments.
- Develop State Programs: Implement state programs specifically designed to support social enterprises, including financial incentives and regulatory support.
- Enhance Community Engagement: Implement initiatives to raise awareness and build more robust community support for social enterprises.
- Enhance Financial Support Programs: Establish dedicated funding programs, including grants, low-interest loans, and impact investments, to support the financial needs of social enterprises.
- Enhance Funding Access: Improve access to credit and investment for social enterprises through dedicated financial instruments and partnerships with financial institutions.
- Enhance Market Access: Create opportunities for social enterprises to access larger markets through government procurement programs and partnerships with private sector companies.
- Facilitate Collaboration and Networking: Develop and support platforms and initiatives that facilitate collaboration and networking among social entrepreneurs.
- Foster Collaboration and Networking: Develop and support platforms and initiatives that facilitate collaboration and networking among social entrepreneurs, facilitate platforms for social enterprises to collaborate, share resources, and engage in sectoral dialogue. to share resources, knowledge, and support.

- Improve Market Access: Create opportunities for social enterprises to access larger markets through government procurement programs and partnerships with private sector companies.
- Increase Financial Support: Develop dedicated funding programs, such as grants, low-interest loans, and impact investments, to support the financial needs of social enterprises.
- Promote a Culture of Giving: Encourage a culture of philanthropy and social responsibility to increase donations and support for social enterprises.
- Promote Impact Measurement: Encourage social enterprises to develop and implement impact measurement frameworks to demonstrate their effectiveness and attract further support.
- Provide Training and Capacity Building: Offer training programs to help social entrepreneurs effectively measure and communicate their impact.
- Raise Awareness: Conduct awareness campaigns to increase public and stakeholder understanding of the value and impact of social entrepreneurship.
- Raise Awareness: Conduct targeted awareness campaigns to educate the public and stakeholders about the value and impact of social entrepreneurship.
- Support Access to International Grants: Provide training and assistance to help social enterprises apply for and secure international grants.
- Support Intersectoral Cooperation: Encourage collaboration between different sectors to enhance the support system for social enterprises.
- Support Talent Acquisition and Retention: Implement programs to attract and retain skilled personnel in the social enterprise sector.



Next Steps

To further enhance the understanding and support for social entrepreneurship, the following steps are recommended:

1. **Policy Advocacy:** Advocate for policies recognizing and supporting social enterprises, including tax incentives and simplified regulatory frameworks.
2. **Capacity Building:** Implement training programs to enhance social entrepreneurs' managerial and operational capabilities.
3. **Financial Support:** Develop funding programs tailored to the needs of social enterprises, including grants, low-interest loans, and impact investment funds.
4. **Awareness Campaigns:** Increase public awareness about the role and impact of social enterprises to garner more community and stakeholder support.
5. **Research and Data Collection:** Conduct regular surveys and research to monitor the progress and challenges faced by social enterprises, providing data-driven insights for policymakers and practitioners.

By addressing these key areas, stakeholders can create a more supportive environment that enables social enterprises to thrive and make a significant social impact.

Final Thoughts

The survey results paint a comprehensive picture of Georgia's current state and challenges of social entrepreneurship.



The surveys provide a crucial snapshot of the social entrepreneurship landscape in Georgia, highlighting both the potential and challenges social enterprises face. By addressing the identified needs and implementing the recommended strategies, stakeholders can create a more conducive environment for social entrepreneurship, enabling these enterprises to thrive and make a significant social impact. This research underscores the importance of continued support, innovation, and collaboration in advancing the field of social entrepreneurship in Georgia.

The study shows that Social Entrepreneurship sector in Georgia is at a very low level of development. What is confirmed by the non-existence of the term at the level of legislation. Lack of such enterprises, lack of programs and other supportive mechanisms.

Society of Georgia are less informed about social entrepreneurship. Most social enterprises require significant support. the issue of further research is whether, in the case of significant tax relief for social enterprises, will create tax generating drain for the state.



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