
Editorial

Naman Sharma

Indian Institute of Foreign Trade,
Kolkata Centre, 1583 Madurdaha,
Chowbagha Road, Kolkata 700107, India
Email: namanshandilya@gmail.com

Biographical notes: Naman Sharma is currently working with IIFT, Kolkata, India. His research areas include employee deviance, ethical issues at workplace and employee engagement. He has authored two books and several research papers with reputed publishers such as IGI-Global, Emerald and other Scopus Indexed Journals.

The role of entrepreneurship (especially social entrepreneurship) has become important in the economic development of a country. This role is even more crucial in developing economies like India (Dana, 2000). Social entrepreneurship is defined as the ‘process making use of innovation and resources to pursue opportunities towards catalysing social change and/or address social needs’ (Mair and Marti, 2006). In recent times, social entrepreneurship has been identified as an important instrument not only to bring in social transformation (Alvord et al., 2004) but also to deal with poverty (Ghauri et al., 2014), empowering women (Datta and Gailey, 2012), and promoting inclusive growth (Azmat et al., 2015), etc.

Despite, the scholarly attention it received in past couple of decades, there is still a dearth of literature available on the subject. As established through various studies conducted over time, social entrepreneurship is considered important to all economies alike irrespective of their size, nature and location making it important to be analysed under different cultural, social and economic settings. This special issue on ‘Social entrepreneurship: key issues, drivers, challenges and impact’ is an attempt to advance knowledge on social entrepreneurship, its importance and challenges associated with it.

The opening paper entitled, ‘Barriers and drivers of social entrepreneurship: a qualitative insight from Indian social entrepreneurs’ provides insights on the factors that lead individuals to take up social entrepreneurship while ensuring the sustainability of a venture. This qualitative study used IPA technique and findings were grouped into three themes namely, challenges faced by social entrepreneurs, motivators for their engagement and ways to ensure sustainability of their ventures.

In the next paper, ‘Entrepreneurial intention for social cause: role of moral obligation, contextual support and barriers’, authors used SEM technique to predict the antecedents of social entrepreneurial intentions among higher education students. The study discussed the role of variables such as perceived desirability and perceived feasibility along with moral obligation, social support, etc.

The subsequent paper, ‘Motivations of social entrepreneurs: use of self-determination theory to gain insight into the Indian scenario’ make use of social determination theory to understand the motivation of social entrepreneurs. The study used intrinsic motivation

inventory to gather the responses and highlights the role of cultural and social differences.

The next article entitled, 'Social entrepreneurs' venture launch intention: exploring the role of cognitive determinants' is a comprehensive study shedding light on issues like cognitive determinants and venture launch intention and altruism, etc. in context of social entrepreneurship.

In the next paper titled, 'Conscientiousness and social entrepreneurial vision: testing the moderating effect of family influence', authors explain the role of conscientiousness as an indicator for an individual to become a change agent for society. The study also discusses the role of family influence in the above relationship.

The penultimate paper is titling 'Moderating role of entrepreneurial marketing in enhancing society through social entrepreneurship: an Indian perspective' and provides interesting insights on entrepreneurial marketing and how it may help creating an impact for society.

The last paper in the issue titled 'Ecotourism in India: social trends and pathways on sustainable tourism and eco-travelling' discusses the trends, current issues and way forward toward the sustainable tourism and eco-travelling in context of developing economies like India.

In totality, this special issue attempts to cover the various facets of social entrepreneurship that exists today. I hope that the papers covered in this issue would be well received by all and would serve insights and motivation to entrepreneurs, researchers, academicians and students of entrepreneurship to further contribute in this field.

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