



Factors Affecting Social Entrepreneurial Intention: A Systematic Literature Review

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Abstract

This study aims to comprehensively review the literature on the factors that influence social entrepreneurial intentions. Referring to the theory of Mair Noboa (2006) and Holkert (2017). This research delves deeper into the factors that influence a person's entrepreneurial intention to engage in social entrepreneurship activities, namely empathy, self-efficacy, moral obligation, perceived social support, previous experience related to social issues, and entrepreneurship education. This article is a Systematic Literature Review (SLR) that explores various related articles published in reputable journals contained in the Scopus database for 20 years, from 2004 to 2023. This research is expected to contribute to providing a quick and accurate reference for academics and practitioners in the field of social entrepreneurship. In addition, it can provide insight into how the influence of social entrepreneurial intention factors developed by Mair Noboa (2006) and Holkert (2017) in the last two decades in various countries. In general, this research can help develop programs and policies that support the sustainable growth of social entrepreneurship in Indonesia.

Keywords: *Social Entrepreneur; Entrepreneurial Intention; Entrepreneurship; Systematic Literature Review (SLR)*

Introduction

The Covid-19 pandemic has had a profound impact on the world economy, causing economic inequality in many countries. Most countries are facing the issue of economic inequality (Marginson, 2018). The pandemic has brought major challenges in various aspects of life, including job scarcity and low income. Many individuals have lost their jobs, contributing to rising unemployment and poverty rates (Pérez-Romero et al., 2022). This condition not only poses a threat to economic stability, but also harms people by lowering their level of well-being. The post-Covid-19 economic challenges are not only global in nature but also create deeper inequalities across different layers of society. The difficult circumstances that arise during a pandemic or economic crisis encourage people to develop new initiatives and ideas that can provide real solutions to economic problems. This includes finding innovative solutions that provide direct financial benefits as well as solutions to social problems, such as unemployment and poverty. Social entrepreneurship is a solution to economic improvement and equalization after the economic crisis

due to Covid-19 (Adif, 2022). Solutions that are expected to be able to reach the problems of unemployment and poverty in the regions.

At this critical juncture, social entrepreneurship is emerging as a dynamic and effective tool. Social entrepreneurship is defined as an approach used to address unemployment and poverty by providing effective, innovative and sustainable solutions (Choi & Majumdar, 2014; Pavlov, 2023). Social entrepreneurship has been recognized as an important solution to highlight various social issues such as unemployment and poverty, many of which are exacerbated by the Covid-19 pandemic (Zulkifli & Aziz, 2023). Social entrepreneurship aims to solve social or environmental problems using a sustainable business approach, one that is not only financially profitable but also takes into account long-term social and environmental impacts. Social entrepreneurs aim to create positive change in society while achieving sufficient financial returns to sustain the venture. Social entrepreneurial intentions arise from an awareness of social inequalities, injustices, or environmental problems that need to be addressed, as well as a desire to play an active role in improving these conditions through innovation and business (Abu-Saifan, 2012). The concept of social entrepreneurship differs from conventional entrepreneurship in that the main focus is on the social or environmental impact generated, not just the financial returns. Social entrepreneurial intentions have some significant importance, which can affect both the individual doing social entrepreneurship and society at large. Here are some of the reasons why having a strong intention for social entrepreneurship is important: community empowerment; alleviation of social problems; and sustainability (Schnepf & Schnöckel, 2014).

The goal of social entrepreneurship is to empower society by creating innovative solutions to social problems (Maheshwari et al., 2023). By having a strong intention, a social entrepreneur can be an effective change agent in encouraging communities to overcome the challenges they face. A strong intention to overcome social problems encourages a person to be more passionate and diligent in their efforts to achieve their goals. This can help in alleviating various social problems, such as unemployment and poverty. Social enterprises driven by strong intentions tend to be more sustainable in the long run. Since the motivation is not just about seeking financial gain, but also about creating sustainable social change, social enterprises are more likely to survive and continue to thrive. There has been a significant increase in intentions to start social enterprises around the world, especially in developing countries facing social and economic challenges (Erpf et al., 2019). The low level of social entrepreneurship intention contrasts with the potentially significant contribution that social enterprises can offer to governments. Social enterprises can help reduce unemployment rates by creating new jobs, increase people's income levels by providing useful products or services, and provide innovative solutions to various social problems faced by society. However, low social entrepreneurial intention suggests that there are barriers or factors that prevent individuals from engaging in this activity.

The lack of articles related to the factors of social entrepreneurial intention and the imbalance in the number of social entrepreneurial and entrepreneurial articles. Systematic Literature Review (SLR) articles related to entrepreneurial intention factors have been conducted by (Maheshwari et al., 2023). However, no SLR has been found for social entrepreneurial intention factors. This shows the need for articles related to social entrepreneurial, especially in the form of a Systematic Literature Review (SLR), which summarizes the content of the findings of various previously published articles. In this context, the need for research related to the influence of social entrepreneurial intention factors is very important. This systematic literature review aims to provide answers to the following research questions: 1) What is the number of published articles per year (2004-2023) on the topic of social entrepreneurship? 2) What are the top journals that publish the most articles on the topic of social entrepreneurship? 3) What are the top cities that publish the most articles on the topic of social entrepreneurship? 4) What are the top subject areas with the highest number of articles on social entrepreneurship? 5) What are the methodological research approaches commonly used in studies on social entrepreneurship? 6) Which articles have the most influence on future research on social entrepreneurship? 7) How do the factors of social entrepreneurial intention influence according to the theories of Mair Noboa (2006) and Holkert (2017)?

The main objective of this study is to provide a comprehensive literature review on the influence of social entrepreneurial intention factors as per the theories of Mair Noboa (2006) and Holkert (2017). This study aims to collect and analyze existing literature from reputable international journals to explore the influence of empathy, self-efficacy, moral obligation, perceived social support, prior experience with social issues, and entrepreneurship education. By synthesizing findings and insights from previous studies, this research seeks to offer educators and practitioners a valuable resource to enhance their understanding of the influence of social entrepreneurial intention factors. This literature review contributes to knowledge and serves as a foundation for further research in this area. This can help optimize the potential contribution of social enterprises to social and economic development (Bui et al., 2023). Therefore, the number of social enterprises needs to be increased. The development of social enterprises or social businesses is in line with the increasing awareness to accelerate social change and improve people's welfare. Creative and social businesses provide more employment opportunities for women, young people and people with disabilities (British Council, 2021).

Theory of Mair Noboa (2006) and Holkert (2017)

The first attempt to develop a model that can capture SEI formation was made by Mair & Noboa (2006). In the model Mair & Noboa (2006) used individual variables to measure intention. This model is considered the first step in the development of a model specifically designed to measure Social Entrepreneurial Intentions (SEI). Mair & Noboa (2006) in the SEI model suggests the intention to start social entrepreneurship. Predictors of SEI progress from perception to desire, which is influenced by empathy as an emotional factor and moral judgment as a cognitive factor.

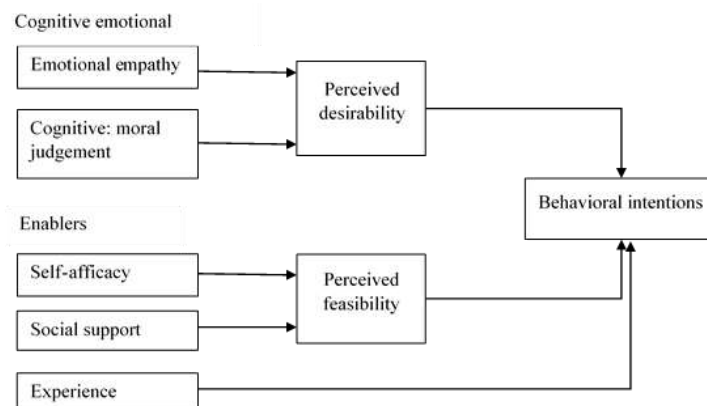


Figure 1. Social entrepreneurship intention model
Source: Adaptation of Mair & Noboa (2006) & (Hockerts, 2017)

Based on figure 1 Mair & Noboa (2006) explained that social entrepreneurship differs from for-profit entrepreneurship because of its focus on solving social problems that involve emotional, ethical and empathetic aspects. Therefore, in making the decision to engage in social entrepreneurship, it is important to consider the emotional and empathetic elements. Mair & Noboa are known as the first researchers to morally and empathetically extend the TPB (Theory of Planned Behavior) model to understand Social Entrepreneurial Intentions (SEI).

Mair & Noboa (2006) emphasized that empathy, moral judgment, self-efficacy and perceived social support are the four main factors that influence the formation of social entrepreneurial intentions. Each of these factors represents attitude towards behavior, subjective norms, and internal and external behavioral control in the TPB model (Hockerts, 2017). The level of social entrepreneurial intention can be predicted based on empathy, moral judgment, self-efficacy, and social support, which is the variable structure identified by Mair & Noboa (2006). In addition, it is suggested that prior experience of social

problems, as added by (Hockerts, 2017), may also be a predictor of social entrepreneurial intention. Studies have shown that the TPB by (Ajzen, 1991) considered as the theoretical framework for the work of Mair & Noboa (2006) and (Hockerts, 2017) With empathy serving as a proxy for attitude toward behavior, moral judgment as a proxy for subjective norms, self-efficacy as a proxy for internal behavioral control, and social support viewed as a proxy for external behavioral control.

Research Method

This study proposes a Systematic Literature Review (SLR) to look at the influence of social entrepreneurial intention factors. SLR uses the process of identifying and assessing specific research problems or study events. This entails identifying and evaluating different research themes or study events. The SLR process, as derived from the relevant literature, involves the following sequential steps:

- a. Formulating research questions (Part 2);
- b. Collecting materials: identifying relevant sources and units of analysis (Section 4);
- c. Descriptive analysis: evaluating the collected material (Section 5);
- d. Evaluation of the material: assessing the categories and dimensions established to derive the research findings (Section 6); and
- e. Findings Report (Part 7).

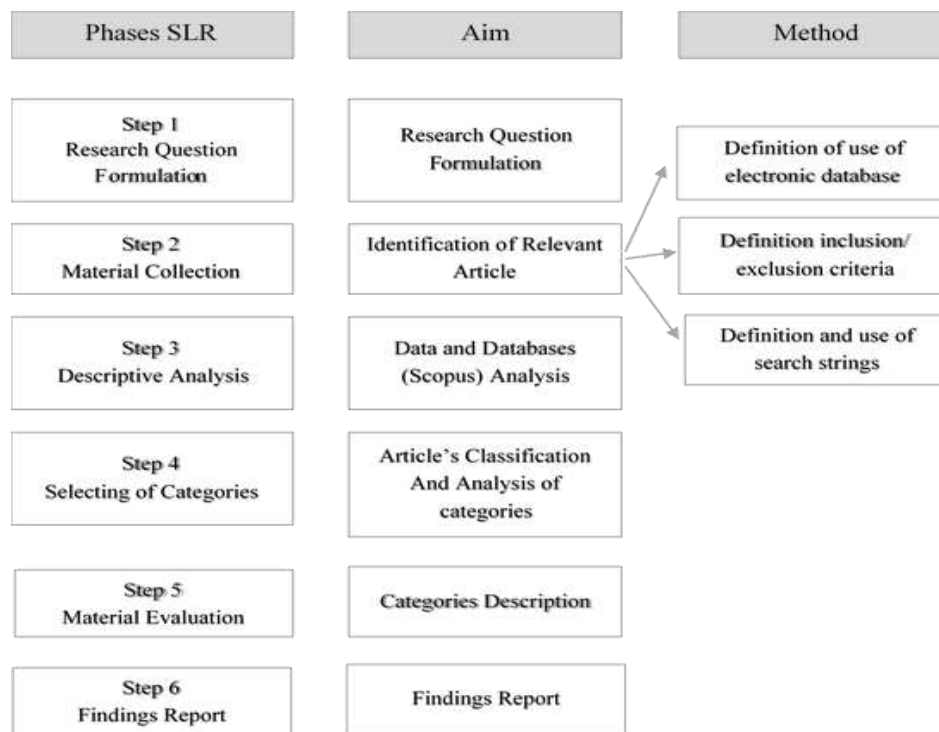


Figure 2. SLR process (Author's Elaboration: 2024)

Collecting Materials

The material was collected from the Scopus database. In Scopus, the research was conducted on "Article title, Abstract, Keyword" with the search keywords "factor; social entrepreneurial; intention"

found as many as 664 articles. Based on the author's consideration, articles that are in accordance with the research objectives are filtered by determining the time range published from 2003 to 2023. The search was conducted on July 17, 2024. The type of source chosen is journal, the language chosen is English, and the type of document chosen is the final published article.

In the next data filtering process in the Scopus database, 664 articles were filtered by selecting the categories " Business, Management and Accounting" " Social Sciences", " Economics, Econometrics and Finance", and " Psychology". This resulted in 434 articles to be reviewed. Further investigation was then conducted on the titles and abstracts of each article to find those that were truly relevant to the author's topic. In the end, only 24 articles were found for further analysis. This relatively small number was constrained by the number of articles that did not match the author's topic. The process of identifying relevant articles is illustrated in Figure 3.

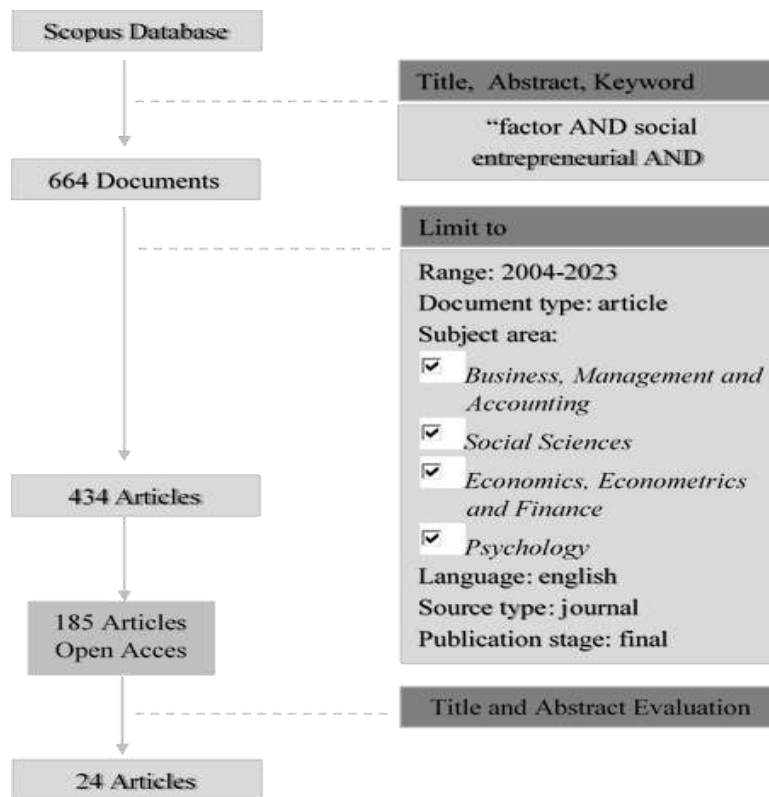


Figure 3. Identification process of relevant articles (Author's elaboration: 2024)

Descriptive Analysis

Through descriptive analysis, a descriptive-quantitative check was conducted to assess the completeness of the available data. A total of 24 articles were collected from the Scopus database and subsequently entered into the research database. After looking at the dataset, it is apparent that research on the topic of social entrepreneurial intention factors has experienced significant growth. This is evidenced by the number of publications related to social entrepreneurial intention first appeared in 2016 and experienced growth in the number of publications from year to year (see Figure 4).

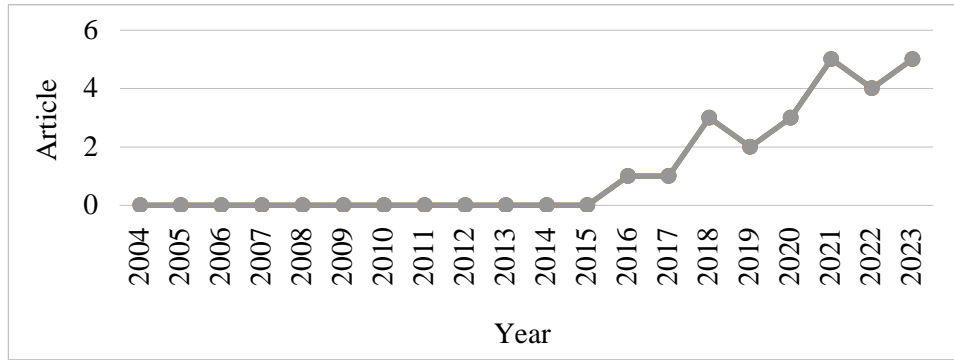


Figure 4. Number of publications during 2004-2023 (Elaboration of the author, 2024)

Figure 4. shows the number of articles related to social entrepreneurial intention from 2004 to 2023. From the graph, it appears that articles only started to appear in 2016 and have increased rapidly since 2020. The following are some of the reasons why research on social entrepreneurial intentions only emerged in 2016 and grew rapidly from 2020 onwards: (i) Social and Economic Change, the last decade has seen significant social and economic change that has led to the emergence of social enterprises. Issues such as social inequality, climate change, and the need for sustainable development have increased interest in entrepreneurs focused on social solutions. (ii) Government and Policy Support, many countries have started to provide more support to social enterprises through specific policies and programs. (iii) Increased Awareness and Education, there is increased awareness and education about the importance of social enterprises in solving social problems. Educational and training institutions are increasingly offering programs and courses on social enterprise, which in turn increases interest and knowledge in this field. (iv) COVID-19 pandemic, The COVID-19 pandemic that began in late 2019 and its huge impact on the global economy has prompted many people to seek alternative employment and new ways to support their communities, including through social enterprises. This is likely to contribute to the surge in research and articles in 2020 and beyond.

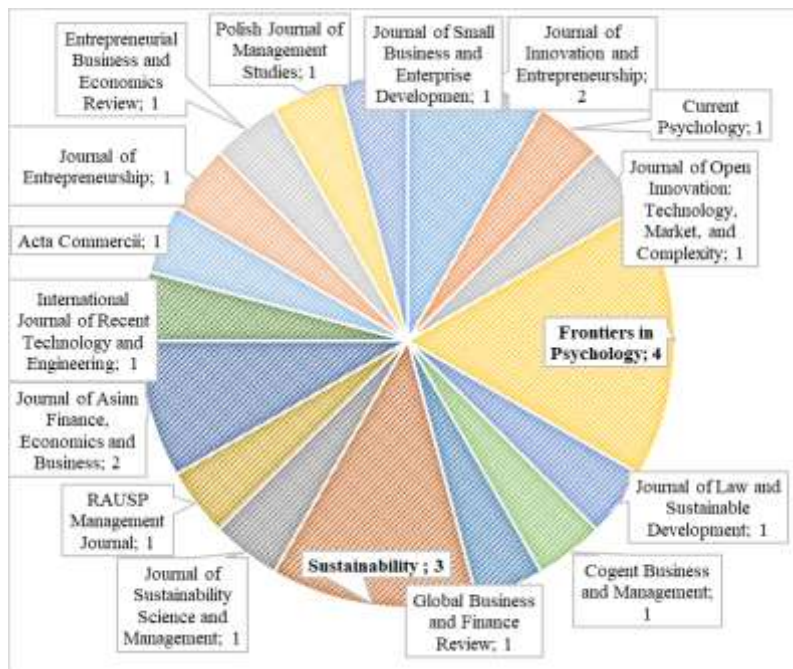


Figure 5. Publication for Journal (Author's Elaboration, 2024)

"Frontiers in Psychology" is the journal with the largest number of publications on this topic (4), followed by "Sustainability" (3), "Journal of Asian Finance, Economics and Business" (2), "Journal of Innovation and Entrepreneurship" (2) and 1 publication in all eleven other journals.

In writing articles on a particular topic, some authors will tend to write about relevant topics. Duong, C.D. from National Economics University, Vietnam has two articles related to social entrepreneurial intentions with the titles "Impact of institutional environment on social entrepreneurial intentions" with Bui et al in 2023 and "The effect of social capital on social entrepreneurial intention among vietnamese students" with Ha et al in 2020. In the Scopus database obtained, the other authors were found to have only one article on the topic of social entrepreneurial intentions. Most of the authors have written many articles on the topic of entrepreneurship and entrepreneurial intention in general. This is because the topic of social entrepreneurship has only recently emerged.

The articles analyzed by the author come from various countries. The countries producing the most themed articles are China, Malaysia, and Vietnam with 3 articles over the period 2004 to 2023. Followed by South Africa, Spain, Taiwan, United Kingdom (UK), and United States with 2 published articles. In addition, Bangladesh, Brazil, Greece, Hong Kong, India, Indonesia, Nepal, Pakistan, Portugal, Slovenia, and South Korea each contributed 2 articles. Colombia, Ireland, and the Netherlands each published 1 article during the timeframe. Figure 6 shows the countries of the articles.

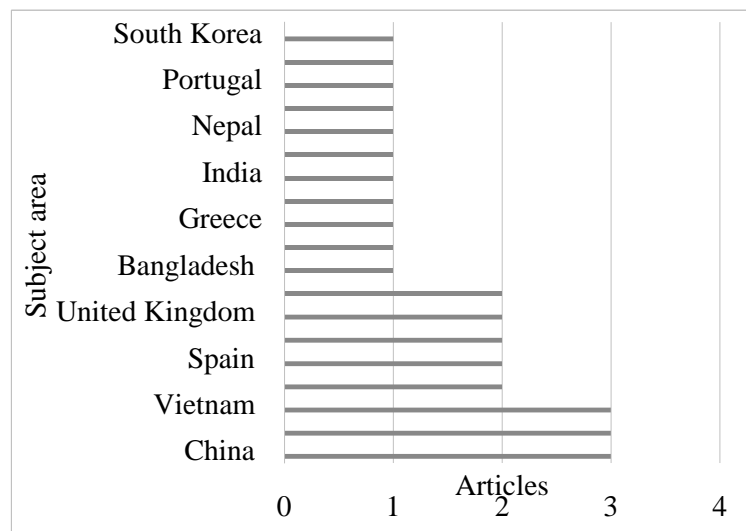


Figure 6. Country of the article (Author's elaboration, 2024)

The dominant field of study for articles related to social entrepreneurial intention is Business, management and accounting with 13 articles. The second largest field of study is Social sciences, with 8 articles. The third field of study is Economics, Econometrics, and Finance, with 7 articles. This is shown in Figure 7 below:

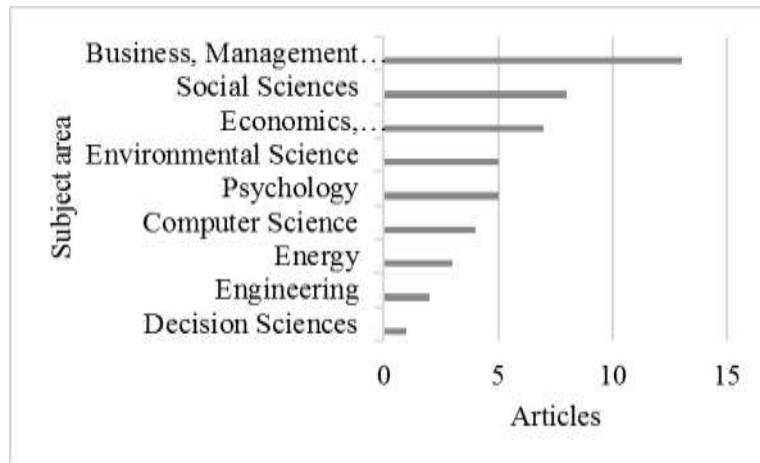


Figure 7. Subject area of the article. (Author's elaboration, 2024)

Material Evaluation

In this section, the literature was analyzed in detail from 24 articles. Figure 8 shows the categories identified for this search. Some categories were determined through partial analysis of the documents, while others were identified after more detailed analysis of the titles, abstracts, content articles.

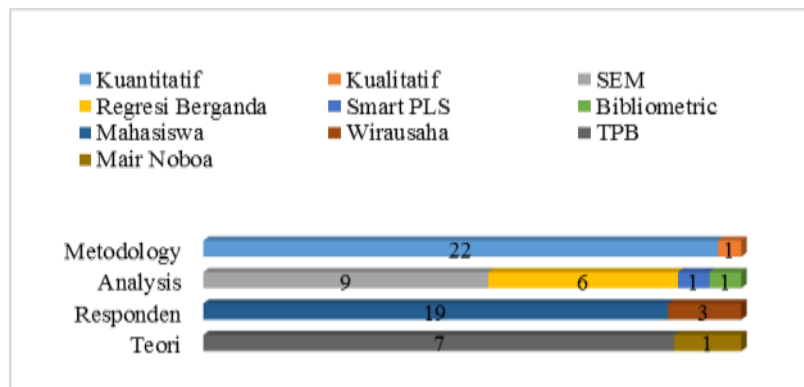


Figure 8. Categories of article material. (Author's elaboration, 2024)

A total of 22 articles were analyzed using quantitative research methods, while the other two were qualitative articles. Qualitative articles were mostly analyzed with SEM, while others with multiple regression and Smart PLS. Qualitative articles in this study are a type of bibliometric article. The respondents of the various articles studied consisted of students including millennials and zgeneration as well as aspiring entrepreneurs. Some research was also conducted on entrepreneurs directly.

A high number of citations may indicate that the article has played a significant role in the development of research in the relevant field. In other words, high citations are often seen as recognition and acknowledgement of the intellectual contributions made by the authors of the article. Figure 9 illustrates the high number of citations of the available articles.

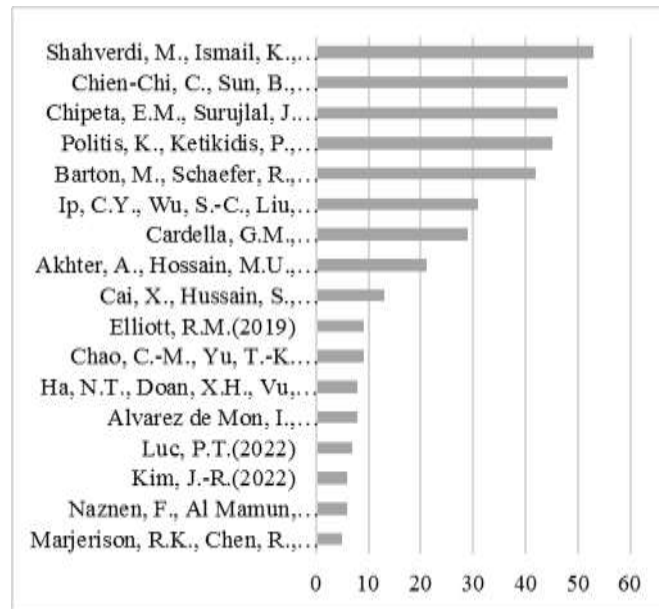


Figure 9. Article Citation (Author's elaboration, 2024)

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Discussion

Social entrepreneurship is widely recognized as an optimal solution to social problems such as unemployment, social inequality, and poverty (Naznen et al., 2023). Although young people have the highest potential to become social entrepreneurs in the future, there is limited research on the factors that influence their social entrepreneurial intentions (SEI) in developing countries (Naznen et al., 2023). Experts recognize the need for further research to explore the role of institutional factors in social entrepreneurship (SE) in emerging markets (Urban & Kujinga, 2017). Social entrepreneurship is also recognized as a driver of sustainable economic growth and is increasingly in demand as a means to fill existing gaps in society (Marjerison et al., 2021).

Social entrepreneurship (SE) has become a new research area that has attracted scholarly attention in recent years (Cardella et al., 2021). This phenomenon is spreading all over the world and is one of the best solutions to overcome various socio-economic problems (Hussain et al., 2021; Chien-Chi et al., 2020). In developing countries, the concept of SE is gaining attention to maximize people's welfare (Akhter et al., 2020). However, findings in this area are often conflicting and require more in-depth research to understand its determinants (Akhter et al., 2020). Social entrepreneurship acts as an early agent in finding solutions to pressing social, environmental, and cultural problems (Hema Priya & Venkatesh, 2019; Elliott, 2019). To encourage entrepreneurship, it is necessary to know the barriers that affect entrepreneurship as well as new policies to create new ventures (Shahverdi et al., 2018).

Studies show that personality traits and social support have a positive and significant effect on social entrepreneurial intentions, without being influenced by gender (Pandey et al., 2023). Research has also found that altruistic and traditional values influence personal normative beliefs which in turn impact personal norms and awareness of consequences (Naznen et al., 2023). In addition, social entrepreneur

self-efficacy and social support play a significant role in increasing the intention to become a social entrepreneur (Bui et al., 2023).

Individualistic cultures tend to influence decision-making styles and entrepreneurial intentions, whereas empathetic cultures are more likely to start social ventures than commercial ventures (Soltwisch et al., 2023). Millennials' attitudes, subjective norms, perceived behavioral control, and outcome expectations all have a positive impact on social entrepreneurship intentions, while in generation Z, subjective norms have no effect (Handayani et al., 2023). Social capital also has a significant impact on attitudes, subjective norms, and social entrepreneurial intentions (Chao & Yu, 2022).

Entrepreneurship education, financial support, and environmental awareness have been shown to increase green entrepreneurial intentions among university students (Cai et al., 2022). Empathy and self-efficacy of social entrepreneurs are positively associated with social entrepreneurial intention (Kim, 2022). However, interest in social causes is not enough to drive entrepreneurial activity without structured interventions (Marjerison et al., 2021).

Factors underlying social entrepreneurship decisions and outcomes include motivation, internal personal resources, and external factors such as financial and social support and education (Alvarez de Mon et al., 2021). Multidisciplinary research shows that social entrepreneurship is closely related to commercial entrepreneurship, sustainable entrepreneurship, and social innovation (Cardella et al., 2021). Results also show that emotional intelligence, perceived behavioral control, and subjective norms mediate the relationship between personality traits and social entrepreneurial intentions (Hussain et al., 2021).

Self-efficacy, social support, and educational support positively predict social entrepreneurship intention, while prior experience has no effect (Akhter et al., 2020; Hema Priya & Venkatesh, 2019). Gender and cultural differences also moderate the impact of these factors on social entrepreneurship intention (Elliott, 2019). Lack of competence, self-confidence, and resources are considered barriers to social entrepreneurship intentions, but social entrepreneurship education can moderate this relationship (Shahverdi et al., 2018).

Exposure to entrepreneurship through education is also a significant predictor of intention to form a social enterprise (Barton et al., 2018; Chipeta & Surujlal, 2017). Considerable educational and policy efforts are needed to promote the theme of social entrepreneurship, especially among university students who still do not fully understand the synergy between social purpose and profit (Politis et al., 2016).

Conclusion

Research related to social entrepreneurial intentions began to grow since 2016 and experienced a significant increase, especially after 2020. Some of the factors influencing this trend include social and economic changes, government support, increased awareness and education about social entrepreneurship, as well as the impact of the COVID-19 pandemic which encourages individuals to seek innovative solutions to social challenges.

The largest number of publications on this topic are found in journals such as *Frontiers in Psychology* and *Sustainability*. Authors from various countries, especially from China, Malaysia and Vietnam, contributed to the development of this research, with the majority of studies coming from the fields of business, management and accounting.

The majority of the studies analyzed used quantitative methods, while some qualitative articles examined this topic using SEM and multiple regression methods. The main focus of the research was on students and aspiring entrepreneurs, demonstrating the interest of the younger generation in social enterprise.

The high number of citations of the analyzed articles indicates that the topic of social entrepreneurial intention is increasingly widely recognized and plays an important role in the development of scientific discourse in the field. Research shows that factors such as personality traits, social support, altruistic values, self-efficacy and entrepreneurship education play a significant role in increasing social entrepreneurial intentions. Culture is also influential, with empathetic cultures being more supportive of social entrepreneurship than individualistic cultures.

Recommendation

Universities can adopt programs to educate the top five personality traits to develop entrepreneurial intentions among students (Pandey et al., 2023; Bui et al., 2023). In addition, educators should also increase opportunities for students to experience entrepreneurship and develop entrepreneurial skills. This will improve their perception of the cognitive and normative environment, thus making entrepreneurship a more attractive career choice (Bui et al., 2023).

Evidence shows that including socio-economic themes in entrepreneurship education programs has proven to be beneficial in opening up valuable career opportunities for students (Garçon & Nassif, 2021). Therefore, there are several recommendations for policymakers, educators, and academics to promote social entrepreneurship and innovation among students (Ha et al., 2020).

Furthermore, there needs to be more collaboration and dialog within and across universities. This is important so that all educational programs can be developed with the ability to address the challenges faced by contemporary society (Elliott, 2019). The teaching of social entrepreneurship can also help to reduce perceived barriers (Shahverdi et al., 2018).

This research contributes in two main ways to the literature. First, this study shows that social entrepreneurial intention (SEI) has a similar form to entrepreneurial intention (EI), which is largely determined by two motivational factors in the Theory of Planned Behavior (TPB), namely personal attitudes and perceived behavioral control. Secondly, this study identifies the factors that influence these constructs.

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