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## HOW SOCIAL ENTREPRENEURSHIP ENHANCE CORPORATE SOCIAL RESPONSIBILITY

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### ABSTRACT

There is a lot of attention in Saudi Arabia on the subject of entrepreneurship itself and on all the sub-topics that come from it, such as social entrepreneurship. The reason is because what vision 2030 wants to achieve in order to have a more vibrant and sustainable environment. On the other hand, emphasis is also placed on corporate social responsibility (CSR) around the world. Thus, this work has investigated on how social entrepreneurship enhances corporate social responsibility in Saudi Arabia. This study was done based on qualitative approach and thematic analysis. A semi-structure questionnaire was selected as a method of data collection. This study was carried out to explore what is CSR and what is the term Social enterprise, and then to identify how does this two terms relates to each other. The key findings have shown that most enterprise support initiatives related to education and social issues in society. Social entrepreneurs also support the same categorization as CSR in Saudi Arabia.

### INTRODUCTION

Enterprise is the act of creating new associations or reviving fully-fledged associations, especially new ones, mostly in the light of recognized opportunities [1]. Business people are also people who seek to showcase opportunities through specialized or potentially authoritative advancement. Likewise, entrepreneurship is also the ability to create new opportunities from existing ones by innovating and developing new products or services. Furthermore, social entrepreneurship portrayed social enterprise as a response to the possibility of an out-of-container response to a novel issue [2]. They portrayed three segments that are recognizable as proof of a stable but unfair balance; a transformational social reaction; and the result is another, steady harmony that lightens the duration of the distinguished gathering. In addition, social enterprise is also known as social ventures that seek to expand benefits while at the same time enhancing benefits for society and the world [3].

Corporate Social Responsibility (CSR) is a key aspect of its objectives to deliver materials and assets on how organizations should measure and report

on their impact on society [4]. The focus of the corporate social duty (CSR) banter was essentially centered around large global organizations and multinational companies. In addition, CSR is seen as an umbrella term for conversations about business-to-society relationships and exchanges, and any thinking about how managers should manage the open course of action, social and natural issues [5]. In addition, CSR agenda is based in particular on the certainly global segment of CSR, which calls on associations to engage with regular society in express undertakings of self-reliance of characteristic and social concerns, in circumstances where governments experience problems in order to do all things considered [6].

Various organizations and associations have reported extensively on their CSR-related activities, including their record of joint efforts in the field of basic culture [7]. Similarly, organizations have all the resources to be certain in the media in the same way as in canny CSR exploration. Moreover, as Kim et al [8], put it, affiliations today logically face strong desires and demands from accomplices to be socially careful and to practice better correspondence. Affiliations continue to use CSR practices to put their corporate image at the top of their list of buyers and various accomplices, for example through their annual reports and sites. Furthermore, according to Gangi et al. [9], the European Union passed its corporate social obligation (CSR) rule requiring large registered organizations to report on their funds as well as on their social and natural presentation. This action was soon followed by the various nations around the globe.

In addition, Morsing and Spence [10] found that generally, new efforts seemed to hurt the earth, and the rule of misuse seemed more consistent than their developed corporate companions. Start-ups, for example, are essentially uninhibitedly rebuked for their untrustworthy direct actions and are going up against the hindrance of regulators and customers. In the meantime, different business visionaries are turning towards social obligation [10]. Moreover, according to Xia et al.[11] the fundamental point of convergence of the academic composition of a business undertaking, which has investigated the obligation over the last twenty years, has been that of non-profit social financial specialists rather than for-profit start-ups.

Saudi Arabia is focusing on making its environment a healthy environment for all its citizens, and the reason for this is the goal of the 2030 vision [12]. That's why social entrepreneurs come up with great ideas and, indeed, innovative ideas. Social entrepreneurship has opened people's eyes and minds to participate with the passion they need to increase the economy and build a more sustainable environment [13]. Corporate social responsibility (CSR) requires from large or SME to contribute back to the society in any way possible. Hence why number of social enterprises should increase and push SME to large firms to collaborate with them so there can be a chance for social entrepreneurs to present their ideas and for companies to give the load of CSR to them [14]. Incoming entrepreneurs need to see social entrepreneurship as a business opportunity in relation to corporate social responsibility.

To the author's best knowledge, minimal works have been carried out in analyzing how social entrepreneurship enhances corporate social responsibility in Saudi Arabia. In addition, there is need to investigate on how social enterprise can get the attention of large enterprise to consider it as part

of their CSR. Thus, this paper has investigated on how social entrepreneurship enhances corporate social responsibility in Saudi Arabia.

## METHODOLOGY

This work was done based on qualitative approach and thematic analysis. A semi-structure questionnaire was selected because it provides an accurate account of the characteristics of the individual, such as opinions, beliefs, abilities and knowledge of the individual. This design was chosen to meet the objectives of the study, mostly to understand the CSR details of individuals who work in it, and to find out how social entrepreneurs work in our environment, which is the Saudi environment. The study was conducted at Effat University, Jeddah, Saudi Arabia. The questionnaire was drawn up in separate forms. One form is for CSR individuals who work within firms in Jeddah City. The other form has been developed for social entrepreneurs who own social startups in Jeddah City. By using qualitative data, an online semi-structure questionnaire was developed and four responses were received from the targeted large enterprise and start-up, which actually live in KSA.

## RESULT AND DISCUSSION

### *Survey findings*

First, the respondents were asked “When was your firm established and what is that you want to achieve?”. The response for this statement is shown in Table 1.

Table 1. Response for statement 1

Respondents	Response
Respondent 1	I established a training center for (off the track horses) to be retrained and resold
Respondent 2	NomuHub was established in 2017 and our vision is to travel with a purpose and be the driving force in travel industry
Respondent 3	In 2016, and aim to make a significant impact on the youth in terms of their skills and mindset.
Respondent 4	Started in September 2019, with the aim to disseminate the culture of feeding homeless pets and provide shelters

Next, the respondents were asked “What are the achievements of your social enterprise until now?”. The response for this statement is shown in Table 2.

Table 2. Response for statement 2

Respondents	Response
Respondent 1	I have trained more than 6 horses, and have competed in showjumping, and serviced an organization for equine therapy.
Respondent	Changed travel industry and

nt 2	introduced responsible tourism, build classroom for the needy and organized various medical campaigns across all of our 4 destinations, Zanzibar, Morocco, Kenya, and Sri Lanka.
Respondent 3	Coaching around 400 participants on programs, and raised their self awareness and empowered them to achieve personal and professional excellence.
Respondent 4	We spreaded feeding pipes in several cities and treated many cats and adopted them.

Next, the respondents were asked “What sustainability aspects your CSR projects aim to cater to, like, employment generation, women empowerment, skills development, catering to eradicate a particular social ill, helping and assisting economically under privileged and etc? The response for this statement is shown in Table 3.

Table 3. Response for statement 3

Respondents	Response
Respondent 1	The aspects of the project is to help with animal abuse , mistreatment, and help people in the equine field to afford a well trained horse and find suitable home for abandoned horses.
Respondent 2	Eager to empower the locals and promote economic growth for local tourism in all 4 destinations.
Respondent 3	working on two tracks: “human empowerment” and enhancing social entrepreneurship”.
Respondent 4	Provide job opportunities for each gender, and provide skill development in how to treat and understand pets.

Next, the respondents were asked “How would your work serve the vision 2030?. The response for this statement is shown in Table 4.

Table 4. Response for statement 4

Respondents	Response
Respondent 1	More people will be able to participate in the events concerning this sport. Animal rights would be

	more advocated.
Respondent 2	To provide the best service to the locals, which is inline with vision 2030.
Respondent 3	Working on two tracks: “human empowerment” and enhancing social entrepreneurship”.
Respondent 4	Provide job opportunities for each gender, and provide skill development in how to treat and understand pets.

Next, the respondents were asked “In your opinion, how can a social enterprise assist the government and lessen development load on it?”. The response for this statement is shown in Table 5.

Table 5. Response for statement 5

Respondents	Response
Respondent 1	Social enterprises offer a fresh, creative outlook on how to obtain a more lucrative economy and offer assistance to the government.
Respondent 2	Promotes local growth and impact within societies along with generating an independent profitable business that’s essential for any business venture to grow.
Respondent 3	Through innovating solutions for different social and environmental challenges and problems, and building sustainable methods to maintain these solutions
Respondent 4	It will help the government to focus on other goals.

Next, the respondents were asked “In your opinion, who are the key stakeholders in a social enterprise?”. The response for this statement is shown in Table 6.

Table 6. Response for statement 6

Respondents	Response
Respondent 1	Anyone with a need to develop his/her country generally and community specifically.
Respondent 2	It is the whole system/organization from private companies to governmental entities to households, and everyone who has the passion to give back to communities.
Respondent	The beneficiaries , as they are the

nt 3	main target of the enterprises.
Respondent 4	everyone as it will upgrade the thinking of the generation for each subject.

Next, the respondents were asked “How involved is the CEO or senior leadership team with CSR initiatives and decisions? The response for this statement is shown in Table 7.

Table 7. Response for statement 7

Respondents	Response
Respondent 1	Very supportive
Respondent 2	Mainly, they involve through sustainability committee.
Respondent 3	Average
Respondent 4	80% involvement of the executives.

Next, the respondents were asked “How big is the CSR team?”. The response for this statement is shown in Table 8.

Table 8. Response for statement 8

Respondents	Response
Respondent 1	Small
Respondent 2	2
Respondent 3	Don't have a team
Respondent 4	Average from 10 to 12

Next, the respondents were asked “How does the company approach CSR and what type initiative are done?”. The response for this statement is shown in Table 9.

Table 9. Response for statement 9

Respondents	Response
Respondent 1	Sustainability/none-profit partnership/philanthropy
Respondent 2	Based on company core business.
Respondent 3	Not available
Respondent 4	Local development

nt 4	plans
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Next, the respondents were asked “How do employees get engaged in the CSR work of your company?”. The response for this statement is shown in Table 10.

Table 10. Response for statement 10

Respondents	Response
Respondent 1	We sent communication with each activity to be involved
Respondent 2	Volunteering in the volunteer team
Respondent 3	Not available
Respondent 4	Communication

Next, the respondents were asked “What are the major CSR projects your company has started , since when and their impact?”. The response for this statement is shown in Table 11.

Table 11. Response for statement 11

Respondents	Response
Respondent 1	Gift of giving- last 10 years
Respondent 2	Partnership with an university to create a lab for down syndrome to learn the work skills in order to hire them in suitable jobs.
Respondent 3	Not available
Respondent 4	Empowering women, 2 years ago.

Next, the respondents were asked “What are the sustainability aspects your CSR projects aim to cater to?”. The response for this statement is shown in Table 12.

Table 11. Response for statement 12

Respondents	Response
Respondent 1	Education/ environment/ humanitarian
Respondent	Empowering youth

nt 2	and women, financial literacy , supporting non profit organization, and good work environment.
Respondent 3	Not available
Respondent 4	Industry material issue.

### **Overall Discussion**

The findings show that most enterprise support initiatives related to education and social issues in society. Social entrepreneurs also support the same categorization as CSR. The difference is that large enterprises are supporting only for the purpose of the mission of CSR, while, on the other hand, social entrepreneurs are considered to have a social startup because of their passion for having a positive impact on society [15]. Most social entrepreneurs are taking on the burden of government, and that is because of the outcome of the 2030 vision. Social entrepreneurs have the support of generous people in society, but no one has mentioned that large companies are supporting them. As a result, it has been identified that there is a gap between the links between large enterprises and social entrepreneurs [16].

In addition, social entrepreneurship and CSR continue to receive a high level of recognition among business individuals. Businesses have begun to take social entrepreneurship as an opportunity for them, and now all companies have CSR in them than in previous years, most of the participants are actually aware of the concepts of social entrepreneurship and CSR [16]. The aim of trying to solve a problem in society has played a major role in influencing these entrepreneurs to consider social enterprise as an option.

### **CONCLUSION**

This paper has investigated on how social entrepreneurship enhances corporate social responsibility in Saudi Arabia. Recently, with a vision for 2030, the subject of entrepreneurship and everything related to it has been raised, such as social entrepreneurship. People are becoming increasingly aware of the concept of social entrepreneurs. More and more start-ups are now being developed in Saudi Arabia by special social start-ups of entrepreneurs. On the other hand, there is a term that is close to social entrepreneurship, but it has to do with enterprise, not individuals, and that is CSR. CSR has been an important topic for all companies around the world and also in Saudi Arabia. The findings have shown that most enterprise support initiatives related to education and social issues in society. As a result, social entrepreneurship can eventually enhance CSR by taking the burden on businesses to hire and take time to plan and manage the project.

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