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### YOUNG SOCIAL ENTREPRENEURSHIP IN SAUDI ARABIA

*Rafif Rajkhan<sup>1</sup>, Nabil Tarifi<sup>2</sup>*

<sup>1,2</sup> College of Business, Effat University, Qasr Khuzam St., Kilo. 2, Old Mecca Road. P.O.BOX  
34689, Jeddah 21478, Saudi Arabia.

Email: [1rrajkhan@effatuniversity.edu.sa](mailto:1rrajkhan@effatuniversity.edu.sa), [2ntarifi@effatuniversity.edu.sa](mailto:2ntarifi@effatuniversity.edu.sa)

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#### **ABSTRACT**

Young social entrepreneurs are individuals who approach a social problem with entrepreneurial spirit and business. Social entrepreneurship is a genuine combination of the entrepreneurial and caring professions. Meanwhile, business entrepreneurs make businesses, social entrepreneurs make change. Other caring professionals following more traditional paths to do their work and operate within existing structures to help others. The study aimed to investigate the factor that allowed young social entrepreneurs to pursue independent livelihoods and increase in self-esteem in Saudi Arabia. The sample population for this study consist of youth entrepreneurship aged between 15 years and 24 years. The survey was prepared to collect primary and secondary data about young social entrepreneurship. The design used in this study is an online survey which responded by 50 respondents to give their opinions about young social entrepreneurship in Saudi Arabia. The survey questions helped to identify the public opinion about young social entrepreneurship and their perceptions towards of effective participation of those young social entrepreneurs.

#### **INTRODUCTION**

Youth form an integral part of any community and important part of the development process [1]. Most youth are in completing their studies and preparing themselves process for the job sector [2]. Youth are the key that whole world could benefit from the potential of the many young people in developing countries; if we help them access health and education. Youth social entrepreneurship provides an opportunity for young people to develop and develop traits, which provide them with valuable life skills that will facilitate their transition into adulthood and benefit them throughout their adult lives.

Entrepreneurship is a systematic process of applying creativity and innovation to the opportunities and needs in the marketplace [3]. Four main forms of entrepreneurship were observed from past studies included social, business/conventional, institutional and cultural entrepreneurship [4]. Social entrepreneurship has gain attention from policy makers, academics, practitioners and general public in past decade [5]. The social entrepreneurship creates social welfare while the financial viability of their venture is their key constraint [6]. The main difference between profit-oriented entrepreneurs and social entrepreneurs which their companies vision seeks to achieve a social value and profit making is derivative product of their activities [7]. Social entrepreneurship focusses in improve the community life quality [8].

Social entrepreneurs have unique abilities of recognizing complex social problems and working through new way that increases public awareness in the problem which seek fresh opportunities and produce positive impact by using leadership and management methods [9]. Meanwhile, social entrepreneurship is a new form of entrepreneurship that exhibits characteristics of nonprofits, governments, and businesses that applies traditional (private sector) entrepreneurship's focus on innovation, risk taking, and large-scale transformation to social problem solving. The social entrepreneurship process begins with a perceived social opportunity that is translated into an enterprise concept.

The disclosure of social entrepreneurship is mainly correlated to three reasons such as growing interest to deal social issues has led to continuous pursuit of effective, innovative and sustainable solutions to solve complexity of social problem. Secondly, the concern on the growing range of service areas not addressed by the public sector but conditions are unattractive enough to gain the private sector. Lastly, growing appreciation among business or commercial entrepreneurs and their involvement in social sector with aim to increase social wealth worldwide [10].

Makhlouf (2011) stated that social entrepreneurship starts with an entrepreneur who has a novel idea, an innovative product or service, a creative approach to solving a perceived problem, a new business model, and a previously untried approach to product or service delivery [11]. Social entrepreneurship differs from business entrepreneurship for it is after sustainable solutions to societal problems and aims at social change rather than market expansion. It is, therefore, seen more as an agent of change than a profit-seeking enterprise.

Martin and Osberg (2007) describe social entrepreneurship as having the following three components such as identifying a stable but inherently unjust equilibrium that causes the exclusion, marginalization, or suffering of a segment of humanity that lacks the financial means or political clout to achieve any transformative benefit on its own, identifying an opportunity in this unjust equilibrium, developing a social value proposition, and bringing to bear inspiration, creativity, direct action, courage, and fortitude, thereby challenging the stable state's hegemony and forging a new, stable equilibrium that releases trapped potential or alleviates the suffering of the targeted [12].

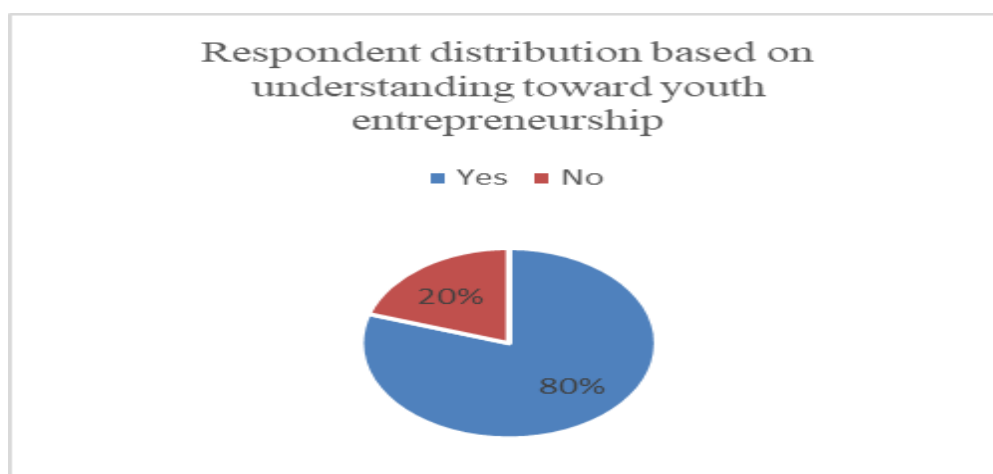
## METHODOLOGY

This study particularly focused on social entrepreneurship and youth and highlights the importance of this approach in contributing towards the development of critical skills and competencies of young people to positively engage in society, exercise leadership and become involved in social change. This positive youth development approach advocates for young people to achieve their full potential as the best way to prevent them from engaging in risky behavior. This study aimed to evaluate the young social entrepreneurship in Kingdom of Saudi Arabia to measure their social contribution and activities. The sample population for this study consist of youth entrepreneurship aged between 15 years and 24 years. The survey was prepared to collect primary and secondary data about young social entrepreneurship. SurveyMonkey offered a cloud-based online survey and questionnaire tool that helps users gather survey-related information. SurveyMonkey is the world's leading online survey platform, with more than 3 million survey responses every day. SurveyMonkey has revolutionized the way people give and take feedback, making it accessible, easy and affordable for everyone.

The design used in this study is a online survey responded by 50 respondents to give their opinions about young social entrepreneurship in Saudi Arabia. The survey questions helped to identify the public opinion about young social entrepreneurship and their perceptions towards of effective participation of those young social entrepreneurs. This survey consisted of nine questions which aimed to evaluate the role of young social entrepreneur in Saudi Arabia.

## RESULT AND DISCUSSION

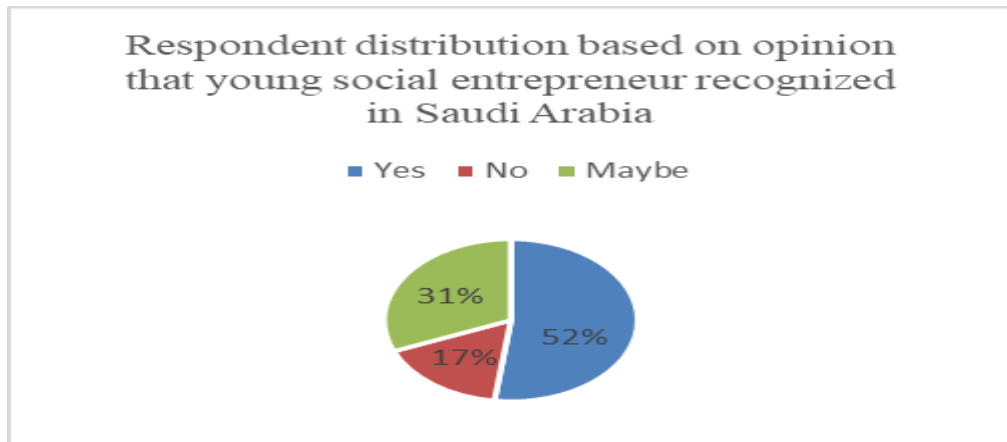
Figure 1 shows that 80% of the respondents did not know the entrepreneurship meaning and only 20% of the respondents understood entrepreneurship meaning.



**Figure 1.** Respondent Distribution Based on Understanding Toward Youth Entrepreneurship Meaning

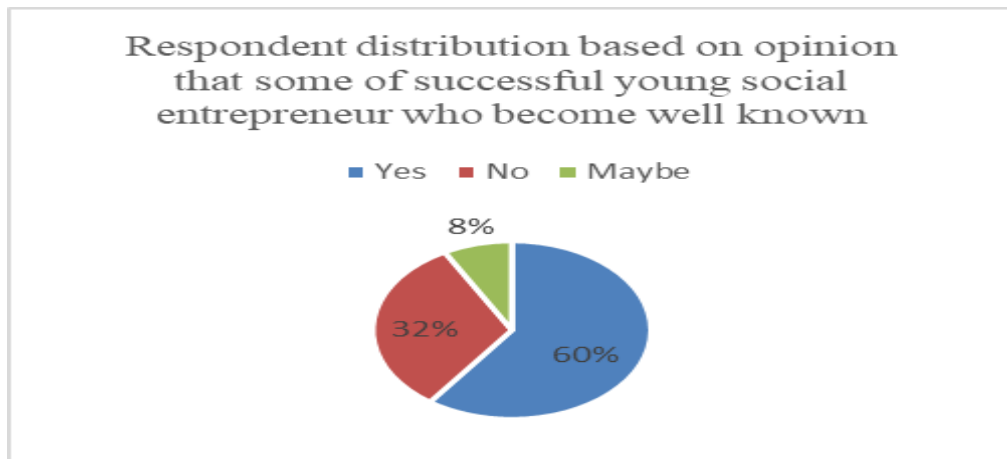
Figure 2 shows that 52.08% of respondents were think young social entrepreneur recognized and 16.67% of the respondents did not know that

young social entrepreneur recognized in Saudi Arabia. Meanwhile, 31.45% of the respondents said maybe that young social entrepreneur recognized in Saudi Arabia.



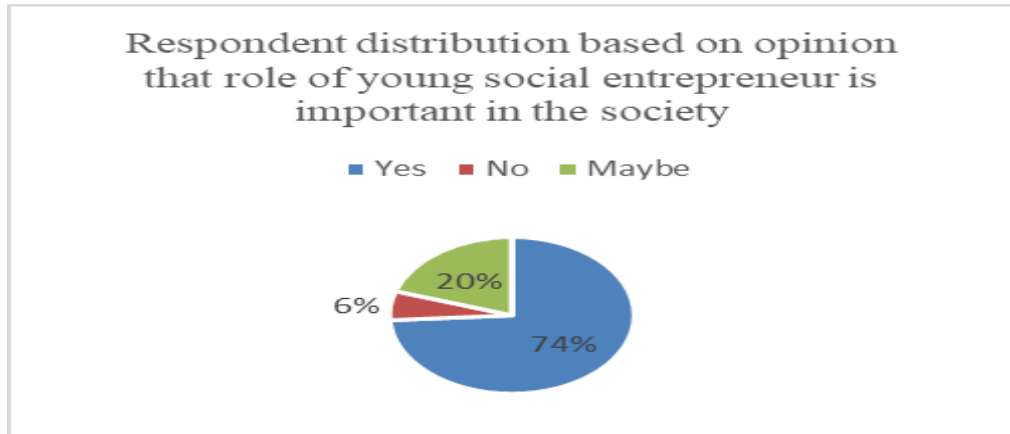
**Figure 2.** Respondent Distribution Based on Understanding Toward Youth Entrepreneurship Meaning

Figure 3 shows that 60.0% of the respondents know some of successful young social entrepreneur who become well known and 32% of the respondents did not know some of successful young social entrepreneur who become well known. This result indicated that lot of the Saudi young social entrepreneur is well known in the community.



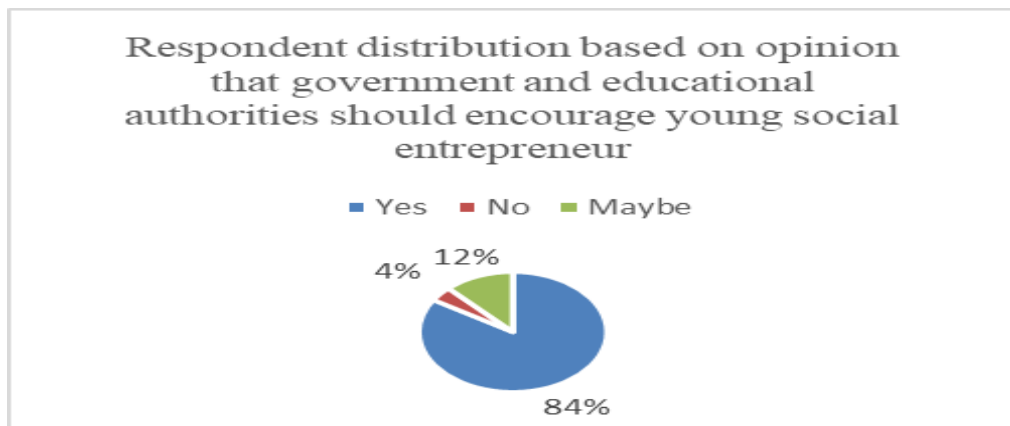
**Figure 3.** Respondent Distribution Based on Opinion That Some of Successful Young Social Entrepreneur Who Become Well Known

Figure 4 shows that 74.0% of the respondents found the role of young social entrepreneur is important and 6% of the respondents found the role of young social entrepreneur did not important in the society. This result indicated that the public knew the values and appreciation young social entrepreneurship.



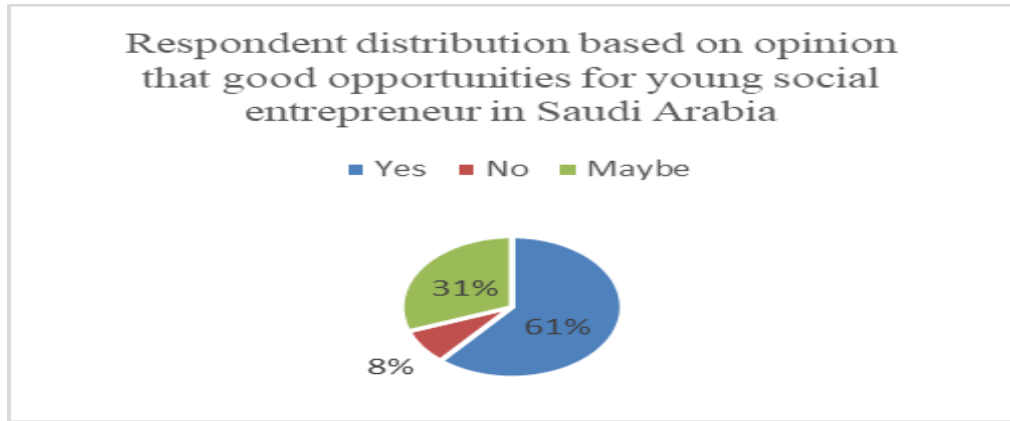
**Figure 4.** Respondent Distribution Based on Opinion That Role of Young Social Entrepreneur Is Important in The Society

Figure 5 shows that 84% of the respondents think the government and educational authorities that encourage young social entrepreneur and 4% of the respondents did not think the government and educational authorities that encourage young social entrepreneur. This result indicated the public awareness of government role and educational institution to create such young social entrepreneurship.



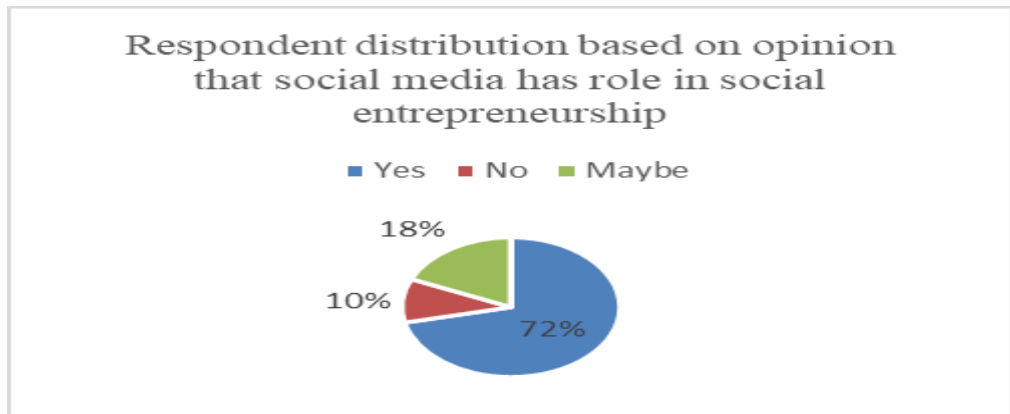
**Figure 5.** Respondent Distribution Based on Opinion That Government and Educational Authorities Should Encourage Young Social Entrepreneur

Figure 6 shows that 61.22% of the respondents felt there were good opportunities for young social entrepreneur and 30.61% of the respondents felt maybe that good opportunities for young social entrepreneurs. This result indicated that good opportunities for young social entrepreneur was available to produce those young social entrepreneurs.



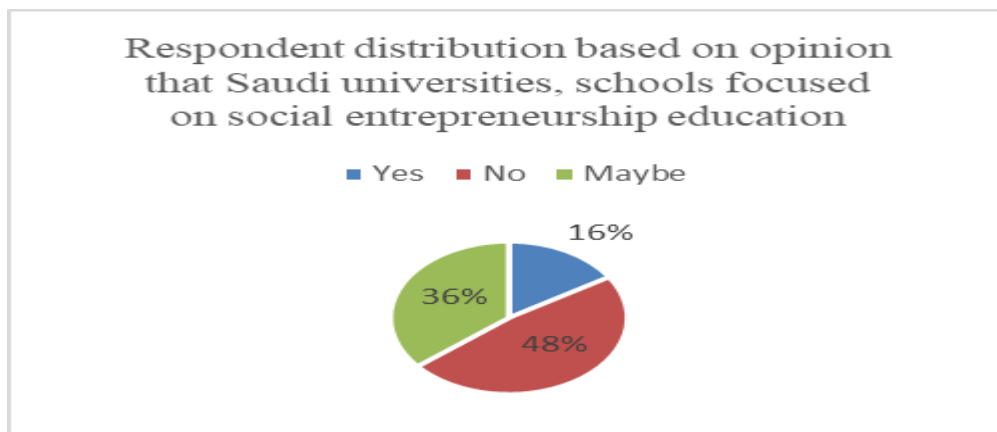
**Figure 6.** Respondent Distribution Based on Opinion That Good Opportunities for Young Social Entrepreneur in Saudi Arabia

Figure 7 shows that 71.43% of the respondents felt social media had role in social entrepreneurship and 18.37% of the respondents felt social media might have role in social entrepreneurship. This result showed that social media has role in social entrepreneurship which influenced the young people to be entrepreneurs.



**Figure 7.** Respondent Distribution Based on Opinion That Social Media Has Role in Social Entrepreneurship

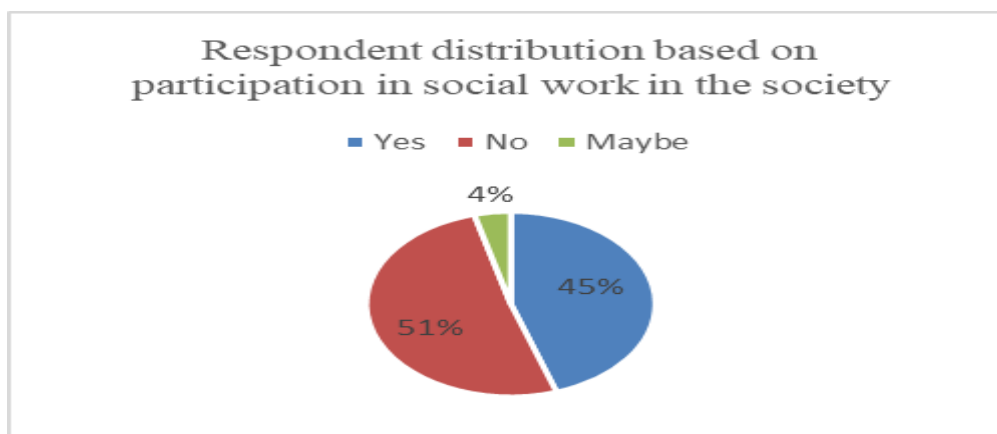
Figure 8 shows that 16.0% of the respondents think Saudi universities, schools focused on social entrepreneurship education and 36% of the respondents stated Saudi universities schools might focused on social entrepreneurship education. The result indicated that schools and universities need to increase their effort toward young social entrepreneur.



**Figure 8.** Respondent Distribution Based on Opinion That Saudi Universities, School Focused on Social Entrepreneurship Education

Besides, the interview also asked the suggestion to improve the social entrepreneur among young Saudi. The respondent said encouraged and focused the youth in the university. Meanwhile, other respondent stated that need the development of new systems in the schools and universities with commitment to the young people’s together the laws. The young Saudi also encouraged to attend more business courses and regular session and seminars.

Figure 9 shows that 44.90% of the respondents has been invited to participate in social work and 51% of the respondents did not invited to participate in the social work. The result showed the government should increase their efforts to encourage the young Saudi to participate in social work. Besides, the school and collages should expose the young Saudi to participate in the social work.



**Figure 9.** Respondent Distribution Based on Participation in Social Work in The Society

Young social entrepreneurs need supports that any young entrepreneur would need, but with a twist. All entrepreneurial ventures typically need evaluation tools and ways to measure performance. However, social entrepreneurs face the additional challenges of attempting to measure effects such as social and environmental return on investment which are difficult to quantify. Young social entrepreneurs face many challenges that young entrepreneurs face in

general such as lack of access to networks providing social and economic capital, lack of business experience and difficulties being perceived as credible by those older and more experienced. Meanwhile, there are many programs in the public, private and non-profit sector fostering the identification and support of young entrepreneurs. There are no similar programs in Saudi Arabia dedicated to fostering young social entrepreneurs, in spite of the potentially significant impact this group could make. The lack of existing research, both on Saudi Arabia social entrepreneurship and on young social entrepreneurs, this is a rich area for further research. It would hence, of interest to examine to what extent the social entrepreneurship discourse continues the primarily economic, elitist and marginalizing, discourse, or whether it presents a challenge to the latter. Furthermore, it would be interesting to examine how many social entrepreneurs perceive themselves as „heroes“ and „saviors“, or, in the context of the „everydayness“ of social enterprise, maybe just as common people who are trying „to help“. However, the importance of looking at social entrepreneurship through the diversity lens becomes evident when exploring who the social entrepreneurs are.

## CONCLUSION

In conclusion, the challenge was not to define social entrepreneurship so broadly that it becomes just another word that gets bandied about in funding proposals and niche building. Other terms such as innovation have gone that route and may never be rescued from overuse. The social entrepreneurship should not be defined so narrowly that becomes the province of the special few that crowd out potential support and assistance for individuals and entities that are just as special, but less well known

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