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EMPIRICAL ANALYSIS OF SOCIAL ENTREPRENEURSHIP DEVELOPMENT IN COMMUNITIES BASED ON BEHAVIORAL THEORY

ЕМПІРИЧНИЙ АНАЛІЗ РОЗВИТКУ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА В ГРОМАДАХ НА ЗАСАДАХ ПОВЕДІНКОВОЇ ТЕОРІЇ

Summary. The article is devoted to the study of the role of social entrepreneurship in solving socio-economic problems of territorial communities. The authors analyzed the opportunities for the development of social entrepreneurship in the territorial community on the basis of the author's questionnaire. An empirical study has shown that social entrepreneurship in the community is underdeveloped. Survey participants demonstrate an understanding of the meaning of social entrepreneurship, their views are radically different from the views of experts and experts. Today's entrepreneurs see their mission in supporting socially vulnerable groups, helping to strengthen families and raising children, and preventing negative social phenomena. The analysis of the results of the survey shows the existence of gender problems due to the increased burden of family and household problems in the first place. From the point of view of gender features, the development of women's social entrepreneurship will be more conducive to overcoming social problems in society. Emphasis is placed on the fact that understanding the essence of social entrepreneurship in society will help to introduce new tools for socio-economic solutions that can be more effective than traditional ones. It has been proven that the success of social entrepreneurship at the local level is largely based on the perception of its community members and the understanding that the result of social enterprise is to improve the quality of life of community members by finding new ways to solve social problems. Community members' work on social entrepreneurship can "encourage" them to think about value orientations and opportunities to help the disadvantaged. It is the change in the behavioral patterns of community members that can become one of the components of the mechanism for the development of social entrepreneurship in our country at the local level. The authors propose to expand cooperation with local authorities in order to improve attitudes towards social entrepreneurship as an alternative to solving problems.

Key words: social entrepreneurship, social entrepreneur, local community, behavioral patterns.

Анотація. Стаття присвячена дослідженню ролі соціального підприємництва у вирішенні соціально-економічних проблем територіальних громад. Авторами здійснено аналіз можливостей розвитку соціального підприємництва в територіальній

громаді на основі авторської анкети. Проведене емпіричне дослідження показало, що в громаді соціальне підприємництво знаходиться в нерозвиненому стані. Учасники опитування демонструють розуміння сенсу соціального підприємництва, їх уявлення кардинально не розходяться з уявленнями фахівців і експертів. Свою місію сьогоднішні підприємці бачать в тому, щоб надавати підтримку соціально незахищеним групам, допомагати у зміцненні сім'ї і вихованні дітей, профілактики негативних соціальних явищ. Аналіз результатів опитування свідчить про існування гендерних проблем через підвищене завантаження сімейно-побутовими проблемами в першу чергу. З точки зору гендерних особливостей саме розвиток жіночого соціального підприємництва буде більшою мірою сприяти подоланню соціальних проблем в громаді. Акцентовано увагу на тому, що розуміння сутності соціального підприємництва у громаді допоможе впровадити нові інструменти вирішення соціально-економічних, які можуть бути більш ефективними у порівнянні із традиційними. Доведено, що успішність соціального підприємництва на місцевому рівні в значній мірі заснована на сприйнятті його членами громади та розумінні того, що результатом діяльності соціального підприємства є підвищення якості життя членів громади за рахунок знаходження нових способів вирішення соціальної проблеми. Обізнаність членів громади щодо соціального підприємництва може "підштовхнути" до того, щоб задуматися щодо ціннісних орієнтацій та можливостей допомогти обездоленим. Саме зміна поведінкових патернів членів суспільства може стати однією зі складових механізму розвитку соціального підприємництва в нашій країні на місцевому рівні. Авторами запропоновано розширення співпраці з органами місцевої влади з метою поліпшення ставлення до соціального підприємництва, як альтернативи для вирішення проблем.

Ключові слова: соціальне підприємництво, соціальний підприємець, територіальна громада, поведінкові патерни.

Formulation of the problem. Violation of justice and equality is an important problem in society. Social entrepreneurship can act as a tool for solving socio-economic problems; it is gaining more and more popularity in recent years in Ukraine, the relevance of its development is increasing in the context of the implementation of the administrative-territorial reform. However, despite significant scientific achievements, further development requires the issues of determining the role of social entrepreneurship in the development of territorial communities.

Analysis of recent publications and research. An important contribution to the development and analysis of problems, connected with the development of social entrepreneurship were contributed by D. Bornstein [1], B. Drayton [1], J. Dees [11], M. Duniam [12], R. Eversole [12], E. Omarov [14], C. Thomas [15] and other. Among Ukrainian scholars researching the problems of social entrepreneurship, one can note works by N. Gusak [3], M. Goncharova [9], V. Kokot [8], N. Kovalenko [5], A. Kornetskiy [9], N. Lugovenko [5], V. Medvid [13], V. Nazaruk, V. Pylypenko [13], V. Shkuro [10], A. Svinchuk[9], V. Smal [8], A. Tumanova [9], O. Chuiko [10], T. Us-tik [13], N. Volchenko [13], M. Vashchenko [13].

Purpose. The aim of the study is to further develop the theoretical provisions on the essence of social entrepreneurship, analyze the possibility of developing social entrepreneurship in society and determine the strategic directions for the development of social entrepreneurship in society in the context of ensuring gender equality.

Results. A good or successful community is one in which there is no poverty, no crime, which pro-

vides a high quality of life for all its members. That is, one that promotes justice and equal access to rights, because its members can work for the common good [10; 13]. The main platform for implementing changes at this time is the local level [2]. Although Ukrainian women are an educated and economically active part of the population, they do not have adequate representation in the economic sphere or in decision-making bodies [4]. The gender perspective should also be taken into account in social work with older people. The older population is markedly dominated by women, but does not take into account social and behavioral differences due to their belonging to different gender groups.

Social entrepreneurship can be a tool for solving these problems. Social entrepreneurship emerged as an important means of meeting social needs. In Europe, the concept of "social enterprise" first appeared in Italy to respond to unmet needs. The term "social entrepreneurship" was coined in the 1980s by Bill Drayton [1]. According to Gregory Diz, unlike business entrepreneurs, social entrepreneurs have a social mission — to make the world a better place [8;11]. Understand the popularity of social entrepreneurship allows us to understand that the public and private sectors can not cope with the problems of society. The third, the voluntary sector, has long witnessed entrepreneurial dynamics that have led to innovative solutions for providing services or goods to individuals or communities whose needs have not been met by either private companies or the state [1; 9].

We have identified key features that allow us to analyze the differences between entrepreneurship and social entrepreneurship [6]. The fundamental

difference is in the value proposition. The value proposition of a social entrepreneur is aimed at the poor, extremely disadvantaged population.

Social enterprises create numerous positive consequences for local communities. This indicates the need for a more thorough study of options for interaction between local authorities and social enterprises (Fig. 1).

Factors that contribute to the development of social entrepreneurship fall into two categories: the characteristics of the social entrepreneur and the resources they used [14; 15]. Thus, the success of social entrepreneurship can be ensured through effective stakeholder engagement.

For a more thorough analysis of the theoretical provisions and to determine the peculiarities of the development of social entrepreneurship in territorial communities at the next stage of work was an empirical study on the basis of the Romen territorial community of Sumy region.

We developed a questionnaire that allowed us to analyze the opportunities for social entrepreneurship in the community and identify strategic directions for its development in the context of gender equality.

The study involved 50 respondents. The most priority tasks that need to be done for the development of the community for the respondents are the reduction of the unemployment rate (78%) and the development of small business as a means of solving the employment problem (70%) (Fig. 2).

The majority of respondents (72%) noted that the community has favorable conditions for business development, with the most influential factors being

the ability to seek new ideas, cooperation with local authorities, motivation of employees. The definition of the hierarchy of key factors is influenced by differences. For women, the search for new ideas and leadership qualities are the most influential factors, in contrast to men, for whom such is the professional knowledge and motivation of employees.

The vast majority of respondents (86–88%) believe that business should not only make a profit, but also take part in solving social problems of society (Fig. 3).

The vast majority of respondents know what social entrepreneurship is, and believe that the community has not only a need (94%) but also opportunities (92%) for the development of social entrepreneurship (Fig. 4).

The analysis shows that 41% of the interviewed entrepreneurs were engaged in charity work, however, only one in six created a job for socially vulnerable segments of the population (Fig. 5). Even fewer participated in community-based social programs.

We see a significant gender difference in the answers, what motives encourage doing business (Table 1).

Thus, women (38%) prefer social motives more than men (28%), while men’s personal motives are more pronounced — 48% vs. 36% for women.

The analysis of the survey results shows the existence of gender problems due to the increased load of family and household problems in the first place (Table 2).

At the same time, among men there are much more who see it than among women. In our opinion,



Fig. 1. Options for interaction between local authorities and social enterprises

Source: developed by [5;12]

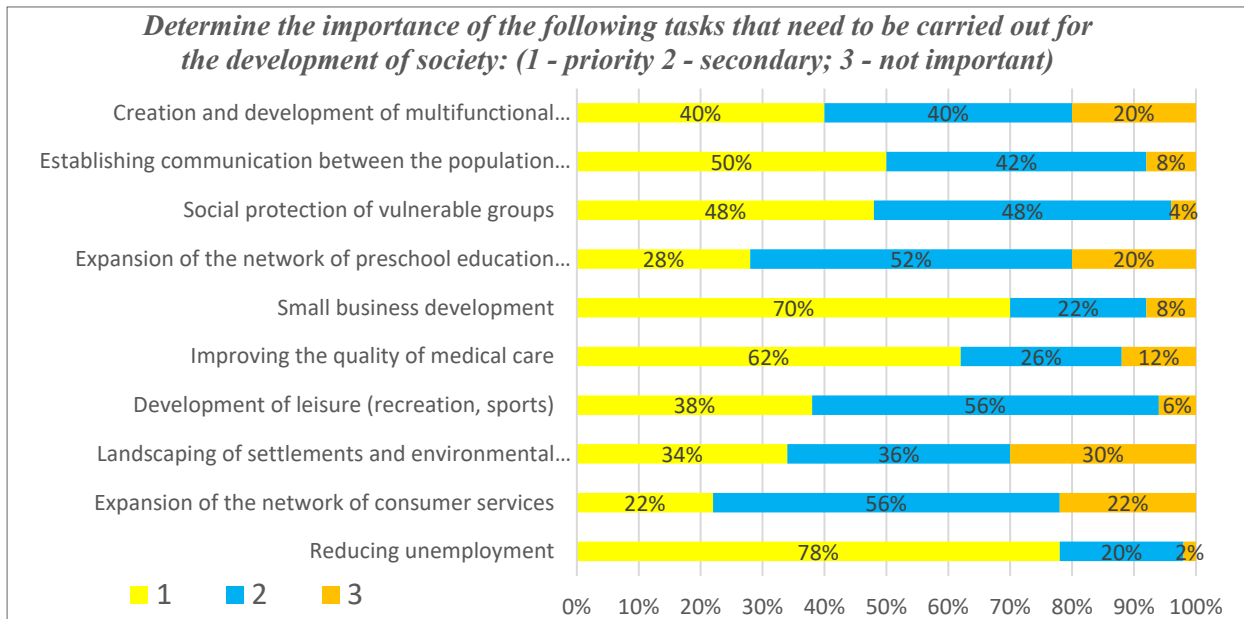


Fig. 2. Priority of tasks to be performed for community development according to the results of the survey, %
 Source: developed by the authors based on empirical data

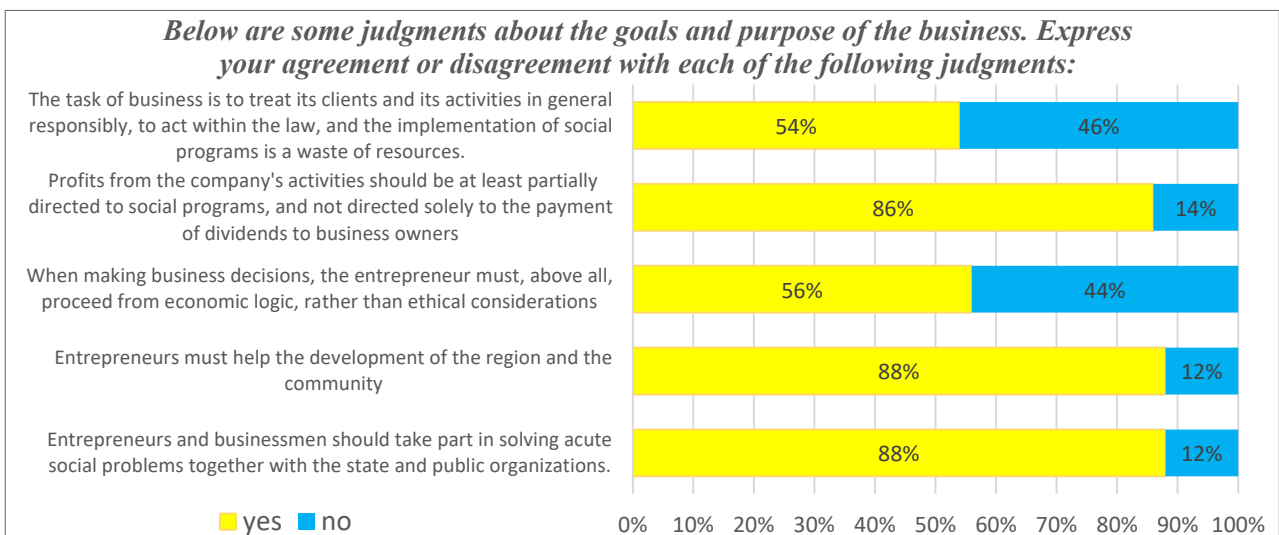


Fig. 3. Judgments about the goals and purpose of the business
 Source: developed by the authors based on empirical data

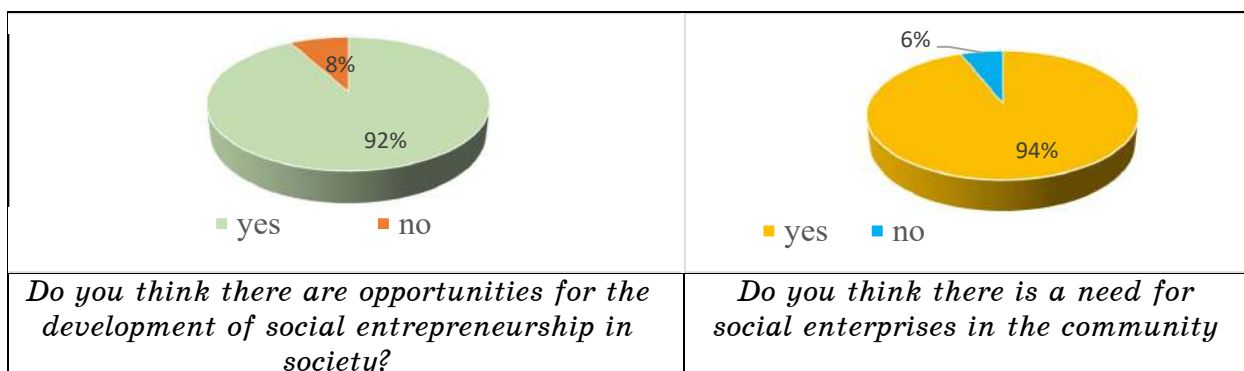


Fig. 4. Survey results on the possibility and needs of social entrepreneurship development in the community

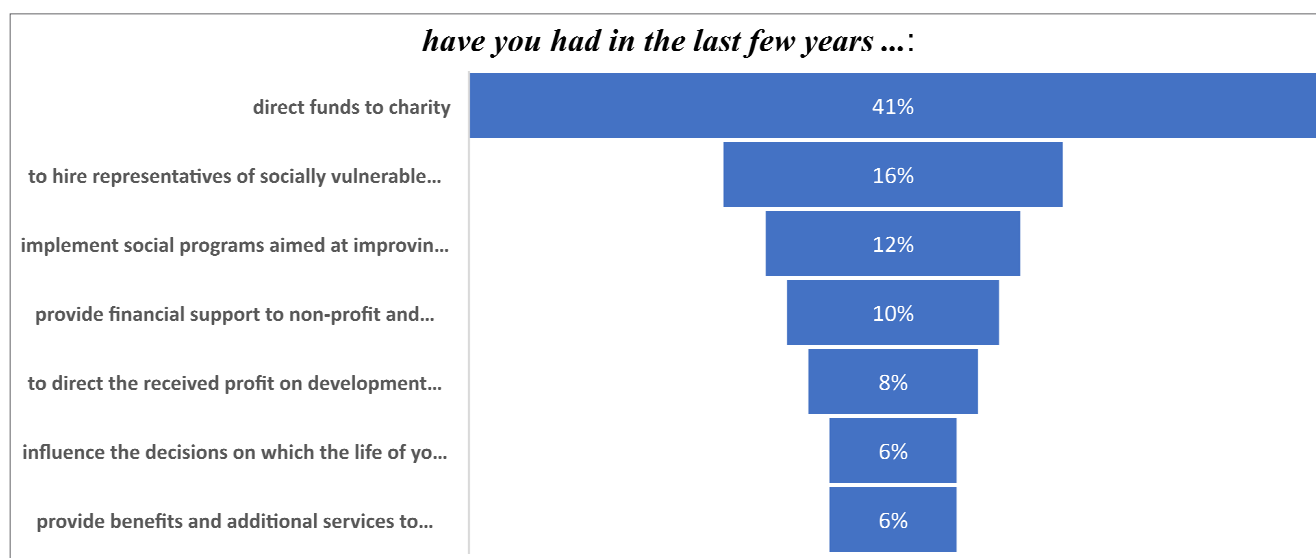


Fig. 5. Participation of respondents in solving social problems

Source: developed by the authors based on empirical data

Table 1

The results of the survey on business motives by gender difference of respondents

It is known that people do business with different goals and motives. Please select from the list no more than three motives that are most important to you personally	women	men
Improving personal wealth	25%	27%
The desire for independence and independence	17%	14%
The desire to be useful to society;	17%	10%
The desire to change the world for the better	13%	9%
Self-affirmation in the profession, realization of professional abilities;	10%	10%
Caring for those around	8%	9%
The desire to realize their ambitions and a certain idea	7%	10%
Achieving success in society, the desire to increase their authority in the eyes of others	4%	11%

Source: developed by the authors based on empirical data

Table 2

Results of the survey on gender inequality of respondents

Do you agree that in the field of entrepreneurship, most women experience inequality in their ability to succeed compared to men	women	men
No, I think it's just a stereotype, men and women have the same opportunities	39%	26%
Yes, because most men do not treat women as equal partners, and women have to constantly prove that they are not worse than men.	13%	26%
Yes, because a woman carries a double burden — home and work, which prevents her from competing on an equal footing with men	45%	37%
I hesitate in response	3%	11%

Source: developed by the authors based on empirical data

this shows that psychologically women are more willing to reduce gender inequality — the share of women who do not think that they have less opportunities to succeed in business is 1.5 times greater than men. A comparison of the ethical attitudes of men and women allows us to draw the following conclusion: in business, women are more dependent on others,

and therefore their principles and business ethics are more determined by moral principles.

Thus, women's entrepreneurship has a special structure of motivations for doing business, which differs from the motivations of men. In the first place in their hierarchy is the desire for social self-realization. Thus, it is the development of women's

business that contributes more to overcoming the phenomenon of poverty, aimed at improving the quality of human life.

An effective way to stimulate the development of social entrepreneurship on the territory of Ukraine can be nudging [7]. Formation of social and psychological qualities human potential, taking into account traditions, cultural values and the expected response, can have a significant effect on the level of development of social entrepreneurship. It is a change in the value system and psychology of members of society that can become one of the components of the mechanism development of social entrepreneurship in Ukraine

Discussion and conclusion. Generalization of the existing in the literature approaches to defining the essence of the category of “social entrepreneurship” made it possible to define it as entrepreneurial activity aimed at mitigating or solving social problems. In the foreign experience of social entrepreneurship, there are various models of social enterprises. The

choice of an organizational model depends on many factors and is determined in accordance with the tasks that each enterprise sets for itself. Our empirical study showed that social entrepreneurship in the community is underdeveloped. Important for the formation of social entrepreneurship is its perception. Survey participants demonstrate an adequate understanding of the meaning of social entrepreneurship, their ideas do not differ radically from the ideas of experts and experts. Today’s entrepreneurs see their mission in providing support to socially vulnerable groups, helping to strengthen the family and raising children, prevention of negative social phenomena. Analysis of the survey results shows the existence of gender problems due to the increased load of family and household problems in the first place. There is also a significant gender difference in the motives for doing business. From the point of view of gender features, the development of women’s social entrepreneurship will be more conducive to overcoming social problems in the community.

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