



ISSN NO. 2320-5407

*Journal homepage: <http://www.journalijar.com>*  
*Journal DOI: [10.21474/IJAR01](https://doi.org/10.21474/IJAR01)*

**INTERNATIONAL JOURNAL  
OF ADVANCED RESEARCH**

### RESEARCH ARTICLE

## THE MODEL OF SOCIAL ENTREPRENEURS INFLUENCING ECONOMIC AND SOCIAL SECURITY

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### *Manuscript Info*

#### *Manuscript History:*

Received: 15 March 2016  
 Final Accepted: 19 April 2016  
 Published Online: May 2016

#### *Key words:*

Model of social entrepreneurs,  
 Economic and social security,  
 Forecast equation

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### *Abstract*

The purposes of this research were 1) to study the components of social entrepreneurs influencing economic and social security; 2) to compare the attitude of people towards social entrepreneurs classified by the demographic profiles; and 3) to present the forecast equation model of the components of social entrepreneurs influencing economic and social security. The researcher applied the quantitative research method in conducting this research, using the questionnaires to collect the primary data from 380 samples. The statistics used in this study are percentage, mean, standard deviation, t-test, F-test (One Way ANOVAs), Pearson Correlation, and Multiple Regression Analysis. The research results show that the respondents, who have different age, business type, and operational period, have different attitude towards the components of social entrepreneur with the statistical significance at the level of .05; while the respondents who have different gender, and education level, have the same attitude towards the components of social entrepreneurs. The forecast equation model of the components of social entrepreneurs influencing economic and social security is consisted of 4 components, which are leadership for social change, morality/virtue, social innovation, and vision of entrepreneurs.

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### **Introduction:-**

At these days, many entrepreneurs are increasingly concerned about society and environment, demonstrating through policy or the activity of corporate social responsibility, and this is evolved to be the concept about social entrepreneur. The social entrepreneur prioritizes the development of society and environment along with business operation. This concept emerged from the old expectation to drive the business and social sectors to be the mainspring to resolve social problems. The key of this concept is to operate the business with knowledge and skills to generate income via producing and distributing products or services to the consumer. The entrepreneur is supported to operate the social mission by applying the business skills to generate self-reliant income, and can reduce the cost. Thus, the entrepreneur can survive and be strong accordingly (Charoenwongsak, 2011).

While the concept about social entrepreneur is broadly known in many developed countries, it has just recently occurred in Thailand. Therefore, there is only a few amount of the research regarding the explicit components of social entrepreneur; in addition, many organizations are the profit organizations who focus on the business growth primarily in the financial aspect, then followed by the policy and activity of corporate social responsibility (CSR). Although the appearance of the social entrepreneur and other general entrepreneur is not obviously different, considering their internal motivations; those of the social entrepreneur are beyond the financial interest and the self wealth, but they expect to see the increasing development of the social in the better way (Charoenwongsak, 2011). Moreover, the demonstration of social concern is not only about the increase of circulation, but also that the product and service should not cause an impact on the society or the world. Hence, the components of business that is concerned about social responsibility are 1) the concern about stakeholders, customers, partners, and employees; 2) the concern about the society; 3) the concern about economy; 4) the concern about environment; 5) the concern

about ethics; and 6) the conscious mind in operating business (Makingrilas, 2015). Other important traits of being social entrepreneur are to have the thinking innovation, the explicit and tangible standing point, the self respect, to be professional in that type of business, to create both internal cooperation in the organization and the external cooperation with stakeholders, to seek for the opportunity and the resolution more than to cause problems, to have leadership, public mind, and morality (Nontanatorn, 2010).

Due to the reason that there are not many obvious studies about the model of the social entrepreneur in Thailand, therefore, this research intends to study the components of social entrepreneur, which leads to the presentation of the model of the social entrepreneur. This is a new choice for the entrepreneur in Thailand, who has the strong intention to resolve social problem along with operating business in order to lead to the sustainable economic and social development.

#### **Purposes of research:-**

1. To study the components of social entrepreneurs influencing economic and social security.
2. To compare the attitudes of people towards social entrepreneurs classified by the demographic profiles.
3. To present the forecast equation model of the components of social entrepreneurs influencing economic and social security.

#### **Literature review:-**

In this research, the researcher studied the concept, theory, and related research from many academicians, covering the variables of this research. The first concept is about social entrepreneur. According to Thai Social Enterprise Office (2012), the social entrepreneur focuses on operating the business for the profit. However, that profit can be measured by many indexes: cash, life quality, better social structure and system. The profit should be owned by stake holders, such as consumer, organization, worker, community, society, and environment. The key is that when the business earns profit, the organization and community can also be self-reliant. This is relevant to the concept of Dees (1998) that the social entrepreneur is important to create the growth and prosperity to business and overall economy; it is also the theory that is applied to resolve social problem which connects the social mission to the business mission, including innovation, and the participatory decision making, also to look for the effective method to drive on the society, and to emphasize discipline and accountability.

In addition, the concept about economic and social security is integrated from the concept of Office of the National Economics and Social Development Board (2005) and Meeboonlue (2010) that the creation of the economic security must be based on the development of the balance, which are 1) to create the economic security to be self-reliant, 2) to develop the society to have balance and sustainability, people in the society live happily and have good life quality covering the physical and mental healthiness, to have knowledge, to have job and enough income for living, to create common good consciousness, and good relationship in the society, to be able to live together happily. Moreover, the researcher reviewed the concept about the principles of being social entrepreneur and the characteristics of social entrepreneur by integrating the concept from various academicians in order to indicate the variables of this research, which are appropriate to the current context, which are consisted of 4 components: 1) the vision of entrepreneur; Catford (1998) said that the social entrepreneur primarily should have the explicit vision or paradigm that the social entrepreneurship is not to make merit but the method to connect the gap in the society with the transparent method. The social entrepreneur should have the vision to define the goal and resolve problems, the capability to create and find the new opportunity and to create the new allies and connections more than to rely on the old strategy plans (Roberts and Woods, 2005). 2) The social innovation; Nontanatorn (2010) presented that each social entrepreneur has different components, but the success in operating social enterprise requires the innovation which is to think beyond, to find the solution, which can be strange but creative by relying on the organization goal and the freedom from the limited resources. Bacq and Janssen (2008) presented the creation of vision and innovation that social entrepreneur has to find the direction to create vision and innovation, including using the innovative method to approach the resources during the operation of social mission. 3) morality/virtue; Sullivan Mort et al. (2002) and Drayton (2002) said that the behavior of social entrepreneur's morality is judgment, consideration, and discretion. The dimension of morality will help to succeed in operating the social mission, and to create the outstanding difference of the social entrepreneur from the profit entrepreneur. Therefore, in case that the social entrepreneurs strictly rely on morality/virtue, they will continue on this way, and becomes the personality. 4) the role of "social change"; Drayton (2006) said that the social entrepreneur has the role of social change, the social enterprise means the entrepreneur who realizes the social problem and find

the new solution to resolve problem and create the social value, including to be the leader of the sustainable social change to use the opportunity to create the new or creative business for the benefit of the society.

### Material and Methods:-

The researcher applied the quantitative research in conducting this study. The secondary data were retrieved by reviewing concept and theory from the document and related research from both domestic and international sources in the area of social entrepreneur and economic and social security. The primary data were collected by using the questionnaire verified with the Index of Item-Objective Congruence (IOC) which the IOC is 0.8 – 1; this means this questionnaire is relevant to the purposes of research. Then, it was passed through the try-out process with a sample group of 30 persons to finding the reliability level with the method of Alpha Coefficient of Cronbach (1970), whose reliability coefficient is 0.872. This demonstrated that this questionnaire was reliable and could be really used in collecting data. The populations of this study are the SMEs entrepreneurs in the Eastern region of Thailand; the sample size is indicated by using the table of Yamane (1970) at the reliability level of 95%, retrieving 380 samples, then used the sample random sampling. The statistics used in this study are frequency, percentage, mean, standard deviation, t-test, F-test (One Way ANOVAs), Pearson Correlation, and Multiple Regression Analysis. The research period is since September to December 2015 (4 months).

### Results:-

#### Analysis about the demographic profiles:-

With regard to the demographic profiles of all 380 SMEs entrepreneurs, the results show that 50.80% are female, and 49.20 are male. 34.20% aged between 41 – 50 years. 48.40% graduated the Bachelor degree. 32.90% are the entrepreneurs in the sector of wholesale/retail/automobile repair. 44.70% have operated business for more than 20 years respectively.

#### Analysis of the components of social entrepreneur:-

With regard to the components of social entrepreneur, most respondent in total agreed with the components of social entrepreneur ( $\bar{X} = 4.00$ , S.D. = 0.238). In particular, the social innovation has the highest mean score ( $\bar{X} = 4.16$ , S.D. = 0.167), followed by vision of entrepreneur ( $\bar{X} = 4.07$ , S.D. = 0.333), morality/virtue ( $\bar{X} = 4.05$ , S.D. = 0.364), and leadership for social change ( $\bar{X} = 3.69$ , S.D. = 0.317) respectively (see table 1).

**Table 1 Mean and standard deviation of the components of social entrepreneur in total and in particular**

Components of social entrepreneur	$\bar{X}$	S.D.	translation	Ranking
1. Vision of entrepreneur	4.07	0.333	Agreed	2
2. Social innovation	4.16	0.167	Agreed	1
3. Morality/Virtue	4.05	0.364	Agreed	3
4. Leadership for social change	3.69	0.317	Agreed	4
<b>Total</b>	<b>4.00</b>	<b>0.238</b>	<b>Agreed</b>	

#### Analysis of economic and social security

With regard to the economic and social security, most respondent in total strongly agreed with the economic and social security ( $\bar{X} = 4.64$ , S.D. = 0.049). In particular, well-being society has the highest mean score ( $\bar{X} = 4.84$ , S.D. = 0.195), followed by stable economy ( $\bar{X} = 4.44$ , S.D. = 0.232) respectively (see table 2).

**Table 2 Mean and standard deviation of economic and social security in total and in particular**

Economic and social security	$\bar{X}$	S.D.	translation	Ranking
1. Stable economy	4.44	0.232	Strongly agreed	2
2. Well-being society	4.84	0.195	Strongly agreed	1
<b>Total</b>	<b>4.64</b>	<b>0.049</b>	<b>Strongly agreed</b>	

### The comparison analysis of the attitude toward the components of social entrepreneur classified by demographic profiles:-

With regard to the comparison analysis of the attitude toward the components of social entrepreneur classified by gender, in total the p-value is 0.359 ( $p > 0.05$ ) which means the SMEs entrepreneurs with different gender have the same attitude toward the components of social entrepreneur. In particular, the SMEs entrepreneurs with different gender have different attitude toward social innovation and leadership for social change with the statistical significance at the level of 0.05; while the SMEs entrepreneurs with different gender have the same attitude toward vision of entrepreneur and morality/virtue (see table 3).

**Table 3 The comparison analysis of the attitude toward the components of social entrepreneur classified by gender**

the components of social entrepreneur	Gender	n	$\bar{X}$	S.D.	t	df	p
Vision of entrepreneur	Male	187	4.10	0.341	1.830	375.081	0.068
	Female	193	4.04	0.322			
Social innovation	Male	187	4.19	0.163	3.702*	378	0.000
	Female	193	4.13	0.166			
Morality/Virtue	Male	187	4.07	0.359	0.976	378	0.330
	Female	193	4.04	0.369			
Leadership for social change	Male	187	3.65	0.365	2.476*	332.064	0.014
	Female	193	3.73	0.256			
Total	Male	187	4.01	0.243	0.918	378	0.359
	Female	193	3.99	0.234			

\*with statistical significance at the level of 0.05

With regard to the comparison analysis of the attitude toward the components of social entrepreneur classified by age, in total the p-value is 0.000 ( $p < .05$ ) which means the SMEs entrepreneurs with different age have different attitude toward the components of social entrepreneur with the statistical significance at the level of 0.05. In particular, the SMEs entrepreneurs with different age have different attitude toward all components with the statistical significance at the level of 0.05 (see table 4).

**Table 4 The comparison analysis of the attitude toward the components of social entrepreneur classified by age**

Transformational leadership	Sources of variance	SS	df	MS	F	p
Vision of entrepreneur	Between Group	12.806	3	4.269	55.120*	0.000
	Within Group	29.120	376	0.077		
	Total	41.926	379			
Social innovation	Between Group	3.946	3	1.315	74.552*	0.000
	Within Group	6.634	376	0.018		
	Total	10.580	379			
Morality/Virtue	Between Group	20.529	3	6.843	86.704*	0.000
	Within Group	29.675	376	0.079		
	Total	50.203	379			
Leadership for social change	Between Group	19.824	3	6.608	136.676*	0.000
	Within Group	18.178	376	0.048		
	Total	38.002	379			
Total	Between Group	9.805	3	3.268	104.600*	0.000
	Within Group	11.749	376	0.031		
	Total	21.554	379			

\*with statistical significance at the level of 0.05

With regard to the comparison analysis of the attitude toward the components of social entrepreneur classified by education level, in total the p-value is 0.429 ( $p > 0.05$ ) which means the SMEs entrepreneurs with different education level have the same attitude toward the components of social entrepreneur. In particular, the SMEs

entrepreneurs with different education level have different attitude toward social innovation and leadership for social change with the statistical significance at the level of 0.05; while the SMEs entrepreneurs with different education level have the same attitude toward vision of entrepreneur and morality/virtue (see table 5).

**Table 5 The comparison analysis of the attitude toward the components of social entrepreneur classified by education level**

<b>Transformational leadership</b>	<b>Sources of variance</b>	<b>SS</b>	<b>df</b>	<b>MS</b>	<b>F</b>	<b>p</b>
Vision of entrepreneur	Between Group	0.631	2	0.316	2.881	0.057
	Within Group	41.295	377	0.110		
	Total	41.926	379			
Social innovation	Between Group	0.414	2	0.207	7.683*	0.001
	Within Group	10.166	377	0.027		
	Total	10.580	379			
Morality/Virtue	Between Group	0.701	2	0.351	2.669	0.071
	Within Group	49.502	377	0.131		
	Total	50.203	379			
Leadership for social change	Between Group	1.085	2	0.543	5.541*	0.004
	Within Group	36.917	377	0.098		
	Total	38.002	379			
Total	Between Group	0.097	2	0.048	0.849	0.429
	Within Group	21.457	377	0.057		
	Total	21.554	379			

\*with statistical significance at the level of 0.05

With regard to the comparison analysis of the attitude toward the components of social entrepreneur classified by business type, in total the p-value is 0.000 ( $p < 0.05$ ) which means the SMEs entrepreneurs with different business type have different attitude toward the components of social entrepreneur with the statistical significance at the level of 0.05. In particular, the SMEs entrepreneurs with different business type have different attitude toward all components with the statistical significance at the level of 0.05 (see table 6).

**Table 6 The comparison analysis of the attitude toward the components of social entrepreneur classified by business type**

<b>Transformational leadership</b>	<b>Sources of variance</b>	<b>SS</b>	<b>df</b>	<b>MS</b>	<b>F</b>	<b>p</b>
Vision of entrepreneur	Between Group	9.537	3	3.179	36.904*	0.000
	Within Group	32.389	376	0.086		
	Total	41.926	379			
Social innovation	Between Group	1.287	3	0.429	17.356*	0.000
	Within Group	9.293	376	0.025		
	Total	10.580	379			
Morality/Virtue	Between Group	12.124	3	4.041	39.904*	0.000
	Within Group	38.079	376	0.101		
	Total	50.203	379			
Leadership for social change	Between Group	8.790	3	2.930	37.711*	0.000
	Within Group	29.212	376	0.078		
	Total	38.002	379			
Total	Between Group	6.352	3	2.117	52.376*	0.000
	Within Group	15.201	376	0.040		
	Total	21.554	379			

\*with statistical significance at the level of 0.05

With regard to the comparison analysis of the attitude toward the components of social entrepreneur classified by operation period, in total the p-value is 0.000 ( $p < 0.05$ ) which means the SMEs entrepreneurs with different

operation period have different attitude toward the components of social entrepreneur with the statistical significance at the level of 0.05. In particular, the SMEs entrepreneurs with different operation period have different attitude toward all components with the statistical significance at the level of 0.05 (see table 7).

**Table 7 The comparison analysis of the attitude toward the components of social entrepreneur classified by operation period**

Transformational leadership	Sources of variance	SS	df	MS	F	p
Vision of entrepreneur	Between Group	6.683	3	2.228	23.768*	0.000
	Within Group	35.243	376	0.094		
	Total	41.926	379			
Social innovation	Between Group	2.321	3	0.774	35.223*	0.000
	Within Group	8.259	376	0.022		
	Total	10.580	379			
Morality/Virtue	Between Group	11.979	3	3.993	39.277*	0.000
	Within Group	38.224	376	0.102		
	Total	50.203	379			
Leadership for social change	Between Group	16.006	3	5.335	91.206*	0.000
	Within Group	21.996	376	0.058		
	Total	38.002	379			
Total	Between Group	5.321	3	1.774	41.081*	0.000
	Within Group	16.233	376	0.043		
	Total	21.554	379			

\*with statistical significance at the level of 0.05

#### **Correlation analysis between the components of social entrepreneur and economic and social security**

With regard to the correlation between the components of social entrepreneur and economic and social security, the results show that the internal correlation between the components of social entrepreneur have the relationship with the statistical significance at the level of 0.01; by that the correlation is between 0.224 and 0.782. The highest correlation is the relationship between social innovation (SE2) and morality/virtue (SE3). The correlation between the components of social entrepreneur and economic and social security has the relationship with the statistical significance at the level of 0.01; by that the correlation is between 0.612 and 0.791. The highest correlation is the relationship between leadership for social change (SE4) and economic and social security (SES) (see table 8).

**Table 8 Correlation between the components of social entrepreneur and economic and social security**

Variables	SE1	SE2	SE3	SE4	SES
SE1	1	0.688**	0.699**	0.599**	0.777**
SE2		1	0.782**	0.224**	0.612**
SE3			1	0.386**	0.786**
SE4				1	0.791**
SES					1

\*\* with the statistical significance at the level of 0.01

#### **Analysis of the components of social entrepreneur influencing on economic and social security:-**

With regard to the Simple Linear Regression Analysis by the Enter method, the results show that the components of social entrepreneur can forecast the economic and social security in total with the statistical significance at the level of 0.01 and 0.05 ( $F = 883.922$  and  $p = 0.000$ ); by that the components of social entrepreneur can describe the variance of the economic and social security in total at 90.30% ( $\text{Adjust } R^2 = 0.903$ , The rest 9.70% are the results of other variables which are not considered (see table 9). The equation is as followed;

#### **The equation of the components of social entrepreneur influencing on economic and social security:-**

$SES = 0.555 \text{ Leadership for social change (SE4)} + 0.465 \text{ Morality/virtue (SE3)} + 0.078 \text{ Social innovation (SE2)} + 0.067 \text{ Vision of entrepreneur (SE1)}$ .



**Table 9 The important weight of the variables of the components of social entrepreneur influencing on economic and social security**

Variables	economic and social security				p
	b	SE	$\beta$	t	
Constant	3.929	0.026		153.563 <sup>**</sup>	0.000
Vision of entrepreneur (SE1)	0.010	0.004	0.067	2.319 <sup>*</sup>	0.021
Social innovation (SE2)	0.023	0.009	0.078	2.707 <sup>**</sup>	0.007
Morality/virtue (SE3)	0.063	0.004	0.465	16.677 <sup>**</sup>	0.000
Leadership for social change (SE4)	0.087	0.003	0.555	25.899 <sup>**</sup>	0.000
	$R^2 =$	0.904		$F =$	883.922 <sup>**</sup>
	Adjust $R^2 =$	0.903	SE =	0.015	p = 0.000

\* with the statistical significance at the level of 0.05

\*\* with the statistical significance at the level of 0.01

### Discussion:-

According to the forecast equation, all 4 components of social entrepreneur have an influence on the economic and social security in the positive way. This is relevant to the study of Nagler (2007) who studied the importance of social entrepreneurship for economic development policies. The researcher found that social entrepreneurship is important to economic development policies and can play a vital role for societal and economic progress. The social enterprise is the mixture of the non-profit organization and the business. There are 4 values of the social enterprise: 1) the development of the employment to be in the aspect of creating job and giving the opportunity to the disadvantaged; 2) the creation of the product and service innovation; 3) the distribution of the social capital through the value of social institution, such as trust and cooperation; and 4) the equal support by indicating the ignorant demand of those who lose the social advantage. Thereby, the policy maker should be interested in social enterprise for the positive pressure to be the social change representative to create the innovation for satisfying the demand of the society.

The first component is leadership for social change. The social entrepreneur should be the leader for social change to be able to persuade others to create and use their own concept, which helps the social entrepreneur to grow effectively (Drayton, 2006; Catford, 1998). This is relevant to the concept of Davis (2002) who studied about social entrepreneurship: towards an entrepreneurial culture for social and economic development, and found that the social entrepreneur, as the leader for social change and the strong reformer, can transmit the hope and optimism to the society that the better world is possible, this is the method to change the evil of pessimism, desperation, and the worst development to become the good society with equity, fairness, and friendly health.

The second component is morality/virtue. This dimension is the differentiation between social entrepreneur and the profit entrepreneur. The demonstration of morality is the intention, not the coincidence (Sullivan Mort et al., 2002), including that the driving of the strong morality (Nontanorn, 2010). This is relevant to the study of Jujai-ngarm and Theppanya (2014) about the social entrepreneur, the trend of modern capitalism: the successful case study, which is found that the ethical business will avoid the operation that causes a negative impact on the organization and society. The business will rely on the discipline in order to prevent the effect on the community, economy, society, and environment. In case that it is undeniable, it will be in the minimum level; every process of operation require rule, discipline, and explicit plan in order that it leads to the social change in the positive way, and to be a good role model to create the upheaval for other organization.

The third component is social innovation. It is the production of goods or services that intends to satisfy the social need (Mulgan, 2007). This is relevant to the presentation of Ratawanich (2014) that the important trait of social enterprise is to use the innovation to resolve the social or environmental problem. The entrepreneur must develop the innovation that can solve the problem, which is the goal of effective operation to produce new goods or services to respond to the need of society, community, and environment in addition to solely create the profit to the organization.

The last component is the vision of entrepreneur, which is the positive characteristics of leader who has vision, creativity, and who dedicates to the public with willingness (Nontanorn, 2010). This is relevant to the concept of Roberts and Woods (2005) who presented that the social entrepreneur should have vision to indicate goal and solution, and capability to create and search for the new opportunity, also the new ally network more than relying on the original strategy or plan. In addition, it is relevant to the concept of Csikszentmihalyi (2008) that vision is sincere and powerful to attract

the power of people in the organization; the social entrepreneur should have vision of leadership, reliability, and capability in creating cooperation among followers in order to operate social activity.

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