



Journal Homepage: - [www.journalijar.com](http://www.journalijar.com)  
**INTERNATIONAL JOURNAL OF  
 ADVANCED RESEARCH (IJAR)**

Article DOI: 10.21474/IJAR01/7749  
 DOI URL: <http://dx.doi.org/10.21474/IJAR01/7749>



### RESEARCH ARTICLE

#### SOCIAL ENTREPRENEURSHIP: A CONCEPT PROBLEMATIC.

**Ghita Rtel Bennani and Said Radi (Supervisor).**

Mohammed V University in Rabat (UM5R), Morocco. FSJES Souissi.

#### Manuscript Info

##### Manuscript History

Received: 23 July 2018

Final Accepted: 29 August 2018

Published: September 2018

##### Keywords:-

Social entrepreneurship, social organization, approach Europe- USA, Corporate Social Responsibility, Social and Solidarity Economy, Bottom of the Pyramid.

#### Abstract

Social entrepreneurship has recently seen greater attention from the public sector, as well as from researchers. However, the absence of a unifying paradigm in the area has led to a proliferation of definitions. In addition, several approaches to the phenomenon, and different schools of thought have emerged in different parts of the world. At first, because of the different conceptions of capitalism and the role of government, there seems to be a difference between the American and the European conceptions of social entrepreneurship. We will try in this communication to clarify the concepts of "social entrepreneurship", "social entrepreneur" and "social organization" and to consider whether there is a transatlantic divide in how they are designed and defined. After justifying the need of a definition, we will present different points according to geographical areas. We propose an explanation for key concepts surrounding social entrepreneurship and finally discuss the implications for future research.

*Copy Right, IJAR, 2018,. All rights reserved.*

#### Introduction:-

Social entrepreneurship has become in recent years a very relevant topic in entrepreneurship research. In a world that faces many social challenges and where governments are often unable to provide solutions, motivated social entrepreneurs are often the key to the improvement of socially difficult situations.

In addition, in many cases, it seems that social entrepreneurs provide innovative social solutions more sustainable and more efficient than the government would have invented (Kickul and Lyons 2012 and Volkmann et al.). Recognizing the importance of social enterprise, a vast literary body of research and academic activities have emerged. In recent years, considerable academic progress has been made to better understand the concept of social entrepreneurship.

To contribute to a better understanding of the phenomenon and progress in this new field of research, a clear definition of key concepts is one of the main questions (Christie and Honig 2006). However, the absence of a unifying paradigm in the field of social entrepreneurship led to the proliferation of definitions, and concepts of "social entrepreneurship", "social entrepreneur" and "social entrepreneurial organization" that have often been used interchangeably to express the same idea.

In this paper, it comes to presenting, among others, clear definitions of several concepts in the field. It also seems that the different geographical origins of researchers impacted the approaches to define the concepts. These have

given rise to different schools of thought and there seems to be a transatlantic divide in the way of social entrepreneurship, because of the different conceptions of capitalism and the role of government.

Therefore, the purpose of this paper at first, is to make proposals on how to define the social entrepreneur, social entrepreneurship and social organizations, on the basis of geographical and thematic aspects based on a literature paper. Secondly, to raise various amalgams impeding the understanding of social entrepreneurship concept and to make the necessary clarifications while situating it to related concepts including: Corporate Social Responsibility (CSR), Social and Solidarity Economy (SSE), the Bottom of the Pyramid (BOP) ... and by identifying the specific characteristics of this type of entrepreneurship.

The following communication includes four parts. The first part details the origins of the field of social entrepreneurship, the second addresses the definitional context according to geographical differences, the third compares social entrepreneurship in business and purely social entrepreneurship. Finally, the fourth section analyzes the conceptual framework of social entrepreneurship proposed by François Brouard.

#### **Development Context:-**

Entrepreneurship has been a well-defined area in economic theory since Schumpeter published his book in 1911 (Swedberg 2000). Social entrepreneurship was not a central element in this theory in general and was not easily treated or even mentioned in textbooks or articles on entrepreneurship. Steyart and Hjorth (2006) stated that research and development of social entrepreneurship have been undertaken, and during recent years by researchers and experts who generally were not part of the field of entrepreneurship. The beam et al (2011) point out that research in this area is characterized by case studies and success stories, and lacks a theoretical basis and therefore generalization.

It is not known exactly when the term "social entrepreneurship" was used for the first time, but was alluded to in an academic publication by William N. Parker in 1954. He reported in an article published in *The Journal of Economic History* a separate form of entrepreneurship in Germany: "for German individual in the mining industry, the three types of activity have emerged as opportunities for business and personal ambition." The first is the most obvious "capitalist entrepreneurship", which clearly contributes to the functioning of the economy and in other favorable conditions for growth. The interest of the individual in the second (which may be called "social entrepreneurship") depended on the fluidity of the German social structure, progress standards, and clean ease of the individual. "(Parker, 1954, p. 400). For Parker, social entrepreneurship has contributed to increased social mobility that allowed members of the working class to achieve relatively well-paid management positions, demonstrating an entrepreneurial behavior.

Although the definitions of social entrepreneurship have changed throughout the last decades, contributing to social mobility is a basic goal for many social entrepreneurs.

Therefore, the article of Parker could be considered a starting point in research on social entrepreneurship. However, for exactly three decades almost no one has touched it (except for the five recurrent publications - isolated in terms of bibliometrics, which means that these documents were never mentioned) until in 1985, the theme of the research was picked up by two publications, one in the US and one in the Netherlands<sup>1</sup>. The number of publications has increased continuously, but only at very modest rate over the following years until it has doubled from 1999 to 2000. This brands social entrepreneurship as the new big trend of entrepreneurship research.

To better grasp the concept of social entrepreneurship, it would be interesting to be in the context in which development takes place and which also justifies its importance (Dees 1998, Johnson 2000). Traditionally, non-profit organizations were in charge of social missions related to social entrepreneurship. It is therefore useful to dissect the reasons why enterprises migrate to this new type of entrepreneurship.

Indeed, there are several reasons for the growth of social entrepreneurship support. We can cite for example the need for funding as organizations need to find new sources of funding as the increase in social projects has reduced donations and grants awarded. In addition, social needs are increasingly growing and therefore the pressure to fill is

---

<sup>1</sup> According to Schumpeter Discussion Papers, "A Bibliometric Based Review on Social Entrepreneurship and Its Establishment as a Field of Research".

larger and there is a demand for efficiency and proactivity on the part of organizations in the governance of funds raised. In addition, the growing acceptance that market forces can address social needs through the competition of the power promoting innovation and organizational effectiveness (Dees, 1998).

One reason for the popularity of social entrepreneurship today can also be justified by the fascination for entrepreneurs and their stories. These distinct personalities with creative minds are able to overcome obstacles and to invent products and special services that improve people's lives. This is true for social entrepreneurs like Nobel Peace Prize Muhammad Yunus, and for entrepreneurs like Steve Jobs. But it's behind the interest in social entrepreneurship that remains the fascination of great entrepreneurs.

It is the commitment to do good for society, for social transformation and serving the community which gives a distinct value in the field. Muhammad Yunus won the Nobel Prize in 2006, considered as a milestone in the recognition of social entrepreneurship. Muhammad Yunus refers to the limits of economic theory which was the starting point of his thinking. Economic theory postulates that every individual in the system should be the maximum for himself. Then, if something goes wrong, this is often attributed to market failure.

Yunus has analyzed this problem in depth, namely the concept of the economy and its actors. Individuals should not be considered only as economic agents, this way the essence of the individual is falsified. They have other needs and also things to give. Economic theory makes humans a one-dimensional entity. Besides these arguments, there is a quote from the founder of Ashoka, Bill Drayton: "social entrepreneurs are not happy just to give a fish or teach how to fish. They will not rest up until they have revolutionized the fishing industry".

Despite the growing interest, popularity and contributions, the field of social entrepreneurship is still evolving and is, in research and in practice, still in the process of definition.

#### **Definitions of Social Entrepreneurship:-**

Any definition of "social entrepreneurship" must begin with the word "entrepreneurship". The word "social" simply modifies it. If entrepreneurship has no clear meaning, termed 'social' would not make much sense.

Indeed, although the concept of "social entrepreneurship" is gaining popularity, it means different things to different people. This can be confusing. Many associate social entrepreneurship exclusively to nonprofit organizations. Still others use it to describe companies that integrate social responsibility into their operations. What does "social business" mean? What does it take to be a social entrepreneur? To answer these questions, we should start by looking into the roots of the term "entrepreneur."

In common parlance, being an entrepreneur is associated with starting a business, but this is an injured application of a term that has a rich history and a much larger meaning. In French, it means that the entrepreneur is someone who undertakes a project or a significant activity. Specifically, it has been used to identify adventurous individuals who stimulated economic progress by finding new and better ways of doing things. The French economist most often credited with giving the term this particular meaning is Jean-Baptiste Say: "the entrepreneur shifts economic resources from one area of lower productivity to an area with greater productivity and better performance."

The Austrian economist Joseph Schumpeter based his thinking on entrepreneurship value creation, which is probably the most influential idea in this research area. Schumpeter identified in the entrepreneur the necessary force to drive economic progress, and which without it economies would become static, structurally immobilized and would deteriorate. The entrepreneur in Schumpeter view identifies a business opportunity and implements the idea. A successful case, he argues, triggers a chain reaction, encouraging other entrepreneurs to iterate and finally to spread innovation to the point of "creative destruction", a state in which the new company and where all these companies make existing products, services and business models obsolete.

Schumpeter saw the entrepreneur as an agent of change in the economy. Peter Drucker, on the other hand, does not necessarily see entrepreneurs as change agents themselves, but as cunning agents and change exploiters. According to Drucker, "the entrepreneur is always looking for change, responds and exploits it as an opportunity."

The second facet is the social component, which is the central element in the definition of social entrepreneurship. Without the social mission, social entrepreneurship cannot exist. The latter can be combined with economic logic.

Social enterprise, plays a role as an agent of change whose role must be conscious not only accidental (Sullivan Mort et al, 2003). Now, and to define the concept of social enterprise, we will conduct a geographical analysis according to a European approach and another American.

#### **The Anglo-Saxon origins of the concept:-**

Looking at the American landscape, what is striking is the diversity of concepts that have been used since the early 1980s to describe entrepreneurial behavior with social objectives, mainly - but not exclusively - in the nonprofit sector.

Although the non-profit community studies made use of several words, the conceptual debate was mainly shaped by researchers from business schools.

In the United States, the emergence of the concept of social enterprise dated early 90's, where in 1993, Harvard Business School, launched the "Social Enterprise Initiative" considered one of key events of this period. Since then, other major universities (Columbia, Berkeley, Duke, Yale, New York, etc.) and various foundations have set up training programs and support for social enterprises and social entrepreneurs. In the United States, however, social enterprise remains a very broad and often vaguely defined concept. Moreover, concepts of social enterprise, social entrepreneurship and social entrepreneur appear quite often interchangeable to classify different designs.

#### **The school of market resources:-**

A first generation of jobs in the "school of market resources," covers the concept of social enterprise, the market economic activities of the private non-profit organizations serving their social mission (Skloot, 1987; Young, Salamon 2002). These are increasingly facing frequent limitations in collecting private donations or in research grants from governments and foundations (Kerlin, 2006).

A second generation of work, within the same school, extends the concept of social enterprise to a wide range of organizations, whether for profit or nonprofit and when provided, deploy a commercial activity with a view of a social purpose (Austin et al., 2006). The focus is not only on the importance of market resources, but also on a set of management practices from the private sector for profit (Emerson Twersky, 1996). In the latter case, a variety of initiatives developed by conventional commercial companies - from sponsorship and patronage to more innovative forms - can enroll strategies of "Corporate Social Responsibility" (CSR) that many business schools will be eager to qualify for social entrepreneurship.

#### **School of Social Innovation:-**

According to Dees and Anderson (2006), the second major school of thought gives a central place to social innovation. Then the profile of the social entrepreneur is highlighted, and its creativity, dynamism and leadership to implement new responses to social needs. The definition of social entrepreneurship proposed by Dees (1998, p 4) is emblematic: "the social entrepreneur plays a role as a change agent in the social sector by pursuing a mission of creating social value and exploiting new opportunities to support this mission. It is part of a continuous process of innovation, adaptation and learning, acting boldly without being limited by available resources and by showing a keen sense towards commitment of its mission and its social impacts."

The emphasis here is on the systemic nature of innovation and the scale of the social or societal impact, rather than the type of resources mobilized. The organization Ashoka has played a pioneering role in this line of thinking. Since the early 80s, it supports this type of entrepreneurs, although it has resumed later appellation same social entrepreneur. Today, such individuals are more often presented as heroes of modern times (Bornstein, 2004).

#### **Social entrepreneurship at the convergence of two schools:-**

Some work in the United States (Emerson, 2006) emphasize the need to bring together these different approaches in a common characterization of social entrepreneurship around some central criteria: achieving social impacts, social innovation, mobilizing market receipts and the use of managerial methods, regardless of the legal status of the organization - profit or non-profit, private or public. These authors emphasize the double or the triple line results "People, Planet, Profit" [Savitz 2006], and the creation of a mixed or hybrid value added (blended value), the economic and social dimensions intertwined.

### European Designs:-

If we look now what has developed in Europe, it should first be noted that, at the institutional level, the major impetus first came from Italy, where the Parliament voted in 1991 a law offering a specific social status for cooperative initiatives that were increasing for several years, by setting up economic activities in the social goals. These organizations then have been growing very impressively, mainly in response to non or poorly met market or state needs.

After establishing social cooperative status in Italy, new legislation has emerged in Europe throughout the last twenty years: in eleven countries, legal statutes have been established to better recognize the ability to deploy an economic activity, while pursuing a social purpose (Roelants, 2009). Some of these statutes were molded in the cooperative model - as in France, cooperative status of collective interest (2001) or in Poland social cooperative status (2006) -, while others does not explicitly refer to the cooperative model, even if they find some of their inspiration.

### The approach of the European EMES:-

Noting similar developments in various countries, a European network of researchers was formed in 1996 to study "the emergence of social enterprises" in Europe. Named EMES stands for this research topic, covering all fifteen countries that then formed the EU, the network has gradually developed a common approach to social enterprise that we will develop in the next section. Today, however, different views coexist and intertwine in European debates. Alongside the EMES approach, in fact, since the middle of this decade, academic business schools including Mair and Marti (2006), Nicholls (2006), Mair, Robinson and Hockerts (2006) returned and sometimes fitted the concept of social entrepreneurship as it was fashioned in North America a few years earlier. Nicholls (2006), for example, offers a continuum of social entrepreneurship ranging from "voluntary activism", based only on donations and volunteering, to 'social innovation business' (corporate social innovation), which consists of investments at risk for a social purpose, carried out as part of a private capitalistic company. Between these two extremes, are different types of nonprofit organizations, from those that are totally funded by grants to those that are fully self-financed. In its analysis, only the latter deserve the term "social enterprise".

The indicators used by the EMES Network has so far been presented in two subsets: first, four indicators with five social nature indicators (Defourny, 2001, p. 16-18). From a comparative perspective, however, it seems more appropriate to distinguish between three subsets, not two. To highlight some indicators suggest mainly specific modes of governance to the ideal-typical social enterprise EMES. Through these nine indicators, many recognize the usual characteristics of social economy organizations that are here supplemented or refined so as to reveal new entrepreneurial dynamics (Borzaga Defourny, 2001).

**Table 1:-EMES indicators for social entrepreneurship**

<b>The indicators of the economic dimension</b>	-A continuous activity producing goods or services -A significant level of economic risk taking - A minimum level of paid employment
<b>The indicators of the social dimension</b>	- An explicit objective of service to the community - An initiative launched by a group of citizens - Limiting the distribution of profits
<b>The indicators of the governance structure</b>	- A high degree of autonomy - A decision-making power not based on capital ownership - A participatory process involving various parties involved in the activity

**Source: Elaborated by us**

It is important to note that these indicators are not a set of conditions that should fulfill an organization to be qualified as a social enterprise. These indicators are an ideal type that can help organizations locate to each other reports.

To conclude this geographic comparison approach, the American approach of a social enterprise is not a concept that must be differentiated from social entrepreneurship. Although the use of a term or the other depends on the development and research context, the terms are often used in the simple combination of: 'social enterprises are social entrepreneurial activities'.

In the European tradition, social enterprise is seen as "a (new) type of social entrepreneurship", a "subset of social entrepreneurship activities" and social entrepreneurship as "the broadest concept, the more encompassing". While Nicholls, a British researcher, sees social enterprises as non-profit organizations located in the fully self-financing end of the continuum of social entrepreneurship, the EMES sees social enterprises (cooperatives, mutual societies, associations and foundations) as multi-resource organizations.

**Comparative Vision:-**

In this third part, we will use a broader conceptualization of social entrepreneurship to provide a comparative analysis with capitalistic entrepreneurship and neighboring concepts.

**Social Entrepreneurship VS Commercial Entrepreneurship:-**

We define social entrepreneurship as a social and innovative solution, creating an activity that can occur inside companies or non-profit sectors. However, most definitions of social entrepreneurship in popular discourse and in academic literature, are mainly focused on social entrepreneurship within and between non-profit sectors. To better approach this comparison, we will use previous work, and limit ourselves to 4 variables.

**Market failure:-**

One theory behind the existence of social purpose organizations is that they emerge when there is a social market failure, namely, market forces do not meet a social need, as in goods public (Weisbrod 1975, 1977) or in contract failure (Nelson & Krashinsky 1973). This is often due to the inability of those who need services to pay. A problem for the business entrepreneur is an opportunity for the social entrepreneur. We can conclude that the market failure will create different entrepreneurial opportunities for social and capitalistic entrepreneurship.

**Mission:-**

The fundamental goal of social entrepreneurship is to create social value for the public good, while the spirit of commercial enterprise is to create profitable transactions resulting in private gain. This contrast is, of course, exaggerated. The commercial entrepreneurship serves society in the form of new and valuable products, services and jobs, and can have transformative social impact. Such transformations can even be a driving motivation for some business entrepreneurs. However, differences in purpose and reward are useful for our comparative analysis. We can deduce that the mission will be a fundamental characteristic differences between the two kinds of entrepreneurs.

**Resource mobilization:-**

The restriction at the non-distribution of surpluses generated by non-profit organizations and integrated social enterprise, social purpose limited social entrepreneurs to tap into the same capital markets as commercial entrepreneurs. In addition, the social economy often makes it difficult to reward staff to the same degree that competition in commercial markets. In fact, many employees in entrepreneurial social organizations give considerable value to the non-monetary remuneration for their work. We can say that the mobilization of human and financial resources will be a difference that prevails and will lead to fundamentally different approaches in the management of financial and human resources.

**Performance Measurement:-**

The social purpose of the social entrepreneur is to create greater challenges for measuring the performance of the commercial contractor that can count on relatively tangible, quantifiable measures of performance such as financial indicators, market share, customer satisfaction and quality. In addition, the various financial and non-financial players on which an enterprise social organization is indebted are more numerous and more diverse, leading to greater complexity in managing these relationships (Kanter and Summers, 1987). The challenge of measuring social change is large due to the non-quantification, multi causality, time dimensions, and different perceptions of the social impact created.

**Social entrepreneur VS Business entrepreneur:-**

In a broader way, it seems appropriate to conduct a comparative analysis between a social entrepreneur and a capitalistic entrepreneur. We can summarize the various comparisons between the social and business entrepreneur as follows:

**Table 2:-Comparative Criteria between social and business entrepreneur**

Criteria	Social entrepreneur	Business entrepreneur
<b>Strengths</b>	Collective experience	Ability and personal energy
<b>Focus</b>	Development capacity	Financial gain
<b>Perspectives</b>	Long term	Short term
<b>Scope</b>	Limited by the vision	No limit
<b>Earnings</b>	Constitute a means and are reinvested	Constitute an end itself and are distributed
<b>Risks</b>	Assets of the organization, image and confidence	Personal assets and investors
<b>Autonomy</b>	With donors	With an employer

Source: National Center for Social Entrepreneurs (2001, p.5)

### ES and CSR Comparison:-

Social enterprises (ES) are often equated with socially responsible companies (ESR). However, ES can be compared with ESR and socially irresponsible companies (ESI) by making a distinction between social role and trade.

**Table 3:-Distinguishing ES ESR and ESI according to their business role and / or social**

Type of company	Human role	Commercial List	
		Business exchange	Distribution of commercial profits
ES	Exclusively social function	No trade	Nothingness
	Major human role	Trade presence	100% Distributed profits to social causes
			Profits distributed mostly towards social
ESR	Minor human role		Profits distributed mainly to shareholders
ESI	No social role		100% Profits distributed to shareholders

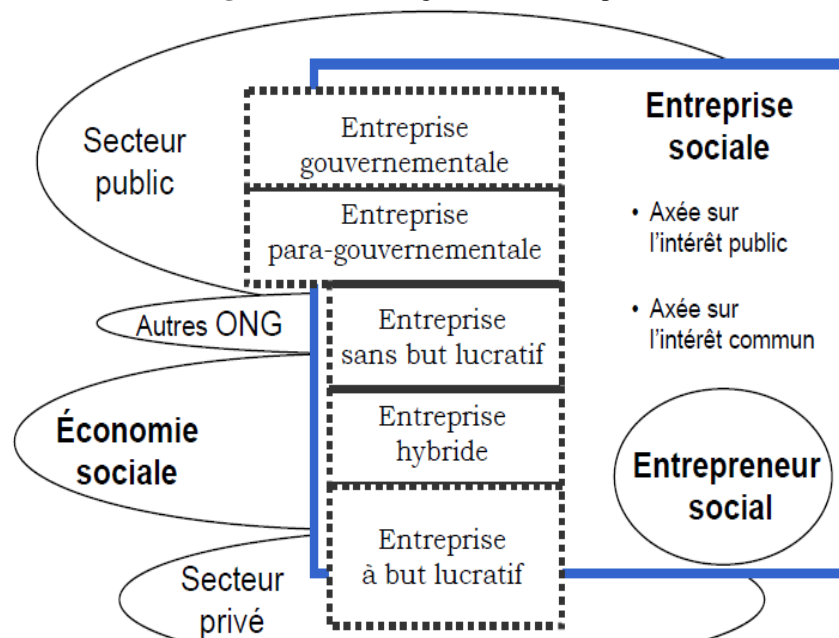
Source: Elaborated by us

### Social Entrepreneurship and Social Solidarity Economy:-

Although there is no unique formula to define the social economy, it is almost always presented with emphasis on two aspects. First, it refers to the categories of non-capitalist private organizations which, by their statutes and therefore special rules form major components: cooperatives, mutual societies, associations and foundations. Secondly, the social economy is based on values: management autonomy, purpose services (more than gains), equality of members, etc.

The concept of social entrepreneurship cannot be confused with the social economy. Nevertheless, some advocate that if the two concepts are understood, they can reinforce and complement. As explained by the Institute for the Development of Economic and Social Information, for the enthusiasm it created "social entrepreneurship helps make reality and the interest of these companies [Social Affairs] more accessible to a wider audience, well beyond the "insider circles". Social entrepreneurship could be a gateway to the social economy.

In Europe especially, social entrepreneurship remains linked to the social economy and its cooperative tradition.

**Figure 1:-Positioning the social enterprise**

Source: Francois Brouard

#### The "base of pyramid", a variation of social entrepreneurship:-

The base of the pyramid (BOP) is a socio-economic concept that allows us to consolidate this broad sector - beyond four billion - of the poorest citizens of the world market constituting an invisible and unserved blocked by barriers which makes it difficult for them to realize their human potential for their own benefit, those of their families, and of the great company.

Technically, a member of the BOP is part of the largest, but poorest groups of the world population, living on less than USD 2.50 per day and is excluded in our societies, including access to services and basic products.

How can we then reconcile the profit motive and social objective? The Indian economist Coimbatore K. Prehalad<sup>2</sup> has given an example of the basic concept of pyramid (BOP). He said that 4 to 5 billion people are excluded from the economic system not only because of their low purchasing power but also because companies do not offer products tailored to their needs<sup>3</sup>. This is a huge market, Prehalad the estimated USD 13.000 billion, which is open to companies that make the effort to better serve the poor.

The concept of social business put forward by Muhammad Yunus (2010) also joined this notion. It covers the companies, regardless of their status, which must cover all of their costs through market resources. This concept was developed primarily for recognition of a business model that focuses on providing goods or services to customers (very) poor, new market segment (often called bottom of the pyramid) for some large companies, especially in the South. Social businesses are generally the companies formed by investors, but these owners, at least in the version of Yunus, receive no dividend, profits are being reinvested in the company to the social mission of service.

#### Conceptual Model:-

In this fourth and final part of our article, we wanted to discuss the conceptual model proposed by François Brouard, a professor at Carleton University and founding Director of the Sprott Center for Social Enterprises (SCSE).

Based primarily on a review of the literature and gathering the elements discussed above, the development of a conceptual framework of social entrepreneurship, even in a preliminary version, illustrates the components of the

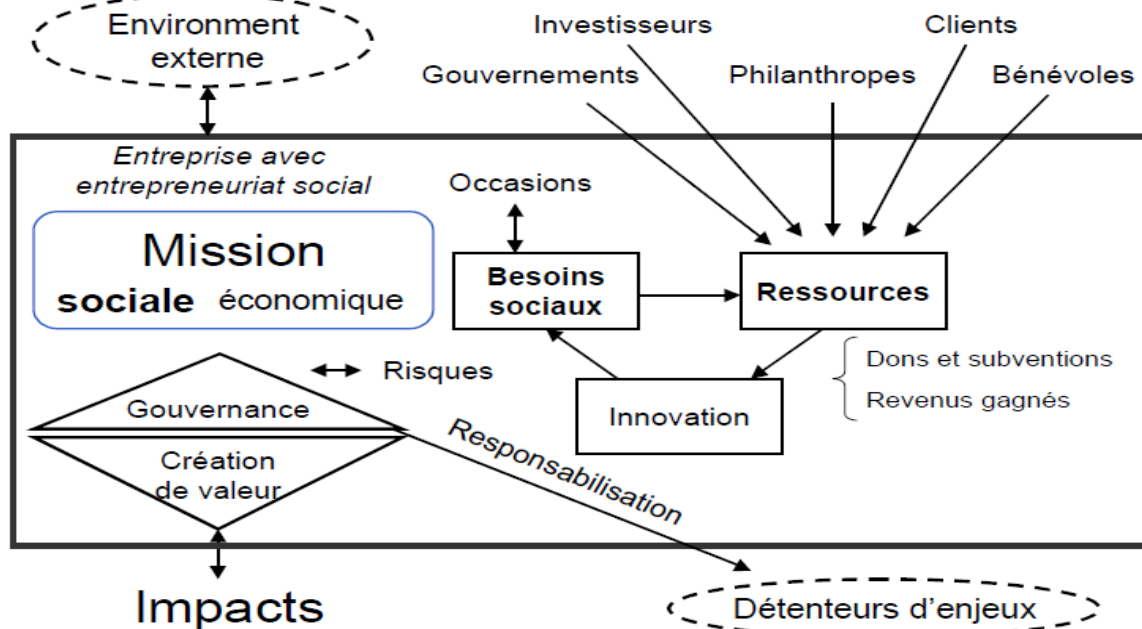
<sup>2</sup> Physicien Indian who specializes in management and economy.

<sup>3</sup> From the article " Social economy, social entrepreneurship, social business ... what are we talking about?"



concept. In doing so, there is a contribution to the theory needs with regard to social entrepreneurship (VALEAU, Cimper and Filion, 2004).

**Figure 2:-**Conceptual model of social entrepreneurship proposed by Brouard



Source: Francois Brouard, 2007

The central element of a company with social entrepreneurship is the mission (Tan et al, 2005; Ulhoi, 2005). The mission must be social and can be economical, but it is essential that there is a predominance in the social mission. This social mission is the element that guides all decisions. From the perspective of social entrepreneurship, the presence of social needs brought business opportunities to meet those social needs. The entrepreneurial dimension brings a focus on innovation and a proactive approach to address the needs and take advantage of business opportunities (Sullivan Mort et al, 2003). The opportunities are exploited to generate profits by creating innovative solutions.

Traditionally, financial and human resources from governments, philanthropists and volunteers. It can include donations and grants. In these groups it possible to add investors and customers and to add the concept of earned income in addition to traditional sources of financing. In addition to these sources of financing, the company is subject to the external environment and the forces exerted on it by the macro environment or holders of issues. These companies must monitor and adapt to the forces of the external environment.

Governance and value creation are also important dimensions of social entrepreneurship. We should note that risk management and the need for greater risk tolerance are needed more than traditional companies to a social goal (Sullivan Mort et al, 2003). Thus, an entrepreneurial project involves certain additional risks that must be able to handle and accept, which can be difficult in the culture of certain non-profit organizations. The company must also ensure accountability for its actions to the different stakeholders. The entire company is a creation of value having a significant impact on the satisfaction of needs.

**Conclusion:-**

We can summarize social entrepreneurship as a movement to solve social problems by catalyzing the transformation of existing ideologies. We could also say that social entrepreneurship "emphasizes problem solving and the development of social innovation, new approaches to solving old problems" (Johnson, 2000, pl). Some say that social entrepreneurship is the incorporation of commercial practices in the nonprofit sector, while others say it is the incorporation of social value in the economy. These different descriptions are possible because there are no authoritative definition for the social entrepreneurship concept (Light, 2008). However, even with this broad interpretation, certain themes emerge in social entrepreneurship: innovation, social impact, sustainability, social transformation, or individual citizen through a leading social change, challenging existing structures, fusion of traditional sector boundaries and construction of a more inclusive market system. All characterize social entrepreneurship.

However, the definition that we find the most appropriate for this analysis is: "social entrepreneurship is the product of individuals, organizations and networks that challenge the conventional structures by addressing weaknesses and identifying new opportunities in institutional arrangements that are currently causing inadequate supply and / or the unequal distribution of social and environmental goods" (Oxford Business School, 2009). According to this definition, social entrepreneurship has the greatest ability to transcend contemporary ideologies demanding a rethinking of basic assumptions about the structure of the economy.

To conclude, we will retain that social entrepreneurship is a generic term that encompasses a variety of organizational innovations orienting social and environmental needs. Researchers are still struggling to find a common definition (eg Huybrechts and Nicholls, 2012). The integration of 20 concepts of social entrepreneurship, including Dees (1998), by Peredo and McLean (2005) and Mair and Marti (2006), Zahra et al. (2009) lead to the following definition: "social entrepreneurship encompasses the activities and processes undertaken to discover, define and exploit opportunities to increase social wealth by creating new businesses or managing existing organizations innovatively." This definition contains three central functions, which were also collected in a recent contribution Huybrechts and Nicholls (2012), who worked on common features in definitions of social entrepreneurship. These features are:

1. Societal: the focus is on social or environmental outcomes,
2. Innovation: the use of innovation in different ways,
3. and Market-oriented: the adoption of market-oriented actions allow through collaboration to achieve these same models in other places.

If the concept of social entrepreneurship has taken off in countries around the world, Morocco, also has recognized the importance of the third sector as a new way of doing business, conducive to the creation of a dynamic economy and leading to social, territorial and local development. However, and according to research conducted by the British Council in Morocco, this concept is still very little known. To what extent, therefore, can the various social and governmental actors, among which the fundamental role of universities and incubators can contribute to the promotion of research but also to supporting this new type of business in order to achieve an entrepreneurial Morocco?

**Bibliography:-**

1. Austin, J., Stevenson, H. and Wei Skillern, J. (2006), « Social and commercial Entrepreneurship: Same, different, or both? », *Entrepreneurship: theory & practice*, vol.30, no 1, p.1-22.
2. Austin J. E., Leonard B., Reficco E., Wei- Skillern J., (2006), « Social entrepreneurship : it's for corporations too », *Social entrepreneurship, new models of sustainable social change*, Oxford University Press, p. 169-180.
3. Brouard, F. (2007), « Réflexion sur l'entrepreneuriat social », *Association des sciences administratives du Canada (ASAC) 2007 Annual Conference*, Ottawa, Canada, p.187-198.
4. Brouard, F. et S. Larivet (2010), « Essay of clarifications and definitions of the related concepts of social enterprise, social entrepreneur and social entrepreneurship », dans A. Fayolle et H. Matlay (dir.), *Handbook of Research in Social Entrepreneurship*, Cheltenham, Edward Elgar Publishing, p.29-56.
5. Dees, G. (1998), « Entreprising non profits », *Harvard Business Review*, vol. 76, no 1, p.55-65
6. Defourny J., Nyssens M., (2010), « Conceptions of social enterprise and social entrepreneurship in Europe and the United States: convergences and divergences », *Journal of Social Entrepreneurship*, vol. 1, n° 1, p. 32-53.
7. Defourny J., Nyssens M., (2014), « La percée de l'entrepreneuriat social : clarifications conceptuelles », *L'option de Confrontations Europe*, no 33, p.23-27
8. Frank J., Sophie B., François B. (2012), *L'entrepreneuriat social : un thème pour la recherche passée, présente et future* », *revue internationale PME : économie et gestion de la petite et moyenne entreprise*, vol 25. , n° 3-4, p.17-44.
9. Jacques D., Marthe N. (2011), « Approches européennes et américaines de l'entreprise sociale : une perspective comparative », *Revue internationale de l'économie sociale : Recma*, n° 319, p.18-35.
10. Mair, J. and I. Martí (2004), « Social entrepreneurship: what are we talking about? A framework for future research », *Document de travail, IESE Business School, University of Navarra*.
11. Mair, J and Marti, I. (2006), « Social entrepreneurship research: a source of explanation, prediction and delight », *Journal of World Business*, vol.41, no 1, p.36-44.
12. *Rapport 23ème Colloque Annuel du Conseil Canadien des PME et de l'entrepreneuriat*, Trois-Rivières, 2006
13. Sean Patrick S., Christine V., « A Bibliometric Based Review on Social Entrepreneurship and its Establishment as a Field of Research », *Schumpeter Discussion Papers, Schumpeter School of Business and Economics Wuppertal University, Germany*.