

THE ROLE OF SOCIAL INNOVATIONS IN THE DEVELOPMENT OF SOCIAL ENTREPRENEURSHIP AND SOCIAL ACTIVITIES

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***Abstract:** In dynamic times where, human values are compelled to change with lightning speed due to the climate and moral crises that threaten us, the actions of society, business and governments are of utmost importance. This paper examines the opinions of several authors on the emergence and definition of social entrepreneurship, with some supporting and others contradicting each other thesis. The goal of the paper is to define the role of social innovations in the development of social entrepreneurship and the social activity and to draw clear boundaries between all types of activities related to the well-being of society., is going to be presented in the next pages.*

***Keywords:** Social Entrepreneurship, Social Innovations; Responsible Education*

***JEL codes:** O35, L31*

INTRODUCTION

Social entrepreneurship is seen as a new way to build a business, but it seems that it is not nearly as innovative as it is portrayed. Entrepreneurship has been around for hundreds of years, although the terminology was lacking then. This leads to the conclusion that social entrepreneurship has also been practiced, even if called something else. This problem area has been investigated in the work of other authors as well. (Ruskova, S., & Kunev, S., 2022); (Antonova, D. 2022); (Popova, A., 2022).

Sandra Waddock and James Post argue that "Social entrepreneurship dates back to the late 1970s and is associated with the founding of Ashoka by Bill Drayton, an organization created to highlight the work of social entrepreneurs. Yet academic publications in this area did not appear until the early 1990s" (Post, 1991).

The social entrepreneur aims to increase profits and business growth while at the same time contributing positively to society, solving societal problems, combating climate change, protecting the rights of a weaker segment of society, etc.

Israeli economic sociologist, Adam Hayes, (Adam, 2022), is of the opinion that the social entrepreneur aims for new achievements that have the potential to solve societal problems; they are willing to put in the effort to create positive change; they believe they could help people discover their goals and change the world - and all of this happens while they earn a living. Ethical practices such as impact investing, mindful consumption and corporate social responsibility facilitate the success of social entrepreneurs. Hayes believes that a social entrepreneur is not only looking for profit, but is interested in starting a business for the benefit of society. Furthermore, the idea created is designed around the six P's: people, problem, plan, prioritize, prototype and pursue. (Hayes, 2023)

The Journal of Social Entrepreneurship at Taylor & Francis Online defines four key elements in social entrepreneurship: social, innovative, market-oriented and hybrid. Social - focused on a

socially beneficial purpose that has been carefully considered.; Innovative - "innovations are seen as creative or destructive changes in social or economic systems."; Market oriented – this places social entrepreneurship in a more competitive funding and performance environment that drives improvement and increased social impact. Hybrid – operates between the public, private/commercial and civil society sectors, often as a social enterprise. "This definition of social entrepreneurship includes for-profit and not-for-profit organizations as well as public sector bodies. However, it excludes all organizations whose main objective is profit optimization, regardless of whether they also aim to do social good, as this falls under another strand of Corporate Social Responsibility."

"The term 'corporate social responsibility' emerged in the late 1960s and early 1970s, when various civil rights movements and environmental organizations were changing public understandings of business. Subject to the general statement that those with the most power and resources also have the greatest responsibility, they call on corporations to reduce their negative social and environmental impact and become active participants in solving social and environmental problems...CSR aims to create an added value not only to the organization but also to all stakeholders. In this regard, it is important to make a clear distinction between CSR, which is a strategic management model, and charity, sponsorship and philanthropy. CSR represents a set of attitudes, decisions and actions of the organization that are oriented towards society." (Ruskova, S., 2021)

"If the problems we face today are often caused by the failure of the market mechanism in which individuals are separated from each other, the problems can be solved by reconnecting people, which means solidarity between people... There are many types of activities for this goal - from local groups, such as microcredit in developing countries, to fair trade at the global level... Solidarity has an essential value for human life because it will improve our health and our lives." (Matsui, 2015)

"The observation of the market and its dynamic changes allow the strong focus of company business models on social factors. It is related, among other things, to the creation of both economic and social value." (Jablonski, 2019).

EXPOSITION

The framework of the Educational Laboratory

The difference between social entrepreneurship and social activity is the scale and goals. And while social activity can also be charitable, entrepreneurship excludes the absence of profit. These problems have been discussed in the work of several authors: (Beloeva, S. 2022)

Stanford Social Innovation Review, "is an award-winning journal and website that embraces cross-sector solutions to global problems...written by and for social change leaders from around the world and across all societal sectors" (SSIR, n.d.) In an article titled "Social Entrepreneurship: An Argument for a Definition", Roger Martin and Sally Osberg argue that defining social entrepreneurship needs to draw boundaries between social entrepreneurship and other activities that are worthy but do not fit this (their) definition. If this is not done, the term "social entrepreneurship" will be too broad and therefore meaningless to exist. They argue that the provision of social services does not meet the definition of SP.

The difference between the two types of ventures—social entrepreneurship and social service—is not in the initial entrepreneurial context or many of the personal characteristics of the founders, but rather in the results." (Roger L. Martin, 2007) Martin and Osberg distinguish social entrepreneurship from the provision of social services and social activists on the following factors - the social entrepreneur strives for a stable equilibrium that would cause neglect or suffering to a part of humanity, but aims and succeeds in building a stability that provides permanent benefit to the target group or to the whole community. What the three types of activity have in common is that they use similar strategies, but are adapted according to the goal. (Roger L. Martin, 2007).

Organizational-management innovations could also include innovations with a social and environmental focus, which increase the company's image. Organizational-management innovations are of particular importance because they increase the company's adaptability to changes and the

impact of the environment such as competitive pressure, public demands and expectations..." (Kirova, M., I. Lyubenova, 2022)

Innovation is an integral part of social entrepreneurship. In this case, just like the concept of entrepreneurship, the concept of innovation is expanded, as the entry of a new organization with a non-standard combination of technology, market, raw materials and products and a positive impact on the environment and society.

According to Mulgan, social innovation has grown out of practice created by people, who sometimes reflect on their actions. He argues that little attention is paid to history and theory, and there are no clearly defined schools, theoretical arguments, or major research programs that pit theories against evidence. (Mulgan, 2012); (Venelinova, N., 2021).

In order to achieve a significant increase in the prosperity of a society according to the authors of this material, there must be an inevitable intersection between the above activities.

Social entrepreneurship sounds like a hybrid between social activities and entrepreneurship. And it actually is! A social entrepreneur is a person who aims to create and develop a successful and profitable business, which at the same time benefits his subordinates, a larger circle of people, a whole society or benefits the environment.

In this context, based on the 17 goals for sustainable development of the United Nations, an algorithm has been built according to which a model for introducing social innovation through a social enterprise should be built:

Regarding the UN's Sustainable Development Goals (SDG's), social enterprise in its ultimate form will meet a large percentage of them:

Table 1. Social innovation model for sustainable change of treatment of animals

№-SDGs	Opportunities created by social enterprise
1	New jobs
3	A social enterprise will offer psychological and rehabilitation assistance
4	Social enterprise educational programs will cover a variety of topics, and the information will be delivered in an interesting and engaging way. In addition, internship positions will be opened in the enterprise.
5	Staff will be appointed based on the qualities they possess and not based on gender or other characteristics
7	There is a lot of underground water in Lesopark Lipnik, thanks to which it is possible to build a water power plant for the needs of "Pobeda". In addition, it is possible to place solar collectors, wind turbines, solar panels for warm air and others.
8	New jobs, decent pay, investing in the economy of Ruse municipality.
9	Renovation of an abandoned building, benefiting the surrounding area.
10	A social enterprise employs people of all age groups, with various statuses and physical characteristics. Staff will be appointed according to the qualities they possess.
12	Part of the materials that the social enterprise will use in its production will be recyclable, organic or recognized by organizations such as Fairtrade. In addition, a practice will be created to return unwanted clothes or animal houses, which will be recycled and given a new life.
13	The actions undertaken for achieving SDGs 7, 8 and 12 are in favor of climate and climate change.
15	The social enterprise will be positioned in Lipnik Forest Park, which is considered the largest forest park in Bulgaria. (Villa Teketo, n.d.). Over the years, it is neglected and polluted, and the forest and water inhabitants inevitably suffer from this. The idea is that, with the development of its activity, a social enterprise will ennoble this corner of paradise, draw attention to the problem and the residents of the municipality of Ruse to come to its solution together.
16	A social enterprise will work for fair treatment of the weaker and not stand idly by when law enforcement needs to do their job. For any abuse of an animal or a human being, a social enterprise will give publicity, the problem will be discussed in educational seminars. Even without such events, topics related to tolerance will be included in the company's lectures and educational programs. a social enterprise will itself be an institution with all the aspects it aims to encompass, and the position will always be dignified.
17	Some of the partners who have recognized the goals of social enterprises and will certainly be involved in the activity in some form are: Alexander Petrov ("Roff Bulgaria" EOOD), Ana Todorova ("Kes Commerce" EOOD), University of Ruse "Angel Kanchev" " and in particular the composition of the "Management and Social Activities" Department

The problem for investigation

The situation in the municipal shelters is deplorable - there is no staff, there is not enough space for all the sick and unwanted dogs and cats, and people continue to throw away their pets or their offspring. There are laws, but they are not followed. The illegal dog trade is a growing problem, with research by the Four Paws Foundation showing that 10% of sales are made by a registered kennel. (Four Paws Foundation, 2021)

Table 2. Number of homeless dogs per capita for 2022

	Municipality	Residents (NSI, 2022)	Stray dogs (Ministry of Agriculture, 2023)	No. dogs per capita
1	Razgrad	101107	2975	0,029424
2	Kyustendil	108703	3194	0,029383
3	Vratsa	148874	3246	0,021804
4	Targovishte	96201	1745	0,018139
5	Veliko Tarnovo	204033	3553	0,017414
6	Lovech	113356	1894	0,016708
7	Seen	72754	1122	0,015422
8	Kurdzhali	142508	2120	0,014876
9	Shumen	149628	2188	0,014623
10	Gabrovo	95957	1402	0,014611
11	Dobrich	147208	1860	0,012635
12	Ruse	189623	2229	0,011755
13	Pernik	111746	1251	0,011195
14	Silistra	95614	1069	0,011180
15	Blagoevgrad	288161	2804	0,009731
16	Sliven	170583	1505	0,008823
17	Montana	116172	956	0,008229
18	Pleven	220346	1637	0,007429
19	Sofia	227610	1458	0,006406
20	Pazardzhik	226209	1417	0,006264
21	Stara Zagora	291852	1750	0,005996
22	Smolyan	93354	526	0,005634
23	Yambol	107379	553	0,005150
24	Varna	430847	2201	0,005109
25	Sofia (capital)	1280334	5923	0,004626
26	Plovdiv	631516	2634	0,004171
27	Burgas	378596	1385	0,003658
28	Haskovo	207439	469	0,002261
	Total for the country	6447710	55066	0,00854

By the end of 2022, 2,229 stray dogs were counted in Ruse Municipality. It ranks 12th out of a total of 28 municipalities in terms of the number of stray dogs per capita, while the average for Ruse is much higher than the average for the country. Four (4)% of stray animals in Bulgaria are in Ruse Municipality, which ranks it in eighth place number of stray dogs.

"The World Health Organization is working aggressively, often in partnership with the non-governmental sector, to distribute rabies vaccines as well as medication for the follow-up of dog casualties. At the same time, conservationists in Asia, Eurasia and the Middle East, parts of Latin America and the Caribbean are turning to another solution to the problem - dog shelters."

There are countries where these shelters are built with government money, but in most countries they are taken care of by civil organizations and volunteers. "These are good practices, but when the West comes up with its ideas to deal with the problem, it needs to keep in mind the differences between the developed world and the situation in third world countries.

In many countries, the number of stray dogs, which live mainly in urban areas, is increasing. This poses a threat to public health as well as the welfare of the animals themselves. It has been scientifically proven that human intervention is at the root of the overpopulation of stray animals. Scientific research shows that the CNVR (Collect Neuter Vaccinate and Return) initiative helps reduce stray animal populations. Studies show that when populations are neutered, the number of dogs decreases. But this only works in combination with owner training and animal registration. In 1990, the World Health Organization and WSPA published a report stating that the most effective method was a combination of:

- Castration (at least 70% of dogs).
- Training (responsible dog ownership and breeding).
- Registration (identification of the animal and its owner).

The aim of the CNVR is to create populations of neutered animals. If the dogs are not returned to the places from which they were taken, those places will be populated by new unneutered dogs from the surrounding area. Any animal returned in this way takes the place that a "new" non-neutered animal would have taken. In this way, the population does not increase, but will even decrease." (Dimitrova, 2019). On the other hand, these dogs could be also train for people with special needs. (Bratoeva, E. (2023).

CONCLUSION

Instead of conclusion we could use our innovation model to create a questionnaire survey that will be analyzed in order to investigate the opinion and preferences for the construction of a shelter for stray animals. As the aim is not to make the survey too long so as not to bore the target group, one of all the problems that an example social enterprise will aim to solve had to be mainly touched upon. The idea of such type of social business started from an animal shelter and that is the reason why the research is in this direction.

The topic of building a shelter for stray animals is subject to consideration, as there are prerequisites for creating this type of enterprise. As a result, different decisions have to be made regarding the construction of a complex that will combine several types of activities.

Since the activities will be varied, the survey does not touch on a specific topic, but rather points towards building a home for stray animals. The survey will be conducted in order to explore the opinion and preferences of potential stakeholders.

The expectations are to find out how informed the residents of Bulgaria are about social entrepreneurship and the five-therapy; what is the attitude of people towards animals and what is the attitude towards the use of professional help. The assumption is that our potential customers and patients will be female, middle-aged and with a pet.

For the purpose of the study, a survey consisting of three groups of questions is created, the introductions will introduce us to the attitude towards social entrepreneurship and specialized assistance, the actual one will guide us whether it is possible to maintain a shelter through the production and sale of products for pets, and the closing ones will define the target audience. Thus, the answers will be analyzed and compared, and a firm decision will be made whether the existence of such a type of social business is possible.

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