

Beyond corporate social responsibility: the social entrepreneurship culture?

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Abstract

The term “social entrepreneur “ is invading all countries and most areas of labor and social /economic services such as (jobs, health, education, training, commerce, production, services,...) and replacing the marching intention (mercantile) or practices of charity of traditional entrepreneurs by new entrepreneurs based on the integrated spirit (social, innovation, satisfaction of beneficiaries or customers).

The majority of countries that have chosen real democracy in parallel socio-economic system of solidarity are with applying this new approach as entrepreneurial (social) rather than that of economical entrepreneurship or corporate social responsibility.

This innovative approach is now the target recommended by the countries of Western Europe Scandinavian countries, Canada, Japan and some emerging countries such as: South Korea, Malaysia, Brazil, etc ..), and it is therefore necessary to consider this approach in countries affected by war where its communities and infrastructure were destroyed.

Social Entrepreneurs are characterized by a new culture such as the mastery of (social work / participatory work / business creation and efficient social institutions / practice of innovative management / maintenance of Enthusiasm, passion, innovation, considering the ecosystem establishment) for arriving to a country and a working world full of socio- economic development.

This research shows the methodology of analysis of theoretical and practical principles of recent experiences of social entrepreneurs will provide scientific and professional contribution to the interested in the world of work (policy makers, representatives of the people, companies, leaders, heads of institutions and administrations of all types), as well as it proposes a practical model, to push all concerned to adopt and practice this innovative approach.

Keywords: Social Entrepreneurs culture, CSR,new societies and business.

1- Introduction:

With its growing demand, corporate social responsibility (CSR) is becoming more difficult to define and circumscribe. There are many ways of understanding the concept of CSR. The Commission of European Communities defines CSR as a concept whereby companies decide voluntarily to help create a better society. This includes environmental accountability, care for employee's wellbeing, and philanthropy amongst many other things.

But, with the growing human development, scientists and practitioners have invented a much more satisfactory approach to the needs of societies and business such as social entrepreneurship. Classic entrepreneurs typically seek to do transforming their profit margin, whereas Social entrepreneurs use a variety of resources to bring societies into a better state of well-being. The difference between "entrepreneurship" and “social entrepreneurship” stems from the purpose of a creation or innovation. Social entrepreneurs seek to transform societies&business in broad scope. Social Entrepreneur (SE) is an individual who runs a business with new idea or adding value in existing idea, he is a creator, risk taker who brings change in the whole environment, with the help of technologyand effective organization trained employees, and gets maximum benefit.

A good Social Entrepreneur is that, who starts new businessand manage all these activities on continuous bases.

In this paper, I propose the contributions of scholars and practitioners about the social entrepreneur culture (definitions, components,...), and I analyze the social entrepreneurial culture (Characteristics Models, case studies as best practices, practical model) for showing how social entrepreneur is being motivated to start new business, build the relationship between social entrepreneur characteristics with their experienced and relationship between desirability that influences the social entrepreneur culture and analyzes the effect of national culture on social entrepreneur as well as entrepreneurial activity for development and underdevelopment countries. Different aspects of human behavior appear where the practice of social entrepreneurship is done but the predictor of culture plays an important role when individual starts new business.

For starting a new business as a social entrepreneur, many factors influence the individual act like (desirability, feasibility, ability of taking risk, and entrepreneurial experience...), but these conducts vary from culture to culture and nation to nation. Researchers / practitioners are still unclear concerning the overall impacts of culture in social entrepreneur culture. Every country and sector (private/public /NGO organizations) has its own culture, values, norms and beliefs that affect the social entrepreneurial culture; at some stages the culture plays an important role in decision making.

This paper is conceptual in nature by using analyzing method of the concept of social entrepreneur culture and presenting its elements and types of organizations and approach of building the social entrepreneur with some case studies through the world also it focuses on the results of best practices that show how social entrepreneurs are motivated to start a new venture especially in the context of culture. Finally, the paper proposes a practical model for facilitating the implementation of SE culture in societies and business.

2- Literature review:

Corporate social responsibility (CSR) refers to business practices involving initiatives that benefit society. A business's CSR can encompass a wide variety of tactics, from giving away a portion of a company's proceeds to charity, to implementing "greener" business operations.

There are a few broad categories of social responsibility that many of today's businesses are practicing: (<http://www.businessnewsdaily.com>).

1. **Environmental efforts:** One primary focus of corporate social responsibility is the environment. Businesses regardless of size have a large carbon footprint. Any steps they can take to reduce those footprints are considered both good for the company and society as a whole.
2. **Philanthropy:** Businesses also practice social responsibility by donating to national and local charities.
3. **Ethical labor practices:** By treating employees fairly and ethically, companies can also demonstrate their corporate social responsibility.
4. **Volunteering:** By doing good deeds without expecting anything in return, companies are able to express their concern for specific issues and support for certain organizations.

Recently, the corporate social responsibility is encompassed by the approach of social entrepreneurship. Here, the concept of entrepreneurship is distinct from social entrepreneurship while sharing many similarities with its corporate. Jean-Baptiste defined an entrepreneur as "a person who undertakes an idea and shifts perspectives in a way that it alters the effect that an idea has on society". (Martin, R. L; Osberg, S. (2007).

Classic entrepreneurs typically seek to transform their profit margin, whereas Social entrepreneurs use a variety of resources to bring societies into a better state of well-being. So, the difference between "entrepreneurship" and "social entrepreneurship" stems from the purpose of a creation. Social entrepreneurs seek to transform societies and business in broad scope.

Charles Leadbeater said: "social entrepreneurship" is not a novel idea, but it has become more popular among society and academic research."(Charles Leadbeater.(1996).

Many activities related to community development and higher social purpose fall within the modern definition of social entrepreneurship. Social entrepreneurship remains a difficult concept to define, it allows interdisciplinary research efforts to understand and challenge the notions behind social entrepreneurship.

The terms social entrepreneur and social entrepreneurship were used first in the literature in 1953 by (Howard R.. Bowen (1953).It was the first comprehensive discussion of business ethics and social responsibility. He created a foundation by which business executives and academics could consider the subjects as part of strategic planning and managerial decision-making. The terms came into widespread use in the 1980s and 1990s, promoted by Bill Drayton ,(Drayton .Bill (2005);(Leadbeater. Charles, &others(1996).

From the 1950s to the 1990s, the politician Michael Young was a leading promoter of social entrepreneurship and in the 1980s, he was described by Daniel Bell at Harvard University as the "world's most successful entrepreneur of social enterprises.Although the terms are relatively new, social entrepreneurs and social entrepreneurship may be found throughout history. A list of a few noteworthy people whose work exemplifies the modern definition of "social entrepreneurship" includes Florence Nightingale, founder of the first Nursing School and developer of modern nursing practices; Robert Owen, founder of the Cooperative movement; and Vinoba Bhave, founder of India's Land Gift Movement. During the nineteenth and twentieth centuries some of the most successful social entrepreneurs straddled the civic, governmental, and business worlds. These pioneers promoted new ideas that were taken up by mainstream public services in welfare, schools, and health care.

Schwab Foundation defines social entrepreneurs as:“The driving of social innovation and transformation in various fields including education, health, environment and enterprise development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices. A social entrepreneur, similar to a business entrepreneur, builds strong and sustainable organizations, which are either set up as not-for-profits or companies”.(Schwab Foundation for Social Entrepreneurship).

Scholl Centre for Social Entrepreneurship defines:Social entrepreneurship refers to the practice of combining innovation, resourcefulness and opportunity to address critical social and environmental challenges;it focuses on transforming systems and practices that are the root causes of poverty, marginalization, environmental deterioration and accompanying loss of human dignity. In so doing, they may set up for-profit or non-profit organizations, and in either case, their primary objective is to create sustainable systems change.The key concepts of social entrepreneurship are innovation; market orientation and systems change.(Scholl Center for Social Entrepreneurship).

Social entrepreneurship defines by the free encyclopedia as: "The use of the techniques of startup companies and other entrepreneur to develop, fund and implement solutions to social, cultural, or environmental issues." (University of Oregon, Eugene, United States (2005). This concept may be applied to a variety of organizations with different sizes, aims, and beliefs.(Dees. Georges.J. (2001)).

The World Business Council for Sustainable Development in its publication Making Good Business Sense,used the following definition: Corporate Social Responsibility (CSR) is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large.

Traditionally in the United States, CSR has been defined much more in terms of a philanthropic model. Companies make profits, unhindered except by fulfilling their duty to pay taxes. Then they donate a certain share of the profits to charitable causes. It is seen as tainting the act for the company to receive any benefit from the giving.

The European model is much more focused on operating the core business in a socially responsible way, complemented by investment in communities for solid business case reasons.(Richard Holme (2000).

In the 2010s, social entrepreneurship is facilitated by the use of the Internet, particularly social networking and social media websites. These websites enable social entrepreneurs to reach many people who are not geographically close yet and who share the same goals and encourage them to collaborate online, learn about the issues, disseminate information about the group's events and activities, and raise funds through crowd funding.

Social entrepreneurs drive social innovation and transformation in various fields including education, health, environment and enterprise development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices. A social entrepreneur, similar to a business entrepreneur, builds strong and sustainable organizations, which are either set up as not-for-profits or companies.

3- Social Entrepreneurs Characteristics in New Societies and Business:

3-1- Role of social entrepreneur in modern societies:

Actually, Social entrepreneurship in modern society offers an altruistic form of entrepreneurship that focuses on the benefits that society may reap.(Wee-Liang&All, (2005).

Simply put, entrepreneurship becomes a social endeavor when it transforms social capital in a way that affects society positively.(Alvord, Sarah H.&All, (2004).

The Groups focused on social entrepreneurship may be divided into several categories to empower the enterprise and the community such as:

- Community-based enterprises,
- socially responsible enterprises,
- social services industry professionals,
- Socio-economic enterprises.(Peredo, Ana Maria;&All, (2006).

Community-based enterprises are based on the social ventures aimed at and involving an entire community. These enterprises build on the community's culture and capital (e.g., volunteer resources, financing, in-kind donations, etc.).

Socially responsible enterprises focus on creating sustainable development through their initiatives that focus mostly on creating societal gains for the community. Social service industry professionals such as social workers and public health nurses work in social service, either for a government or a non-profit organization. They aim to expand social capital for individuals, communities, and organizations. Socio-economic enterprises include corporations that balance earning profits and with nonprofit goals, such as seeking social change for communities. Some social entrepreneurship organizations are not enterprises in a business sense; instead, they may be charities, non-profit organizations or voluntary sector organizations.(Wee-Liang&All.(2005).

3-2- Role of technology in developing social entrepreneur

The Internet, social networking websites and social media have been pivotal resources for the success and collaboration of many social entrepreneurs. In the 2000s, the Internet has become especially useful in disseminating information to a wide range of like-minded supporters in short amounts of time even if these individuals are geographically dispersed. Also, the Internet allows for the pooling of design resources using open source principles. The websites help social

entrepreneurs to disseminate their ideas to broader audiences, help with the formation and maintenance of networks of like-minded people and help to link up potential investors, donors or volunteers with the organization. This enables social entrepreneurs to achieve their goals with little or no start-up capital and little or no "bricks and mortar" facilities. For example, the rise of opensource appropriate technology as a sustainable development paradigm enables people all over the world to collaborate on solving local problems, just as open source software development leverages collaboration from software experts from around the world. Current social entrepreneurs are encouraging social advocates and activists to develop into innovative social entrepreneurs. Increasing the scope and scale of social entrepreneurship may increase the likelihood of an efficient, sustainable and effective initiative; although it may also render social entrepreneurship more challenging. Increased participation draws more attention to social entrepreneurship ventures from policymakers and privately owned corporations. (Sud, M. & All. (2009).

3-3- Spreading the international social entrepreneur foundations:

Social Entrepreneurship encourages to create new Organizations such as: (Ashoka, the Skoll Foundation, the Omidyar Network, the Schwab Foundation for Social Entrepreneurship, Athgo, New Profit Inc, National Social Entrepreneurship Forum, Echoing Green, and the Global Social Benefit Institute among others) and focuses on highlighting hidden change-makers and providing resources to advance their initiatives. The North American organizations tend to have a strongly individualistic stance focused on a handful of exceptional leaders. For example, The Skoll Foundation, created by eBay's first president, Jeff, makes capacity-building "mezzanine level" grants to social entrepreneurial organizations that already have reached a certain level of effectiveness (Pearce, Joshua M. (2012).

Finally, Schwab Foundation defines the Social entrepreneur characteristics such as:

- Achieves large scale, systemic and sustainable social change through a new invention.
- Focuses first and foremost on the social and/or ecological value creation.
- Innovates by finding a new product, a new service, or a new approach to a social problem.
- Continuously refines and adapts approach in response to feedback.
- Employs the following criteria when looking for leading social entrepreneurs: Innovation, Sustainability, Reach and social impact.
- Believes in the innate capacity of all people to contribute to socio-economic development
- Drive passion to make that happen.
- Practical person but innovative stance to a social problem, and using market principles.
- Measure and monitor the impact, have high standards. Data and both quantitative and qualitative, are their key tools, guiding continuous feedback and improvement.
- Social Entrepreneurs cannot sit back and wait for change to happen, they are the change drivers.
- Social entrepreneur, independent of whether his/ her area of focus has been education, health, welfare reform, human rights, workers' rights, environment, economic development, agriculture, etc., or whether the organizations they set up are non-profit or for-profit entities. (The Schwab Foundation,).

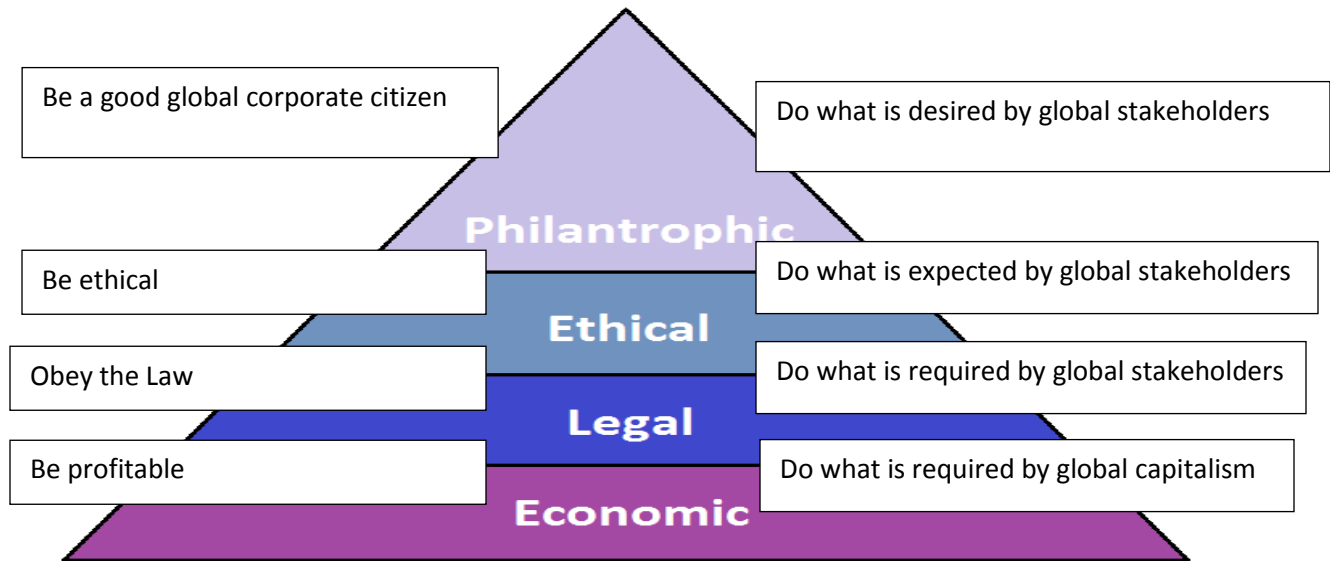
4- - Models of CSR & social entrepreneur Organizations:

4-1- CSR Model:

The idea behind corporate social responsibility is that companies have multiple responsibilities to maintain. These responsibilities can be arranged in a pyramid, with basic responsibilities closer to the bottom. As a business meets lower-level responsibilities that obligate it to shareholders and

the law, it can move on to the higher level responsibilities that benefit society.(Archie B. Carroll(1991)

- Figure.1-Carroll Model (1991) Levels of responsibilities



4-2- Social entrepreneurs' organizations structures three different models:

In the 2000s, scholars and practitioners have debated which individuals or organizations can be considered to be social entrepreneurs. Thus, there has so many different fields, disciplines and organization types are associated with social entrepreneurship, ranging from for-profit businesses to hybrid models combining charitable work with business activities, to non-profit charities, voluntary sector organizations and non-governmental organizations. Social entrepreneurs can include a range of career types and professional backgrounds, ranging from social work and community development to entrepreneurship and environment science. Some scholars have advocated restricting the term to founders of organizations that primarily rely on earned income (meaning income earned directly from paying consumers), rather than income from donations or grants. Others have extended this to include contracted work for public authorities, while still others include grants and donations.

In The Power of Unreasonable People whodescribe social entrepreneurs' organizations structures as falling under three different models, applicable in different situations and economic climates:(Elkington .John & Hartigan. Pamela(2008).

Table.1-Social entrepreneur organizations structure and characteristics

social entrepreneurs' organizations structures	Characteristics
Leveraged non-profit	This model leverages financial and other resources in an innovative way to respond to social needs.
Hybrid non-profit	This structure can take a variety of forms, but is distinctive because the hybrid non-profit is willing to use profit from some activities to sustain its other operations which have a social or community purpose. Hybrid non-profits are often created to deal with government failures or market failures, as they generate revenue to sustain the operation without

	requiring loans, grants, and other forms of traditional funding.
Social business venture	These models are set up as businesses that are designed to create change through social means. Social business ventures evolved through a lack of funding. Social entrepreneurs in this situation were forced to become for-profit ventures, because loans and equity financing are hard to get for social businesses.

There are also a broader range of hybrid profit models, where a conventional business invests some portion of its profits on socially, culturally or environmentally beneficial activities. (Hemingway. Christine .A(2013).

The term "Philanthropreneurship" has been applied to this type of activity. It is the emerging practice of driving social change in new and creative ways. The term has been in use since 2014. Practitioners also known as philanthropreneurs or micro-preneurs are entrepreneurial philanthropists. Philanthropreneurship is measured in impact, sustainability and scalability. (MacMillan .Ian, C&Thompson. James.D (2013);(Bornstein. David.(2007) .

4-3 - Building social entrepreneur program (Global Health University):

Schwab Foundation for Social Entrepreneurship, proposes a program of building social entrepreneurs includes (9) Modules as the following:(Schwab Foundation for Social Entrepreneurship).(Business Plan Competition Mid-Atlantic Region. (2015).

Table.2-social entrepreneur program model Steps

Concepts	
Module 1- What Is Social Entrepreneurship? A common misconception is that any businessman, or anyone who starts a business, is an entrepreneur. Entrepreneurship is concerned with stimulating economic progress through innovation and action. Davis. Susan. (2009). The entrepreneur has the courage to take calculated risks, sometimes even doing “things that others think are unwise, or even undoable”.(Martin. Roger L.& Sally Osberg. (2007.	Module 2- What Makes a Social Entrepreneur (SE) ? The Defining Characteristics of SE are: <i>Social Catalysts:</i> who create fundamental social changes by reforming social systems. <i>Socially aware:</i> Social improvement should be the ultimate goal of the SE. <i>Opportunity-seeking:</i> seeing every obstacle as an opportunity to develop their business models. <i>Innovative:</i> willing to think outside the box and ready to apply ideas to new situations. <i>Resourceful:</i> they actively expand their resource pool through collaboration with others. <i>Accountable:</i> SE is accountable to beneficiaries, and to investors.(Dees.J.Gregory. (2009).
Roles and Tasks :	
Module 3- Social Entrepreneurship not just Charity: while charity uses donor funds to buy food to ease the poor’s hunger, social entrepreneurship uses its funds to make a lasting social impact, creating instructional programs that teach the poor how to grow their own food so that they can take care of themselves in the long	Module 4-The Role of Social Entrepreneurs as Engines of Innovation: Social entrepreneurs must dare to innovate even if it means treading where no one has ventured before. The innovation plays a vital role in any entrepreneurial enterprise, Many people can think creatively and generate a lot of ideas, but many tend to rest on their laurels once their own problems are solved. According to William Drayton, the social

run. (Fisher. Martin. J(2009).	entrepreneur affects a paradigm shift in the <i>whole</i> society. (Davis. Susan. (2009).
outcome and Impact	
Module 5-Sustainable Impact & Learning Outcomes: The SE must provide concrete evidence to justify the efficacy of the social endeavors. The impact can then be quantitatively measured. After assessing the impact of a social venture, the SE will know whether it is successful or not. (Dees, J. Gregory. (2009).	Module 6- Patient Capital in Social Entrepreneurship: Patient capital is revolutionizing the concept of philanthropy. Social entrepreneurs are no longer content with traditional philanthropy; Patient capital allows social entrepreneurs to bring their business acumen to bear on social issues. (Novogratz, Jacqueline. (2009).
Module 7- Social Investing and Social Return on Investment: Social investment is a form of investment that is focused on the social return rather than the financial return. He takes more financial risk than the traditional investor. They will exchange a lower economic return for potential social or environmental impact.(Lee, Moses. (2009). Some entrepreneurs have provided technical guidelines in an attempt to measure the social return on investment. This is just one of many possible ways to calculate social return on investment, one based on cost savings and revenue contributions. (Stannard-Stockton, Sean. (2009).	
Tools	
Module 8- Social Entrepreneurship by Those in Developing Countries: Developing countries lack entrepreneurial talent; its initiate entrepreneurial projects to lift themselves out of poverty simply go unrecognized. (Mohnot, Ashni. (2009). Most social ventures are initiated by foreigners. local people cannot and do not rely on the initiative of foreigners. Instead, local people themselves take the initiative to develop their own entrepreneurial plans of action in response to social problems. (Kick Start.(2009).	Module 9- Business at the Base of the Pyramid (BoP): The Base of the Pyramid (BoP) refers to the 4 billion people who earn annual per capita incomes below \$1500, the minimum considered necessary to maintain a decent life. (Prahalad, C.K. & Stuart L. Hart. (2009). Companies must create value for BoP consumers even as they generate profits for themselves. Companies must design products and services that are useful and affordable. (Simanis, Erik & Stuart Hart. (2009).

5- Finding:social entrepreneur's culture in Societies and Business:

5-1- Innovation and Social Entrepreneurship:

Innovation is a multi-billion-dollar industry. Conferences, books, academic scholars and all kinds of experts tell us that we need to innovate to succeed as entrepreneurs, corporations and as a nation. It's true; Talk of innovation is everywhere in the business world, and to be an innovator is to position yourself on the path to a successful life and career.

How innovation and entrepreneurship can bring societal change and how technology can increase productivity and efficiency in public life. Then, to be entrepreneur, students or business man will work in groups to devise a plan based on how they can use technology to solve a problem in their community. (Sanders .Kamaila A. (2011).

5-2- Social Enterprise business models:

Social enterprises apply business solutions to social problems. The ultimate goal is to achieve sustainability by enabling non-profits to support themselves financially in innovative ways

instead of relying solely on grants and donations. The emergence of revenue-generating activities for non-profits has created a new operating model where business principles, market characteristics and values (competition, diversification, entrepreneurship, innovation focus on the bottom line) co-exist and work with traditional public sector values like responsiveness to community and serving the public interest. These social enterprise business models can be applied equally to (institutions, programs, or service delivery). These models are designed in accordance with the social enterprises' financial and social objectives, mission, marketplace dynamics, client needs or capabilities and legal environment. Most of the business models are embedded within the organization.(MaRS.(2016).

Table.3- SocialBusiness model in organizations

Business model	How it works	Examples	Key success factors
Entrepreneur support	Sells business support to its target population.	Microfinance organizations, consulting, or tech support	Appropriate training for the entrepreneur
Appropriate training for entrepreneur	Provide services to clients to help them access markets.	Supply cooperatives like fair trade, agriculture, and handicraft organizations	Low start-up costs, allows clients to stay & work in community
Employment	Provides employment opportunity & job training to clients & then sells its products or services on open market.	Disabilities or youth organizations providing work opportunities in landscape, cafes, printing, or other business	Job training appropriateness and commercial viability
Free-for-service	Selling social services directly to clients or a third-party payer.	Membership organizations, museums, and clinics	Establishing the appropriate fee structure vs. benefits
Low-income client	Similar to fee-for-service in terms of offering services to clients focuses on providing access to those who couldn't otherwise afford it.	Healthcare (prescriptions, eyeglasses), utility programs	Creative distribution systems, lower production and marketing costs, high operating efficiencies
Cooperative	Provides members with benefits through collective services.	Bulk purchasing, collective bargaining (union), agricultural coops, credit unions	Members have common interests/needs are key stakeholders
Market linkage	Facilitates trade relationships between clients and the external market.	Import-export, market research, and broker services	Does not sell clients' products but connects clients to markets
Service subsidization	Sells products or services to an external market to help fund other social programs.	Consulting, counseling, employment training, leasing, printing services, and so forth	Can leverage tangible assets (buildings, land, employees) or intangible (expertise, methodologies, or relationships)

Organizational support	Similar to service subsidization, but applying external model; business activities are separate from social programs	Similar to service subsidization– implement any type of business that leverages its assets	Similar to service subsidization.
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5-3- Case studies:

5-3-1- The Social Venture Network (SVN):

Wayne Silby and Josh Mailman co-founded (Social Venture Network) in 1987. Silby and Mailman envisioned a platform to connect, inspire and support influential entrepreneurs who wanted to use business to create a values-driven and sustainable world. SVN which is a pioneer in the social entrepreneurship space and one of its earliest members were Ben Cohen (Ben & Jerry's) and Anita Roddick (The Body Shop.) Over the past two decades, as social entrepreneurship has become more mainstream, SVN has grown to 500 members. It's not just a movement for privileged white progressives, says executive director Deb Nelson.

Today, SVN remains a way for likeminded entrepreneurs to connect with each other. SVN holds two big conferences a year—in the spring and fall—and bestows an annual award on a handful of entrepreneurs. SVN is one of the growing numbers of resources for social entrepreneurs.

(www.forbes.com, [www.Social Venture Network](http://www.SocialVentureNetwork.org).2016).

5-3-2- Bill & Melinda Gates Foundation (BMGF):

BMGF founded by Bill and Melinda Gates in 1997, is the largest private foundation in the world. It was launched in 2000 the primary aims of the foundation are to enhance healthcare and reduce extreme poverty, and in America, to expand educational opportunities and access to information technology. The foundation, based in Seattle, Washington, is controlled by its three trustees: Bill Gates, Melinda Gates and Warren Buffet. Other principal officers include Co-Chair William H. Gates, Sr. and Chief Executive Officer Susan Desmond -Hellmann. It had an endowment of USD 44.3 billion in December 2014, 1382 employees. (Bill & Melinda Gates Foundation, Wikipedia, the free encyclopedia)

5-3-3- 10 Best social entrepreneurs:

These social entrepreneurs use their know-how and business savvy to make the world a better place, combining a traditional business model with a pressing social mission in ways that have been helping to make big changes in places around the world for decades.

Here, we highlight just a few of the standout social entrepreneurs who're showing that successful businesses don't have to just watch the bottom line and can truly be socially and environmentally conscious. (Delventhal .Shoshanna(2015) ;(Online Colleges 2016), www.onlinecollege.org).

Table.4- 10 Best Social Entrepreneurs

Country	Name	Company	activities
USA	Bill Drayton	Ashoka	Community Greens, Youth Venture, and Get America Working. Ashoka Foundation has sponsored 2,145 fellows in 73 countries.
Bangladesh	Muhammad Yunus	Grameen Bank	It provides microcredit loans to those in need to help them develop financial self-sufficiency. The bank has brought in a net income of more than \$10 million, Yunus had a Nobel Prize in 2006.
USA	Blake	TOMS	He created TOMS, a business that donates one pair

	Mycoskie		of shoes to needy people for every pair that's bought. The company has donated more than a million pairs of shoes. In 2011, the company launched another initiative which aims to give away a pair of glasses.
USA	Scott Harrison	club promoter Scott Harrison	Delivered clean drinking water to more than a million people in 17 different countries around the world.
USA	Jeffery Hollender	Seventh Generation	Producing products that have a reduced environmental impact, avoiding the harsh chemicals that are part of today's leading cleaning&personal care products.
USA	Xavier Helgesen, Chris "Kreece" Fuchs, Jeff Kurtzman,	Better World Books	Reusing or recycling books through sales on their website and donations to schools, and so far, has used 84 million volumes to raise \$12.1 million for literacy funding.
Pakistan	AkhtarHameed Khan	Comilla Cooperative Project and the Orangi Pilot Project	Build local infrastructure in rural communities helping businesses grow through microfinance. Orangi Pilot Project would be quite successful, helping community solves their own problems with sanitation, health, and housing. Nobel Prize.
Egypt	Ibrahim Abouleish	SEKEM	Using biodynamic farms, schools and vocational training centers, a medical center, trading company that he could not only help repair the environment but also the lives of the Egyptian farmers in those areas.
Indonesia	Willie Smits	Borneo Orangutan Survival Foundation	Helps locals learn sustainable farming methods& benefits of reforestation. Uses thermal energy to turn sugar palm juice into sugarðanol, providing jobs & power to the community preserving local forests.
India	Bunker Roy	Sanjit	Helping thousands of people in Asia &Africa learn vital technical skills &bring solar power to their sometimes-remote villages. Barefoot College, specializing in teaching illiterate women from poor villages.

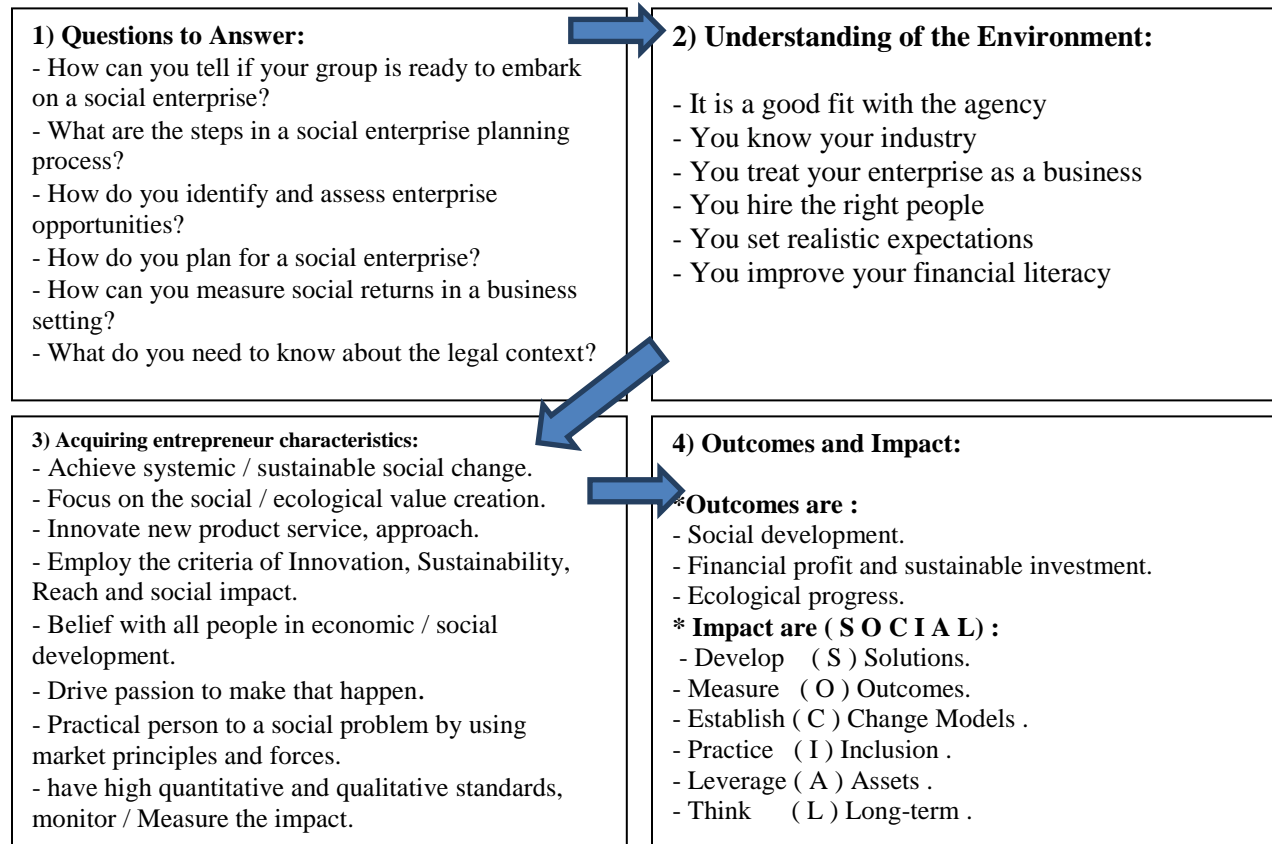
6- Conclusion &practical Model:

6-1- Social Entrepreneurship CultureModel:

Most of entrepreneurship models takes a different perspective by emphasizing the 3P concept (profit, people, planet), otherwise referred to as the triple bottom line. The concept of profitrefers to the fact that the business must create a value that is financially viable and sustainable, people

means that it must adopt fair and beneficial practices toward labor and the community in which it operates, planet means that it must also adopt sustainable environmental practices.
So, I propose this practical model of Social Entrepreneur culture such as:

Figure.2-Social Entrepreneurship Culture Model (practicalModel)



- Conclusion:

The conclusion of paper finds out the impact of social entrepreneur culture on societies and business because different cultures have different ways to influence the social entrepreneur and different ways to impact on culture towards perceived desirability and feasibility and success such as:

- 1- Social entrepreneurship is a key factor for the development of society or business in any country.
- 2- Social entrepreneur characteristics play a crucial role of success in the real practices.
- 3- There are many structures of social entrepreneur organizations according to the purpose of activities.
- 4- Building social entrepreneurs needs accurate methodology fit to the culture of the country and business?
- 5- Case studies or best practices in social entrepreneurship shows the importance and the positive effect of it on the societies and Business.
- 6- Practical Model proposed for social entrepreneur culture is a scientific contribution for promoting and implementing this approach in the social /economic/ environmental field.

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