

A Review of the Evolution of Social Entrepreneurship Research Based on China's Situation

Xiangyu Liu ^a, Yanping Liu ^b

School of Economics and Management, Gansu Institute of Political Science and Law, Lanzhou 730000, China

^axiangyu_six@163.com, ^b764239920@qq.com

Abstract

Based on the analysis of the main social entrepreneurship research literature of CNKI Chinese database from 2004 to 2017, firstly, the evolution of social entrepreneurship theory is reviewed from the two stages of rise and slow development, and the degree of domestic social entrepreneurship research is explored. The research shows that the research on domestic localized social entrepreneurship theory is at an early stage. From the perspective of development trend and practical practice, the social entrepreneurship theory based on Chinese context will enter a period of rapid development. Finally, we will look forward to the further development of social entrepreneurship.

Keywords

Entrepreneurship, Social entrepreneurship, Chinese context, Evolutionary review.

1. Introduction

Social entrepreneurship is a new form of entrepreneurial activity. Since its introduction in the 1980s, it has received widespread attention from academic and business circles. However, Use of words such as "entrepreneurship" and "enterprise" in the English literature, Usually interpreted as a different meaning, The corresponding "social entrepreneurship" has distinctly different meanings in the Chinese context. At the same time that domestic scholars absorb foreign research results, there is still no unified conclusion on the theoretical framework and definition of social entrepreneurs. In addition, the rise and development of foreign social entrepreneurs is mainly due to the "market failure" leading to the growing demand for social services; the increasing public social problems force enterprises to assume more social responsibilities and encourage private enterprises and non-profit organizations to carry out social activities. Entrepreneurial activities. After 40 years of reform and opening up, China's market economy has continued to improve and the domestic social environment has continued to improve. Although China's economic system and its historical environment are significantly different from those of foreign countries, there are also governments, markets and non-states in the process of social development. For-profit organizations - "three failures" to solve social problems, this requires a localized study of social entrepreneurship theory in combination with the Chinese context. Based on this, the author will start from the development of social entrepreneurship theory in the Chinese context, explore the degree of domestic social entrepreneurship localization research, draw conclusions and conduct research prospects, in order to provide support for the further development of domestic social entrepreneurship theory.

2. The Evolution Process of Social Entrepreneurship Research in China's Situation

This article uses the "social entrepreneurship" as a key word to search in the CNKI database. From 2004 to 2017, there were about 233 researches on social entrepreneurship. Figure 1 shows the number of papers published in domestic social entrepreneurship studies in different years. From 2004 to 2008, the number of papers published per year is very small, which can be regarded as the rise of domestic social entrepreneurship research; from 2009 to 2017, the number of papers published has begun to

break through single digits, from 11 to 41, you can see this stage As a slow development stage of domestic social entrepreneurship research. From the perspective of the number of papers published, domestic social entrepreneurship research is still in its infancy.

Trends in the number of CNKI social entrepreneur papers published in 2004 - 2017

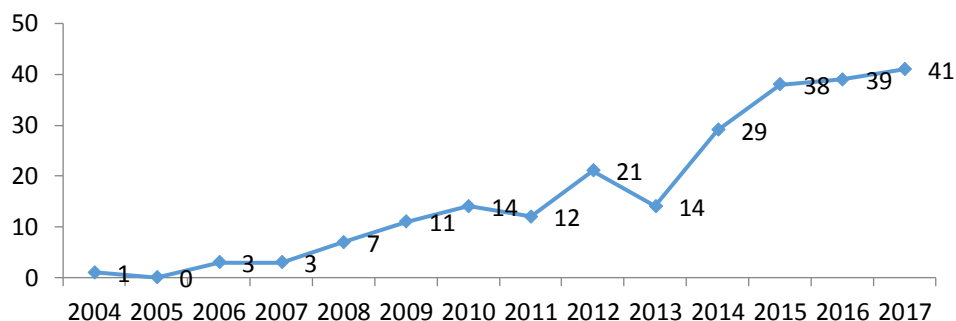


Fig.1 The number of CNKI social entrepreneurship papers published in 2004-2017

2.1 The rise of domestic social entrepreneurship research

Searching from the CNKI database, Ye Nanke and Dai Binbin (2004) first used “social entrepreneurship” in the article. The article advocates the entrepreneurial spirit of the times and calls for the organic integration of individual entrepreneurship and social entrepreneurship. However, the “social entrepreneurship” they proposed has the meaning of social entrepreneurship and mass entrepreneurship. The term “social entrepreneurship” in this paper refers to the concept developed by William Drayton in the 1980s and developed by J.Greg.oryDees. Yan Zhonghua et al. (2007) reviewed the literatures on social entrepreneurship and compared them with business entrepreneurship in terms of corporate mission, entrepreneurial traits, entrepreneurial opportunities, and human, financial, and material management. Standards are issues of social value and business value. The difference in value creation also determines the difference between the two entrepreneurial models in terms of opportunity identification and development. They analyze social entrepreneurship from the perspective of value creation, clarify some ambiguous understanding of the concept of domestic social entrepreneurship, and are one of the early literatures on social entrepreneurship in China. At the same time, domestic scholars also conduct descriptive research on social entrepreneurship. On the basis of combing relevant literature, Chen Jin and Wang Yubai (2007) define the characteristics and concepts of social entrepreneurship, and believe that social entrepreneurship must have significant social goals and missions, solve problems as a guide, create social values, and pass Organizational innovation to achieve. They systematically analyze the definition of social entrepreneurship by foreign scholars, and summarize social entrepreneurship as an activity that has its own obvious social goals and missions and continues to generate social values in social, political, and economic environments. At the same time, social entrepreneurs and entrepreneurs are compared, and on this basis, the preliminary framework of social entrepreneurship research is constructed, which provides a new perspective for scholars to further study social entrepreneurship. Jiao Hao and Yan Aiqi (2008) firstly combed the causes, connotation and characteristics of social entrepreneurship, social influences, etc., and put forward the significance of social entrepreneurship to build a harmonious society and the current lack of research on domestic social entrepreneurship process, through foreign scholars. The social entrepreneurship intention formation process model, the social entrepreneurship opportunity development two-stage model, the social entrepreneurship process model based on opportunity identification and assessment, the social entrepreneurship three-stage process model, the social entrepreneurship process influence factor model and other social entrepreneurial models are reviewed and constructed. The integration model of the social entrepreneurship process further provides a theoretical analysis framework and ideas for subsequent research. Sheng Nan and Wang Chongming (2008) conducted a cross-case comparison in terms of legitimacy, competence and dominance. They believed that social entrepreneurship

orientation consisted of three dimensions: corporate social matching, win-win rule innovation and marginal resource integration.

This paper believes that in this stage of research, domestic scholars draw on the results of foreign social entrepreneurship research and descriptive research on social entrepreneurship, although at this stage social entrepreneurship research results are relatively lacking. However, domestic scholars have carried out exploratory research on the characteristics and concepts of social entrepreneurship and the model framework, and have begun to cross-case comparative research, which will provide theoretical and methodological support for the further development of domestic social entrepreneurship research.

2.2 The slow development of domestic social entrepreneurship research

Since 2009, the number of domestic social entrepreneurship research papers has begun to break through single digits, and the overall proportion continues to grow. However, compared with the growth of foreign social entrepreneurship literature, domestic social entrepreneurship research still lags far behind Western countries and is at a low growth stage.

2.2.1 From the perspective of social entrepreneurship

Lin Hai et al. (2009, 2011) constructed a framework model for the identification and development of social entrepreneurship opportunities by analyzing existing literatures, and analyzed the three stages of identification, assessment and development of social entrepreneurship opportunities, and received knowledge and information. The impact of factors such as value perception, alertness, resources, and social networks. In addition, he uses the system basic model theory to analyze the status quo of social entrepreneurship development in China and propose relevant countermeasures. He also believes that social entrepreneurship, as an innovative form of organization, plays a positive role in helping people to help themselves and solving social problems, and uses game theory analysis to construct a game model. Wang Yubai (2010) takes the social entrepreneurship decision-making process as the research object. Through the questionnaire survey of 243 social entrepreneurs, the structural equation modeling method is used to analyze the decision-making mechanism of social entrepreneurship, and the social entrepreneurship motivation is studied. Identify the processes that ultimately shape social entrepreneurial decisions and generate social influence. Li Huajing and Xiao Wei (2010) analyze the basic connotation of social entrepreneurship, take the one foundation as the case study object, deeply explore the internal mechanism of the whole process of social entrepreneurship, and further reveal the three basic links of the social entrepreneurship process: Opportunity development and resource acquisition and integration. Peng Jianjun (2011) summarized the research results of social entrepreneurship at home and abroad, especially introduced the development status of Taiwanese social enterprises and Hong Kong and Macao social enterprises, and further broadened the horizon of social entrepreneurship research. Wang Jingjing and Guo Xindong (2015) used three companies as examples to analyze their motivations for social entrepreneurship activities. The research shows that there are five main motives for enterprises to start social entrepreneurship: social demand, policy support, social mission, interest return and social resources. These five aspects of motivation will drive or drive enterprises to conduct social entrepreneurship practice to varying degrees. . In addition, Wang Jingjing and Wang Ying (2015) based on the process theory of social entrepreneurship opportunity identification, using qualitative and quantitative content analysis method to screen and organize the data of the official website of Ashoka, and empirically test the social entrepreneurs' personal and social entrepreneurial field. Choose the relationship of differences. The results show that male social entrepreneurs and female social entrepreneurs are differently driven by economic and social motivations; social entrepreneurs' life experiences, work experiences, educational backgrounds and business entrepreneurial experiences have significant differences in social entrepreneurship choices. Impact, and social entrepreneurs' public welfare experience has no significant impact on this.

2.2.2 From the perspective of innovative business models

Yan Zhonghua et al. (2011) took the Aravind Eye Hospital in India as an example. The study concluded that the business model of Aravind Eye Hospital can maintain a double bottom line and balance between its economic value creation and social value creation. Its value creation process is

to integrate customer interface, core strategy and strategy. A perfect combination of medium and medium elements of resources and value networks. Qin Wen et al. (2013) explained how to achieve the dual value of social economy through a qualitative study of the comparison of business model elements between three foreign social entrepreneurial organizations, how to transform from a single social enterprise that needs to be donated to a sustainable development organization.

2.2.3 From the perspective of performance evaluation

Zhang Jin et al. (2012) constructed an overall structural model of learning and development, internal processes, stakeholders and financial sustainability, and combined the method of balanced scorecard and system dynamics to analyze the performance of social entrepreneurship. The complex dynamic causality chain between work system indicators reveals the deep causal relationship between social entrepreneurship key performance indicators from the perspective of system dynamic feedback relationship model and special feedback relationship. Hu Yangcheng and Guo Xiaohong (2014) conducted an empirical analysis of 158 NPO questionnaires, using structural equation modeling to construct a social entrepreneurship orientation and NPO performance association theory model with knowledge management ability as a mediator. The results show that social entrepreneurship orientation and knowledge management ability have a significant positive impact on NPO's social performance and financial performance; knowledge management ability has a partial intermediary role in the relationship between social entrepreneurship orientation and NPO's social performance and financial performance. Fully intermediary. Li Huajing et al. (2015) used 157 questionnaire data, factor analysis, and hierarchical regression analysis to study the direct effect of social entrepreneurship on corporate performance and the external environment's role in regulating the relationship between the two. It has a positive impact on corporate performance, and the reciprocal synergy and social leadership dimension will have a positive effect on corporate financial performance. The three dimensions of social entrepreneurship orientation will have a positive effect on corporate growth performance, and the resource expansion dimension has the greatest impact. Industry competition and government support will regulate the extent to which social entrepreneurship leads to corporate performance. Therefore, enterprises should construct an organic combination of social entrepreneurship orientation dimensions according to their own conditions, and make full use of the external environment to maximize the effect of social entrepreneurship orientation. Liang Haixia et al. (2015) comprehensively analyzed the steps and methods of strategic balanced scorecards in the evaluation of science and technology entrepreneurship performance in the form of empirical analysis. The application of balanced scorecards in technology and social entrepreneurship enterprises and commercial entrepreneurs reflect different evaluation ideas. In the performance evaluation, the evaluation system should be set up from the two double value bottom lines of economic sustainability and social value. At the same time, pay attention to coordinate with the enterprise strategy, mobilize the participation of stakeholders, and establish a long-term evaluation mechanism.

In addition, Hu Yangcheng and Xu Minhui (2014) through questionnaire survey, empirical research found that social entrepreneurship orientation is a viable strategic choice for non-profit organizations under uncertain environmental conditions, which helps to achieve organizational mission and financial sustainability, but not While implementing a social entrepreneurship-oriented strategy, for-profit organizations need to pay attention to the development of flexible organizational capabilities such as knowledge management and organizational learning. Wang Zhong et al. (2014) defined the connotation of social entrepreneurial ecosystem by referring to the concept of ecology, and analyzed its structure and operational mechanism from the perspective of ecology. It believed that it consisted of two parts: entrepreneurial ecological community and entrepreneurial support environment. Entrepreneurial ecological community included Social enterprises, government departments, non-profit organizations, commercial enterprises and other populations, dynamic mechanisms, balance adjustment mechanisms, symbiotic mechanisms, and resource integration mechanisms are operational mechanisms formed during their development. Based on the data of 207 successful social enterprises of Schwab Foundation, Zhao Lizhen (2014) explores and summarizes the various

influencing factors of social entrepreneurship internationalization from the organizational and individual levels through contingency analysis and corresponding analysis methods. The study finds that social enterprises and their internationalization process are developing faster and faster on a global scale; the internationalization of social enterprises has an important relationship with the level of economic development of the founding countries; the organizational model of social enterprises and the overseas experience of social entrepreneurs And its personal early special experience will affect the internationalization process of the company. Davy (2016) systematically positioned the "corporate social entrepreneurship" construct and deepened the research on the three causes of antecedents, processes and consequences. Liu Zhen et al. (2017) believe that social entrepreneurship is essentially an entrepreneurial activity with distinct social characteristics and social value. Social entrepreneurship is a structural innovation in entrepreneurial activities.

In this stage of development, although scholars still make a review of foreign literature research prospects. However, from the existing research, domestic social entrepreneurship research has shifted from social entrepreneurship and social entrepreneur definition, characteristics and thinking framework to social entrepreneurial motivation, identification and development; further, social entrepreneurship research has shifted from motivation and mission to social entrepreneurial enterprise performance. Research and other research; domestic scholars are paying more and more attention to social entrepreneurship research on "mass entrepreneurship, innovation" and Chinese context. In addition, research on social entrepreneurship and institutional entrepreneurship related teaching cases, social entrepreneurship and college entrepreneurship education are also growing simultaneously.

3. Research conclusions and prospects

3.1 Conclusions

Social entrepreneurship is rapidly becoming a hot research area because it plays an increasingly important role in solving social problems. However, based on the above review of the evolution of domestic scholars' social entrepreneurship literature, the current domestic social entrepreneurship is still in the early stage, and further research and unification should be carried out in the construction of concepts and framework models. Although the results of domestic social entrepreneurship research have made some progress in quantitative research in recent years, the results are biased towards reference research, and need to be further explored in combination with localization research. From the perspective of research trends and practice, domestic social entrepreneurship theory research will enter rapid development. period.

3.2 Research prospects

3.2.1 Personal level

Scholars generally believe that case studies are the starting point of scientific research and can help researchers deepen from phenomena to the essence of abstract theory. Although the above scholars use case analysis to analyze the social entrepreneurial motivations and behaviors of social entrepreneurs. However, in view of the fact that China's localized social entrepreneurial success enterprises are still lacking, and many successful foreign companies are used in the case, whether it is possible to correctly guide the social entrepreneurship practice of social entrepreneurs in the Chinese context remains to be verified. In further research, cross-integration should be based on relevant theories such as psychology and strategic management. For example, the high-level team theory of strategic management is used to measure the motivation of social entrepreneurs in social entrepreneurs.

3.2.2 Organizational level

From the existing research in China, social entrepreneurs have conducted an analysis of the causes, processes and consequences of social entrepreneurship and compared the organizational model of commercial entrepreneurship. However, what are the advantages and disadvantages of the localized social entrepreneurship organization model compared with the traditional business model? And issues

such as the social entrepreneurship organization model based on different situations still need further research.

3.2.3 Institutional level

The emergence of social entrepreneurship is closely related to the institutional environment. Social entrepreneurship is a form of entrepreneurship of “mass entrepreneurship”. The “social entrepreneurship” introduced from the West requires the localization and improvement of China’s social entrepreneurship theory researchers and policy makers. To this end, social entrepreneurial researchers must also conduct research on the legality of localization of social entrepreneurship from the institutional level, in order to better promote social entrepreneurship practices and serve the construction of a harmonious and beautiful society.

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