

THE FOUR VARIABLES OF SEAS AND THE ROLE OF PRIOR EXPERIENCE AS STIMULANT TO BECOME A SOCIAL ENTREPRENEUR: A QUALITATIVE STUDY OF UBAYA FBE STUDENTS

Mirta Asparinda^{1*}, Noviaty Kresna Darmasetiawan¹, Adi Prasetyo Tedjakusuma¹

**¹Fakultas Bisnis dan Ekonomika Universitas Surabaya
Kalingrungkut, Surabaya 60293 - Indonesia**

*Corresponding author: anissa.cessarea@yahoo.com

ABSTRAK

Istilah dari *social entrepreneur* sudah mulai menjadi isu yang hangat. Wirausahawan sosial telah memikat hati orang banyak, karena tujuan dari wirausahawan sosial itu sendiri adalah untuk membantu orang lain. Seperti di Indonesia, banyak orang yang kurang beruntung perlu dirawat, dan dengan demikian nama wirausahawan dengan tujuan sosial sangat digemari. Oleh karena itu, tujuan dari *basic research* ini adalah untuk mengeksplorasi stimulant untuk menjadi seorang wirausahawan sosial dengan menggunakan pengukuran *Social Entrepreneurial Antecedents Scale (SEAS)* yang memiliki empat variabel dan dengan tambahan *prior experience* kedalam pengukurannya.

Sejauh istilah ini mulai meroket, kebutuhan untuk menemukan lebih jauh mengenai anteseden dari niat wirausahawan sosial itu sendiri diperlukan, ini karena pentingnya wirausahawan sosial saat ini. Tujuan penelitian ini adalah untuk menjadi tolok ukur untuk mengetahui sifat dasar manusia yang seperti apa yang dapat mengubah seseorang untuk menjadi seorang wirausahawan sosial di masa mendatang, terutama mahasiswa di universitas, karena dunia membutuhkan seorang wirausahawan yang lebih dapat diandalkan yang mana memiliki perspektif dan pikiran yang dapat merubah orang-orang di lingkungan mereka.

Sedangkan metode yang digunakan oleh peneliti adalah metode kualitatif yang berarti metode wawancara, observasi, dan analisis dokumen untuk mendukung validitas data yang dilakukan. Subjek utama dari penelitian ini adalah mahasiswa Universitas Surabaya khususnya mahasiswa Fakultas Bisnis dan Ekonomika. Ruang lingkup penelitian ini adalah sebuah penilaian dari niat kewirausahaan sosial siswa yang diukur menggunakan empat variabel dari SEAS dan peran *prior experience* dalam merangsang siswa untuk menjadi wirausahawan sosial dalam kehidupan nyata.

Kata kunci: Wirausahawan Sosial, *Four Variables of SEAS*, Niat Kewirausahaan Sosial, *Prior Experience*.

ABSTRACT

The term social entrepreneur has begun to be a hot issue. Social entrepreneur has earned many people heart, since the purpose of the social entrepreneur itself is to help others. As in Indonesia, my unfortunate people need to be taken care of, and thus the name entrepreneur with social purposes is highly preferable. Hence the purpose of this basic research is to explore the stimulant to become a social entrepreneur using the Social Entrepreneurial Antecedents Scale (SEAS) four variables and prior experience as the measurement.

As far as the term begins to rocketing, the need to discover farther about the antecedents of social entrepreneurial intention itself is necessary, this is because the importance of social entrepreneurs nowadays. This research goal is to be the benchmark to know what basic human traits that able to turn someone to become a social entrepreneur in the future, especially students in the university, because we need a more reliable social entrepreneur which has the perspective and mind that can change their surroundings.

Whilst, method used by the researcher is qualitative methods in which means interviews, observation, and analysis of documents in order to support the validity of the data are conducted. The main subject of the research are students at University of Surabaya specifically the students in Faculty of Business and Economic. The scope of this research is an assessment of the social entrepreneurial intention of the students measured by the four variables of SEAS and the role of prior experience in stimulating them to become a social entrepreneur in real life.

Keywords: Social Entrepreneur, Four Variables of SEAS, Social Entrepreneurial Intentions, Prior Experience.

1. INTRODUCTION

The social uncertainties growth needs intervention to refine new and original ideas towards the establishment and actualization of enterprises that concern on social impact (Omoredede, Exploration of motivational drivers towards social entrepreneurship, 2014). Many countries adopt the social enterprise model to promote civic participation to address the various societal problems (Defourny & Kim, 2011). This issue attracts an increasing amount of scientific-driven research that interests in the field of social entrepreneurship (SE) (Omoredede, Exploration of motivational drivers towards social entrepreneurship, 2014).

Regardless of being a new field of research, social entrepreneurship (SE) has long become a social rare occurrence. Bill Drayton of Ashoka Foundation was the one who popularized the term back in the 1990s (Ghalwash *et al.*, 2017), the term is applied to define a behavior seeking a specific social mission targeted at helping marginalized people by implementing business-inspired earned-income strategies (Hockerts, The Social Entrepreneurial Antecedents Scale (SEAS): a validation study, 2015).

The individual who has social entrepreneurship characteristic is called a social entrepreneur. Social entrepreneur is different with the old school entrepreneurs, social entrepreneurs is an individual who acts in a financially independent, self-sufficient, or sustainable enterprise that has sets of entrepreneurial knowledge and behavior that are trying to convey a social value to the less prerogative society, which has key characteristics of a mission leader, social value creator, opinion leader, initiative taker, and a persistent individual (Abu-Saifan, 2012).

A study by Hockerts (2015) stated that there are four variables that encourages the behavior of a social entrepreneur, which are empathy, self-efficacy, moral obligation, and social supports. These four variables are called as the Social Entrepreneurship Antecedents Scale (SEAS). In the recent study by Kai Hockerts, he added a new variable in the record, named prior experience. The four variables of SEAS, support a basic variable that can determine what caused an individual to become a social entrepreneur, and also the role of prior experience shows a positive relation to the social entrepreneurial intentions.

University of Surabaya, especially the faculty of business and economics students are the study sample, because there is a course in this faculty called *Kepemimpinan Dalam Bisnis* (Leadership in Business, subject code: KDB) that encourages students to participate in social entrepreneurial activity. Since from this fact, it means that students of FBE Ubaya are already exposed to social entrepreneurial activities, thus it is easier to make them as the study sample to

validate the Four Variables of SEAS as social entrepreneurial intentions, which are empathy, moral judgment, self-efficacy, and social support, and the new additional variable, prior experience.

This basic research is intended to test the validity of the four variables of SEAS towards each student, in order to recognize their real motives to become a social entrepreneur, and to better understand if prior experience too plays an important role in encouraging them to become a social entrepreneur in real life.

2. LITERATURE REVIEW

Social Entrepreneur

Social entrepreneur is different with entrepreneurs (Abu-Saifan, 2012), it can be perceived as the leader in the area of social change, which can be found in the private, public and not-for-profit areas (Brouard & Larivet, 2009). The main objective and approach of social entrepreneurs is to search sustainable breakthrough rather than the sustainable benefit, as well as to build a breakthrough on empowerment (Pless, 2012).

The study about opportunities in social entrepreneurship acclaimed that social entrepreneurs highlight the value they commit to society. The value that social entrepreneurs create is motivated by the purpose of its operation, for instance, one individual can pursue to „change the world“ by colliding with many different areas, starting from treatment of drug use in India to creating job vacancy in the United States, and from protection of China’s environment to learning about the native in Australia (Ormiston & Seymour, 2011).

According to Brinckerhoff (2009) in Abu Saifan (2012) article, social entrepreneur is an individual who takes logical risks for the people who serves his organization, which represents the core characteristic of an opinion leader or influencer. Meanwhile according to Thompson *et al.*, (2000) a social entrepreneur is someone who tries to make a difference by gathering the important resources in a

form of people, volunteers, or money, because these individuals recognize that there is an opportunity to please several needs that the welfare system cannot meet.

Boundaries of Social Entrepreneur

A philanthropist, social activist, environmentalist, and the other kind of socially-oriented expert are cited as social entrepreneurs. Even though these practitioners are needed and valued, but they are not social entrepreneurs (Abu-Saifan, 2012). A social entrepreneur is an innovative individual that has “power new, system changing idea”, in which the ability only occurs in a limited percentage of the community (Ghalwash et al., 2017).

The boundaries of social entrepreneurs then divided into two business strategies (Abu-Saifan, 2012), one is social entrepreneur operating a hybrid organization which has characteristic of non-profit and for-profit organization (Brouard & Larivet, 2009) to achieve self-sufficiency, which the organization is financially independent and the founders and investors can gain profit from the money they gain personally (Abu-Saifan, 2012), and two is social entrepreneur run an organization that is a non-profit organization (NPO) which is an organization that is established for social purposes, such as philanthropic or similar purpose (Brouard & Larivet, 2009).

Social Entrepreneurial Intentions Framework

To farther discover about the certain characteristics of social entrepreneur (SE) process, one specific aspect must be focused: intention formation, which is a well-established subfield within social psychology and entrepreneurship literature. A behavior of a person is influenced by the motivational factor which is reflected by the true intention of he or she and intentions of the individual are a decent barometer of their determination to display a behavior. Consequently, intentions are extensively perceived as a compelling predictor of behavior, specifically in the condition of purposive, planned, and goal-oriented behavior.

empathy and moral obligations which is categorized as perceived desirability, self-efficacy and perceived social support which is called perceived feasibility. These four variables are later called as the social entrepreneur antecedents" scale (SEAS).

Empathy

There are many definition of empathy, thus it is best to conclude accurately what is being studied first (Cuff *et al.*, 2016). In management studies, the term empathy has been used in research on leadership, stakeholders, and business leadership. Inside the topic of social entrepreneurship, an individual general empathy towards everyone is not as interesting as a very specific empathy towards specific group of people, for example socially disadvantaged people (subject to racial or ethnic prejudice) or marginalized populations (Hockerts, 2015).

Table 1. List of empathy definitions.

#	Author(s)	Definition
1	Colman, A.M. (2009)	The ability to perceive and come into someone"s feelings and emotions or to be involved in something from the other person perspective.
2	Barnett, G. & Mann, R. E. (2013, p. 230)	"A cognitive and emotional understanding of another"s experience, resulting in an emotional response that is congruent with a view that others are worthy of compassion and respect and have intrinsic worth."
3	Pelligra, V. (2011, p. 170)	"The ability to anticipate and share other"s emotional states."

Based on the definition of each researcher the main point of empathy is that empathy is the capableness of an individu to feel, understand, and experience other"s emotional feelings.

Moral Judgment

In the situation of SEAS, the focal point will be measuring the range to which individuals feel that humankind is morally obligated to state the issues of the

marginalized society as results of perceived moral norms. Even though so, people that are willing to help might still consider their own financial situations, and family circumstances when determining whether they are obligated to help marginalized people. Confer to Kohlberg in Hockerts (2015) study, a person moral judgment defined into three grades:

- Self-interest, a desire to adjust to social standards,
- Encouraged by public social contracts, or
- Worldwide known ethical standards.

Table 2. List of moral judgment definitions

#	Author(s)	Definition
1	Bartels, Daniel M., Bauman C. W., Cushman F. A., Pizarro D. A., McGraw A. P. (2014, p.17)	“The product of a single, relatively discrete psychological system (i.e., dedicated to morality) that distills situations into their causal and intentional structure and makes use of rules and legal concepts like battery, assault, and homicide to convert important features of situations morally-valenced judgments...”
2	Hockerts K. (2015)	A person believes there is a responsibility to act according to the social norms of his or her surroundings when being confronted with an ethical issue.
3	Hume, Haidt (2001). In Waldmann M. R., Nagel J., Wiegmann A. (2012, p.277)	“Evaluations (good vs. bad) of the actions or character of a person that are made with respect to a set of virtues held to be obligatory by a culture or subculture.”

Based on the definition of each researcher, moral judgment is concluded to be an individual physiological system which includes judgment, assimilation, and acceptance to behave accordingly to the culture’s principles.

Self-efficacy

Self-efficacy within the framework of social entrepreneurship plays a specifically outstanding function, as lots of social issues such as poverty

extermination are so overwhelming that even individuals can easily hesitates themselves can have any significant influence into it at all. Thus, Hockerts (2015) introduces social entrepreneurial self-efficacy as a gauge of a person’s belief of whether they can achieve serious social impact on the framework of broad, complex issues.

Table 3. List of self-efficacy definitions

#	Author(s)	Definition
1	Bandura A. (2010)	Is affected with individual knowledge in their capability to control issues that influence their lives.
2	Hockerts K. (2015)	A measurement of a person’s belief of whether they can achieve a serious social impact on the structure of broad, complex issues.
3	Flammer A. (2001, p.13812)	“Individual’s capacity to produce important effects. People who are aware of being able to make a difference feel good and therefore take initiatives...”

Based on the definition of each researcher, self-efficacy is an individual capability, and conviction that they can achieve, and create an exemplary impact.

Social Support

Under the context of social entrepreneurship, it can be consider that a person will determine the amount of received and perceived social support in their venture by people in their circles. This support may come from family, friends, colleagues, big enterprise that run in social entrepreneurship such as Ashoka, numerous foundations, venture philanthropists and any investors that are willing to give financial support for social entrepreneurs (Hockerts, 2015).

Table 4. List of social support definitions

#	Author(s)	Definition
1	Heaney C. A., Israel B. A. (2008, p.190)	“The functional content of relationships that can be categorized into four broad types of supportive behaviors: <i>emotional support</i> involves

	(continued table 3)
	the provision of empathy, love, trust, and caring. <i>Instrumental support</i> involves the provision of tangible aid and services that directly assist a person in need. <i>Informational support</i> is the provision of advice, suggestion, and information that a person can use to address problems. <i>Appraisal support</i> involves the provision of information that is useful for self-evaluation purposes...”
2	Cobb (1976). In Hupcey J. E. (1998, p.1232) “Information leading a person to believe that he/she is cared for and loved, esteemed and valued, and/or that he/she belongs to a network of communication and mutual obligation.”
3	Gore (1973). In Pearson J. E. (1986, p.390) “Social support is an asset to coping that contributes to the “striving sentiments” for love, security, self-expression, recognition, belonging, and sexual satisfaction.”

Based on each definition by the researcher, social support is concluded as a relationship between human beings in which they are being given attention, security, and sexual pleasure.

Additional Variables of SEAS: The Role of Prior Experience

Study by Hockerts (2017) broaden the Mair and Noboa model (2006) through the addition of being exposed to experience with social problems beforehand as the forecaster of social entrepreneurial intention. Research established that experience that has been done beforehand also predicts prosocial behavior for instance participation in recycling program and the knowledge about social issues has been stated to predict the manner toward social entrepreneurial intention as well as perceived behavioral control (PBC).

In the hypothesis of Hockerts (2017) stated experience with social organization beforehand has a positive relation towards the social entrepreneurial intention. This hypothesis was proved by the quantitative method of research that he conducted, which resulted in statistically significant positive result of medium size,

which means the prior experience has medium amount of variance of social entrepreneurial intention, but it is still defined as preferable variable.

3. METHODOLOGY

A qualitative research method is implemented and uses the snowball sampling interview technique. This method generate participant as the study sample through criterions made in a group of people who know people that has the same criterions as stated in the research (Biernacki & Waldorf, 1981) in other word, this sampling method is used when the researcher feel difficult to find another participants that matches the criterions.

The data validity obtained by gathering the information from more than one sources. The researcher gathers the information from different students with varies background. All information obtained from these various sources will be compared in order to get valid data. The researcher also performs cross checks between information obtained with different methods or from different sources. Cross check is done for triangulation data on this research.

4. RESULT

Each students has all of the four variables of Social Entrepreneurial Antecedents Scale even though the amount of each variables that embedded in different students are vary as well. The most visible variables are self-efficacy, and empathy. The degree of self-efficacy can be categorized as perceived feasibility to become a social entrepreneur, meanwhile the degree of empathy can be categorized as perceived desirability to become a social entrepreneur.

Meanwhile, these two variables a little incapable to measure the social entrepreneurial intention within a person, therefore adding prior experience is necessary to answer the main topic. On the other hand, based on the data every student indicated that they had participated in at least one social activities before they

even participated in a volunteer program. One student mentioned numerous social activities that he had joined prior to the volunteer program.

Hence, it can be drawn as both the four variables and the additional variable which is prior experience are visible in each student. And thus finally it can provide the answer to the hole that the researcher dug, prior experience too plays an important role in the students' choice in becoming a social entrepreneur.

5. CONCLUSION

The social entrepreneurial intention can be measured by using the four variables of SEAS, empathy with unfortunate people, a sense of moral obligation to help those people, a great degree of self-efficacy regarding the capability to make social changes and perceived , and social support (Hockerts, 2015; Mair & Noboa, 2006). These variables are the antecedents of the social entrepreneurial behavior. These four variables categorized in perceived desirability, and perceived feasibility which relates to one another, the intentions forecast behavior but the attitude also forecast intentions (Mair & Noboa, 2006).

Since the four variables only is not genuinely enough to predict the birth of social entrepreneur, hence in adding prior experience can strengthen the validity of the variables (Hockerts, 2017). The four variables of SEAS (Mair & Noboa, 2006; Hockerts, 2015) is applicable for the students in Faculty of Business and Economics of University of Surabaya, particularly students that had taken leadership in business (subject code: KDB) subject or students in which had ever participated in social entrepreneurial activities.

Hence, the research came to and end point in which the four variables of SEAS and the role of prior experience indeed can stimulate students to become a social entrepreneur in their real life in the future.

REFERENCES

- Abu-Saifan, S. (2012). Social Entrepreneurship: Definition and Boundaries. *Technologies Innovation Management Review*, 22-27.
- Bandura, A. (2009). Self-efficacy. In I. B. Weiner, & W. E. Craighead, *The Corsini Encyclopedia of Psychology*. John Wiley & Sons, Inc.
- Bartels, D. M., Bauman, C. W., Cushman, F. A., Pizarro, D. A., & McGraw, A. P. (2014). Moral Judgment and Decision Making. In G. Keren, & G. Wu, *Blackwell Reader of Judgment and Decision Making* (pp. 2-52). Malden: Blackwell.
- Biernacki, P., & Waldorf, D. (1981). Snowball Sampling. *Sociological Methods & Research*, Vol. 10 No. 2, 141-163.
- Brouard, F., & Larivet, S. (2009). *Social Entrepreneurship: Definition and Boundaries*. Ottawa: ANSER-ARES 2009 CONFERENCE.
- Cuff, B. M., Brown, S. J., Taylor, L., & Howat, D. J. (2016). Empathy: A Review of the Concept, Vol. 8, No.2. *Emotion Review*, 144-153.
- Defourny, J., & Kim, S.-Y. (2011). Emerging models of social enterprise in Eastern Asia: a cross-country analysis. *Social Enterprise Journal*, Vol.7 Iss 1, 86-111.
- Flammer, A. (2001). Self-efficacy. In N. Smelser, & B. Baltes, *International Encyclopedia of the Social & Behavior Science* (pp. 13812-13815). Oxford: Elsevier Science Ltd.
- Ghalwash, S., Tolba, A., & Ismail, A. (2017). What motivates social entrepreneurs to start social ventures? An exploratory study in the context of a developing economy. *Social Enterprise Journal*, Vol. 13 Issue: 3, 268-298.
- Heaney, C. A., & Israel, B. A. (2008). Social Networking and Social Support. In K. Glanz, B. K. Rimer, & K. Viswanath, *Health Behavior & Health Education*, 4th Eds (pp. 189-210). San Francisco: Jossey-Bass.
- Hockerts, K. (2015). The Social Entrepreneurial Antecedents Scale (SEAS): a validation study. *Social Enterprise Journal*, 260-280.
- Hockerts, K. (2017). Determinants of Social Entrepreneurial Intentions. *Entrepreneurship Theory and Practice*, 105-130.
- Hupcey, J. E. (1998). Clarifying the social support theory - research linkage. *Journal of Advance Nursing*, 27, 1231-1241.

- Mair, J., & Noboa, E. (2006). Social Entrepreneurship: How Intentions to Create a Social Venture are Formed. In J. Mair, J. Robinson, & K. Hockerts, *Social Entrepreneurship* (pp. 121-135). New York: Palgrave MacMillan.
- Omoredede, A. (2014). Exploration of motivational drivers towards social entrepreneurship. *Social Enterprise Journal*, 239-267.
- Omoredede, A. (2014). Exploration of motivational drivers towards social entrepreneurship. *Social Enterprise Journal*, Vol. 10 Iss 3, 239-267.
- Ormiston, J., & Seymour, R. (2011). Understanding Value Creation in Social Entrepreneurship: The Importance of Aligning Mission, Strategy and Impact Measurement. *Journal of Social Entrepreneurship*, 125-150.
- Pearson, J. E. (1986). The definition and measurement of social support. *Journal of Counseling and Development*, 64, 390-395.
- Pless, N. (2012). Social Entrepreneurship in Theory and Practice - An Introduction. *Journal of Business Ethics*, 317-320.
- Thompson, J., Alvy, G., & Lees, A. (2000). Social entrepreneurship - a new look at the people and the potential. *Management Decision*, Vol. 38 Iss: 5, 328-338.