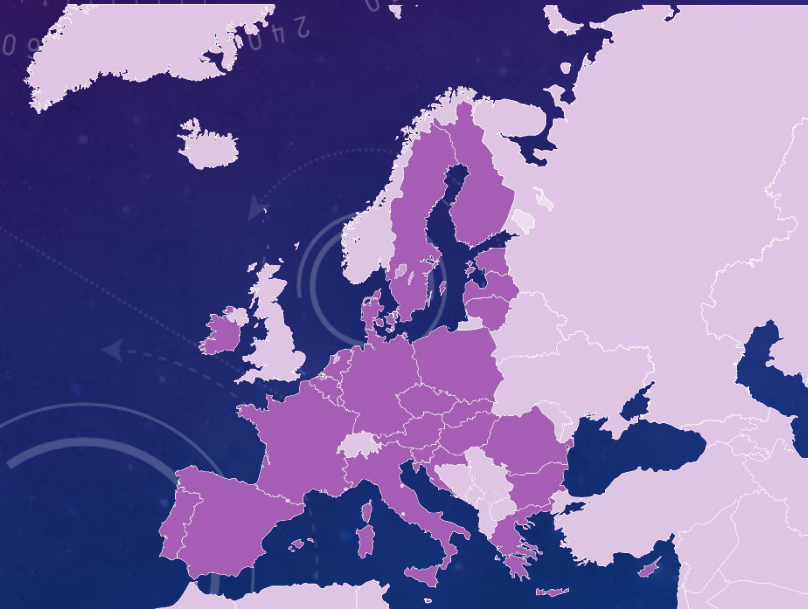


Social Entrepreneurship



FUNDAMENTALS OF ENTREPRENEURSHIP



European Citizenship Project
Pre-session LTTA 1
9/9/2021

Social Entrepreneurship

DEFINITIONS OF ENTREPRENEURSHIP

- *"Entrepreneurship is the activity for the purpose of starting, maintaining and developing a profit-based business." (Cole, 1968, p. 65).*
- *"Entrepreneurship is the set of behaviors that initiates and manages the relocation of economic resources and aims to create value through these means." (Herron and Robinson, 1993, 283).*
- *"Entrepreneurship is the resource, process and state of being through and through which individuals use positive opportunities in the market creating and expanding new business es." (Gries and Naudé, 2011, p. 217).*



Social Entrepreneurship

In recent years entrepreneurship has been presented as one of the main mechanisms to overcome the economic, financial and social crisis in the globalized world.

This increase in entrepreneurial activity has traditionally occurred in times of economic crisis, especially associated with self-employment, which is considered by some authors as the most rudimentary level of entrepreneurship.



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Main Entrepreneurs skills

Initiative and search for opportunities

Taking risks

Pursuit of effectiveness and quality

Definition of Objectives

Systematic planning and monitoring

Persuasion and networking

Independence and self-confidence



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Digital technologies have a significant impact on entrepreneurship.

Introduction

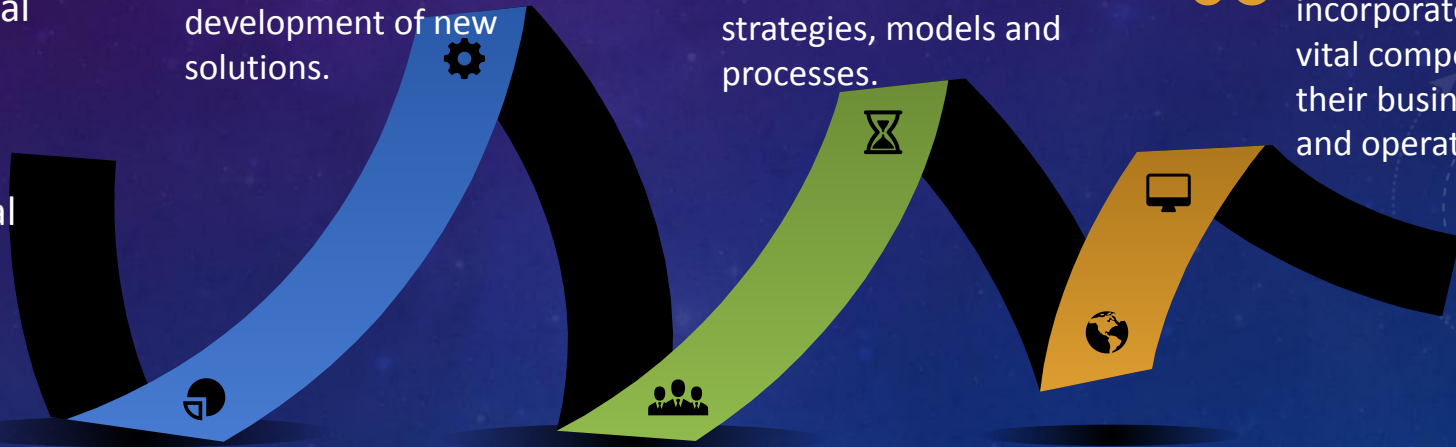


01 Technologies support new forms of collaboration, resource organization, product design, and development of new solutions.

02 Rapid development has profoundly changed the competitive environment and reformulated traditional business strategies, models and processes.

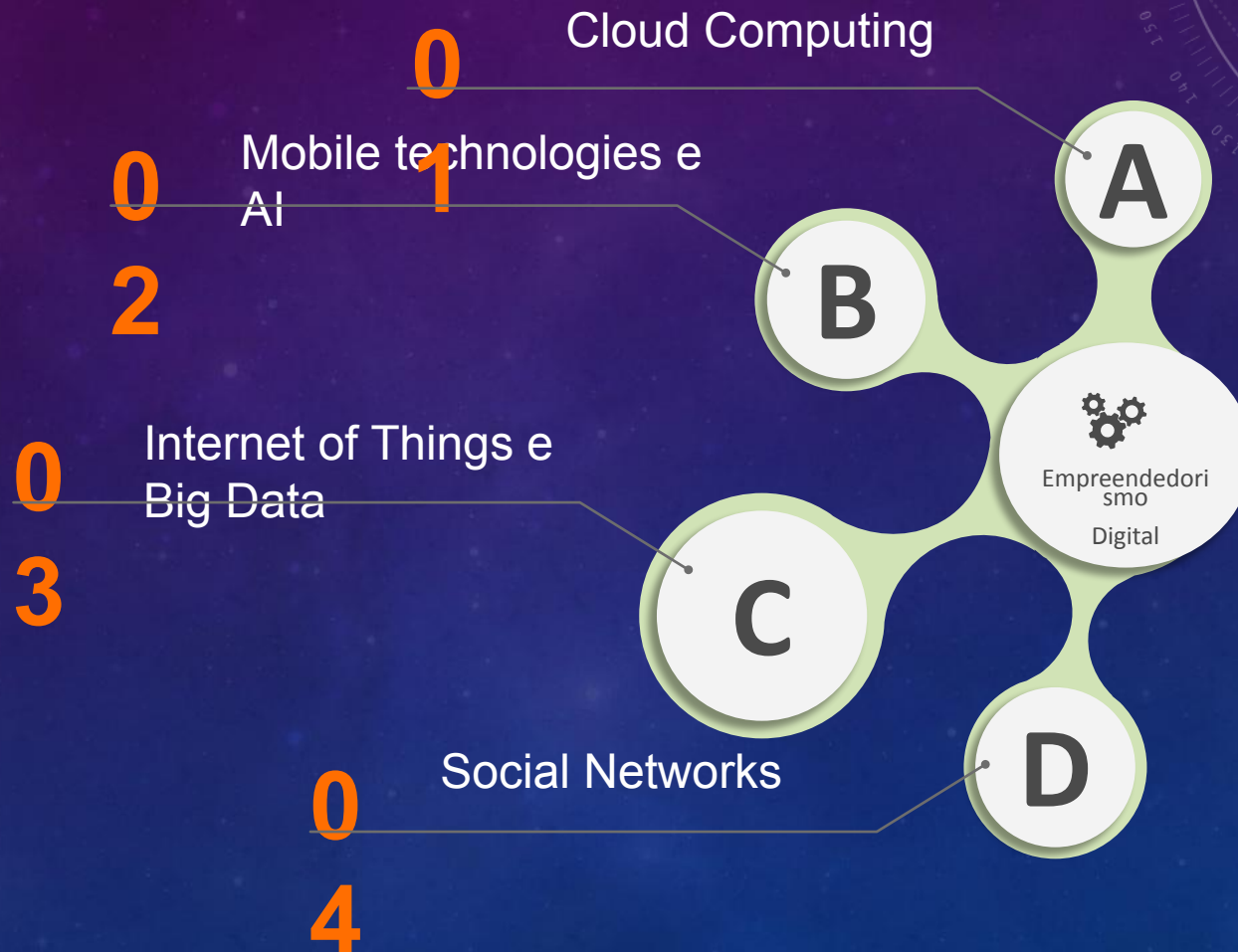
03 Digital technologies have enabled the creation of new businesses and digital startups, which incorporate those as a vital component of their business models and operations.

The digital entrepreneurial ecosystem is enhanced by the new socio-technical paradigm.



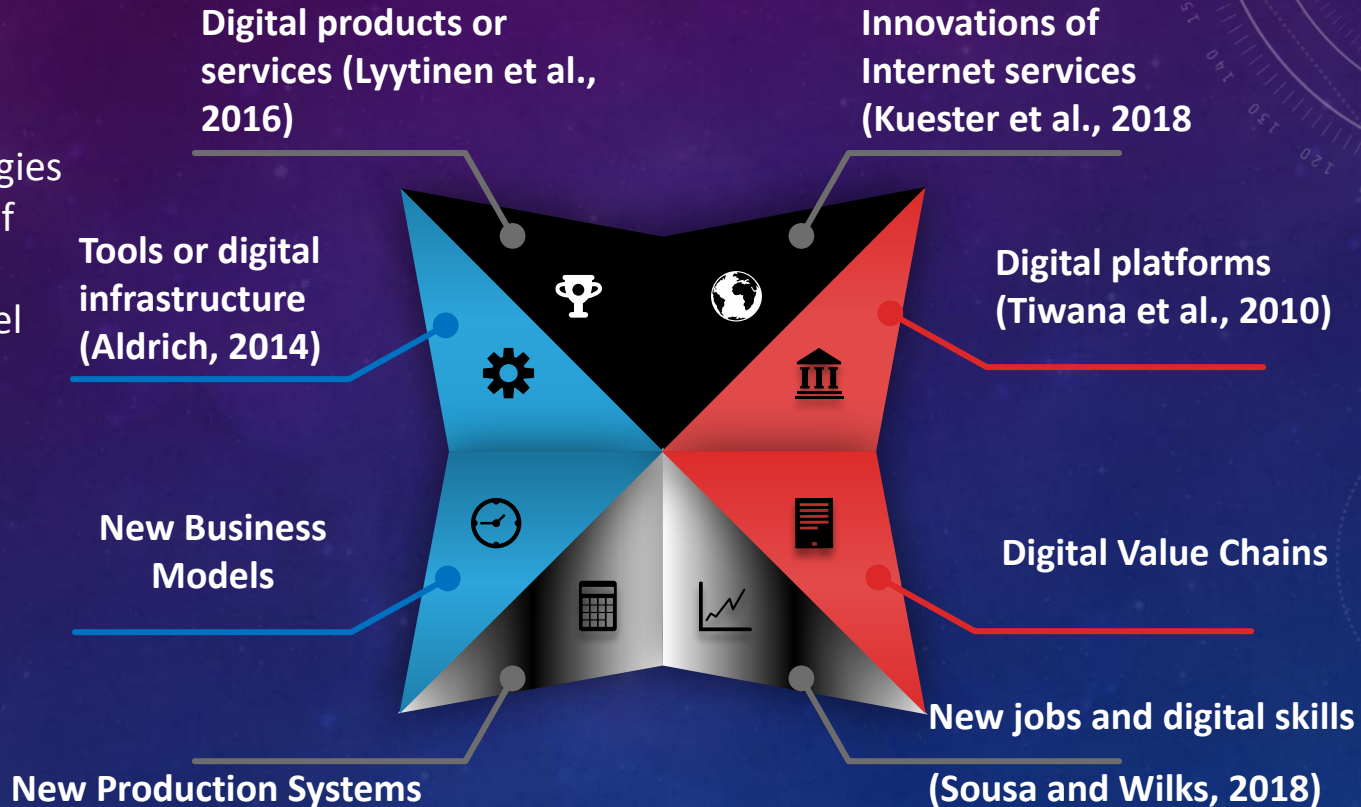
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Emerging Technologies



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Dimensions of digital business



Digital technologies are facilitators of entrepreneurial activity (von Briel et al., 2018) and manifest themselves in several ways:



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Examples of global online ventures capable of:

Interact with customers and stakeholders through new channels (e.g. Netflix)



Digital Business Examples

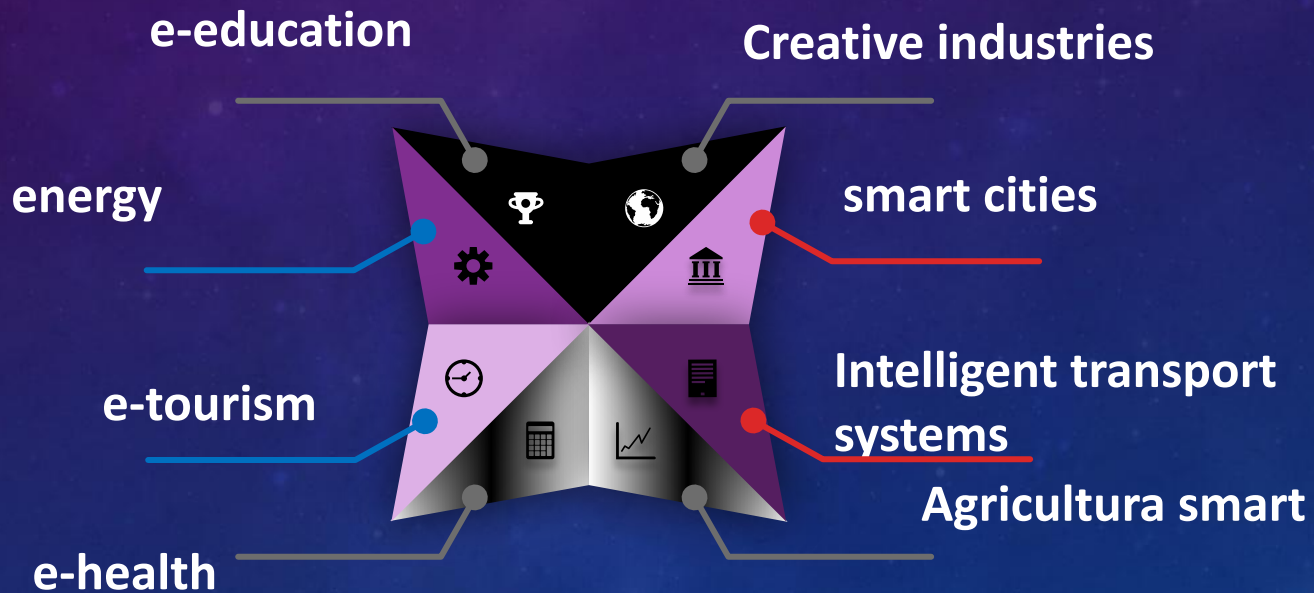
Use social networks to outsource activities.

Bet on highly personalized offers (e.g. Uber and Airbnb)



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New Business



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Entrepreneurship skills



- Digital competencies are engines of innovation and growth for all sectors of activity.
 - Basic digital competencies for using office automation software
 - Use of statistical portals and portals of official entities
 - Use of social networks to promote business
 - Establishing collaborations between organizations and communities
 - Knowledge of different types of software and hardware
 - Use of new technologies to develop new digital-based products and services



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Entrepreneurship skills



- Leadership skills:
 - development of workers
 - development of new opportunities for workers
 - motivation to increase performance and satisfaction
 - communication capacity with the aim of increasing the involvement of workers
 - management of expectations
 - management of cultural differences between workers



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Entrepreneurship skills



- Management skills:
 - Knowledge about new forms of work organization
 - Flexibility to adapt to changes in work processes (in response to a high pace of innovation)
 - Ability to initiative and decision-making
 - Ability to analyze information
 - Ability to adapt to organizational changes
 - Ability to manage business and strategic alliances.



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Entrepreneurship skills



- Innovation skills:
 - ability to diversify the business area and identify and explore new business opportunities
 - project management knowledge
 - ability to take risks
 - the ability to organise the resources needed to respond to the opportunities
 - capacity to create and develop national and international networks.



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Entrepreneurship skills



- Relational skills:
 - Ability to coordinate work teams
 - Ability to interact.
 - Ability to adapt to different cultures
 - Ability to be responsible for their acts and for the relationships created between their peers, subordinates and leaders.



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CREATIVITY: DESIGN OF A NEW SOCIAL BUSINESS

Mind Map

It is a diagram used to represent words, ideas, tasks or other items linked to a central concept and arranged radially around that concept.

It is a diagram that represents links between information about a theme or task.

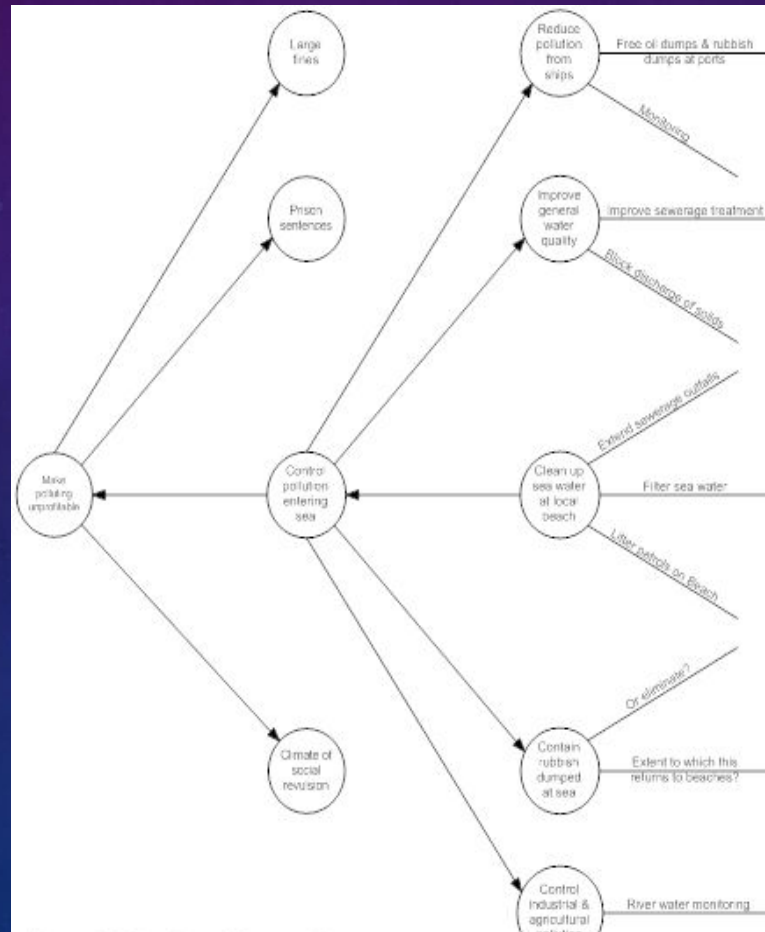
Concepts are organized by groups, branches, or areas.

The Mind Map is used to generate, visualize, structure, and classify ideas. For example, project planning, courses, problem solving and decision-making.



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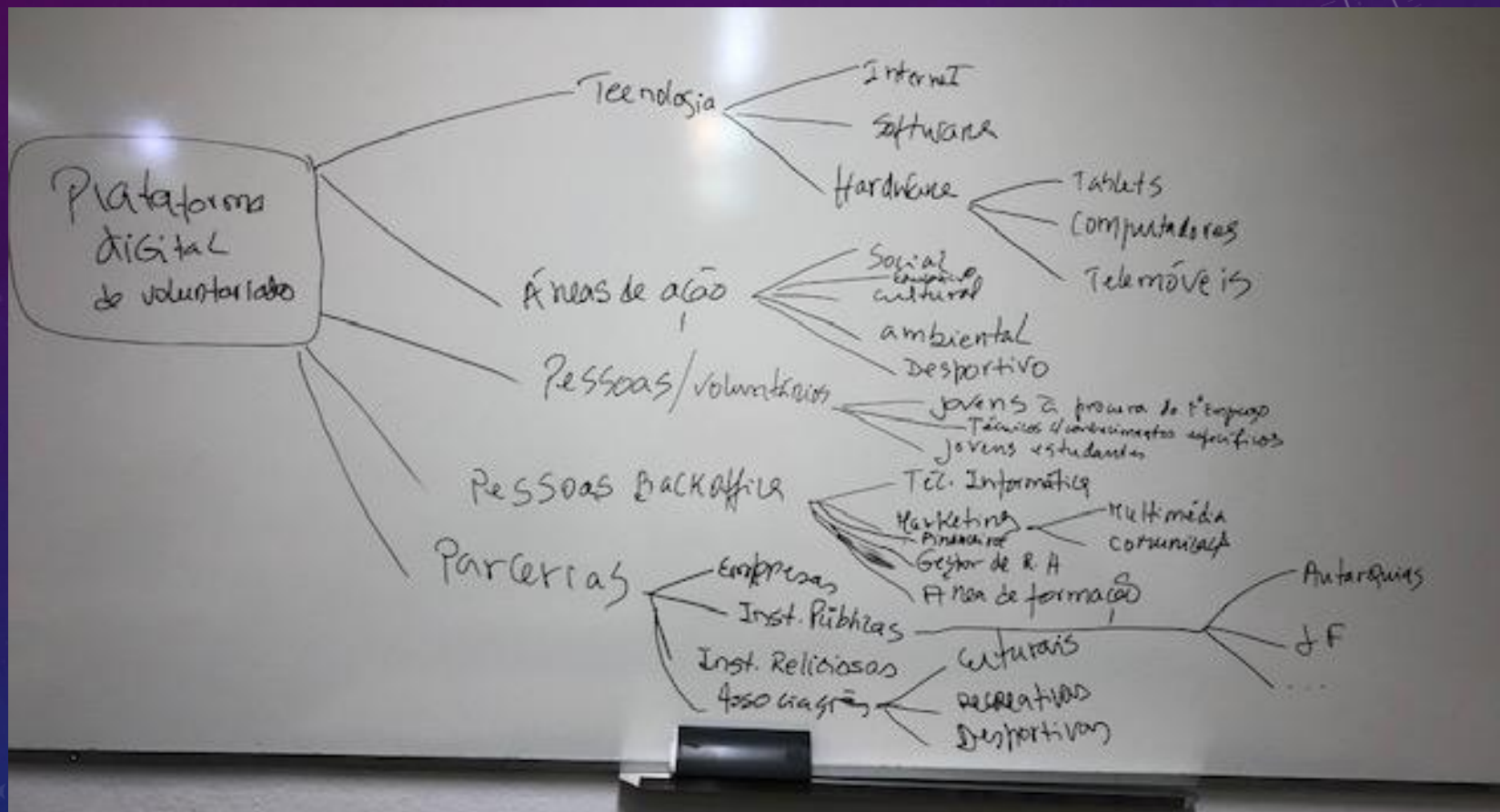
CREATIVITY: DESIGN OF A NEW SOCIAL BUSINESS



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