

# Social Entrepreneurship: sozial, nachhaltig, gewinnorientiert - geht das?



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# Social Entrepreneurship?

## Social Entrepreneurship

“creating **companies** around opportunities derived from **societal problems** such as poverty, health care, energy, private education, and water purification”

(Zahra and Wright, 2016: 611)

## Social Entrepreneurship

“encompasses the **activities and processes** undertaken to discover, define, and exploit **opportunities** in order to enhance **social wealth** by creating new ventures or managing existing organizations in an **innovative manner**”.

(Zahra, Gedajlovic, Neubaum, & Shulman, 2009: 519)

## **5** Elemente, die Sozialunternehmen anders machen.



Begünstigte



Selbstverwirklichung

Anerkennung, Status

Zugehörigkeit

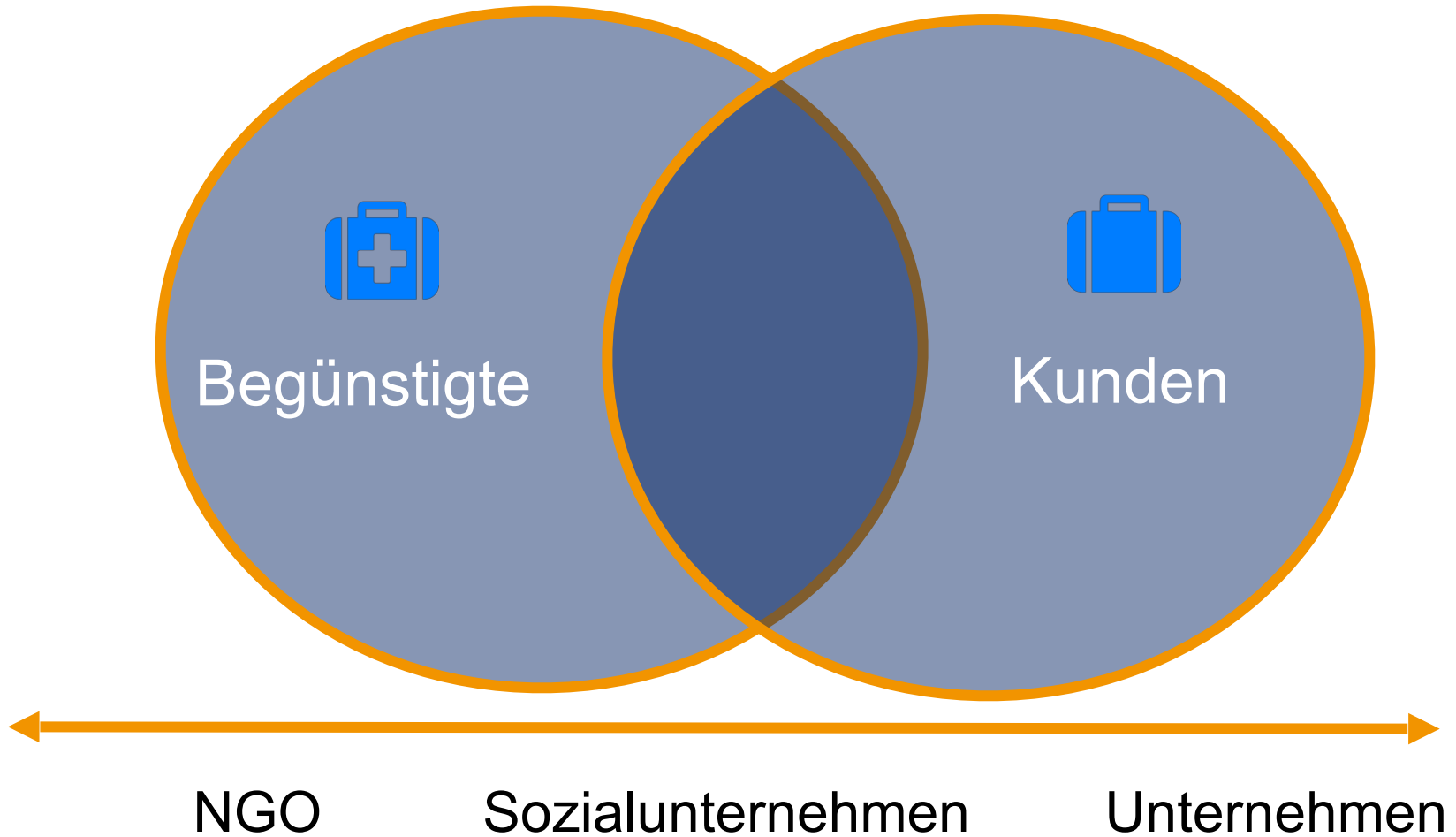
Sicherheit

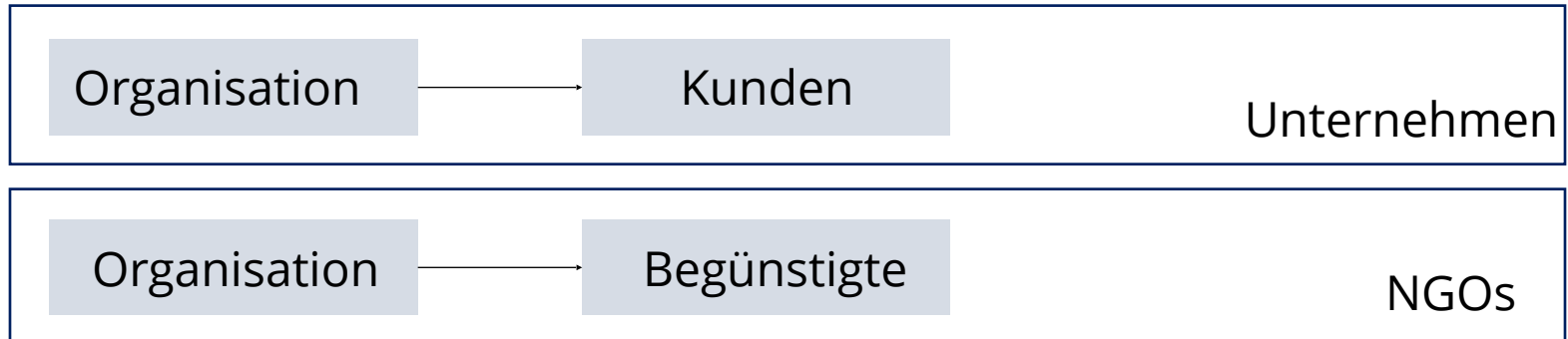
Food & Shelter

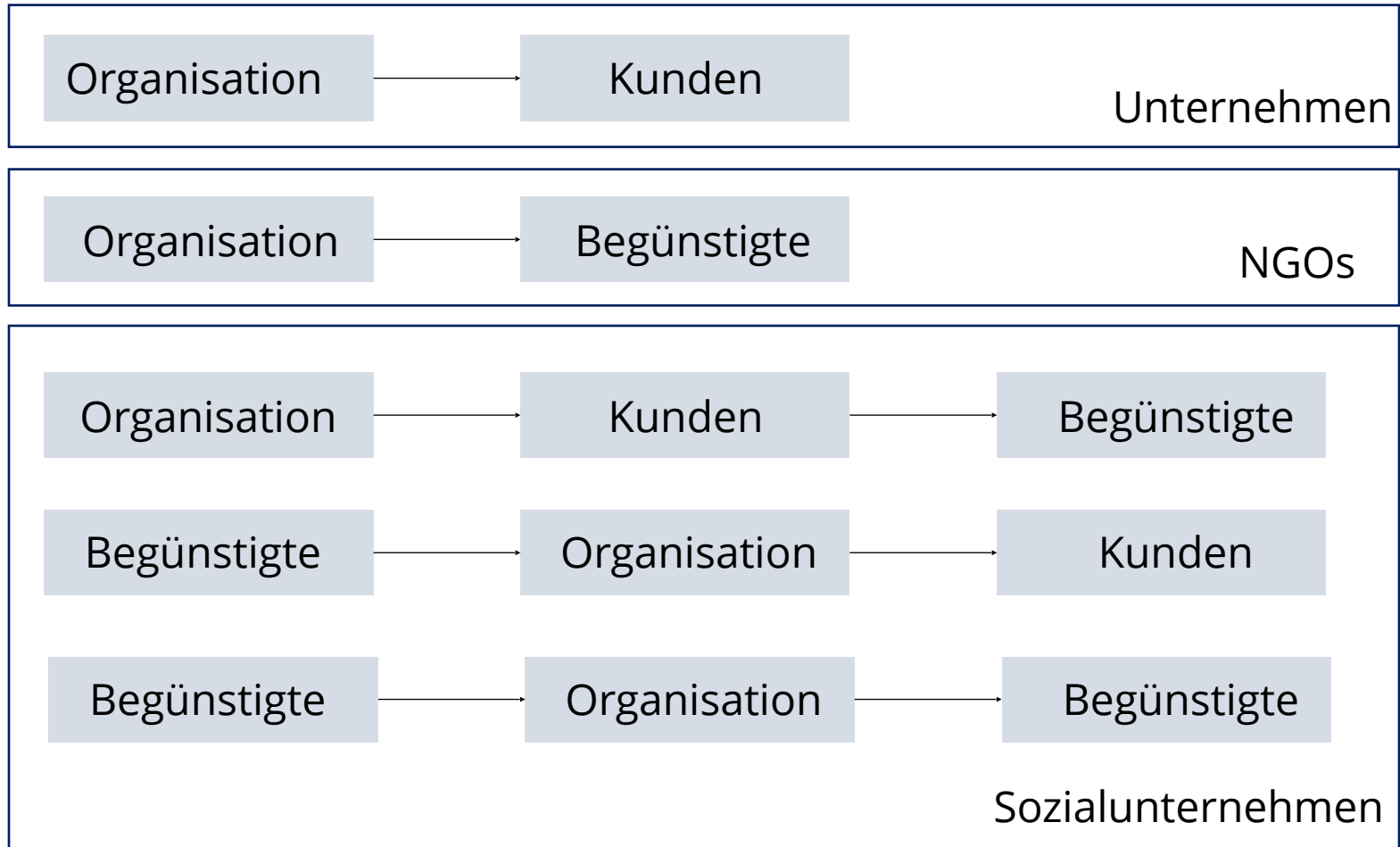
Kunden

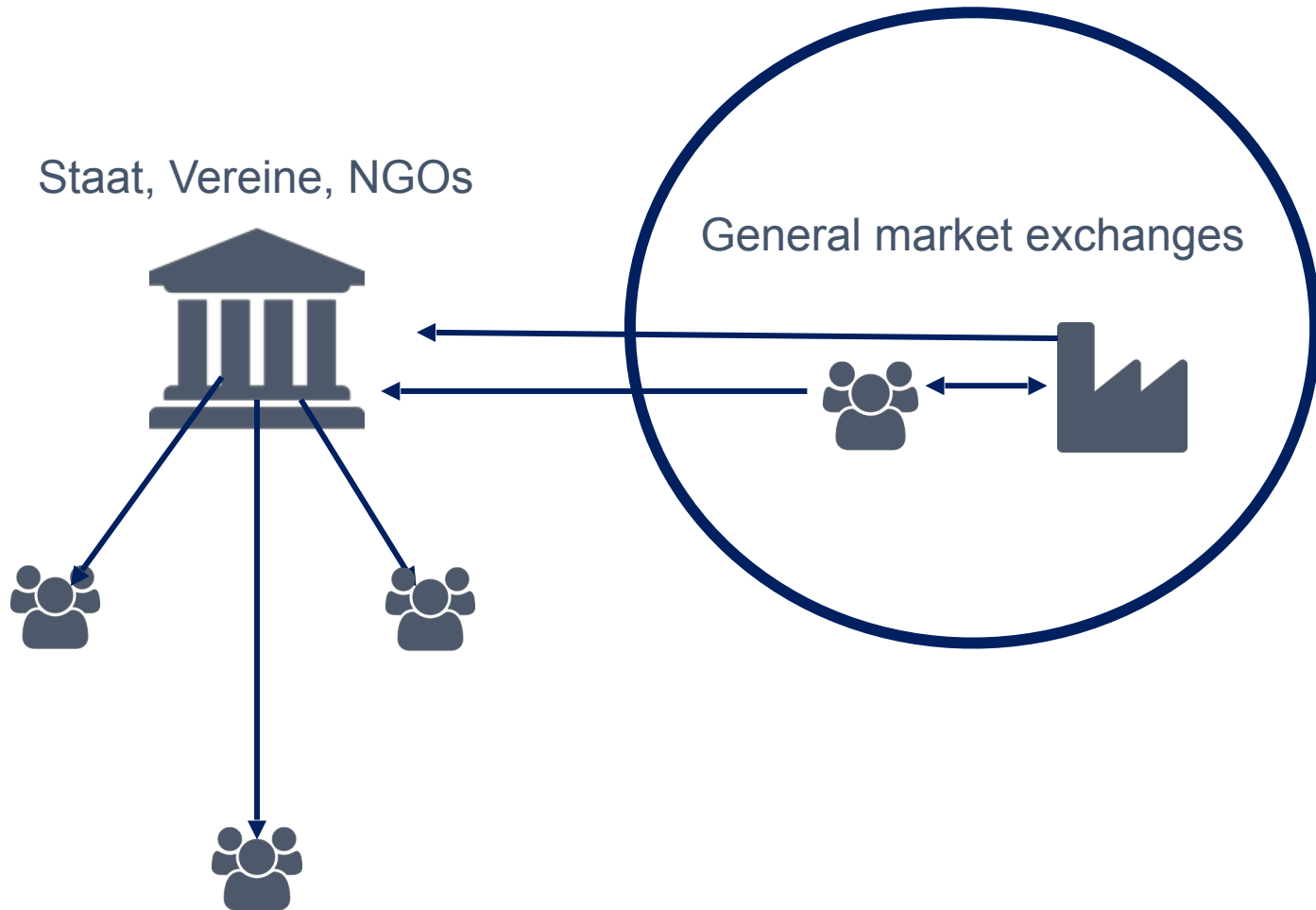


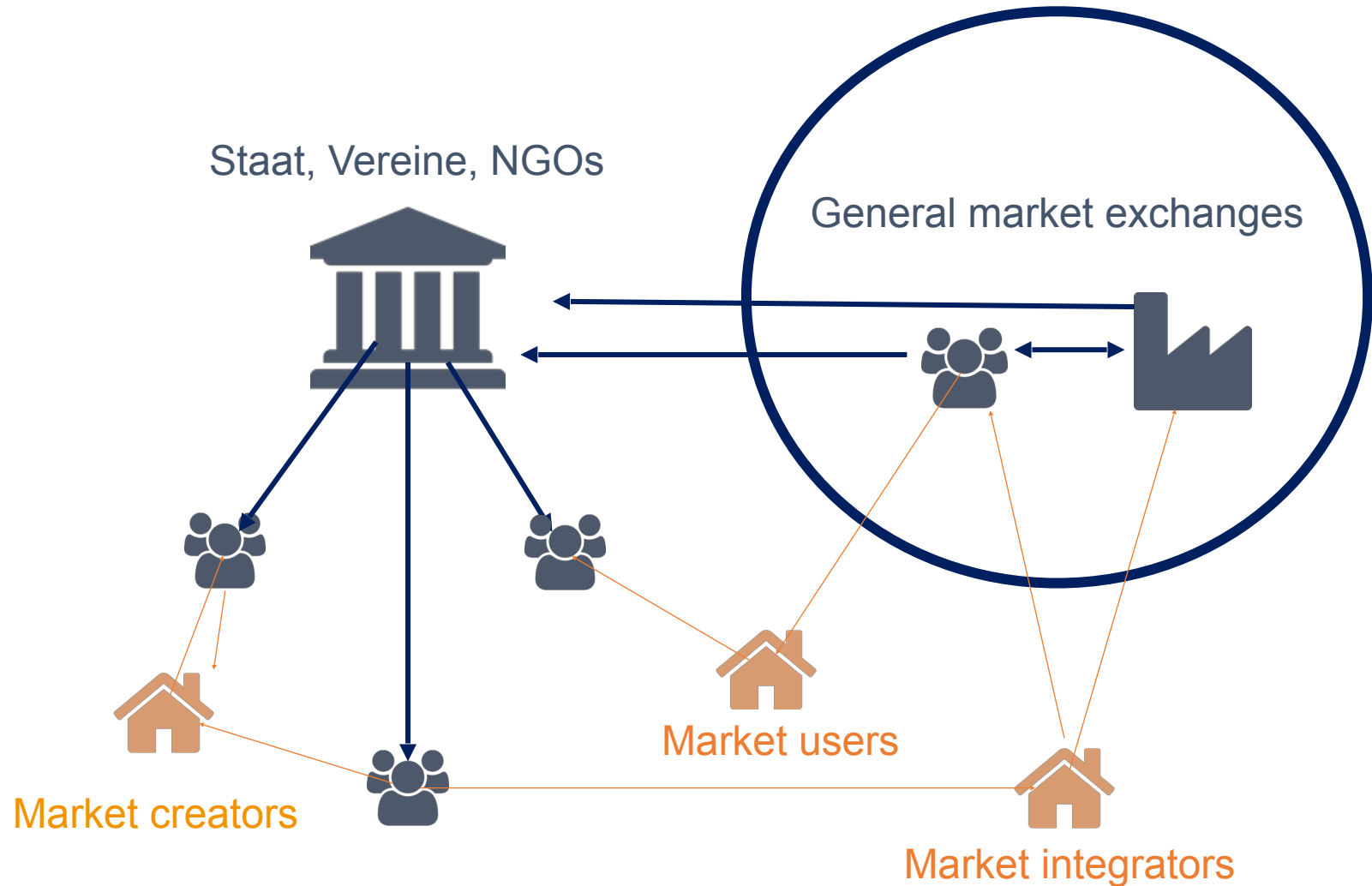
*In Anlehnung an Maslow, 1943*











Soziales Denken

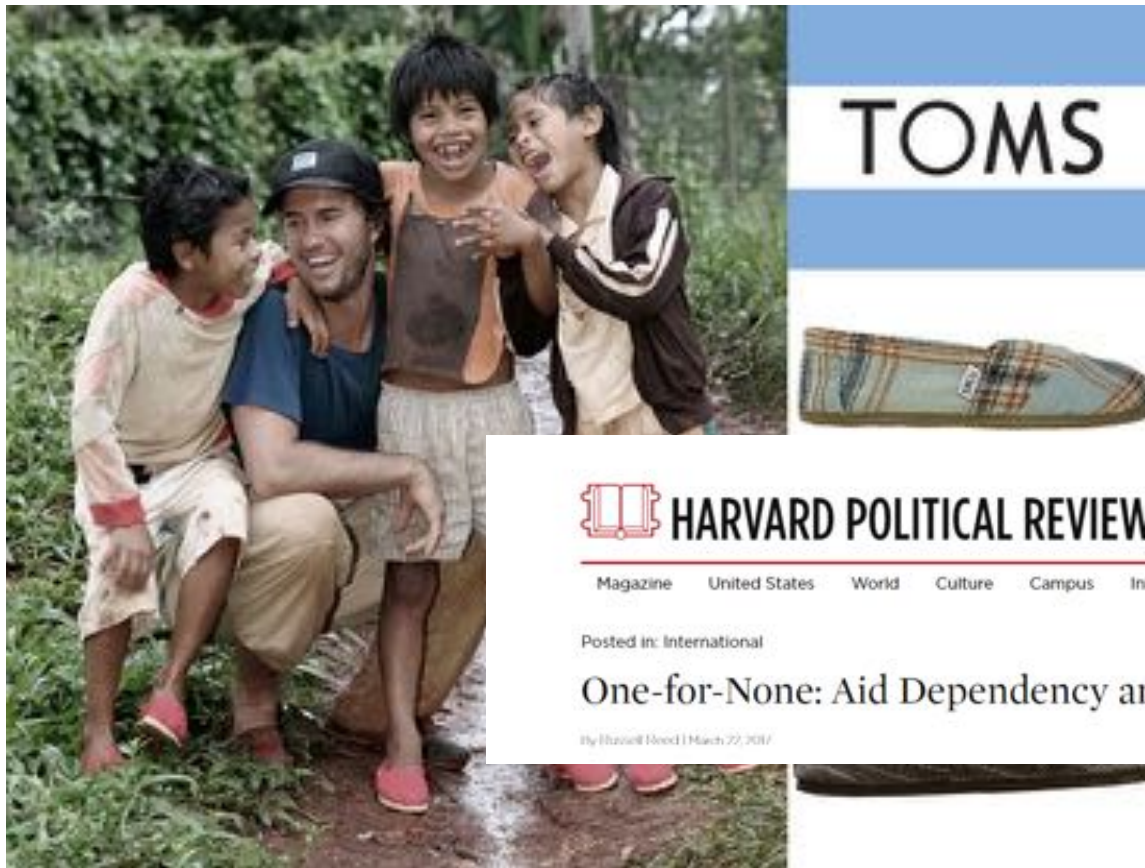
Identität

Logik

Unternehmensform

Gewinn-/Marktorientierung

(Battilana & Lee, 2014)

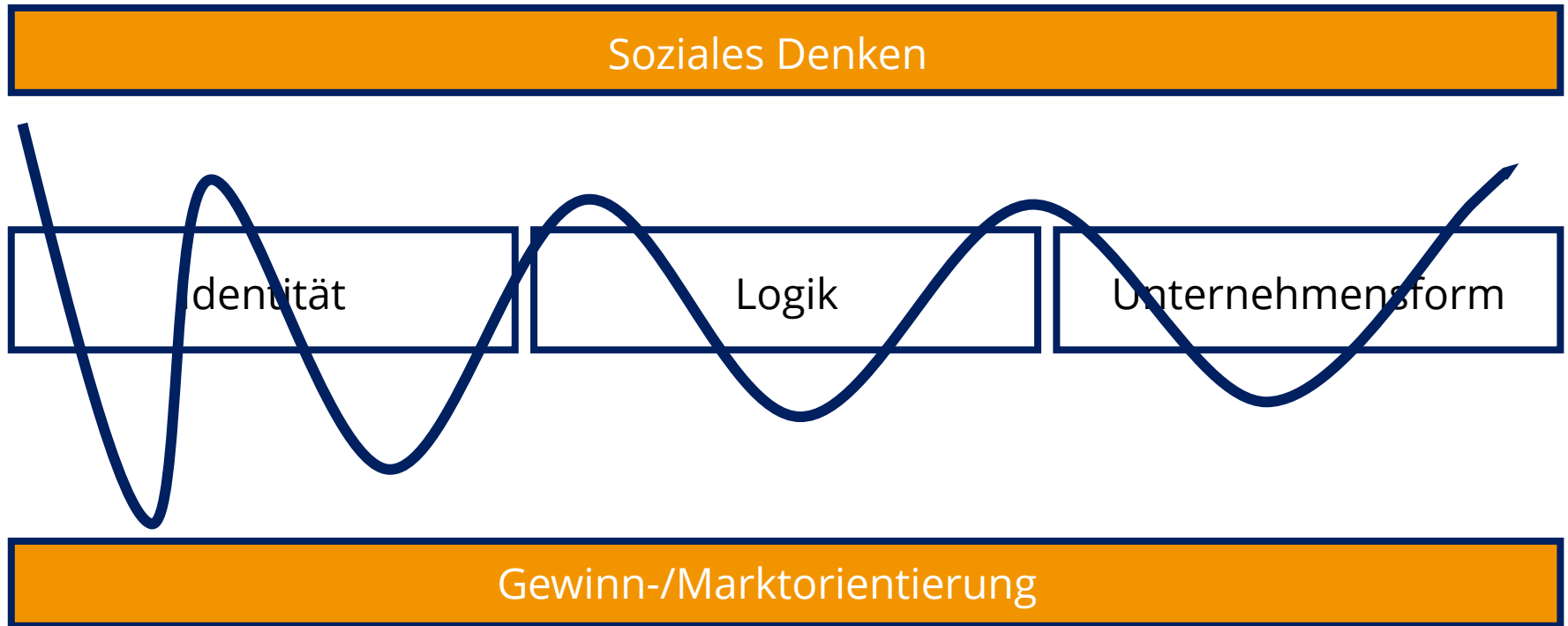


Organisation

Kunden

Begünstigte





(Battilana & Lee, 2014; Smith & Besharov, 2017)



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Battilana, J., & Lee, M. (2014). Advancing research on hybrid organizing—Insights from the study of social enterprises. *The Academy of Management Annals*, 8(1), 397-441.

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