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Models and innovative approaches to Social entrepreneurship

Social entrepreneurship is a special form of management, which purpose is to run a production function in such a way as to ensure the increase of value for all the participating parties in that function [1]. The model and its definition embraces both the concepts of management, innovation and social value. Social value implies not only the improvement of the society, but also progress of everybody's life. The main objective of social entrepreneurship is to make the world a better place for everyone. Everyone means all the people, not only the stigmatized and fragmentized like the poor, the sick, the old, women, refugees, students, migrants etc., in an unbalanced and positive discriminating development, which has taken place over a number of years, and where the vast homogenous majority (read the white heterosexual working class) in the West has been left out. Social entrepreneurship is a new opportunity to reinforce and develop the Western style democracy, which has its roots in the capital market economy. Entrepreneurs created the strength and survival of democracy, and that process is carried on today based on models and innovative approaches to social entrepreneurship. In the process of social entrepreneurship, innovation is essential. Without the driving force and transforming power of innovation, everything will remain in the old. Innovation is scientifically defined as a new combination of the first and second input factors in the production function (land and labor) [2]. In social entrepreneurship, the production function will secure increased output to everyone taking active part in the transformation and offer both economic benefits and social value. Anyhow, innovation is always created by the single individual, never by a group of people like the board of directors, committees, elected or appointed

representatives, political parties, or governments and so on [3]. Social innovation denotes the process whereby the individual person makes free and independent decisions concerning the combination and use of factors of production, with the aim of introducing a social service which improves people's life and has not been on the market previously [1]. Some activities are automatically left out of the concept of social entrepreneurship; social work, philanthropy, volunteer work, missionary work, to be good and giving back or helping friends and the poor. All these activities, and many others in the same category should be looked upon as a normal way of conducting a human and friendly way of life, and they are not relevant for any models of social entrepreneurship. Social entrepreneurship is a process of change, and the individual person who is called a social entrepreneur carries it out. To be a social entrepreneur is not a job, no wages are paid and there are no employers giving orders to the social entrepreneur. Still the social entrepreneur is the one who manages the production function, an unsalaried task remunerated by entrepreneurial profit only when successful. The question is whether the social entrepreneur is managing himself or if he is managing others. In the role as social entrepreneur, he is managing himself. He is an expert, not by education or trade, but by the virtue of abilities; his will and his strength, but also by being able to foresee the result of his efforts on the market long before the product or service has been launched. When the new product or service is introduced in the market, the buyers are free to choose to buy or to reject. When they buy, they will learn how to use the new service or commodity and they will understand by themselves that the new is better than the old. The market forces will destruct the old products and services and the new ones will take over. This change, based on innovation only is understood as development. The power of the citizens has spoken, the development is inevitably and irreversible. In other words, social entrepreneurship is not about protecting or prolonging the old; the system and its failures that exist and has been existing for a number of years; it is about destroying the old and creating the new. It is unlikely to believe that the establishment in any country would be interested in supporting social entrepreneurship if they knew the real power of the new democratic norm [4], which

implies that individuals should have the same rights and opportunities of influencing the collective decisions affecting them through the process of innovation. In some cases, the complete political foundation in nations characterized as shadow democracies will have to yield for the western style democracy, securing the citizens private individual freedom, private economic freedom, equal rights, a more secure society for everyone, freedom from state corruption and suppression and opportunities for everyone to reach the potential of one's life [5].

References

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Socially oriented entrepreneurship: the essence, directions of activity and prospects of development

The success of an entrepreneur, a powerful corporation is determined by many factors, in particular, the degree of responsibility of the entrepreneur to society and