

State of the art of social entrepreneurship

Estado del arte del Emprendimiento social

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Abstract

Social Entrepreneurship (SE) has different connotations from different authors, resulting attractive to many, since within its lines it encloses multiple dimensions according to the context in which it is developed, both geographically and culturally, without leaving aside the social, therefore, it is preponderant to generate a literary review through the social and / or environmental objectives over the economic ones, The term ES is understood as any business initiative, for profit or non-profit, whose objective is the generation of social value, is an attractive topic of new creation that has quickly captured the interest of many researchers to address it from different perspectives, which is why the objective of this study is to generate a documentary analysis through the State of the art, through a two-phase methodology: Heuristic and hermeneutic, based practically on discovering, investigating, collecting and consulting the documents to be analyzed using the Scopus database. The hermeneutic phase allows to generate procedures without rigorousness, relying on documents, research works, articles, which were previously consulted, filtering these findings, to retake only the documents that serve as a source of information.

Resumen

El Emprendimiento social (ES) tiene diferentes connotaciones a partir de diferentes autores, resultando atractivo para muchos, ya que dentro de sus líneas encierra múltiples dimensiones según el contexto en el que se desarrolle, tanto geográfica como culturalmente, sin dejar de lado lo social, por tanto, resulta preponderante generar una revisión literaria a través de los objetivos sociales y/ ambientales por sobre los económicos, el término de ES se entiende como cualquier iniciativa de negocio, con o sin fin de lucro, cuyo objetivo es la generación de valor social, es un tema atractivo de nueva creación que ha acaparado rápidamente el interés de muchos investigadores para abordarlo desde diferentes perspectivas, es por ello que el objetivo de este estudio es generar un análisis documental a través del Estado del arte, mediante una metodología de dos fases: la heurística y hermenéutica, basada prácticamente en descubrir, indagar, recolectar y consultar los documentos a analizar haciendo uso de la base de datos de Scopus. La fase hermenéutica permite generar procedimientos sin rigurosidad, se apoya de los documentos, trabajos de investigación, artículos, que ya fueron consultados con anterioridad, filtrando estos hallazgos, a manera de retomar solo los documentos que sirven como fuente de información.

Social Entrepreneurship, Social Innovation, Local Development

Emprendimiento social, Hermenéutica, Dimensiones

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Introduction

Social Entrepreneurship is a relatively new phenomenon, which has emerged in recent years due to the deep economic crises, thus deriving the concept of "Entrepreneurship" considered as a way of "getting ahead", however, the current environment in which we live characterized by high competitiveness has generated new emergences of entrepreneurship, thus emerging the concept of SE as an active area in research.

Thus, SE is considered as a specific labour and social orientation, basically focused on the development of social projects that cannot be integrated within the concept of traditional entrepreneurship, i.e. it goes beyond generating profits and profitability, on the contrary, SE implies generating opportunities for the generation of initiatives aimed at overcoming social problems or difficulties, through business, social or community activities.

Social Entrepreneurship is currently of interest to society in general, as it allows the ability to solve and address social problems in those issues in which the public sector or non-governmental organisations have not participated. This is how this other type of entrepreneurship arises, which must have certain innovative elements and initiatives that identify and explore viable and sustainable opportunities for the solution of social problems.

Thus, one of the objectives of social entrepreneurship is to address the social problems generated by globalisation itself, facilitating and improving the courses of action that are committed to a transformation in all areas, from a gradual transformation and social impact, improving the living conditions of each inhabitant, as well as the community, through the creation of social value and innovative actions.

Methodology

The methodology employed consisted of two phases: heuristic and hermeneutic, the first of which is practically based on discovering, investigating, collecting and consulting the documents to be analysed, within this literary collection, articles and research works were considered, for which the Scopus database was used.

Likewise, within the heuristic phase, there are stages (see Figure 1) that assist in the consultation of documents, starting with the preparation, identification and analysis of the documents consulted, that is, determining the area of study, limiting the ES with topics related to the WP and that affect or integrate networks, cooperatives or artisan entrepreneurship, both nationally and internationally.

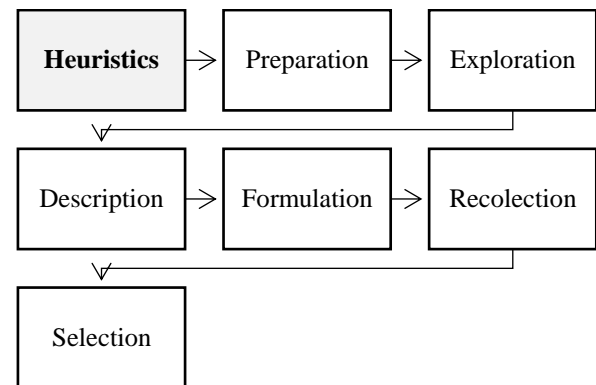


Figure 1 Heuristic phase and its sub-phases
Source: Prepared based on (Palacio et al., 2014)

Subsequently, an exploration was carried out, through analytical reading and understanding of the problem, extracting the necessary information by reviewing the data obtained on the different theoretical references, describing everything found, another element is the formulation, through the generation of new ideas, through an analysis of what the different authors have generated through their research, also determining the delimitations in which the studies incur. On the other hand, the collection is based on the compilation of information and the most important aspects, such as the methodological designs used, and finally, the selection of the documents to be used in the construction of the state of the art is carried out, organising the material to be used.

As for the hermeneutic phase (see Figure 2), it describes non-rigorous or non-formal procedures whose purpose is to resolve a difficulty. This phase is the continuation of the hermeneutic stage, i.e. it is based on the documents, research work and articles that were consulted previously, filtering these findings in order to take up only the documents that serve as a source of information.

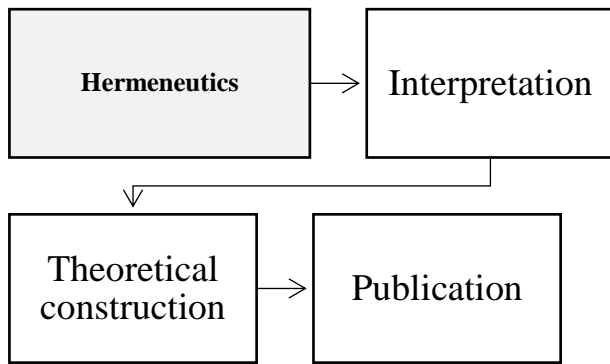


Figure 2 Hermeneutic phase and its sub-phases
 Source: *Elaborated based on (Palacio et al., 2014)*

Thus, according to research that indicates similarities and/or significant differences in terms of the ES, topic, methodology used, including data collection techniques and instruments, information related to the unit of analysis was filtered. With regard to the temporal delimitation, only documents no older than thirty years since their publication were taken into account, taking up studies that contribute something different to the research in terms of the theory used, from the relationship of the variables with other related concepts or jointly, as well as studies that are similar in dimensions, categories and indicators.

It should be noted that the information presented below was fragmented according to the analytical literary approach aimed mainly at examining the differences in the theoretical framework and general aspects of HE and LD integrated in the different investigations, thus generating an analysis of the different structures and processes taken from the documents, integrating important aspects such as objectives, research problem and methodology proposed and used, as well as addressing issues related to crafts, family support networks, cooperatives or other associations related to artisan producers and families.

Results

This section includes a compendium of research, which seeks to summarise, organise and structure the content of the same, in order to investigate and determine the way in which Social Entrepreneurship (SE) has been treated, i.e., it attempts to describe the current state of research on SE, where these studies are directed, what are the proposals for future lines of research, what has been the progress of knowledge on the topic addressed and how it has been developed.

Thus, this research addresses the state of the art by referring to the analysis of the documents consulted from a critical stance, with regard to the progress made and what remains to be done in relation to HE and its reference in Local Development (LD). Therefore, this document analysed the most outstanding aspects of the SE within the organisations, support networks and family networks of artisans. All this, in order to avoid duplication of information or research, distancing the study from identical topics previously addressed, it should be noted that this section should not be considered as a finished product, on the contrary, it is a theoretical support that provides clear and concise evidence on gaps in the literature, which are possible to address, from new problems, new research hypotheses, and/or methodological approaches (Palacio et al. 2014).

Likewise, this state of the art makes it possible to investigate the extensive body of HE literature, in the words of Vargas and Calvo (1987), who point out that the state of the art consists of inventorying and systematising the production in an area of knowledge, which means that it is not only necessary to make a list of the documents found, on the contrary, this analysis should go beyond a list of the documents found. In short, this section seeks to compile the background, analysing important aspects such as key words, problems, methodology, approaches, objectives, as well as what new ideas still need to be studied.

It is important to determine the questions that must be addressed in this research exercise. According to Salazar et al. (2005), the main questions that must be answered are:

What fields of research have been addressed?

What concepts have been brought into context?

What content has been taken up in the studies?

Theoretical and empirical review on social entrepreneurship and local development

Within the research on the topic of social entrepreneurship, related studies can be found in the term of local development, which are expressed in the key words of the same, as well as the terms most commonly used are: cooperatives, social innovation, sustainable development, sustainability, social enterprises, endogenous development, resources, regional capacities, entrepreneurship, solidarity economy, partnership, growth, participation, artisans, communities, entrepreneurship, circular economy, among others.

On the other hand, some of the delimitations regarding the research problem result from cooperative management in the market economy, such is the case of the study "Local development in the rural regions of Eastern Europe: Post-socialist paradoxes of economic and social entrepreneurship" which highlights that individual members may be found who do not tend to bear the full cost of collective decisions (Grancelli, 2011a; Sen, 1966). On the other hand, they highlight as a problem the propensity of underinvestment by individuals who can benefit from the productive use of a resource only for a limited time, as well as the divergent interests of the main actors that generally arise from the separation of ownership and control and, therefore, can also affect large cooperative enterprises (Milgrom and Roberts, 1993).

In addition to these delimitations, empirical knowledge itself seeks to assess the extent to which community members set up new ventures that take advantage of the resources and capacities of the territory in order to generate sustainable businesses, create new jobs and maintain the traditional way of doing things, and also according to the authors Bernardino and Santos (2017) helps to identify the specific role of social innovation with potential for local economic development, thus the research "Local development through social and territorial innovation: An exploratory case study" focuses on the characteristics of the territory (culture, natural and social heritage, etc.) and the local community where the inhabitants decide together on the products to offer and the tourist attractions to implement in order to achieve a competitive and sustainable advantage in the market.

Thus through a regional perspective, the study provides both social entrepreneurs and public policy makers with valuable information on how to deal with problems and issues arising from the resource allocation decisions of entrepreneurs, the originality of the research brings models of social innovation to local development.

On the other hand, according to Ramírez (2018) in the article "Construction of collaborative communities from design and endogenous entrepreneurship" a theoretical analysis based on endogenous design was found, approaching social entrepreneurship from collective and collaborative work, as well as seeking to investigate progress in collaborative communities, which seek social entrepreneurship based on generative dialogues.

Similarly, in the study "An analysis about the local development: The social entrepreneurship at Morro do Jaburu - Vitória (ES), Brazil", the research questions and seeks to identify the ES actions carried out within the community, which culminate in local development practices in the studied area, these practices are understood as a set of measures adopted by a group of people who, taking into account the potential of the territory, propose to reduce the levels of poverty and increase the conditions of health, education, housing, income and the good use of natural resources (Kuyumjian et al. , 2014).

In contrast to the aforementioned studies, there is research within this compendium of literature that deals with the search for and resolution of gender problems by exploring the mechanisms that allow women to succeed in highly marginalised indigenous communities, such is the case of the document "Women empowerment through social innovation in indigenous social enterprises" by the authors (Maguirre et al., 2016). Vásquez and Dávila, (2008) state that in the "search for solutions to social problems, the social entrepreneur identifies opportunities that present themselves as problems that require solutions and strives to create enterprises to solve them" (p. 108).

Something similar occurs with the study of the authors Mora and Martínez (2018) who consider it appropriate within their research "Sustainable local development, corporate social responsibility and social entrepreneurship" to focus their attention on social innovation as a generator of solutions to social problems, highlighting its adaptation to smaller regions linked to high levels of marginalisation, considering it difficult to provide the same solutions to similar problems in different contexts, given the unique identity of each territory.

On the other hand, in the research problem that deals with the study "Theoretical review and study proposal on social entrepreneurship and technological innovation", they highlight the importance of value creation for the generation of economic and social development, sustained and sustainable, thus generating the creation of new value, however, within their lines they exalt the following question "how to undertake this creation of new value taking into account the economic and social development, when more than half of the population in the world suffers some kind of poverty or marginalisation?" (Marín and Rivera, 2014, p. 48).

Finally we find studies such as "The creative economy, innovation and entrepreneurship: an empirical examination" that employ substantial work through social innovation, Social entrepreneurship and its relationship with creativity, discuss other drivers on the creative economy and link it to micro-level phenomena, with indicators at the national level, as well as propose a link between entrepreneurship, innovation and creativity in order to deepen studies on the entrepreneurial creative economy, thus generating a relationship between entrepreneurship, innovation and creative activity (Gouvea et al., 2021).

Objectives, epistemological approaches and research dimensions

It is imperative to highlight the objectives of the research, which deal with the analysis of the incidence of social entrepreneurship through cooperatives, as well as to analyse the social knowledge produced within social enterprises, establishing a relationship between the generation of new knowledge and social innovation, thus managing new modes of interaction within the environment in which the enterprises are located, they also propose to analyse social entrepreneurship and the most representative factors such as: social, economic, political, environmental, educational order and social development (Godói and Valadão, 2013; Grancelli, 2011b; Kuyumjian et al. , 2014).

It is important to add as objectives to explore mechanisms that facilitate innovation for the empowerment of women belonging to social enterprises, or through cooperatives that in turn promote local development, also running studies that seek to establish concise relationships between corporate social responsibility, the ES and its interaction in local development, on the other hand, contributions were identified in endogenous design, through the community and that facilitates the creation of collaborative links between small entrepreneurs using the own resource of each community (Bernardino and Santos, 2017; Maguirre et al, 2016; Mora and Martínez, 2018; Ramírez, 2018).

In another order of ideas, the approaches mostly used within this group of research, are consistent with a processual approach, in which attention is paid to structural and cultural aspects, there are also approaches of solidarity among members and reciprocity with the community, as well as approaches of innovative action and the complexity of social processes, while other studies opted for an integrated and holistic approach to the problems faced by citizens, Other studies also found approaches on collaborative management practices and models of active participation of artisans, given by generative dialogues, describing the social entrepreneur as a generator of change, and finally in other research, the focus is on creative activity oriented towards "business as usual", stimulating both individual and collective citizen participation.

In another order of ideas, some of the dimensions mostly used within this collection of studies, which can be seen in Figure 3, are related to Collaborative Management, integrating within their lines the decollectivisation, gender perspectives or highly marginalised communities, changes in the symbiotic between large cooperatives generating a counterpart with rural households. In this same theme, democratic, economic, political, environmental and cultural aspects are integrated, as well as innovation for social need, working capital needs, balance between social and financial aspects, among others (Grancelli, 2011a; Maguirre et al., 2016).

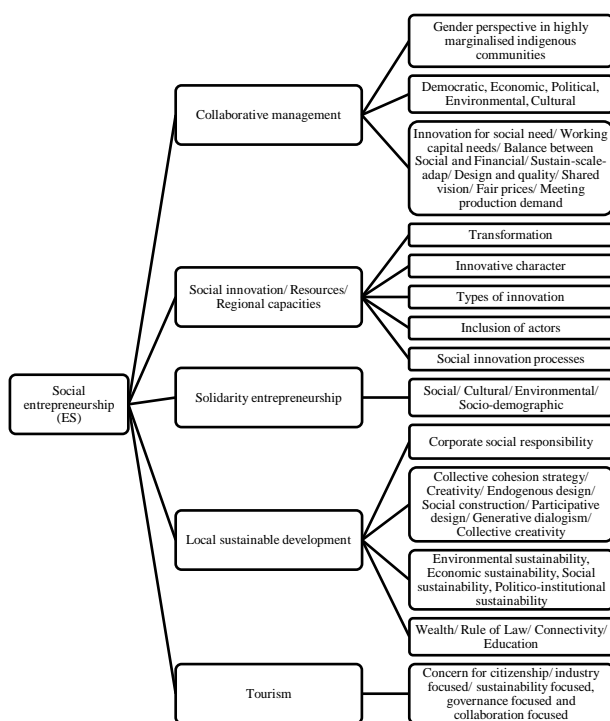


Figure 3 Dimensions of social entrepreneurship
 Source: Own elaboration with information from (Banerjee and Mazzarella, 2022; Bernardino and Santos, 2017; Burgos et al., 2020; Gouvea et al., 2021; Grancelli, 2011a; Maguirre et al., 2016; Mora and Martínez, 2018; Ramírez, 2018; Vinodan and Meera, 2021)

On the other hand, social innovation, resources and capacities of each region or territory are integrated as dimensions of social entrepreneurship. Within this set of dimensions, they also mention transformation, which refers to the context in which social innovation is developed, integrating in this category (context, people, actions, development of new solutions to social and/or economic problems), followed by the innovative character that indicates the central role of social action, as well as the types of innovation given by the scale, the actors, the context, cooperatives, associations and unions, in the same way the innovation processes are part of this compendium of dimensions addressing issues of methods, modes of implementation, alliances, negotiation, diffusion, among others (Bernardino and Santos, 2017; Burgos et al., 2020).

Finally, corporate social responsibility, cohesion strategies, creativity, endogenous design, social construction and participatory design, are part of the dimensions that integrate and strengthen sustainable local development, in addition to environmental, economic, social and political sustainability, citizenship, specialised industry, governance and focused collaboration, while all the research addresses local development as the main theory, although the dimensions are varied and there is no equality in characteristics or aspects that integrate them, most of them seek the common good, that is, they focus on problems of a social nature (Gouvea et al., 2021; Kuyumjian et al., 2014; Ramírez, 2018).

Methodological aspects and research results

In relation to the second component, an overview was made according to the methodology used, instruments and units of analysis, having said this, it was determined that most of the research uses the qualitative, descriptive, documentary, sequential and exploratory method, which were developed in two phases starting with a mapping, to subsequently generate an applied research, as well as case studies and participatory action studies were carried out.

Research was carried out in family cooperatives and rural households, communities, workers, suppliers, customers, government, cooperative management partners, as well as global databases and case studies, i.e. individual enterprises. The structured and semi-structured interviews were mainly applied to key managers in order to verify the main characteristics of the entrepreneurs, thus generating a depth in the data, within the questions they integrate social, economic and environmental aspects, with greater emphasis on the social, the valorisation of these data and the results themselves, was generated through judgments of experts in the field (Banerjee and Mazzarella, 2022; Godói and Valadão, 2013; Kuyumjian et al, 2014; Maguirre et al., 2016; Ramírez, 2018; Vinodan and Meera, 2021).

On the other hand, other authors carried out data collection and questioning through the ETPO method (successes, setbacks, potentials and obstacles), thus producing a systematisation that deals with past situations that may be repeated in the near future. The methodology also made use of standard multivariate methods through various elements, treating the data by means of a factor analysis using the principal factor (PF) method (Gouvea et al., 2021).

By way of conclusion, on the topic of social entrepreneurship, interesting findings were found, topics related broadly and openly to the economy, politics and the local, as is the case of the Local Development paradigm, therefore, one of the theoretical challenges lies in clarifying the interrelationships between economic development and the consolidation of property rights of entrepreneurs through innovation, as well as how the government and non-profit institutions favour the growth of social entrepreneurship for the creation of a new policy of Local Development. Likewise, the results indicated important challenges that prevent dynamic learning, with knowledge generation from collective experiences of socialisation, given the lack of individualised learning actions, which in turn prevents the generation of innovative strategies (Cohen et al., 2008).

Conclusions

Some of the social entrepreneurship actions practised in the different units of analysis imply a variation in the process of Local Development in the same communities, as well as, the results showed clear evidence that the organisations that exercise SE are of different scope, activity, purpose and practices, without neglecting the impact on the local socio-economic environment, these undertakings are included as a fundamental part of a complex, articulated and interdependent system that facilitates local development.

Thus, once the bibliographical review related to the most outstanding aspects studied in relation to social entrepreneurship has been carried out, we find topics such as corporate social responsibility and local development, detecting that most of them are only limited to the simple vision of entrepreneurship and innovation, In the work with artisan communities it is important to highlight that entrepreneurship is not a unique and exclusive business process, on the contrary, this type of entrepreneurship in communities seeks the development of human beings as a path towards collective development.

Analysing social entrepreneurship as a key factor in the generation of local development allows for future research to be carried out, with the aim of making known the different elements that integrate both concepts, such as the creation of social value and the promotion of transformation at the community level in line with the objectives of sustainable development, It can also be shown that social entrepreneurship and the creative economy vary systematically across countries, communities, and/or smaller and highly marginalised territories, and that SE is positively associated with the creative economy, governance, non-profit organisations and the size of entrepreneurs. Furthermore, it is understood that societies build optimal conditions for fostering social entrepreneurship and social innovation.

Finally, it provides quality evidence of new insights on the crucial role of the change agent in the successful transformation of a design intervention into a social enterprise, proposing an original framework for creating innovative organisations based on the effective participation and empowerment of artisans producing goods for sale, The project proposes an original framework for creating innovative organisations based on the effective participation and empowerment of artisans who produce goods for sale, their progress and their improvement in the quality of life individually and collectively, exposing new knowledge about the crucial role of the change agent in the improvement of each individual who integrates the community, cooperatives, support networks, among others and who produce goods for the generation of an improvement in the quality of life and which in turn provokes social value.

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