

# FACTORS INFLUENCING ON SOCIAL ENTREPRENEURIAL BEHAVIOUR



By:

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## ABSTRACT

The fastest-growing segment of entrepreneurship is social entrepreneurship. The idea is to provide a solution to a social or environmental issue while making money. Because social enterprises are economically self-sustaining, the concept is more valuable. Social enterprises, unlike charitable organizations, generate enough revenue to support their service or production. Similarly, social entrepreneurs' primary goal is to avoid or mitigate the effects of a social or environmental issue, rather than to maximize financial profits. Engaging in a team effort to solve a common problem without being invited or giving and dedicating for the benefit of others is not new in Sri Lanka. The term social entrepreneurship is, however, new to the island. As a result, there has been very little research done on social entrepreneurship in Sri Lanka.

The objectives of this research are to explore the factors influencing on social entrepreneurial behaviour in Eastern Province. The study applies qualitative approach conducted through telephone-based interviews with fifteen selected social entrepreneurs in Eastern Province. Collected data were analyzed using NVivo 12 through Thematic Analysis.

Further, study found that there are some factors such as motivation, innovation, appreciation, family support, risk and challenges were influence them to positively behave towards success. The syndrome researcher found that social entrepreneur's perceptions such as success, freedom and move forward were considered success of their lives. Finally, the researcher suggests some recommendations to potential social entrepreneurs in Eastern Province.

**Keywords:** Entrepreneurship, Social entrepreneurial behaviour, Motivation, Risk, Independence, Innovativeness

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