



Evaluating Whether Indigenous Knowledge, Social Innovation, and Youth Social Entrepreneurship Play a Role towards the Reduction of Poverty and the Creation of Sustainable Jobs in Mpumalanga, South Africa

Hluphi Constance Mafuwane^{1*}, Mammo Muchie²

^{1,2} Department of Industrial Engineering, Tshwane University of Technology, Pretoria, South Africa

¹ MafuwaneHC@tut.ac.za, ² MuchieM@tut.ac.za

*Corresponding Author E-mail: MafuwaneHC@tut.ac.za

Article History	Abstract
Received: 26 Aug 2023 Revised: 12 Sept 2023 Accepted: 29 Nov 2023 CC License CC-BY-NC-SA 4.0	<p><i>The purpose of social entrepreneurship and social innovation is to make the world a better place through social change. The purpose of this study is to determine the relationship between profitability and social entrepreneurship skills among female entrepreneurs working in the services economy sector or industry in the city of Mbombela in South Africa. The qualitative method was used to collect data from a random stratified sample of 110 small and medium-sized business enterprises in the services industry in Mbombela. The study measured 21 indicators of profitability concerning social entrepreneurship. The level of social entrepreneurship was measured by measuring commission variables concerning the three pillars (social capital without causing damage to human rights, sustainability, ability to provide profitable business services over the long term, and ability to provide business services without damaging the environment and vulnerable people in local communities). The study aims to bridge the gap between negative mindsets among social entrepreneurs and to provide value towards social innovation, social entrepreneurship, indigenous knowledge as well and business sustainability.</i></p> <p>Keywords: sustainability. Profitable, services, economy, social entrepreneurship, social innovation</p>

1. INTRODUCTION

Due to the high unemployment rate in Mpumalanga Province, the majority of youth have ventured into social entrepreneurship to create new and innovative opportunities for self-employment by tapping into South Africa's growing market for locally made goods. (Schött, Kew and Cheraghi, 2015).

Indigenous knowledge is the vehicle through which the principles of Indigenous worldviews, beliefs, traditions, practices, and institutions are transmitted and put into practice. It is characteristically local in scale, transmitted orally, collectively owned, holistic in perspective, and adaptive in nature. It has been demonstrated that Indigenous Knowledge Systems and Practices (IKSPs) support the productivity and sustainability of numerous ecosystems. In addition to being used to address more general strategies and interventions meant to lower unemployment and poverty, social entrepreneurship can also be carried out to satisfy a particular local need or mission. Knowledge and abilities that community members can pool to support the creation and application of creative solutions are examples of intangible resources. According to Choi and Majumdar (2014), social entrepreneurship has the potential to either supplement existing initiatives or offset the reduction in welfare provisions in developed countries that have historically had extensive welfare systems.

In circumstances where commercial entities reduce staff to achieve financial targets, social enterprises might also be able to offer employment (Molina et al., 2018). More importantly, social entrepreneurs who work with marginalized populations create creative solutions that are exactly in line with the needs of the target group (Tinsley and Agapitaova, 2018). Social entrepreneurs typically invest in high-quality but relatively simple goods and services because solutions must be affordable and offer value for money. Through an operational model that

effectively disrupts established industrial practices, social enterprises can achieve profitability by emphasizing affordability and simplicity (Grohs, Schneiders, and Heinze, 2015).

Social entrepreneurs find this model particularly appealing because it allows them to actively engage with the communities they seek to support, as well as provide them with economic opportunities. Innumerable but challenging to quantify are the social benefits for the community at large and the various stakeholder groups connected to the social enterprise. Standard quantifiers like return on investment (ROI) are rarely appropriate for assessing a social enterprise's success. To get a comprehensive and unequivocal picture of how social entrepreneurship affects the people it serves, alternative metrics and tools must be created and widely used.

According to Moizer and Tracey (2010), social entrepreneurs must create a business plan that effectively strikes a balance between pursuing a social mission and ensuring the financial viability of their operations. In addition to being determined by operational and investment choices, the larger context in which social enterprises function also has an impact on financial sustainability. Furthermore, social enterprises have the unique challenge of persuading their stakeholders of both their financial and social goals because these hybrid businesses have both.

To help accelerate the implementation of the SDGs and support youth development, social entrepreneurship aims to advance our understanding of these two concepts. focuses on the circumstances facing young people and investigates whether youth social entrepreneurship can promote other aspects of youth development, such as youth participation, in addition to job opportunities. The research evaluates the opportunities and difficulties of youth social entrepreneurship as a means of advancing youth development in the broadest sense and before 2030.

Adro and Fernandes (2021) contend that, despite this, it is challenging to assess the full scope of how social innovation and social entrepreneurship can support the creation of robust, long-lasting solutions to the economic, social, and environmental problems that the twenty-first-century world presents. When social innovations are aimed at resolving ecological, social, or economic issues, this is a significant academic debate given the range of effects produced by the process of capturing social and economic value (Boons and Lüdeke-Freund, 2013; Guerrero et al.,2020). summarizes important discoveries.

Social entrepreneurship was born out of the cooperative movement that began in nineteenth-century Europe and gained traction in the 1980s and 1990s with the emergence of the social innovation and social enterprise schools of thought and practice. However, the principles of social entrepreneurship have guided the actions of philanthropists, including those who are now called venture philanthropists, for centuries.

The rise of social entrepreneurship should be examined within the context of the broader paradigm shift in business and employment. An important aspect of this change relates to the growing importance of both internal and external social capital for enterprises in general. Social capital can be viewed as “the links, shared values and understandings in society that enable individuals and groups to trust each other and so work together” (OECD, 2007). The two schools of thought continue to influence the field of social entrepreneurship and how it is defined. Importantly, both emphasize the value of measuring social impact in social entrepreneurship financing.

Both the Grameen Bank and Muhammad Yunus have made significant contributions to the growth of social entrepreneurship. Yunus played a significant role in raising awareness around the world about the value of pro-poor financial services and products in the fight against poverty when he founded Grameen Bank in Bangladesh in the 1980s. In addition to supporting low-income business owners who would not otherwise be able to obtain business loans through microcredit and microfinance, Grameen Bank encourages its members to make a positive difference by actively participating in local and national politics and development. Yunus Social Business is a for-profit and non-profit venture fund that was co-founded in 2011 by Yunus and three colleagues to convert charitable contributions into investments in long-term social enterprises.

The consensus among academics is that the best way to advance social entrepreneurship is to use methods and resources from the private sector to establish independently operated businesses that tackle social issues and fight poverty, ultimately helping to fulfil the Sustainable Development Goals.

Governments have historically been essential to social and economic advancement, but because of slow growth and budgetary constraints, they are coming under more and more pressure. A lot of people have been forced to take cost-cutting steps, like privatizing government duties. Charitable organizations and other NGOs that rely on

grants and subsidies have been severely impacted by this public belt-tightening. The area that was previously occupied by charities and NGOs in large numbers is being occupied by social enterprises. Many organizations, funds, conferences, training courses, and other scaffolding mechanisms that have been developed over the last thirty years to assist social entrepreneurs are now openly available (Bornstein, 2012).

Lecy and Van Slyke (2013) posit that the private sector is ideally situated to enhance rather than supplant public sector development initiatives. This strategy is consistent with the 2030 Agenda's guiding principles, specifically Sustainable Development Goal 17, which emphasizes reviving the global partnership for sustainable development and fortifying implementation strategies.

Significant data gaps prevent any accurate assessment of regional or global trends, despite the assertions of a large number of national and international actors that social entrepreneurship is on the rise. Nonetheless, surveys conducted in 2009 and 2015 by the Global Entrepreneurship Monitor (GEM) offer up-to-date perspectives on the condition of social entrepreneurship (Bosma and Levie, 2010; Bosma et al., 2016).

Social entrepreneurship is frequently connected to idealistic youth. "There is a greater representation of nascent social entrepreneurs than nascent commercial entrepreneurs among individuals between the ages of 18 and 34 in three of the world's regions namely the Middle East and North Africa, sub-Saharan Africa, and Western Europe" (ibid) Ghouse, McElwee, Meaton and Durrah (2017) have identified various socioeconomic and cultural barriers to rural women entrepreneurs in the State of Oman, and have found that it is essential to promote awareness campaigns and education to members of the local community about the benefits of supporting women in their quest to be successful entrepreneurs. The authors have shown the benefits of simplifying cumbersome bureaucratic processes related to business registrations, license applications, tax assessments, business loan applications, marketing and networking.

Essentially, the goal of social entrepreneurship is to add value or have a positive influence on society through the provision of goods or services that address unmet needs or novel approaches to societal problems. Social entrepreneurship is commonly viewed as a means of resolving inequitable circumstances that lead to marginalization, suffering, or exclusion for certain groups in society who lack the authority to alter these circumstances on their own. The majority of social entrepreneurs' "clients" are underprivileged or marginalized groups or individuals without significant financial resources.

The purpose of the study is to evaluate whether social entrepreneurship and social innovation can lower youth poverty and create sustainable employment, as well as whether or not these social enterprises are compliant. The research questions will focus on whether or not social entrepreneurs are sustainable and will offer recommendations, as well as how many young people's social innovations are supported by the government, whether or not they are profitable, and whether or not they are registered as a legal company.

In conclusion, new technologies can be used to help young social entrepreneurs overcome some of their obstacles and support them as they work to accelerate sustainable development. Again, policy recommendations for creating national ecosystems that are supportive, adaptable, and long-lasting for young social entrepreneurs are provided in this study.

2. LITERATURE REVIEW

Definition of Social entrepreneurship

The concept of social entrepreneurship is lacking a widely accepted definition, despite its increasing global visibility and interest. This can be attributed to a combination of factors such as an underdeveloped theoretical base and the significant influence of highly variable surrounding contexts on the nature of social entrepreneurship activities. There isn't much research on social entrepreneurship currently available.

As defined by Gries and Naudé (2011), "entrepreneurship" is a fundamental component of any definition, as "the tool, method, and condition through which people take advantage of beneficial market opportunities by founding and expanding new business enterprises.". But rather than focusing on generating wealth, the fundamental characteristic of social entrepreneurship is the intentionality of social change or social value creation (Dees, 1998)

There aren't many empirical studies and those that do tend to be quite specialized (Hoogendoorn, 2011; Short, Moss, and Lumpkin, 2009). According to some researchers, a more inclusive definition reduces specificity while increasing applicability (Bacq, Hartog, and Hoogendoorn, 2013). Adopting a consensus framing definition

is challenging, though, because of the impact that the surrounding context has on the nature of social entrepreneurship activity, leading to the development of a wide range of models (Kerlin, 2010; Mair, 2010).

This definition covers both officially and unofficially constituted groups as well as initiatives started by individuals and groups. It emphasizes the significance of local communities and contexts in addition to the social mission's centrality. Since decision-making and human resource procedures are essential components of the social value proposition, it is noteworthy that the definition incorporates them.

People and Social Entrepreneurship

Not everyone benefits equally from social and economic advancement. Residents of many underserved areas, including rural and remote areas, urban slums, and other areas, lack access to basic amenities and services like power, food, water, safe housing, education, and health care. Affected populations are unable to improve their living conditions due to these factors as well as a lack of opportunities for respectable employment. Among the most at risk in these situations are frequently young people. The livelihoods of youth, especially those who are displaced or have limited access to natural resources, are expected to be further jeopardized by the increasing frequency and severity of natural and man-made disasters (UNDP, 2013)

According to some experts, the term "societal impact" better captures the broad effects of social entrepreneurship because it recognizes the fact that these businesses have an impact on the economy, society, environment, and other domains (Ebrahim and Rangan, 2014). Social entrepreneurs have the potential to directly impact the greater community through their endeavours, as well as indirectly through integrating marginalized people into their business operations (Bidet and Jeong, 2016).

The social enterprise endeavours to foster close collaboration with the community members it seeks to serve by frequently exercising democratic management and participatory governance. To put it another way, social enterprises frequently make use of already-existing local resources to address the marginalization or exclusion of the target group by establishing a new scenario or stable equilibrium

Reducing poverty, hunger, and unemployment requires effective women's empowerment in all developing nations, including South Africa. Yunus (1998) claims that one of the best examples of rural women's empowerment in the world is the Grameen Bank of Bangladesh. Because the government of Bangladesh served as a loan guarantor, the bank was able to offer business loans to female applicants. Nadin, Smith, and Jones (2020) and Mahajan and Bandyopadhyay (2021) have put forth several strategies for giving women entrepreneurs sufficient policy-related support.

Social Innovation and Social Entrepreneurship

Community development relies heavily on social innovation and social entrepreneurship. A common vision for changes in the economy, society, and environment is outlined in the Sustainable Development Goals. The Social Innovation Hub intends to address SDGs 1, 8, 9, and 10 as its contribution to the public good mission of Rhodes University as a Higher Education institution since the Rhodes University Community Engagement vision is aligned with both the institutional development plan and the global Sustainable Development Goals.

What is Social Innovation?

Social innovations are defined as new and inventive approaches that go beyond conventional methods to address social issues (like unemployment and poverty) and are supported by the community's resources.

According to Moulaert and Mehmood (2015), social innovation can make communities more resilient and sustainable by fostering long-term viability and generating creative and adaptable solutions to environmental and social problems. Social innovation may assist communities in developing solutions that are both locally and globally relevant by promoting an environment that is conducive to experimentation, creativity, and learning.

Cohesive communities that offer a socially innovative atmosphere conducive to cooperation, resource sharing, and mutual learning are ideal for the growth of social innovativeness. In addition to the spread of effective models and best practices, this may result in the formation of new alliances and cooperatives. Social innovators have a higher chance of finding support for their ideas and getting access to the resources they need to make them a reality in such an environment. Due to its ability to create positive social change at the local level and encourage social inclusion, social innovation has been linked to community cohesion. It also helps to build social capital and encourage community involvement. Additionally, cohesive communities might have easier access to material and immaterial resources that support social innovators in developing and putting into practice creative solutions that meet community needs.

Social innovations can foster shared responsibility and collective action by providing avenues for community members to engage in cooperative endeavours aimed at resolving social issues. Involving the community in recognizing and resolving neighbourhood issues through social innovation promotes social cohesiveness and community empowerment (Moulaert and Nussbaumer 2010).

Social innovation can help to address social problems that affect marginalized or excluded groups, such as poverty, unemployment, or discrimination. By involving these groups in the process of social innovation, and by tailoring solutions to their needs and experiences, social innovation can help to promote their inclusion in society and reduce the gaps between different segments of the population.

Social entrepreneurship is defined as a business model that places a higher priority on social and environmental impact than on financial profit. It involves finding creative ways to address social and environmental problems and frequently uses technology and business principles to do so, occurring in a variety of ways, such as for-profit companies, nonprofit institutions, and hybrid models that incorporate aspects of both. Motivated by a sense of mission and a desire to improve society, they frequently seek to strengthen marginalized communities and advance sustainable lifestyles.

"Social entrepreneurship" is a subset of social innovation that uses innovative business techniques to create scalable and long-lasting social change. This approach aligns with the growing comprehension of the significance of social innovation in addressing complex social issues and promoting community development (Mulgan et al., 2007). Even though the term "social innovation" is used often, opinions still differ about it. Various definitions have been put forth, including new ideas, practices, products, or services made to meet societal needs (Caroli et al. 2018; Mulgan, 2006; Murray et al. (Murdock and Nicholls, 2010; Murdock and Nicholls 2012).

According to Nicholls and Murdock (2012), social entrepreneurship has been recognized as a major force behind social innovation because it blends creative solutions for societal issues with long-term commercial strategies. Social entrepreneurship can have a long-lasting and scalable effect by applying business models to solve social issues (Bornstein, 2007). Furthermore, when community members use entrepreneurship to become active agents in addressing social problems, social entrepreneurship can help them develop a sense of empowerment and ownership (Mair & Marti, 2006).

Despite the growing acceptance of social innovation (Caroli et al. 2017) It is difficult to plan for or anticipate (Novak, 2021; van der Have and Rubalcaba, 2016). It has been determined that a crucial component of social innovation is the motivational impetus, since individuals may be spurred to innovate by discontent with the current situation, leading to the creation of fresh concepts that aid in the solution of social issues (Novak, 2021). While the concept of social innovation is relatively new, the phenomenon itself has been known for centuries (Farinha et al., 2020). The potential to generate social advantages and economic opportunities at the same time is what is driving this popularity. Still, there is a lack of understanding about the social change that social innovation brings about and how it relates to social entrepreneurship (Cajaiba-Santana, 2014). This means that there are still a lot of unanswered questions about social innovation and untapped business potential.

Crovini, Santoro and Ossola (2021) have highlighted the requirements for making informed business decisions in profitable business enterprises. The requirements emphasize the ability to conduct empirical market-related research by using appropriate business intelligence methods. Women entrepreneurs need to develop the capacity for enhancing their level of entrepreneurial, networking and marketing skills regularly by taking valuable lessons from well-established businesses. The study conducted by Fang, Chrisman and Holt (2021) shows that women entrepreneurs use these sets of skills in well-established family-owned business enterprises in all parts of the world.

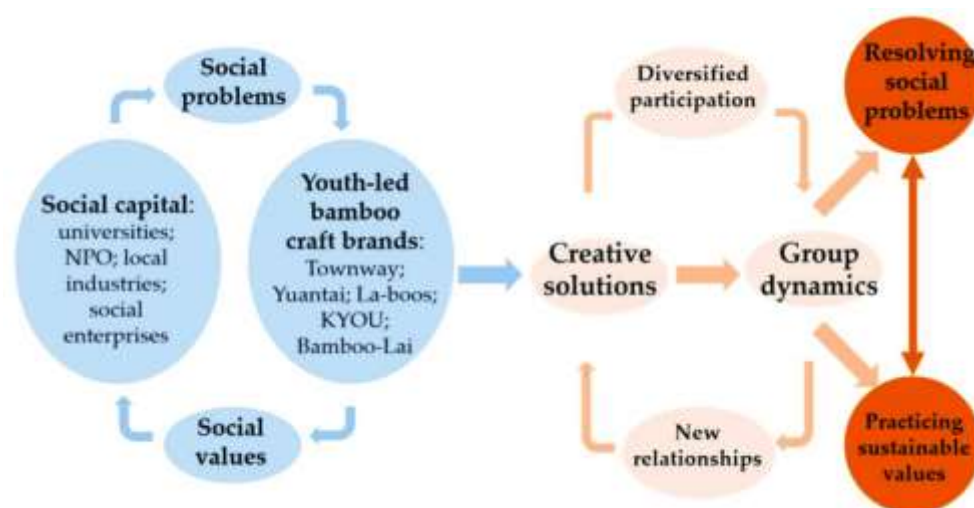
Social capital

Communities' social capital can be strengthened and built through social innovation (Putnam 2000). The social networks, norms, and trust that enable coordination and cooperation between individuals and groups are known as social capital. By encouraging community members to work together and interact, social innovation can help build social capital by giving people and organizations chances to exchange resources, expertise, and knowledge. Building networks of individuals and groups that collaborate to accomplish shared objectives and have a common vision can be made easier by social innovation (Baumgartner et al. (2013). Social justice: Social innovation can help to promote social inclusion and reduce social inequality in communities (Mulgan, 2006).

Social entrepreneurship is a form of social innovation that seeks to create new answers to societal problems through the use of financially sound and ecologically sustainable business models (Mair and Marti, 2006). According to the ideas underlying social entrepreneurship, entrepreneurship can be a tool for social change and innovative business models can create value that is advantageous both socially and economically (Dees and Anderson, 2006). Because it prioritizes addressing societal needs over maximizing profits, social entrepreneurship differs from traditional entrepreneurship in this regard (Bacq & Janssen, 2011). Monetary resources, physical infrastructure, and other resources required to realize ideas are examples of tangible resources

Sustainability and social innovation challenges

The nation still has to deal with a lot of socioeconomic issues despite its natural riches, such as high unemployment, poverty, social inequality, rapid population growth, environmental degradation, and a growing population of refugees and displaced persons as a result of civil wars and ethnic conflict and slow access to public services. The economy and general quality of life in South Africa are affected by these issues, which are still plaguing the country's people. To resolve the social problem, it is important to introduce technologies as solutions to particular problems. Technologies have helped to acquire more resources, feed more people, work more efficiently, be more productive, and improve health. Practical sustainability will reduce business costs, more innovative strategies, an improved reputation, and more new customers who value sustainability all work to increase the amount of money sustainable businesses earn



Case Studies: Social Innovations in and around Mpumalanga (Interviews Conducted with each Youth Social Entrepreneurship)

Case study 1: Clothing Designers Project, Location: Mkhuhlu Section, Year started: 2018

Registration Number: None

Her mother served as inspiration for the woman-owned company's founding. Three temporary workers have been employed by her since 2018. A female, age 26, is the owner. In 2018, the originally Mozambican POSSY founded the company. Following her encounters with street children pleading for food and clothing at her mother's house, the business was founded. Optimizing employment in the textile industry is the clothing design company's overarching goal. Supplying high-quality products across the country is the company's vision. In addition to designing bedding and curtains, the service provider also creates traditional wedding attire and school uniforms. In addition to managing the manufacturing of the clothing it designs, the company offers design services to retailers through its supply chain. Before COVID-19 struck the nation, the company was doing well, and sales and orders sharply declined. She expressed her wish to create thousands of jobs for South Africa's unemployed. Because they cannot afford to pay employees, Ms. Possy currently works with her husband. Without seeking a loan, the businesswoman launched the clothes company with the money she made from selling vegetables. Currently, the business is not registered with CIPRO, but the owner plans to officially establish the business. Locals as well as schools are her clientele. Her goal is to make a name for herself in neighbouring countries and provinces as well as grow her business. She did.

Case study 2: Name of business: Thamara Zitha

A twenty-eight-year-old woman owned the Akazer feeding scheme. In 2018, the business was registered. Adjacent to Matikwane Hospital on the main road is where the business is located. The storefront is nearer the

Kruger National Park Road. The female director of Akeszer Eating is named Thamara Zita. After studying electrical engineering and failing to secure employment, she launched this company in an attempt to combat unemployment. The company did not perform well in 2018; however, its profits have increased since 2022. Before stating that she would only be cooking two chickens for the following day. However, she began incorporating a range of dependencies in 2022 to grow the company. She added traditional fare like chicken dust, the township's favourite kasi dish enjoyed by all the men, tripe, morogo, kwerekwere, and skopo. People travel from other villages to purchase food for her. She'd hired four people. Not only is the company profitable, but it is also CIPRO registered. Ms. Zitha has one child and has succeeded in building her own home. Her passion is cooking, which she enjoys doing. She would love to open her restaurant someday and see the business flourish in other provinces. Still today, branding is a major crime and challenge. She cooks five pots in a day, and she completes everything each day. Taxi drivers, staff, and patients at Matikwane are her primary clientele. If she could get any help from the government, it would be wonderful. She desires to fortify the location, extend the shelter, and add Jojo's tank.

Case Study 3: Moringa Herbalist Tea

Interviews conducted Date 25th February 2023, Name of entrepreneurs – Herbalist, Company Registered - Unregistered Location – Hazyview

Interview: A woman was gathering moringa leaves and crushing them to create herbal tea bags. After losing her mother to COVID-19, she founded a socially conscious company. Four sections comprise Hazyview. It is not registered as a social innovation project. As per the lady's information, she received seedlings from her friend and planted the moringa tree in her yard in 2013. Moringa is a miracle tree with many health benefits, according to her friend. Given her unemployment, she cooks with moringa leaves as a vegetable. On a particular day, though, she had a fever. She immediately recovered by soaking some dry moringa tree leaves in a cup of water. Additionally, she stops her period pains with moringa leaves. Having witnessed the benefits of Moringa, Possy is considering selling the tea bags to nearby stores and pharmacies. She has completed Grade 10 coursework and plans to start her own business in addition to continuing her education part-time. She said she envisioned herself both in South Africa and overseas as the owner of a strong herbal tea. She hasn't approached anyone yet about funding to develop her creative business idea. Although she crushes the organic moringa every day because she enjoys using her hands, she only sells the tea locally to those who express interest in buying it. Because she enjoys caring for the sick and impoverished, she thinks that opening the business will result in many jobs being created. She said the motivation behind starting this kind of business was because.

Case study 4: Type of Business: Community nurseries: Company name: Unregistered, Year: 2009

The Biyisonto Trust in the Bushbuckridge municipality is home to Ms. Modjadji, a single mother. To combat poverty, she established a nursery in the back of her yard and recognized the importance of proper nutrition and healthcare for those involved in projects. She began this project back in 2009. In addition to vegetables being provided to community members and community care initiatives, five (5) beneficiaries are employed to manage nurseries. Rather than driving to malls to purchase vegetables, she picks up the seedlings from the nursery and plants them in the local community. Typically, she offers reasonably priced goods for sale in the neighbourhood. Locals are the ones who support her the most, especially during funerals when they can buy produce like tomatoes and cabbage. Despite not asking for help from the Department of Agriculture, she started her vegetable garden and nursery and purchased a pack of each vegetable seed she desired. He wants a nursery to raise various kinds of seedlings and more land for vegetable planting. Her dream is to become a florist and a plant flower supplier for stores like Spar and Boxer, which help out local farmers. Locally, supporters of her business promoted it, and some users uploaded photos to Facebook and TikTok. Through vegetable sales, she was able to send the children to school. She cooks meals for the elderly and orphans once a term using vegetables from her farm. In many aspects, Ms Modjadji is incredibly talented.

Case study 5: Project Coordinator Mummy Shabalala -Waste plastic into earrings

The multidisciplinary Rach Mu project aims to address the issues of plastic pollution and unemployment by implementing a local recycling program in the Tsemamarumbu community. In 2021, she began work on this project. The co-founder of this initiative project, Ms Shabalala, came up with the concept of repurposing wastepaper to create stylish earrings. According to Mummy Shabalala, the idea was to create a fashionable piece that made a statement ecologically in a stylish way with bold designs. To create environmentally friendly earrings, she must first gather the appropriate kind of plastic. These are safe-to-recycle plastics that don't harm humans but instead release toxic fumes. The most waste plastics that we use to make her products are milk containers and detergents. She also mentioned that they test the moulds to see if they can hold the desired amount of grams, which helps them determine which plastic to use. Mother expressed her passion for the business because it allows her to showcase her talent and creativity. She also stated that she hopes to expand the company internationally. Currently, she is marketing the business on social media platforms like Facebook and

TikTok, with young ladies and contestants as her target market. She is employed by three unemployed women. She can create 100 pieces of jewellery in a day using various designs that she comes up with. The project is unregistered because she is working on it alone.

Case study 6: Plastic crotchet mats projects -Ms Dlamini -Biyisonto -Bushbuckridge Municipality

Ms. Dlamini, a widow and pensioner, began her mat project in 2000. She uses waste plastic to make mats, handbags, and sun hats. She also asks schoolchildren to help her collect the plastic waste, and she pays them with candy. Her project helps her feel at peace, and she wants to pass on her skills to her grandchildren and other unemployed community members. Through this business, she has been able to raise her children and build a house. She also mentioned that the money she collects from the business is used to cover her funeral expenses.

Case study 7 Making Crochet shoes

Maria Mona (2017), a 55-year-old single mother of three living in Ward 3 of the Biyisonto Bushbuckridge Municipality, started a socially innovative business making warmer boots and shoes. She bought plastic shoes, cut off the upper parts, and began knitting the shoes from the sole, creating Winter warmer boots according to the size range. She claimed she could knit a pair a day and is currently working alone. Her business is supported by members of the local community. She can market her business through friends, social media, and word-of-mouth. She hopes to see her product supplied globally. The majority of her business's supporters are from chilly regions like Sabie, Gauteng, Free State, and Limpopo. Since she lacks a place to store the goods, her business is conducted by order. She can be reached at 0727004820. She would like to have the following skills to further her career: financial management and business acumen.

Case study 8: Using Palettes to make garden Chairs

Pallet sofas project. was founded by Cordelia, a female entrepreneur from Moremela Thaba Chweu municipality. Cordelia was employed by York Timber when she recognized a potential in the waste timber biomass. And with that, she gathered three identically sized wooden pallets. She then spoke with her manager to see if she could pick up the waste palette and if the manager could do so with her consent. Every day when Cordelia collected waste pallets, she made bank chairs for her kids. However, one day, while perusing Bradlow's magazine online in 2017, she got the idea to make sofas. She gathered four pallets and assembled them, and that's when she came up with the idea for a sofa. She began producing the chair with her 12-year-old son Thabang. Since she didn't have any couches at home, she used them in her living room, and the success of the first one inspired her to do three more. She then purchases paint, gives them some paint, and adds a cushion to them after finishing the last one. After that, she was inundated with orders, and she is now employed as a carpenter. Restaurants, towns, and spaza stores place orders with her. Her company is not yet registered, but she gets her waste materials from nearby hardware stores and shops. Nothing is too difficult, in her words of encouragement.

Case Study 9: The bike-delivery laundry service

A 25-year-old woman named Mrs Mathapelo finished her matriculation in 2022, but she was unable to pay for her education. So, last year, she came up with the idea to use her late grandfather's bicycle to collect linen and dirty clothes and launch her own socially conscious laundry business. Laundry delivered by bike is one of those businesses, and it's currently growing. More sheets and towels are being loaded into Mathapelo's truck. Her employer, Wash Cycle Laundry, is a three-and-a-half-year-old social enterprise that uses bicycles to transport clean laundry the day after it is picked up. The CEO and founder, Mathapelo, claims that her business began with a small number of individual clients before growing to serve over 300 clients by washing their blankets in the township and surrounding countryside. Despite not being registered, her business is supported by nurses, doctors, bachelors, and teachers especially those who are always on the go. She also provides support to those who have lost family members by washing all the clothing that has been worn since the death report in those families. She collaborates with local hotels and spas as well as salons that do laundry daily. She claimed that by running her business and doing everything by herself, she is also lowering gas emissions and losing money on gas since a bicycle doesn't need fuel as a car does. In contrast to people who drive, she also claims that her cycling is reducing pollution. Her total number of purchases of bicycles was three. Three people are appointed to assist her temporarily.

Case Study 10: Ms Grida Mashale Floo Trading

Due to her unemployment, the 67-year-old single mother of seven children decided to start gathering biomass from alien invasive gum tree plants and turning them into charcoal to cook and feed her kids. She currently resides in Chochocho Village. Her company is unregistered. She began selling charcoal when she was forty years old, following the death of her husband. Although she had a passion for business at age twenty-one, she was unsure of the type of business she could pursue. She mentioned that her business thrives during holidays

and Easter. She produces 100 bags of charcoal per month and sells them to tourists. She says that despite not having a formal business, people in the Bushbuckridge area of Mkhuhlu know about it through word of mouth. She also mentions that the business's nice feature is that she doesn't pay rent, so every cent she makes goes toward helping Grieda there. Grieda's traditional knowledge of using gum tree biomass or waste logs to make charcoal for braais has been converted into useful charcoal. She said she could save her profit money, which she never disclosed, and her creative idea has put food on the table for her entire family. She has also built herself a house and purchased a car for her business.

Case study 11: Moringa Tree to Beauty Products

Ms. Simphiwe, from Hazyview, Shabalala, is the founder of an NGO. She planted Moringa trees on a 2 Ha plot of land, and she grinds the leaves into a powder that she sells to pharmaceutical companies that make Moringa tablets. She uses the traditional method of harvesting the leaves, putting them in the shade for a few days, and then blending the leaves. She sells the powdered moringa in 20-litre containers, and she has companies that buy from her in Cape Town and Gauteng. Her main obstacle is dealing with the Sabie River during floods. Ms. Mathonsi Simphiwe would like to have at least 100 Ha where she can plant as many Moringa trees as possible. Moringa mentioned that she would also like to venture into making bath soap and other beauty products for the face. She has appointed 2 temporary workers to assist with Moringa harvesting

Case Study 12: Cancer App in Acornhoek -Bushbuckridge

In the Bushbuckridge Municipality of Mbombela, Mrs. Mdau from Marite launched a business. She started this business after her mother died of colon cancer in 2020. She stated that she is working with the Department of Health to set up appointments for clients with cancer problems and to have a database of those who are already receiving medical screening and chemotherapy. Ms. Mdau stated that her goal is to assist everyone affected by cancer. Her business is also promoted on social media, and she currently has 2500 followers and supporters. She would like to see her business helping people worldwide. The App will also help track the medication of everyone. Gems Medical Aid Scheme and Bonitas also support her business.

Case study 13: Turning old plastic into clothing

Maria Segage is a widow from Pienaar in the Mbombela municipality of Mpumalanga Province in South Africa. She began making her plastic clothing in 2006 and uses plastic bags to knit skirts, hats, shoes, and socks. She also collects plastic from her neighbours when they come from shopping and the dumping area. Through this business, she has been able to send her two boys to school and is currently setting up shop in Limpopo. Her clients are locals from the church, and she also sells her products in pensions. She has hired two females and one male to help her with the business. She is doing her business at home because it is profitable to rent the space and formalize the business. Individuals who send their kids to initiation schools typically purchase Ndindana (skirts) to wear during the annual initiation ceremonies, which take place between July and September. As a result, these individuals are the main patrons of the business.

Case study 14: Bush Tea into a broom

At the age of eighteen, Ms. Maoto of Moremela began her business, inspired by her grandmother, a lady who gets up early to gather bush tea for making brooms. Her bush team is used to sweep the yard. Native Americans used this idea in the 1940s when there were no stores and no longer any places to buy brooms. The elderly were forced to go into the bush to gather brush to make brooms to sweep their homes. Ten individuals are currently employed by her to gather the bush team and sell to all of the hawkers in the Bushbuckridge and Mbombela areas. The brooms that are currently available come in two varieties: standing brooms and regular brooms that are used while bending. She motivated many women to do similar business and most women are into the same business where they only need the bicycle tube for this business. Her business is not registered but she is willing to register it since it is famous in Mpumalanga and other provinces

Case Study 15: Doing Mats from Reeds -Wetlands-Sustainability and Environment

Ms. Segage has begun weaving mats out of reeds from the wetlands near her home in an attempt to make more money. Although weaving mats is her hobby, people support her business because they need them for ceremonies like weddings. She sells small mats for R300, and depending on demand, she may sell 300 each month. She claims to have saved the money from weaving mats and other events to build her house. Her challenge is that she lacks transportation to sell her products, but she is currently supported

Case study 16: Compost out of waste food

A driven woman named Suzan Mawela stands as a symbol of hope and resiliency in the lush, green landscapes of Sabie, in the province of Mpumalanga, South Africa. Her business is called Mawela Suzan business. She has no registration information. Growing up, she was always enthralled with the lively lifestyle and environmentally

friendly habits that prevailed in her hometown of Sabie. This passion pushed her to pursue a career in agriculture at Mapulaneng College of Education, where she obtained her teaching certification and found her calling in sustainable farming methods. Ms. Mawela is among the women who possess the "I can" mindset. She has a lot of entrepreneurial ideas and is highly creative. In 2004, she started a big project. established Manure Farm and Project, a social business with a cause near and dear to her. For Suzan, this was more than just a business; it was a force for transformation in her neighbourhood. In her ideal world, small-scale farmers would be equipped with knowledge and abilities that would promote their development and help ensure sustainable agriculture. She has taught all of her neighbours how to make compost in her garden by gathering leftover vegetables and vegetable peels, which they use instead of purchasing manure for their food gardens. She is retiring from the Department of Education, where she spent ten years working as an assistant teacher.

Case Study 17: Agricultural -Agri Packaging

Ms. Mashaba, a resident of Mkhuhlu in the Bushbuckridge area, owns a two-hectare farm next to the Sabie River. She planted a variety of vegetables, including tomatoes, green beans, patties, spinach, carrots, sweet potatoes, and butternuts. She hired five people to package the produce and deliver it to the closest supermarkets, such as Spar and Boxer, which supports local farmers. She has been in business since 2019 and receives support from the Department of Agriculture in the form of seedlings, compost, and marketing help. She is currently making her signature tomato and chilli sauce. The chilli sauce she wishes to supply to neighbourhood store owners who sell chips and supermarkets in the area. She has support from the supplier of the feeding scheme and the residents of Shisanyama.

Case study 18: An experimental study of Canal Water Purification in Chochocho Bushbuckridge Municipality Mpumalanga Province

Two experiments were carried out by Ms Mafuwane to determine the fastest and most efficient way to turn dirty water into drinkable water in Chochocho. The goal of this social experiment was to help the people of Chochocho who were drinking dirty water. Several creative approaches were tested to address the problem of drinking dirty water in Chochocho Bushbuckridge Municipality using various technological means. Other options for helping the people of Chochocho to have access to clean water must be taken into consideration. Although there are boreholes, no water has emerged. The pipeline that supplies water to the Chochocho community needs to be extended from Acornhoek Mall. Every home has a tap in their yard, so they can direct the water there. Water delivery to the community can be standardized to occur at least twice a week. Although people know how to collect rainwater, they don't know how to store it for clothing and bathing when it rains. A strong awareness issue surfaced when individuals said they were unaware that rainwater could be harvested. One of the main grievances regarding water tanks is their absence. The Bushbuckridge region boasts fertile soil for farming; a small number of homes have sown Moringa oleifera, and each household was given a plant and seeds. The image below illustrates the purifying properties of moringa seeds for contaminated water.

Case study 19

Karabo N Foundation is a non-profit organization that is enthusiastic about long-term solutions and ripple effect project results. Its registration number is 255-346, and its business year began in 2021. Contact them at 079 636 5947 or via email at karabnsfoundation@gmail.com. The municipality is in the province of Mpumalanga. Its main priorities are projects that assist youth and children and the emotional, physical, and intellectual empowerment of youth and children. Together with churches, neighbourhood companies, and other organizations, the NPO will be fully operational in the Malekutu community of the Ehlanzeni municipality, to establish a permanent head office in the CBD. We work to select qualified candidates from the City of Mbombela for accessibility across the country. With stability and recognition in our operations, they have experienced successful growth since their establishment on February 9, 2021. help create a generation of influential youth in their century-old community. A robust and enthusiastic team was found to lead and support the youth, resulting in candidates receiving a 4. This was from a single idea that was shared with fellows. The organization is made up of six leaders, three young men and three gentlemen, who are listed as follows: Karabo Ngobeni, Siphesihle Mamba, Nomakhosi Nyalunga, Israel Nyalunga, Keneth Lekhuleni, and Colleen Gininda. They have positioned themselves to work with all stakeholders and other community organizations sharing positive ideas in assisting their communities. As young people, we have high goals and are committed.

Case Study 21: Kgotso -Ukhwalalau Trading -Registered entity

With her creative approaches to social development and her ability to tackle urgent societal issues, Kgotso Segage is a remarkable example of South Africa's female social entrepreneurs. She is the driving force behind the for-profit social innovation project Repurpose Plastic School Shoes along with her business, Ukhwalalau Trading. This project specializes in creating sustainable development solutions that are intended to have a significant, long-lasting impact on communities. The challenge of finishing homework after dusk because of a

lack of electricity is one of the major problems that kids in South Africa's rural areas without electricity face. In this case, school dismissal marks the beginning of a race against the clock rather than the end of academic instruction. To finish their schoolwork before dusk, kids have to travel long distances on busy, hazardous roads on their way home from school. After realizing this issue, the Ukhwalalau Trading team set out to make school backpacks from recycled plastic bags. These backpacks are special because they solve the problem of kids not knowing how to study by using solar power during the day to dispense light in the evening. The company has appointed 18 temporary workers and 7 permanent staff from 2012 to 2023

These school shoes enhance students' lives by allowing them to continue studying into the evenings, in addition to being made entirely of recycled materials, which minimizes environmental waste. The group added reflective strips to the bag design as an additional creative twist. For students making the long commutes to and from school, these strips offer much-needed visibility, which greatly improves their safety on the frequently dangerous routes they travel daily. Conclusively, Kagiso and her enterprise, Ukhwalalau Trading, personify the revolutionary possibilities of social entrepreneurship, effectively improving the lives of learners while simultaneously advancing environmental sustainability.

3. BUSINESS MODEL AND METHODOLOGY AS SUBJECT OF SOCIAL ENTERPRISE.

The Business Model is what social enterprise is all about. A social enterprise is a company, for-profit or nonprofit, that maximizes both social and financial return. Although social enterprise is intended to become a self-sustaining, market-based business model, it may utilize some philanthropic funds during its initial stages of development or for specific projects. A social enterprise can lack social innovation. In actuality, some of the most prosperous social enterprises are not particularly socially inventive (e.g. g. restaurants, and consignment stores). The process by which certain actors, referred to as "social entrepreneurs," establish and grow organizations that might be social enterprises or other kinds of organizations is known as social entrepreneurship. It also refers to an area that encompasses a wide range of for-profit and nonprofit projects with a social impact component. A comprehensive policy ecosystem that includes the right regulatory framework, ways to guarantee improved access to capital and markets, and chances for skill development, particularly through business support structures, is necessary for social entrepreneurship to thrive.

To illustrate how social enterprises incorporate entrepreneurial concepts into their programs to generate social value, a comparative qualitative analysis of five of them was carried out. A range of factors are included in the comparative analysis, such as how these businesses manage risk, take initiative, Market and innovate to create social value. Also essential to their social value creation is their participation in alliances and networks. The environment, social mission, and sustainability the factors that constrain have also been analyzed. A thorough analysis is made possible by a case-oriented methodology. From March through August 2023, we looked at twenty comprehensive social enterprises from various developing nations, and we chose five for further investigation. These were actual instances, founded on social ventures in Bushbuckridge and Mbombela municipality in Mpumalanga, South Africa. Using data collected from each entrepreneur cases were examined, revised, and updated. Our focus on developing-country organizations creating social value was prompted by our interest in social entrepreneurship. To enable the researchers to analyze their strategic history, the cases had to be sourced from credible sources and sufficiently detailed.

4. FINDINGS

Employment creation

The initial stage of innovation is finding an opportunity (Diochon and Anderson, 2009) Out of nineteen social entrepreneurs only ten are creating employment. One major issue that most South Africans deal with is youth unemployment. The National Planning Commission (2020) reports that a large number of young South Africans experience unemployment, poverty, and inequality, with the majority falling into one of the following categories: unemployed, less educated, or not employable. The field of social entrepreneurship is expanding quickly in South Africa and holds great promise for lowering youth unemployment. Social entrepreneurs are typically those who apply business concepts to address social issues. They frequently concentrate on giving marginalized groups, like young people, jobs and opportunities. Still, there is a lack of support for small business funding. For example, very few people are aware of the Social Enterprise Development Agency, which offers financial assistance and other forms of support to social enterprises that employ youth

Lack of Business knowledge that leads to Unregistered Businesses

It was found that 56 per cent interviewed are not registered social entrepreneurs' Prospective entrepreneurs must possess a comprehensive understanding of the industry they intend to enter, rivals, target audience, current market trends, advertising and marketing strategies, and financial acumen. Acquiring reliable information may

prove to be difficult since it is constantly evolving, and new information constantly supersedes established theories and practices.

Skills development empowerment

It was discovered through the research that the majority of social entrepreneurs lack the necessary knowledge to obtain training related to business skills, which leads to business failure and diminished growth. Young people wishing to launch businesses in South Africa can receive training and assistance from the government-funded Youth Employment Service (YES). After its founding in 2014, YES has assisted over 100,000 young people in starting their businesses, according to YES Chief Executive Ravi Naidoo. When asked where they could obtain self-empowerment training, most business owners they spoke with said they had no idea.

Social entrepreneurship is in a mindset

The mindset of a social entrepreneur is crucial. Social entrepreneurs are change makers who never give up on coming up with audacious and original ideas to bring about social change. They might find new businesses or operate as "intrapreneurs" in communities and organizations that already exist. The ideas of social entrepreneurs may or may not be socially innovative, and they may or may not work for a social enterprise. The three basic tenets that social entrepreneurs adhere to are as follows: It was discovered through the research those social entrepreneurs: Fall in love with the problem rather than the solution. They hold that no one is the owner of a social remedy. Rather, a change management approach should be used to co-create it with the community to guarantee sustainability and impact. They are aware that the impact affects the social sector's revenue. Their approach is characterized by both discipline and vision. They use models like lean start-ups and social alchemy to demonstrate impact and pursue scale rather than depending solely on creativity and invention.

Profitability

The study discovered that while the majority of social entrepreneurs do turn a profit from their ventures, they do so slowly and lack the entrepreneurial skills necessary to grow their companies. This prevented their business from growing.

5. RECOMMENDATIONS

For the social sector, social innovation to grow there must be an idea that creates change, performs better than existing solutions and primarily benefits society. It can take the form of a product, service or method. It is recommended that the Social Enterprise Development Agency take the lead in supporting the existing social enterprises through funding, marketing, networking and skills development. Community Empowerment: By including local communities in decision-making and the execution of projects, social entrepreneurship can support community development. Through community empowerment, social entrepreneurs can establish an atmosphere that is favourable to the creation of jobs and long-term economic growth. Social Entrepreneurship: To solve social and economic problems, social entrepreneurs frequently come up with novel solutions. Social entrepreneurs can use technology to establish online marketplaces, applications, or platforms that link young people to jobs. Furthermore, they have the potential to facilitate cooperation among governmental, private, and nonprofit organizations to develop all-encompassing approaches that directly address youth unemployment. Collaborating, these parties can coordinate their endeavours, combine resources, and create all-encompassing plans that cater to the particular requirements of young job searchers.

Establishing a supportive ecosystem for aspiring entrepreneurs can be facilitated by social entrepreneurship. To provide direction, resources, and network access, networks, mentorship programs, and incubators must be established. Social entrepreneurship can increase the likelihood of success for aspiring young business owners by fostering an enabling environment. Along with fostering entrepreneurship, this supportive environment helps young people launch and grow their businesses, which creates jobs.

References

- Adro, F. D., & Fernandes, C. (2021). Social Entrepreneurship and Social Innovation: Looking inside the Box and Moving Out of it. *Innovation: The European Journal of Social Science Research*. <https://doi.org/10.1080/13511610.2020.1870441>
- Aernoudt, R. (2004). Incubators: a tool for entrepreneurship? *Small Bus. Econ.*, 23, 127e135. <https://doi.org/10.1023/B:SBEJ.0000027665.54173.23>
- Alon, I., Anderson, J., Munim, Z. H., & Ho, A. (2018). A review of the internationalization of Chinese enterprises. *Asia Pacific J. Manag.*, 35, 573e605. <https://doi.org/10.1007/s10490-018-9597-5>
- Andersson, F. O., & Ford, M. R. (2016). Social entrepreneurship through an organizational ecology lens: examining the emergence and evolution of the voucher school population in Milwaukee. *Voluntas Int. J. Voluntary Nonprofit Organ.*, 27, 1760e1780. <https://doi.org/10.1007/s11266-015-95760>
- Aquino, R. S., Lück, M., & Schanzel, H. A. (2018). A conceptual framework of tourism

- Abou-Moghli, A. A., & Al-Abdallah, G. M. (2019). A systematic review of women entrepreneur's opportunities and challenges in Saudi Arabia. *Journal of Entrepreneurship Education*, 22(6), 1-14.
- Adomako, S., Danso, A., Uddin, M., & Damoah, J. O. (2016). Entrepreneurs' optimism, cognitive style and persistence. *International Journal of Entrepreneurial Behavior and Research*, 22(1), 84-108.
- Adom, K., & Anambane, G. (2019). Understanding the role of culture and gender stereotypes in women entrepreneurship through the lens of the stereotype threat theory. *Journal of Entrepreneurship in Emerging Economies*, 12(1), 100-124.
- Al-Dajani, H., Akbar, H., Carter, S., & Shaw, E. (2021). Defying contextual embeddedness: evidence from displaced women entrepreneurs in Jordan. In *Understanding Women's Entrepreneurship in a Gendered Context* (pp. 32-46). New York: Routledge.
- Anderson, A., & Ojediran, F. (2022). Perspectives, progress and prospects; researching women's entrepreneurship in emerging economies. *Journal of Entrepreneurship in Emerging Economies*, 14(2), 292-315.
- Aneke, E. O., Derera, E., & Bomani, M. (2017). An exploratory study of challenges faced by women entrepreneurs in the construction industry in South Africa. *International Journal of Business and Management Studies*, 9(2), 35-51.
- Ayatakshi-Endow, S., & Steele, J. (2021). Striving for balance: women entrepreneurs in Brazil, their multiple gendered roles and Covid-19. *International Journal of Gender and Entrepreneurship*, 13(2), 121-141.
- Baron, R. A. (2008). The role of affect in the entrepreneurial process. *Academy of Management Review*, 33(2), 328-340.
- Bastian, B.L., Sidani, Y.M., & El Amine, Y. (2018). Women entrepreneurship in the Middle East and North Africa: a review of knowledge areas and research gaps. *Gender in Management: An International Journal*, 33(1), 14-29.
- Bosma, N., Schött, T., Terjesen, S. A., & Kew, P. (2016). Global Entrepreneurship Monitor 2015 to 2016: special topic report on social entrepreneurship. Available at SSRN 2786949.
- Bosma, N. S., & Levie, J. (2010). Global Entrepreneurship Monitor 2009 Executive Report.
- Beh, E. J., & Lombardo, R. (2021). An Introduction to Correspondence Analysis. New York: John Wiley & Sons.
- Bidet, E., & Jeong, B. G. (2016). Social enterprise and work integration of North Korean migrants in South Korea. *Contemporary Politics*, 22(4), 395-411.
- Bell, E., Bryman, A., & Harley, B. (2022). *Business Research Methods*. Oxford: Oxford University Press.
- Bendell, B.L., Sullivan, D.M., & Hanek, K. J. (2020). Gender, technology and decision-making: Insights from an experimental conjoint analysis. *International Journal of Entrepreneurial Behavior and Research*, 26(4), 647-670.
- Benevolo, C., Penco, L., & Torre, T. (2021). Entrepreneurial decision-making for global strategies: A "heart-head" approach". *Management Decision*, 59(5), 1132-1157.
- Brian, K. (2007). OECD Insights Human Capital How what you know shapes your life: How what you know shapes your life. OECD publishing.
- Borges Ladeira, F. M., & Vier Machado, H. (2013). Social entrepreneurship: A reflection for adopting public policies that support the third sector in Brazil. *Journal of technology management & innovation*, 8, 17-17.
- Bullough, A., Guelich, U., Manolova, T. S., & Schjoedt, L. (2022). Women's entrepreneurship and culture: gender role expectations and identities, societal culture, and the entrepreneurial environment. *Small Business Economics*, 58(2), 985-996.
- Cajaiba-Santana, G. (2014). Social innovation: Moving the field forward. A conceptual framework. *Technological forecasting and social change*, 82, 42-51.
- Chatfield, C., & Collins, A. J. (2018). *Introduction to Multivariate Analysis*. New York: Routledge.
- Cherrier, H., Goswami, P., & Ray, S. (2018). Social entrepreneurship: Creating value in the context of institutional complexity. *Journal of Business Research*, 86, 245-258.
- Cheratian, I., Golpe, A., Goltabar, S., & Iglesias, J. (2019). The unemployment-entrepreneurship nexus: new evidence from 30 Iranian provinces. *International Journal of Emerging Markets*, 15(3), 1-13.
- Chiplunkar, G., & Goldberg, P. K. (2021). Aggregate implications of barriers to female entrepreneurship (No. w28486) by the National Bureau of Economic Research. [Online]. Available from: <http://www.nber.org/papers/w28486> [Accessed: 04 August 2023].
- Crovini, C., Santoro, G., & Ossola, G. (2021). Rethinking risk management in entrepreneurial SMEs: towards the integration with the decision-making process. *Management Decision*, 59(5), 1085-1113.
- Choi, N., & Majumdar, S. (2014). Social entrepreneurship as an essentially contested concept: Opening a new avenue for systematic future research. *Journal of business venturing*, 29(3), 363-376.
- Crovini, C., Santoro, G., & Ossola, G. (2021). Rethinking risk management in entrepreneurial SMEs: towards the integration with the decision-making process. *Management Decision*, 59(5), 1085-1113.

- Diale, D., & Carrim, N. M. (2022). Experiences of black African women entrepreneurs in the South African male-dominated entrepreneurial environments. *Journal of Psychology in Africa*, 32(3), 216-223.
- De Silva, N. (2022). Navigating the digital informal economy during the COVID-19 pandemic: vignettes of Sri Lankan micro-and small-scale entrepreneurs. *Gender & Development*, 30(3), 477-495.
- D'Silva, R. J., & Bhat, G. (2022). A systematic review on women entrepreneurship in food processing sector. *International Journal of Case Studies in Business, IT, and Education*, 6(2), 15-49.
- Do Adro, F., Fernandes, C. I., Veiga, P. M., & Kraus, S. (2021). Social entrepreneurship orientation and performance in non-profit organizations. *International Entrepreneurship and Management Journal*, 17(4), 1591-1618.
- Ennis, C. A. (2019). The gendered complexities of promoting female entrepreneurship in the Gulf. *New Political Economy*, 24(3), 365-384.
- Fang, H.C., Chrisman, J.J., & Holt, D.T. (2021). Strategic persistence in family business. *Entrepreneurship Theory and Practice*, 45(4), 1-13.
- Fatoki, O. (2018). The impact of entrepreneurial resilience on the success of small and medium enterprises in South Africa. *Sustainability*, 10(7), 1-12.
- Fauzi, F., Antoni, D., & Suwami, E. (2021). Mapping potential sectors based on financial and digital literacy of women entrepreneurs: A study of the developing economy. *Journal of Governance and Regulation*, 10(2), 1-10.
- Foss, L., Henry, C., Ahl, H., & Mikalsen, G. H. (2019). Women's entrepreneurship policy research: a 30-year review of the evidence. *Small Business Economics*, 53(1), 409-429.
- Ge, T., Abbas, J., Ullah, R., Abbas, A., Sadiq, I., & Zhang, R. (2022). Women's entrepreneurial contribution to family income: innovative technologies promote females' entrepreneurship amid COVID-19 crisis. *Frontiers in Psychology*, 13(1), 1-11.
- Grohs, S., Schneiders, K., & Heinze, R. G. (2015). Social entrepreneurship versus intrapreneurship in the German social welfare state: A study of old-age care and youth welfare services. *Nonprofit and voluntary sector quarterly*, 44(1), 163-180.
- Ghouse, S., McElwee, G., Meaton, J., & Durrah, O. (2017). Barriers to rural women entrepreneurs in Oman. *International Journal of Entrepreneurial Behavior and Research*, 23(6), 998-1016.
- Golzard, V. (2020). Economic empowerment of Iranian women through the internet. *Gender in Management: An International Journal*, 35(1), 1-18.
- Hechavarria, D., Bullough, A., Brush, C., & Edelman, L. (2019). High-growth women's entrepreneurship: Fueling social and economic development. *Journal of Small Business Management*, 57(1), 5-13.
- Hosmer Jr, D. W., Lemeshow, S., & Sturdivant, R. X. (2013). *Applied Logistic Regression*. New York: John Wiley and Sons.
- Hundera, M., Duysters, G., Naude, W., & Dijkhuizen, J. (2019). How do female entrepreneurs in developing countries cope with role conflict? *International Journal of Gender and Entrepreneurship*, 11(2), 120-145.
- Iwu, C. G., Sibanda, L., & Makwara, T. (2022). Challenges of Female Entrepreneurship Pre-, During- and Post-Covid-19 Prospects in South Africa. *International Journal of Entrepreneurship and Business Development*, 5(6), 1010-1017.
- Kalnins, A., & Williams, M. (2014). When do female-owned businesses out-survive male-owned businesses? A disaggregated approach by industry and geography. *Journal of Business Venturing*, 29(6), 822-835.
- Kerlin, J. A. (2010). A comparative analysis of the global emergence of social enterprise. *VOLUNTAS: international journal of voluntary and nonprofit organizations*, 21, 162-179.
- Lecy, J. D., & Van Slyke, D. M. (2013). Nonprofit sector growth and density: Testing theories of government support. *Journal of Public Administration Research and Theory*, 23(1), 189-214.
- Mago, S., & Modiba, F. S. (2022). Does informal finance matter for micro and small businesses in Africa? *Small Business International Review*, 6(1), 1-16.
- Mair, J., & Marti, I. (2006). Social entrepreneurship research: A source of explanation, prediction, and delight. *Journal of World Business*, 41(1), 36-44.
- Mahajan, R., & Bandyopadhyay, K. R. (2021). Women entrepreneurship and sustainable development: select case studies from the sustainable energy sector. *Journal of Enterprising Communities: People and Places in the Global Economy*, 15(1), 42-75.
- Maziriri, E. T., Mapuranga, M., Maramura, T. C., & Nzewi, O. I. (2019). Navigating on the key drivers for a transition to a green economy: Evidence from women entrepreneurs in South Africa. *Entrepreneurship and Sustainability Issues*, 7(2), 1686-1703.
- Mbuya, M.J.M., 2022. Youth entrepreneurship in South Africa: A progress review.
- Meek, W., & Williams, D. W. (2018). Venture creation persistence: overcoming stage-gate issues. *International Journal of Entrepreneurial Behavior and Research*, 24(5), 1-13.
- Meyer, N., & Kruger, N. (2021). South African female entrepreneurs' motivational factors: Differences between young and established business owners. *Forum Scientiae Oeconomia*, 9(1), 75-90.

- Mishra, C. S., & Zachary, R. K. (2015). The theory of entrepreneurship. *Entrepreneurship research journal*, 5(4), 251-268.
- Moulaert, F., & Mehmood, A. (2010). Spaces of social innovation. In *Handbook of local and regional development* (pp. 212-225). Routledge.
- Muhammad, N., Robinson, D., & Nisar, M. (2019). The influence of Muslim marriages on entrepreneurial intentions of women entrepreneurs: evidence from Pakistan. *International Journal of Entrepreneurial Behavior and Research*, 25(7), 1389-1409.
- Moizer, J., & Tracey, P. (2010). Strategy making in social enterprise: The role of resource allocation and its effects on organizational sustainability. *Systems research and behavioural science*, 27(3), 252-266.
- Montgomery, D. C., Peck, E. A., & Vining, G. G. (2021). *Introduction to Linear Regression Analysis*. New York: John Wiley & Sons.
- Mulaudzi, M., & Schachtebeck, C. (2022). Challenges faced by female entrepreneurs: The case of the South African learner transport industry. *International Journal of Research in Business and Social Science*, 11(5), 523-531.
- Mulgan, G. (2006). The process of social innovation. *innovations*, 1(2), 145-162.
- Nadin, S., Smith, R., & Jones, S. (2020). Heroines of enterprise: Post-recession media representations of women and entrepreneurship in a UK newspaper 2008–2016. *International Small Business Journal*, 38(6), 557-577.
- Newman, A. B., & Alvarez, S. (2022). Questioning boundedly rational frameworks in practice: The case of women entrepreneurs in Kumasi, Ghana. *Journal of Business Venturing*, 37(4), 1-13.
- Ngubeni, T. C., Ivanovic, M., & Adinolfi, M. C. (2022). Entrepreneurial challenges of marginalised women making souvenirs in Alexandra Township in Johannesburg. *African Journal of Hospitality Tourism and Leisure*, 11(6), 1842-1859.
- Nouri, P. (2021). That's why they didn't let it go: Exploring the roots of women entrepreneurs' escalation of commitment. *Journal of Entrepreneurship in Emerging Economies*, 13(2), 213-230.
- Nouri, P., & Ahmady, A. (2018). A taxonomy of nascent entrepreneurs' marketing decisions in high-tech small businesses. *Journal of Small Business Strategy*, 28(3), 69-79.
- Ogada, O. L. A., Wadongo, B., & Omondi, R. K. (2021). The Challenges Women Face In The Provision Of Hospitality Services In Kenya: Critical Literature Review. *International Journal of Innovative Research and Advanced Studies*, 8(4), 1-9.
- Ojong, N., Simba, A., & Dana, L. P. (2021). Female entrepreneurship in Africa: A review, trends, and future research directions. *Journal of Business Research*, 132(1), 233-248.
- Panda, S. (2018). Constraints faced by women entrepreneurs in developing countries: review and ranking. *Gender in Management: An International Journal*, 33(4), 315-331.
- Panda, S., & Dash, S. (2016). Exploring the venture capitalist–entrepreneur relationship: evidence from India. *Journal of Small Business and Enterprise Development*, 23(1), 64-89.
- Patel, M. A., & Rao, A. N. Role of Partnerships within Social Entrepreneurship for Sustainable Development.
- Poggesi, S., Mari, M., De Vita, L., & Foss, L. (2020). Women entrepreneurship in STEM fields: literature review and future research avenues. *International Entrepreneurship and Management Journal*, 16(1), 17-41.
- Ribeiro, M. A., Adam, I., Kimbu, A. N., Afenyo-Agbe, E., Adeola, O., Figueroa-Domecq, C., & de Jong, A. (2021). Women entrepreneurship orientation, networks and firm performance in the tourism industry in resource-scarce contexts. *Tourism Management*, 86(1), 1-15.
- Rosca, E., Agarwal, N., & Brem, A. (2020). Women entrepreneurs as agents of change: A comparative analysis of social entrepreneurship processes in emerging markets. *Technological Forecasting and Social Change*, 157(1), 1-12.
- Rohim, R., Asmuni, A., & Supriyadi, I. (2021, July). Social Entrepreneurship: Village Owned Enterprises Development Strategy. In *PROCEEDING INTERNATIONAL CONFERENCE ON ECONOMICS, BUSINESS AND INFORMATION TECHNOLOGY (ICEBIT)* (Vol. 3, pp. 100-105).
- Samuel, A. J., White, G. R. T., Peattie, K., & Thomas, R. (2022). Social Enterprise Places: a place-based initiative facilitating syntactic, semantic and pragmatic constructions of legitimacy. *Journal of Macromarketing*, 42(1), 51-70.
- Satar, S. (2022). Sustainability and Triple Bottom Line Planning in Social Enterprises: Developing the Guidelines for Social Entrepreneurs. *International Journal of Sustainable Development & Planning*, 17(3), 1-9.
- Schumpeter, J. A. (1991). *The economics and sociology of capitalism*. Princeton: Princeton University Press.
- Saag, M. S., Benson, C. A., Gandhi, R. T., Hoy, J. F., Landovitz, R. J., Mugavero, M. J., ... & Volberding, P. A. (2018). Antiretroviral drugs for treatment and prevention of HIV infection in adults: 2018 recommendations of the International Antiviral Society–USA Panel. *Jama*, 320(4), 379-396.
- Sexton, D.L., & Bowman-Upton, N. 1990. Female and male entrepreneurs: psychological

- characteristics and their role in gender-related discrimination. *Journal of Business Venturing*, 5(1), 29-36.
- Shane, S., Locke, E.A., & Collins, C.J. (2003). Entrepreneurial motivation. *Human Resource Management Review*, 13(2), 257-279.
- Singh, D. (2019). Implementation of technology innovation in MSMEs in India: Case study in select firms from Northern region. *Journal of Science and Technology Policy Management*, 10(3), 769-792.
- Simatele, M., & Kabange, M. (2022). Financial Inclusion and Intersectionality: A Case of Business Funding in the South African Informal Sector. *Journal of Risk and Financial Management*, 15(9), 1-14.
- Solesvik, M., Iakovleva, T., & Trifilova, A. (2019). Motivation of female entrepreneurs: a cross-national study. *Journal of Small Business and Enterprise Development*, 26(5), 684-705.
- Statistics South Africa. (2022). Mid-year estimates. [Online]. Available from: <https://www.statssa.gov.za/wp-content/uploads/2022/08/MbalobriefAug2022.pdf> [Accessed: 04 August 2023].
- Schött, T. (2017). Networks around women and men entrepreneurs in the Iranian diaspora: dual embeddedness in Iran and in host-society. *Iranian Entrepreneurship: Deciphering the Entrepreneurial Ecosystem in Iran and in the Iranian Diaspora*, 231-247.
- Treanor, L. (2022). Gender, STEM women and entrepreneurship: a review and future research directions. *International Journal of Gender and Entrepreneurship*, 14(4), 499-520.
- Ughetto, E., Rossi, M., Audretsch, D., & Lehmann, E. E. (2020). Female entrepreneurship in the digital era. *Small Business Economics*, 55(1), 305-312.
- Van der Have, R. P., & Rubalcaba, L. (2016). Social innovation research: An emerging area of innovation studies?. *Research Policy*, 45(9), 1923-1935.
- Yadav, J. (2021). Self-help groups and women entrepreneurship in India: Opportunities and challenges. *AMC Indian Journal of Entrepreneurship*, 4(1), 13-21.
- Yunus, M. (1998). Poverty alleviation: Is economics any help? Lessons from the Grameen Bank experience. *Journal of International Affairs*, 1(1), 47-65.
- Worku, Z. (2019). Risk factors of failure in start-up textile enterprises. *African Journal of Science, Technology, Innovation and Development*, 11(1), 97-105.
- Worku, Z. (2022). Determinants of satisfactory entrepreneurial skills in retail businesses. *Journal of Positive School Psychology*, 6(4), 2300-2313.
- World Bank. (2021). South Africa Economic Update: South Africa's Labor Market Can Benefit from Young Entrepreneurs, Self-Employment. [Online]. Available from: <https://www.worldbank.org/en/country/southafrica/publication/south-africa-economic-update-south-africa-s-labor-market-can-benefit-from-young-entrepreneurs-self-employment> [Accessed: 04 August 2023].
- World Bank. (2022). Poverty and Shared Prosperity 2022. [Online]. Available from: <https://www.worldbank.org/en/publication/poverty-and-shared-prosperity> [Accessed: 04 August 2023].