

Contribution of Entrepreneurship towards social development: a special focus on Micro and Small Entrepreneurs

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Abstract

Johanna Mair and Ignasi Martí (2006) defined social entrepreneurship, as a practice and a field for scholarly investigation, provides a unique opportunity to challenge, question, and rethink concepts and assumptions from different fields of management and business research. Empirical evidences and a pilot survey run by researcher confirm that research problem appears on entrepreneurship and social contribution. Researcher arises “do all entrepreneurs contribute to social development” as a research question. Purpose of this research is to know entrepreneurial contribution towards social development. Researcher adopts “head count” criteria of European Commission and Investment criteria of India for identifying entrepreneurs. 100 entrepreneurs have been selected as respondents to respond to these questions. A convenient sampling is made by the researcher for easily collecting data. Data were collected using questionnaire. SPSS was applied for data presentation and analysis. It is concluded that of the two types of Micro and Small Entrepreneurs, micro entrepreneurs are more towards on social entrepreneurship rather than Small entrepreneurs.

Keywords: Entrepreneurship, Social development.

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