

Does Social Entrepreneurial Orientation Drive Pro-Social Behavior and Social Entrepreneurial Intention?

Purpose. This study aimed to clarify how social entrepreneurial orientation drives pro-social behavior and social entrepreneurial intention. Social entrepreneurial orientation consists of four dimensions, namely innovativeness, risk-taking, proactiveness, and social entrepreneurial passion.

Design/method. This study used a cross-sectional design and a questionnaire as a research instrument. The data was collected from 109 students who had started business projects. The data was then analyzed using partial least squares structural equation modeling (PLS-SEM). PLS-SEM was used to test both the outer and inner models.

Findings. Testing of the outer model showed that the outer model had achieved validity and reliability. Regarding the inner model, the results showed that innovativeness not only influenced pro-social behavior, but also drove social entrepreneurial intention. However, risk-taking and proactiveness did not influence both pro-social behavior and social entrepreneurial intention. Social entrepreneurial passion influenced pro-social behavior, but did not drive social entrepreneurial intention.

Implications. This research provides theoretical implications for extending the literature regarding the theory of planned behavior in the context of social entrepreneurship. This research also has practical implications for educators and policymakers.

Keywords: social entrepreneurial orientation, pro-social behavior, social entrepreneurial intention, PLS-SEM.
Paper type: Research paper.

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