

CORPORATE SOCIAL ENTREPRENEURSHIP: CONCEPT DEVELOPMENT TRENDS

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Abstract. CSE (Corporate Social Entrepreneurship) as a concept is relatively new, and the question is rising: to what extent academic research and practices are interested and involved by society. The EMBRACE team emphasized this concept in 2020 but still not much used and presented in the scientific community and practitioners. This study aims to analyze and evaluate the extent of interest in the CSE concept itself and to identify scientific research trends for the future. A lot of academic attention has been paid to corporate social responsibility. However, CSE as a new and innovative approach to business models must be explored in the context of recent scientific and economic environments. Scientific literature review, analysis, synthesis, and generalization were employed in parallel with systematic publications analysis using VOSviewer. The main contribution of the research is a broadened conceptualization of CSE, allowing a richer understanding of research needs.

Keywords: social entrepreneurship, entrepreneurship, corporate social entrepreneurship, corporate social responsibility, social responsibility, concept development.

JEL Classification: B5, O1, O3.

Introduction

Technological advancements and global societal changes in line with green economic goals raise the importance of a greater focus on such issues as social equity, public participation in research and innovation processes, and social responsibility to provide solutions responsive to societal requirements (EMBRACE, 2020). Such goals can only be accomplished if public and private entities in a given society work together in an open, collaborative, and cooperative manner (Plewa et al., 2015).

Organizations are paying greater attention than ever before to the integration of social, economic, and environmental values into their business models, implementing various activities and practices in these domains. However, when it comes to Corporate Social Entrepreneurship (CSE), many uncertainties and questions for researchers and practitioners can arise.

There is a strong need to explore the development of the corporate social entrepreneurship concept and the use of the CSE model in practice to facilitate and

meet societal needs. It should be noted that the concept of CSE is relatively new. The purpose of this study is to analyze and evaluate the extent of interest in the CSE concept itself and to identify scientific research trends for the future.

For this purpose, literature review, analysis, and synthesis were employed.

1. General requirements

The idea of Corporate Social Responsibility started in the 1950s; however, scientific interest and first research were quite rare and were encouraged by faster industrial development and internationalization, which raised questions of businesses on the planet's global resources. One of the first researchers was Bowen in 1953 (Bowen, 1953), who defined CSR as the obligations of business to ensure policies, and decisions followed by actions corresponding to the objectives and values of the society (Hack et al., 2014).

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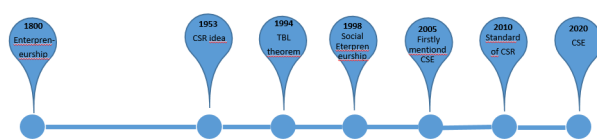


Figure 1. Evolution of CSE timeline (created by authors)

Corporate Social Entrepreneurship developed as a result of discussions about corporate social responsibility. That's why before the research of the latest trends, a historical overview is needed (Figure 1). The early beginning could be treated in 1800 when first discussions have started, and the concept of entrepreneurship was proposed. The later stage of the phenomenon can be fixed in the 1950s and 1960s when social initiatives in labor rights, consumer and supplier protection, environmental prevention started to grow. At the beginning of the 70s, the entrepreneur was equivalent to an innovator who sees the potential of technological change and, in line, reacts to consumer and society needs. One of the most impacting CSR concept development scientists is considered A. Carroll, who in 1979 started emphasizing CSR. He presented the pyramid principle of CSR and has worked on it since then (Carroll, 2016).

Elkington proposed another critical moment in the development. This moment is the Triple Bottom Line (TBL) theorem which integrates economic, social, and environmental aspects. This theorem balanced the CSR theory itself (Alhaddi, 2015).

Later the term and understanding of social entrepreneurship were proposed. This understanding emphasized the importance of an innovative business approach in overcoming new social challenges. It was the first step on the way to corporate social entrepreneurship, presented by Austin, Stevenson, and Wei-Skillern: "the process of extending the firm's domain of competence and corresponding opportunity set through innovative leveraging of resources, both within and outside its direct control, aimed at the simultaneous creation of economic and social value" (Austin et al., 2006).

One of the essential documents related to CSR was prepared by International Standardization Organization (ISO) – it was ISO 26000 standard regarding governance, human rights, community involvement. In the year 2020, the definition of CSE was adjusted, and active promotional activities and research took place in the EU and other regions. These activities are carried on by 10 EU partner institutions (EMBRACE, 2020). The EMBRACE formulating such definition of CSE: "a way of doing business' so that all staff in any given organisation (public, private or third sector) are fully aware of their role, responsibility and contribution to the sustainable socioeconomic enhancement of their organisations and the communities in which they live and work" (EMBRACE, 2020). It should be noted that the CSE process consist of entrepreneurial environment, corporate social intrapreneurship, corporate purpose and values for

solving economic and social challenges, and to encourage innovative business strategies (EMBRACE, 2020). The questions rised by EMBRACE project consortium are extremely actual in many context, and scientific society working in this are beginning 2005. The research are oriented to such aspects as innovative entrepreneurship prerequisites for social progress (Manea et al., 2021), performance evaluation indicators for social enterprises (Procházková et al., 2021), assessment of corporate social responsibility performance (Lu et al., 2020), social entrepreneurship development (Hack et al., 2014), corporate social entrepreneurship and educational institutions challenges in line with case studies (Davidavičienė & Raudeliūnienė, 2021; Rickhoff-Fischer et al., 2021), fostering CSE by social media tools (Martín-Rojas et al., 2020), CSE case studies (Osburg, 2014; Sirine et al., 2020) and many other. These research variety and intensity is the research question and complex publications analysis would answer to it.

2. Research methodology

This article and research is targeted to systematic literature review (seeking to identify mostly researched topics in the field of corporate social entrepreneurship, change of intensity and shown interest):

- keywords on the subject and series of strings,
- databases – Web of Science,
- keyword and citation network analysis and visualization in VOSviewer,
- clustering research results.

Since the CSE term and definition were proposed in 2005, the research period is taken beginning from 2005. The keyword network visualization map is processed with VOSviewer.

The identified keywords were "corporate social entrepreneurship" on the subject, and according to these keywords series of strings were generated. Articles were reviewed according to the identified relevant keywords and citation networks. The search of papers for the period from 2005 to 2022 was chosen because the CSE concept was developed and presented in 2005.

Table 1. The number of publications in WoS database by keyword (created by authors, Web of Science [WoS], n.d.)

Year	Publications	Year	Publications
2022	31	2013	111
2021	348	2012	76
2020	370	2011	82
2019	347	2010	76
2018	341	2009	36
2017	258	2008	20
2016	223	2007	21
2015	189	2006	15
2014	132	2005	11

researchers are working in the CSE area and publish most works we see the following authors in WoS: Hemingway C. A. (18), Hay S. I. (16), Mohammed S. (16), Mokdad A. H. (16), Moon J. (16), Murray C. J. L. (16), Olagunju A. T. (16), Samy A. M. (16), Sathian B. (16), Rawaf S (14), etc.

At the same time, in the Scopus database are seen different scientists such as Kuratko D. E. (6), Ratten V. (6), Kantabutra S. (4), Okolo-Obasy E. N. (4), Rahman H. (4), Uduji J. I. (4), etc. From this overview, the conclusions come to mind: researchers and scientists choose different journals for their research results and insights publication and scientific discussion. They have different motivations to be seen in one or another database. Meanwhile, the scope of cited authors is quite similar. After a detailed analysis of publications, such authors who work directly in the field of Corporate social entrepreneurship were identified (Table 2), however, it should be taken in to account that not all publications are directly related to this phenomenon. A large part of the papers analyze entrepreneurship in general, some of the authors emphasizing the social aspect.

Table 2. The most productive authors in the corporate social entrepreneurship

Author	No. of citations
Hemingway C. A.	427
Moon J.	6020
Ratten V.	169
Austin J.	2402
Kuratko, D. F.	6200
Covin J. G.	12 783
Kantabutra, S.	215
Shepard D. A.	18 867

The most influential papers in the Corporate social entrepreneurship are presented in Table 3.

From this discussion, another question concerning the country of research or research publication affiliation rises. It is curious to see what regions or countries are doing more investigations and publishing more scientific papers related to corporate social entrepreneurship. Research activities are ongoing in different countries in Europe, America, and Asia (Figure 4).

Table 3. The most influential papers in the Corporate social entrepreneurship

No.	Authors	Title	Year published	Source	Keywords	No. of citation
1	Hemingway, C. A. (Hemingway, 2005)	Personal values as a catalyst for corporate social entrepreneurship	2005	JOURNAL OF BUSINESS ETHICS	champions, discretion entrepreneurship, corporate social entrepreneur (CSE), corporate social responsibility (CSR), moral agency, personal values, policy entrepreneurship, social entrepreneurship, social responsibility	224
2	Moon J. (Bondy et al., 2012)	An Institution of Corporate Social Responsibility (CSR) in Multi-National Corporations (MNCs): Form and Implications	2012	JOURNAL OF BUSINESS ETHICS	Business case; Corporate social responsibility; Critical perspectives; Institutional theory; Multi-national corporations	181
3	Moon J. (Gond et al., 2011)	The government of self-regulation: on the comparative dynamics of corporate social responsibility	2011	ECONOMY AND SOCIETY	corporate social responsibility; government; national governance system; path dependency; translation	170
4	Moon J. (Matten & Moon, 2008)	"Implicit" and "Explicit" CSR: A Conceptual Framework for a Comparative Understanding of Corporate Social Responsibility	2008	ACADEMY OF MANAGEMENT REVIEW	business ethics; comparison (philosophy); institutional theory (sociology); social responsibility of business	2008
5	Ratten V. (Ratten, 2010)	Developing a theory of sport-based entrepreneurship	2010	JOURNAL OF MANAGEMENT & ORGANIZATION	business ventures; entrepreneurship; innovation; management; sport	57
6	Austin J. (Austin et al., 2006)	Social and commercial entrepreneurship: Same, different, or both?	2006	ENTREPRENEURSHIP THEORY AND PRACTICE	corporate entrepreneurship, nonprofits	1546
7	Kuratko D. F. (Ireland et al., 2009)	Conceptualizing Corporate Entrepreneurship Strategy	2009	ENTREPRENEURSHIP THEORY AND PRACTICE	organizational-structure, firm resources, model, opportunities, environment, innovation, construct	411

No.	Authors	Title	Year published	Source	Keywords	No. of citation
8	Covin J. G. (Anderson et al., 2009)	Understanding the relationship between entrepreneurial orientation and strategic learning capability: an empirical investigation	2009	STRATEGIC ENTREPRENEURSHIP JOURNAL	Corporate entrepreneurship, entrepreneurial orientation, organizational learning, strategic knowledge, strategic learning capability	173
9	Crane A. (Crane et al., 2014)	Contesting the Value of “Creating Shared Value”	2014	CALIFORNIA MANAGEMENT REVIEW	Business and Society, Corporate Social Responsibility, Stakeholders, Philanthropy, Partnerships, Ethics	320
10	Belz F. M. (Belz & Binder, 2017)	Sustainable Entrepreneurship: A Convergent Process Model	2017	BUSINESS STRATEGY AND THE ENVIRONMENT	Entrepreneurial process, entrepreneurship, social entrepreneurship, sustainable development, sustainable entrepreneurship, triple bottom line	157

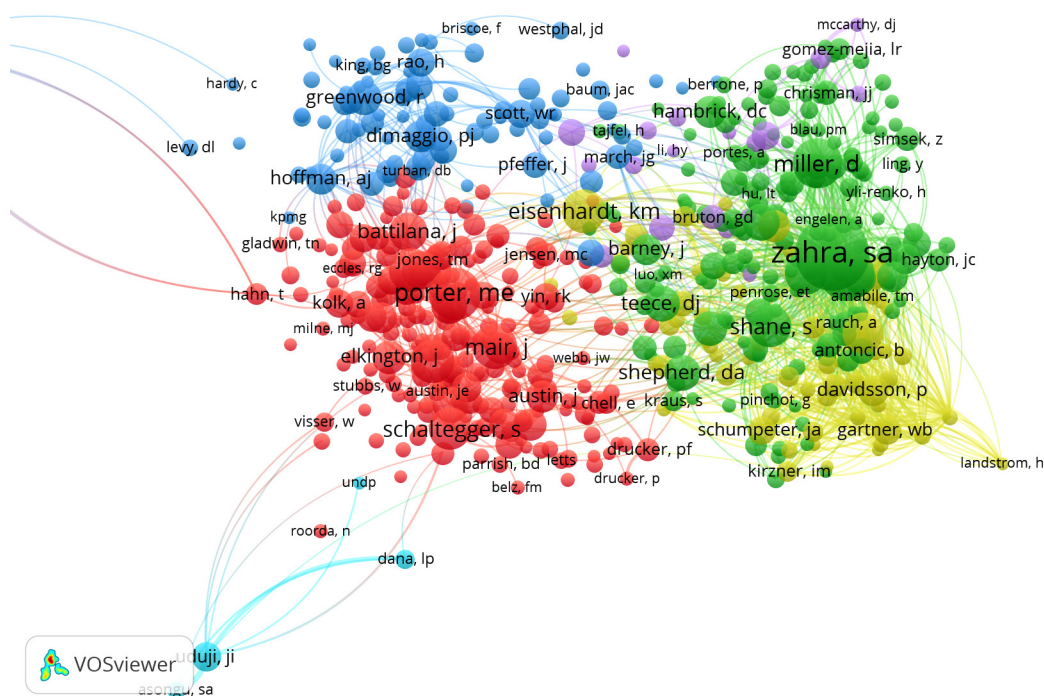


Figure 3. Most cited authors in the research of CSE (created by authors)

Analysis of research papers intensity provided by countries as leading USA is identified. The studies have been provided since the early beginning of this topic. The early-stage research can be seen in England, Canada, Spain, Switzerland, France, Germany, Netherlands, Denmark, Sweden, Taiwan, Romania, Croatia, Check Republic, Italy, and Ireland. From this comes the conclusion that Most attention to the CSE paid in North America and Europe. Following the initial research, other countries are joining to develop this idea.

The citations networks in this context can be extracted. Most likely, this is caused by the native languages of researchers because such tendencies and groups as

French-speaking, German-speaking, English speaking, Arabic speaking, and Spanish speaking are noticed.

In the context of time frame, the first studies were carried out primarily by English-speaking countries researchers, followed by others. It seems that a lot of work in forming a new scientific approach must be done. For future research and discussions, exchanging good practice cases and ideas among the regions is necessary. The common understanding and debate on the most fragile and challenging aspects should be carried on. After this bibliometric research, it was purposeful to evaluate what topics are discussed and studied by most authors identified as best known in field of corporate social entrepreneurship.

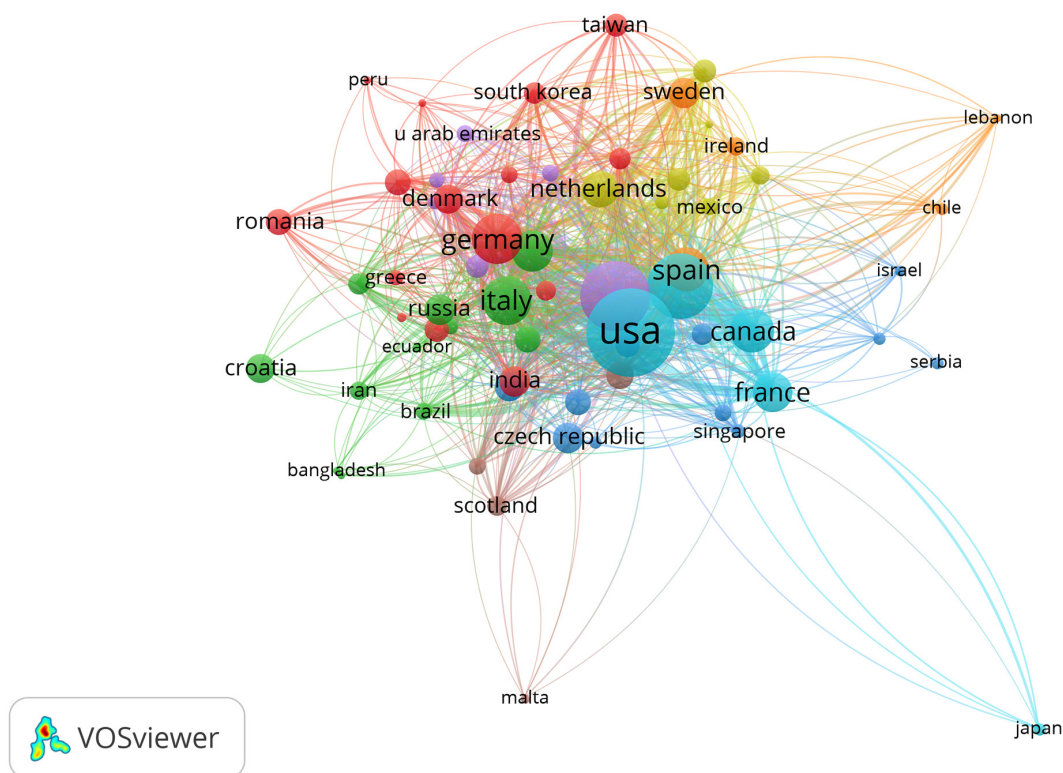


Figure 4. Research in the field of CSE by country (created by authors)

Conclusions

The literature review and development of the CSE phenomenon history overview revealed corporate social entrepreneurship's importance, novelty, and complexity. The study identified necessary research trends following existing scientific insights and most popular research fields and presented systematic analysis results. Summarised research materials allowed to cluster the potential research areas, emphasize most common interest, scientists groups, and identify most common CSE research interests by countries.

As most emphasized questions in the research of CSE are social mission, sustainable entrepreneurship, social problem, social change, transformation, transition, social goals, innovations, firm performance, entrepreneurial behaviour should be named. In the context of scientists, the suggestion to use and overview several databases while studying is recommended because WoS and Scopus analysis revealed that different scientists choose different databases to publish their results. In the context of CSE research in different regions – the oldest roots and higher amount of publications are detected in English speaking countries (USA, Canada, and England). For deeper analysis is recommended to run the evolution of main concepts over time and process the content analysis of the studies with the highest impact factors.

The analysis has several limitations: part of articles involved in to analysis process were not related to the corporate social entrepreneurship directly; since the topic is relatively new – it is possibility that some very good

and important publications were missed in the sample. For future research is recommended to run overview of latest papers in the field even if they citation rate is not high.

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