



“How effective is Social Entrepreneurship in the Philippines in supporting local Small-Medium Enterprises”

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Abstract

This study found out how effective Social Entrepreneurship in the Philippines is in supporting local Small-Medium Enterprises. This research paper determined the status of local businesses in the Philippines, measured the stance and growth of social entrepreneurship in our country, sought the relevance of social enterprises in the local Small-Medium Enterprises and analyzed the efficiency and effectiveness of the said social entrepreneurial approach to the local Small-Medium enterprises. The researchers utilized Qualitative research because this is the appropriate in purposive sampling and targets specific participants in order to gain detailed knowledge about the expertise of a specific population. The researchers picked acquaintances with small to medium enterprises because they were more closely related to our issue than other interests, and the instrument was an interview with questions prepared by the researchers to answer the problem of this study. This study paper also addresses the critical and practical topics about social entrepreneurship and social activities in SMEs: What pushes SMEs to participate in social activities? What are the obstacles that SMEs confront while engaging in social activities? What kinds of social activities do SMEs participate in?

Keywords: *SME; social activities; social entrepreneur.*



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

1. Introduction

According to Hayes (2021), Social Entrepreneurship In the modern day is usually unified with technological advantage, such as serving high speed internet availability to rural areas so that students will have more access to digital information and knowledge. Local SMEs are enterprises with 10 to 199 employees and assets worth between P3 million and P100 million in the Philippines. Small and Medium enterprises serve 99.6% of all businesses in the country. Digital entrepreneurs, internet startups, and grocery store owners are Filipino SMEs, as are your neighbors, classmate, and family members running the family business. Any individuals who started a business qualifies (Rappler, 2016). The Philippines has experienced a massive development in social companies during the last two decades, there were roughly 30,000 social companies in 2007. Changes in the local economic scene made it much simpler for individuals with modest ideas to establish social businesses in the Philippines. The local business landscape—with extensive networks, government backing, and university institutions beginning to provide social entrepreneurship and socially responsible business training. When delving into the causes behind the growth of social companies in the Philippines, several elements come into play. A very concrete example would be the simplicity with which a company concept can be created, tested, and launched. Tech startups may quickly design website prototypes, test their many diverse concepts on a small scale, and grow significantly in a few years. Social enterprises will find a lot of support, and not only from the startup community. Academic institutions are gradually incorporating social entrepreneurship into their curricula. Many colleges in the Philippines, including UP, ADMU, DLSU, PUP, and many more offer courses and programs in social entrepreneurship and socially responsible business (Motte-Munoz, 2019).

Yeung (2020) stated that The Philippine government made an effort to foster entrepreneurship as a method of expanding the economy and eliminating poverty. Entrepreneurs in the Philippines provide people with the chance to reach broader markets and build relationships outside of the informal sector through initiatives to grow the economy and enhanced safeguards for small firms. Some of the most stunning social entrepreneurship ideas, according to Seelos-Ganly and Mair (2005), come from underdeveloped nations and entail the deployment of innovative business models that serve fundamental human needs, although social entrepreneurs typically begin with tiny, local initiatives, they focus on issues that have a local manifestation but global significance, such as water access, small-business development, and trash management. Social entrepreneurs' unique ideas are frequently duplicated in different locations, resulting in the emergence of new global sectors. In the Philippines, MSMEs represent the backbone of the private sector and entrepreneurship. The government's attention is drawn to the MSME sector, because of its importance to the economy. The MSME sector, which accounts for over 99 percent of all businesses in the country and about two-thirds of total employment, constitutes the private sector. The growth



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

of digital technologies and platform-based start-ups is enabling (Hallward-Driemeier and Nayyar, 2017).

According to Aldaba (2009), The SBC (Small business Corporation) merged with the (GFSM) Guarantee Fund for Small and Medium Enterprises to form the Small Business Corporation (SBCorp), which is now the Philippines' largest provider of SME finance. In third world developed countries, BDS development centers provide services through donor-driven programs, NGOs, and government employees. The Philippines established Negosyo Centres to help SMEs by fostering job development, production, and trade. The centers' mission is to make doing business easier by integrating a single business processing system for MSMEs registration, permits, setups, and administration. They were established by the 2014 "Go Negosyo Act" and are overseen by the Department of Industry and Trade (Republic Act No. 10644). Offering services such as business registration help, business consultancy, and business information and advocacy.

Research Purpose

At the end of this study, the research paper aims to (a). determine the current status of local businesses in the Philippines, (b). measure the stance and growth of social entrepreneurship in our country, (c). seek the relevance of social enterprises in the local Small-Medium Enterprises, (d). analyze the efficiency and effectiveness of the said social entrepreneurial approach to the local Small-Medium enterprises.

Research Question

In order to answer the research purpose, the researchers created a set of research questions that compromises of (a). How is the current situation of Local SMEs in the country? (b). How does the Philippines currently develop their Social Entrepreneurship? (c). What are the support given by the government that integrates social entrepreneurship and local SMEs? (d). How is the Social Entrepreneurial approach being executed in the Philippines? (e). How aware are the citizens about social entrepreneurship and its factors to the local communities? (f). What are the ways that social entrepreneurship can contribute and help local MSMEs in the country? and lastly, (g). Is it better to be a social entrepreneur rather than just a simple business owner?



2. Research Method

This research will utilize a Qualitative research, as Qualitative research is mostly appropriate in purposive sampling and targets specific participants in order to gain detailed knowledge about the expertise of a specific population (McCombes, 2019). The research paper is associated with a case study approach as it is an in-depth investigation of people, relationships, and events (Cherry, 2021). For the Qualitative Data Analysis, the study will be using Framework Analysis as it is created for the purpose of analyzing qualitative data research, comparative form of thematic analysis that helps move data easily in an organized way and provides a systematic process to recognize and solve problems (David, 2019).

Frank Young's entrepreneurial theory differs from many other theories of entrepreneurship in that it rejects the notion that individual qualities and beliefs aid in the development of entrepreneurship. According to this view, focusing on individual characteristics would never lead to the development of entrepreneurial impulses. (Nee and Young, 1991; Pawar, 2013). Rather, entrepreneurship can only emerge when people or organizations are able to recognize and value clusters of attributes that are required for the development of such a capacity. Frank Young's theory says that identifying clusters of entrepreneurial attributes acts as a motive that motivates an individual to achieve these credibility objectives so that they can become a successful entrepreneur, according to current sociological theories of entrepreneurship. However, the theory underlines that if effective entrepreneurship skills are to be produced, individual-level entrepreneurial characteristics should always be under emphasized and group-level patterns should be preliminarily stressed. (Pawar, 2013). This indicates that a group of people has a higher chance of becoming successful entrepreneurs than individuals.

In this research, the researchers will use purposive sampling that will help the study conduct a selective and subjective sampling in order to get more accurate results from the affected population (Survey Tips, 2021). It was conducted among owners and managers of SME. The interviews were conducted to obtain a deeper understanding of the challenges encountered by SME owners, as well as draw insights on the kind of support that SMEs need to enhance their capacity to compete. To get the perspective of the policymakers, researchers also studied the government agencies that implement programs to help SMEs. To analyze the interview data, a Framework analysis is a comparative thematic content analysis, was used to identify recurrent themes. Framework analysis is a method of analyzing qualitative data such as in-depth interviews and focus group discussions wherein the most recurrent themes or patterns are identified from the responses of the interviewees (Braun and Clarke 2006).

The target interviewee for this study was the selected people with small to medium businesses. The recorded total operating SMEs in the country is nine hundred fifty-two thousand nine hundred sixty-nine according to the 2020 list of (PSA). The researchers chose acquaintances with small to medium businesses because that was connected to our topic compared to other interests, selecting 15 interviewees as the research instrument used was an interview that had questions made by the researchers. An interview is a conversation that



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

relies on asking questions in order to collect data. An interview consists of two or more people where one is the interviewer asking the questions (George, 2022). The researchers will use a video conference platform application to conduct and record the interview, which will be transcribed in order to fully evaluate the answers of the interviewee. Lastly, the researchers will use the FGD method in conducting the interview. FGD or the Focus Group Discussion is a data collection instrument and qualitative research method where a topic is given to a selected group of people who have similar backgrounds or experiences. (Basel, 2017).

3. Results and Discussion

The following tables will show the interviewees answers that will be analyzed in order to have a greater perspective towards the different experiences of the respondents. Codes are then used in order to specify points that are emphasized by the interviewees, while themes give a clear description towards the indicated research questions.

Table 1. Presentation of data analysis for research question number 1 using codes and corresponding descriptive themes.

Research Question 1	Codes	Themes
<ul style="list-style-type: none"> When you hear the word social entrepreneur what comes first to your mind? Where did you first hear the word? 	<p>Set 1:</p> <ul style="list-style-type: none"> Developing: social, cultural, environmental issues Business Benefit of others Innovative busines Helping others Problem solver Address social issues Development <p>Set 2.</p> <ul style="list-style-type: none"> Social change Difference in society Social entrepreneurs Smart Help Ambitious 	<p>Theme 1: Someone who looks for business opportunities that benefit their neighborhood, society, or the nation.</p> <p>Theme 2: They are individuals, businesses, and entrepreneurs develop and fund solutions that directly solve social challenges through social entrepreneurship.</p>



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

	<ul style="list-style-type: none"> • Responsibility 	
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Table 2. Presentation of data analysis for research question number 2 using codes and corresponding descriptive themes.

Research Question 2	Codes	Themes
<ul style="list-style-type: none"> • Are you aware about social entrepreneurship and its effect on the local communities? • Do you know any local social entrepreneurs? and what are your impressions about social entrepreneurs? 	<p>Set 1:</p> <ul style="list-style-type: none"> • Vital Role • Entrepreneur • Opportunities • Employment • Improvement • Development • Fulfillments • Positive Impacts • Influence • Empowers • Helpful • Strategic plan • Innovation <p>Set 2:</p> <ul style="list-style-type: none"> • Local Community • Inspire communities • Economic growth • Tourism • Distribution • Beneficiary • Interest • Company • Provide opportunities • Supporting communities • Fulfill needs <p>Set 3:</p> <ul style="list-style-type: none"> • Income Retention • Development Programs 	<p>Theme 1: Social Entrepreneurs as a vital role in the community creating opportunities, developments, improvements, innovations, and influences the community upon using strategic plans to serve the local communities.</p> <p>Theme 2: The entrance of social entrepreneurship affected local communities, companies, and tourism inspiring economic growth, supporting communities by providing opportunities and fulfilling needs.</p> <p>Theme 3: Social Entrepreneurship attains development programs, new opportunities, provide jobs that help increasing</p>



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

	<ul style="list-style-type: none"> • Help community • Opportunities • Poverty • Benefits • Eco-friendly • Increase awareness <p>Set 3:</p> <ul style="list-style-type: none"> • Good image • Positive approach • Feasible ideas • environmentally conscious consumers • Profit • Reputation • More advertising • Encourage people • Innovative concepts • Business 	<p>Theme 3: Social entrepreneurship helps businesses to be successful and have a good image. The approach helps the business become more noticeable to the consumer and in the public</p>
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Table 4. Presentation of data analysis for research question number 4 using codes and corresponding descriptive themes.

Research Question 4	Codes	Themes
<ul style="list-style-type: none"> • Have you received any support from the government since you started the business? • If you are to receive any support from the government, what type of support would you want for your business? 	<p>Set 1:</p> <ul style="list-style-type: none"> • Own Money • Allowance • <i>Puhunan</i> • Donations • Family money • Savings • Sponsors • No Government Support. 	<p>Theme 1: Sources of capital from Small - Medium Enterprises in starting their own businesses.</p>



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

Table 5. Presentation of data analysis for research question number 5 using codes and corresponding descriptive themes.

Research Question 5	Codes	Themes
<ul style="list-style-type: none"> • If you will be given a chance to start your life, will you choose to be a social entrepreneur or just a simple business owner? • Why yes or no? 	<p>Set 1:</p> <ul style="list-style-type: none"> • Social Entrepreneur • Effective strategies • Handle social problems well • Awareness • Social Issues <p>Set 2:</p> <ul style="list-style-type: none"> • Money motivated • Satisfaction • Purpose • Meaning • Personal Needs • Profit/ Revenue • Handle Well • Grow • Trust <p>Set 3:</p> <ul style="list-style-type: none"> • Positive social Impact • Environment • Local community • Healthy life • Sustainable service • Help the community • Employee Salary • Employee relationship • Relation in community <p>Set 4:</p> <ul style="list-style-type: none"> • Government Conflicts • <i>UV Express</i> 	<p>Theme 1: Being a social entrepreneur in the modern day, creating effective strategies that helps create awareness towards the present social issues.</p> <p>Theme 2: Self reflection and motivation drivers in becoming a Social Entrepreneur in the current generation.</p> <p>Theme 3: The creation of positive impact in the local community, environment, and the overall productivity addressing social issues.</p> <p>Theme 4: Factors that influence the emergence of Social Entrepreneur in the local community.</p>



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

	<ul style="list-style-type: none">• Having a business• Environmental products	
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Most of the interviewees when they heard the word social entrepreneur as if their answers were individuals, business, and entrepreneurs engage in social entrepreneurship by developing and funding solutions that directly solve society's challenges. For the Follow up question that was mostly answered they heard the word social entrepreneur first in their schools. Hossain (2020) the alternative economy's social firms are quickly gaining traction. When a country's established economic institutions or market-based solutions fail to assure societal well-being, social enterprises can lead the way in disrupting paradigms to address emerging social issues.

Majority of the interviewees answered the question yes that they are aware about social entrepreneurship and its effect on the local communities. Many also said that it has a positive impact on society because it empowers businesses, as well as consumers. According to Lindenwood University (2022) When done correctly, social entrepreneurship empowers consumers and has a good impact on society. For both large and small businesses, this mixing of corporate aims with community and environmental demands is likely to be a driving factor of growth.

All the interviewees believe that having an entrepreneurial approach in their business will be effective and efficient. Majority of them think that having this kind of approach in their business will help lessen the burden of poverty in the community, help to preserve the environment and address social issues while some of the respondents think that having a social approach to their business will help them to be successful and noticeable to the consumer and in public. According to Net Impact (2021), The creation of inspiration towards other people who are searching for purpose and meaning encourages the innovation of products that creates social changes.

Majority of the interviewees did not receive any support from the government. Some of them started the business with their own money through their allowance and hard work, some of them started business with the financial support of their friends or family. The other respondents did receive some support in the government. Majority of the respondents received financial assistance from the government while the remaining received acknowledgement in some specific sector of government that are business related. According to Crout (2021), the small starting ways of the local government in supporting SME are currently implemented, and it includes these 5 programs; *Small Medium Enterprise Roving Academy, Pondo sa Pagbabago at Pag-aseño (P3), Barangay Micro Business Enterprise, Kapatid Mentor Me, and Go Lokal!*



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

All of the respondents would choose to be a social entrepreneur rather than just a simple business owner, but they have different reasons on why they would choose to be a social entrepreneur. One reason is it feels exhausting if your only motivation is money and it's satisfying if you're doing something with a purpose. They also believe that they have a social responsibility to their community, to help and provide what the community needs and lacks. Another reason is that being a social entrepreneur can have a positive social impact to the business that will increase the trust and the revenue of the business. That's why as social entrepreneurs progress and run their business to make money they drastically improve the lives of people and see benefits. (Dube, *Why social entrepreneurship is good for people and business* 2020).

4. Conclusion

The main objective of the conducted research paper is to show how effective Social Entrepreneurship in the Philippines is in supporting local Small-Medium Enterprises. Different individuals who have Small-Medium Enterprises were then interviewed in accordance to creating accurate results in regard to the proposed research purpose. Based on the summary of results and discussions, the following conclusions are: (RQ#1). It is stated that most of the interviewees have heard of the word entrepreneurs and firstly heard it from School. This means that they have sufficient knowledge about the word entrepreneurship and awareness towards what the word is to address, (RQ#2). Interviewees stated different effects of social entrepreneurs in the local communities. Majority emphasized that it empowers businesses and consumers, (RQ#3). All of the response was efficient and effective, therefore it proves that having a social entrepreneurial approach in the business helps not just the owners, as well as the community. (RQ#4). There is a lack of support from the government in helping and supporting the local Small-Medium Enterprises, (RQ#5). Being a social entrepreneur is the best option in the present business industry, rather than being a regular business owner. The difference in motivation has been differentiated as there is the importance of "money", "purpose", and "satisfaction". The modern SME owners have been promoting responsible marketing towards helping the community, by not just money, but the creation of social impact. The researchers recommend (a). conducting research in finding out various ways to encourage the support of the local government in supporting SME In hop, (b). To implement social entrepreneurship not just in Academic system, but also in the community, (c). Application of more research that will help the country in creating more opportunities leaning towards business, (d). Since there is a lack of governmental support in SMEs of the Philippines, it is advisable for future researchers to focus their study more on building a stronger relationship between the government and the small medium enterprises.



JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

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JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

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JOURNAL OF UNDERGRADUATE RESEARCH IN BUSINESS ADMINISTRATION

Preprint | Open access | Semi-annually | Course final output

Vol. 1 Issue Number 7

February – May 2022

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