

THROUGH THE LENS OF SOCIAL MOVEMENT IMPACT THEORY IN LATIN  
AMERICA. MEASURING SOCIAL ENTREPRENEURIAL INTENTION: UTILIZING  
SOCIO-POLITICAL ACTIVISM AND ENTREPRENEURIAL PASSION AS MODERATED  
BY OPPORTUNITY RECOGNITION AND GENDER

By

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## ABSTRACT

BRYAN B. DARDEN (Under the direction of DR. REGINALD A. SILVER)

Through the Lens of Social Movement Impact Theory in Latin America. Measuring Social Entrepreneurial Intention: Utilizing Socio-Political Activism and Entrepreneurial Passion as Moderated by Opportunity Recognition and Gender

Many studies have used the Theory of Planned Behavior to explain social entrepreneurial intention; however, limited empirical research has focused on the effects that socio-political activism, theory of social movements, and social movement impact theory have had on social entrepreneurship and the motivation of experienced entrepreneurs to become social entrepreneurs. More interestingly, the extant literature has infrequently explored Latin America's role and how Latin American entrepreneurs who have social entrepreneurial interests create social ventures. I examined factors leading to increased social entrepreneurial intention using social movement impact theory as a basis for identifying antecedents; I used social roles theory to explain the role that gender plays in this movement. Utilizing socio-political activism and entrepreneurial passion as independent variables, I explored the moderating effects of entrepreneurial opportunity recognition and gender to explain the variance within social entrepreneurial intention.

My study focused on experienced Latin American entrepreneurs ( $n = 305$ ), one of few studies to do so. Hypotheses were tested utilizing hierarchical multiple regression. The research suggests significant associations that predict social entrepreneurial intentions, including socio-political activity and entrepreneurial passion. My research makes multiple contributions to the literature. I incorporated three major entrepreneurial fields: entrepreneurial passion, entrepreneurial opportunity, and entrepreneurial intention. I also explored the moderating effects

of gender and integrated multiple gender categories into a conceptual model. Utilizing hierarchical multiple regression, the model explained 33% ( $R^2 .33$ ) of the variance of social entrepreneurial intention. Over 100 antecedents have been tested. Few extant studies have considered social entrepreneurial intention, by way of social theory, to understand what motivates social entrepreneurs. By incorporating social movement impact theory, social roles theory, and multiple entrepreneurial fields, researchers can better understand social entrepreneurship and social entrepreneurial intention.

*Keywords: Social Entrepreneurial Intention, Social Entrepreneurship, Social Movement Impact Theory, Social Roles Theory, Latin America*

## DEDICATION

At the time of this writing our world has been plagued with COVID-19. A deadly sickness that has killed nearly 2.36 million people while over 107 million people have been diagnosed to date. There are surely more deaths to come. While dark, the spread of this sickness has shown the world that there is still love, kindness and a promise of a brighter tomorrow. The most caring individuals have come from the shadows and are fighting. The healthcare workers, public safety personnel, researchers, and countless others have given us hope for a better tomorrow. I say thank you and may God bless each of you.

Finally, this work is dedicated to those around the world who fight and continue to fight for equality among all. We have a part to play to ensure that everyone is treated with dignity and respect no matter what their race, creed, gender or sexuality. We are in the midst of challenging times in America and throughout the world. This work is dedicated to those who are working to make each day a little better for all of us.

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## LIST OF EQUATIONS

Full Nested Model

$$Y = \beta_0 + \beta_1 X_1 + B_1 X_1(Z_1) + B_1 X_1(Z_2) + \beta_2 X_2 + \beta_2 X_2(Z_1) + \beta_2 X_2(Z_2) + e$$

Model 1

$$Y = \beta_0 + \beta_1 X_1$$

Model 2

$$Y = \beta_0 + \beta_1 X_1 + B_1 X_1(Z_1) + B_1 X_1(Z_2) + \beta_2 X_2$$

Model 3

$$Y = \beta_0 + \beta_1 X_1 + B_1 X_1(Z_1) + B_1 X_1(Z_2) + \beta_2 X_2 + \beta_2 X_2(Z_1)$$

Model 4

$$Y = \beta_0 + \beta_1 X_1 + B_1 X_1(Z_1) + B_1 X_1(Z_2) + \beta_2 X_2 + \beta_2 X_2(Z_1) + \beta_2 X_2(Z_2)$$

## LIST OF ABBREVIATIONS

Condition Index (CI)

Perceived Behavioral Control (PBC)

Social Entrepreneurship (SE)

Social Entrepreneurial Intent/ Social Entrepreneurial Intention (SEI)

Social Entrepreneurial Opportunity Recognition (SEOR)

Social Movement Theory (SMT)

Social Movement Impact Theory (SMIT)

Social Role Theory (SRT)

Subjective Norms (SN)

Theory of Planned Behavior (TPB)

Variance Inflation Factor (VIF)

# CHAPTER ONE INTRODUCTION

Entrepreneurship is the ability to "discover and exploit new products, new processes, and new ways of organizing" ( Baum & Locke, 2004; Minniti & Bygrave, 1999). Social entrepreneurship (SE) is one's inherent desire to exploit opportunities for overall social good (Austin, Stevenson, & Wei-Skillern, 2006; Huda, Qodriah, Rismavadi, Hananto, Kardivati, Ruskam & Nasir, 2019; Nicholls, 2008); it affords the entrepreneur the ability to attain maximum social impact (Alkire, Mooney, Gur, Kabadayi, Renko, & Vink, 2019). As a sub-discipline of entrepreneurship (Tran & Von Korflesch, 2016), SE provides economic benefits as a *second invisible hand* in the economy (Santos, 2012); that is, the development (Huybrechts & Nicholls, 2012) of enterprises for social good while also providing social goodwill (Gregory, 2006; Santos, 2012). Social enterprises routinely alleviate social problems (Hervieux & Voltan, 2018; Jenness, 1995; Santoro & McGuire, 1997), such as hunger and medical needs. Interestingly, with the complexities of industries and multiple types of social entrepreneur, there is little agreement on the definition of a social entrepreneur.

Social entrepreneurship is in desperate need of a definition and prevailing paradigm to separate this research from other entrepreneurial types (Mair & Marti, 2006; M. H. Morris, Santos, & Kuratko, 2020; Stephan, Uhlaner, & Christian, 2015). According to Huybrechts and Nicholls (2012), SE must include three universal building blocks: sociality, innovation, and market orientation. Canestrino et al. (2020) see SE as consisting of multiple variables, from SE (e.g., the exploitation of opportunities to build social wealth) to social entrepreneurial activity (e.g., initiatives focused on the community or environment). While multiple research streams have explored the activities of a social entrepreneur, I am interested in the factors that influence

the entrepreneur's decision to become a social entrepreneur. I focused on social entrepreneurial intention (SEI); that is, the social entrepreneur's intention to begin a social venture, as evaluated from the Latin American entrepreneur's viewpoint. Latin American entrepreneurs provide a unique under-represented viewpoint. Thus, I answered Lopez and Alvarez's (2018) call for further research utilizing Latin America.

Multiple Latin American programs have been designed to eliminate poverty and promote economic prosperity (Ashoka, 2020). The Inter-American Development Bank's report (2016) covering Latin America suggests that SE has evolved to include multiple types of entrepreneurs. Particularly, the report noted that many social entrepreneurs have a 4-year degree, are early in their social entrepreneurial careers (average age of 34), and that women made up 45% of the survey respondent group, double the rate of women in leadership positions within the Latin American private business sector (Desarrollo & Fund, 2016). This report is encouraging, since multiple national and state efforts have been geared to promote economic prosperity.

In 2011, Mexico, Chile, Colombia, and Peru created the Pacific Alliance to drive growth, development, and competitiveness of its members' economies (Blanco-Jiménez, Parra-Irineo, González-González, & Tavizon-Salazar, 2019) and to build social business ecosystems crucial to the local, regional, and national economies (Macías-Prada, Vargas-Sáenz, Vázquez-Zacarías, & López-Lira, 2019). Economic development from state and individual actors signals the importance of Latin America as a relevant sector for SE research. Cultural insights will assist researchers to better understand the nuances of SE across cultural dimensions, with social entrepreneurs providing a pathway to challenge the status quo.

Social movement theory (SMT) has long-standing roots in sociology and political science literature (Gahan & Pekarek, 2013; McCarthy, 1997; A. D. Morris, Morris, & Mueller,

1992; Mueller, 1992; Tarrow, 1992). In 1848, Lorenz von Stein suggested that social movements promote welfare rights for those in need of greater economic prosperity. Social movement impact theory (SMIT) (Gamson, 1975), which clarifies why social entrepreneurs exploit opportunity to challenge the status quo, is an appropriate perspective to understand SEI. Social entrepreneurs exploit social opportunity to create social businesses that disrupt accepted business norms. The inspiration for disruption arises from an internal sense of action influenced by external sources (Ross, 2017). Disruptions in the system are caused by offering products and services aimed at providing societal goods and services, often by those who are politically and compassionately motivated (Vaidyanatha, Hill, & Smith, 2011). Politically active social entrepreneurs are engaged in social progress and are among the respondents surveyed.

Socio-political activism refers to a socially and politically active entrepreneur and includes one's capability to vote, hold political office, or protest political wrongs (Corning & Myers, 2002). The citizen who exercises these abilities also has the ability to begin a social movement, which is a catalyst for disruption and change (J. E. Davis, 2012; Jenkins & Form, 2005; Markoff, 2015; C. Saunders, 2008; Spear, 2010). Even though previous research has explored the social entrepreneur's motivations and intentions (Baierl, Grichnik, Spörrle, & Welp, 2014; Cavazos-Arroyo, Puente-Díaz, & Agarwal, 2017; Hockerts, 2015; Lacap, Mulyaningsih, & Ramadani, 2018; Teise & Urban, 2015), focusing on political and social motivations by means of social activism will expand our current understanding of these constructs.

Few studies have focused on the social entrepreneur as a social being whose opportunities and intentions are deeply rooted in their ability to actively participate in their country's political system. Latin American countries have a vibrant social entrepreneurial scene



(Lepoutre, Justo, Terjesen, & Bosma, 2013; Lora & Castellani, 2013; Ormiston & Seymour, 2011), which provides a fertile landscape to better understand political activism and SEI. Latin America has a history of protests (Eckstein & Merino, 2001) and active political participants (Machado, Scartascini, & Tommasi, 2011). Social entrepreneurs are more socially and politically aware as compared to other entrepreneurs because of their socio-political activism and awareness of the municipal issues at stake in multiple communities (Korosec & Berman, 2006). Socio-political activity motivates social entrepreneurs to disrupt the system. Entrepreneurs who are socially and politically active have a huge abundance of entrepreneurial passion, which is linked to social mission (Cardon, Glauser, & Murnieks, 2017). As a result of this finding by Cardon et al. (2017), further research is warranted to understand the effect of entrepreneurial passion on social mission among Latin American entrepreneurs.

Entrepreneurial passion is defined by Cardon et al. (2009) as an "intense feeling experienced from engagement in activities associated with roles that are meaningful to the self-identity of entrepreneurs". Entrepreneurial passion is a sense of emotion (Bird, 1989) that describes personality attributes, especially of those who have a passion for social missions. Entrepreneurial passion consists of multiple avenues, which allows the entrepreneur to explore and provide expertise (Cardon et al., 2017) in various areas, resulting in entrepreneurial system advancements and providing a beneficial impact in diverse ways. Even though passion is an intense feeling that often propels the entrepreneur (Cardon et al., 2009), there must also be a practical element on which the entrepreneur can measure the magnitude of their success. Opportunity recognition, which is the ability of the entrepreneur to naturally recognize opportunities within their immediate surroundings, provides such a measurable outcome (Shane & Venkataraman, 2000). Thus, I link entrepreneurial passion to opportunity recognition. The

entrepreneur's natural ability to seek opportunities affords entrepreneurs the chance to meet consumer demands (Shane & Venkataraman, 2000), which is fueled by their passion to be an entrepreneur, awareness of their immediate surroundings, and active participation in their domestic political system.

Opportunity recognition is a critical trait of the entrepreneur (Ardichvili & Cardozo, 2000; R. A. Baron, 2006; Cooper & Park, 2008; Grégoire, Barr, & Shepherd, 2010; Hajizadeh & Zali, 2016; O'connor & Rice, 2001; Park, 2005; Zahra, Korri, & Yu, 2005). Inability to recognize opportunities would be devastating for social entrepreneurs, especially for those who invest in innovative fields (Park, 2005; Sonnenfeld, 1998) because of the often quick progression of the industry. Extant literature demonstrates the importance of opportunity recognition (Ardichvili, Cardozo, & Ray, 2003; Ardichvili & Cardozo, 2000; Chiasson & Saunders, 2005; O'connor & Rice, 2001), particularly among experienced entrepreneurs (R. A. Baron, 2006; Park, 2005; Ucbasaran, Westhead, & Wright, 2009). Even though opportunity recognition has emerged as an important foundational construct (Lehner & Kansikas, 2012), it is poorly understood by scholars (Lortie, Cox, & Roundy, 2017). Opportunity recognition among social entrepreneurs is only beginning to be understood, particularly for under-represented Latin American entrepreneurs. For social entrepreneurs, the inability to recognize opportunity diminishes their chances for system disruption to produce societal changes. Most important to this dissertation is the relationship of opportunity recognition as an interaction effect on both socio-political activism and entrepreneurial passion among Latin American entrepreneurs. In addition to opportunity recognition and SEI, the extant literature has merely scratched the surface of the role of gender.

Gender and its effect on entrepreneurship have yet to be fully understood. While the overarching business literatures have examined sex, they have not begun to fully explore the

multiple gender categories that exist (Bae, Strejcek, Toneva, & Yoon, 2019; Lips, 2020; Murnieks, Cardon, & Haynie, 2020b). To understand how gender interacts with entrepreneurship, the definitional constructs of sex and gender must first be addressed. Entrepreneurial literature has done little in considering differences between sex and gender (Borna & White, 2003; Lips, 2020), though it is not the only field to have disagreement and misunderstanding among scholars. Lorber (1996) challenged the utilization of sex vs. gender in sociological contexts. Gender, traditionally defined as binary, is often misconstrued as sex in the literature (Bae et al., 2019; Borna & White, 2003). Sex is a biological variable that one is assigned at birth (male or female) (Torgrimson & Minson, 2005; Holmes, 2007), while gender is a categorical variable (masculinity or femininity) that social forces dictate based on societal norms (man or woman) (Holmes, 2007).

Gender must be defined as a “multidimensional construct” (Johnson & Beaudet, 2012). Although the literature has examined leadership based on sex (Amore, Garofalo, & Minichilli, 2014; Fernandez-Mateo & Fernandez, 2016; Gould, Kulik, & Sardeshmukh, 2018), it has done little to explore how gender differences impact the same groups. Understanding the impact of gender on SE is critical to closing the literature gap and furthering understanding the relationship between gender and entrepreneurship. I utilized gender and social roles theory (SRT) to explain why not all genders experience the same outcomes based on geographical location and culture. I utilized SMIT to demonstrate that not everyone has the ability to participate in their domestic political system. The ability of non-male entrepreneurs to participate in their governmental system could be hindered because of their gender, which restricts opportunities and entrepreneurial development.

Social entrepreneurial intention explains commitment and desire to initiate a new venture (Breugst, Domurath, Patzelt, & Klaukien, 2012; Krueger, 1993; Murnieks, Cardon, & Haynie, 2020a). Over 100 factors of SEI have been defined (J. R. Baum & Locke, 2004; R. Hisrich, J. Langan-Fox, & S. Grant, 2007; Hsu & Wang, 2018; Khuong & An, 2016; Nga & Shamuganathan, 2010; Tiwari, Bhat, & Tikoria, 2017). Identifying antecedents will increase knowledge about the reasons behind pursuing a social entrepreneurial effort. To that end, I considered both socio-political activity and entrepreneurial passion as antecedents of SEI.

## **1.2 Goals of the Dissertation**

This dissertation explains factors of SEI among experienced Latin American entrepreneurs who have such intentions. Latin American perspectives have been under-represented in the literature (Myers, 2016). My first goal was to build a model bridging multiple sub-sections of entrepreneurship to explain the entrepreneur's motives. The model design includes SE, entrepreneurial intent, entrepreneurial passion, gender, and entrepreneurial opportunity recognition (EOR). Merging multiple sub-fields of entrepreneurship into one model explains the variance of SEI. My second goal was to evaluate the relationship between gender and SEI. To some degree, gender moderates entrepreneurial passion (Murnieks et al., 2020); however, it is unclear how gender may impact SE. Proceeding explanations will increase the generalizability of this research stream. Finally, the relationship of experience (Hockerts, 2017) and opportunity recognition were explored. While research has begun to explain these relationships, this study focused on Latin American entrepreneurs in under-represented and developing Latin American nations as a context to understand SEI.

### **1.3 Boundary Conditions**

Preceding works have focused on the antecedents of SEI. Previously identified antecedents have not utilized social movement theories to explain disruptions to the system. Previous studies have explained SEI via the theory of planned behavior model (Mair & Noboa, 2006). I begin to close the literature gap by examining the importance of SMIT and its impact on SEI. In addition to these boundary conditions, this dissertation identifies multiple practical implications that expand our knowledge of SEI among experienced entrepreneurs.

### **1.4 Practical Implications**

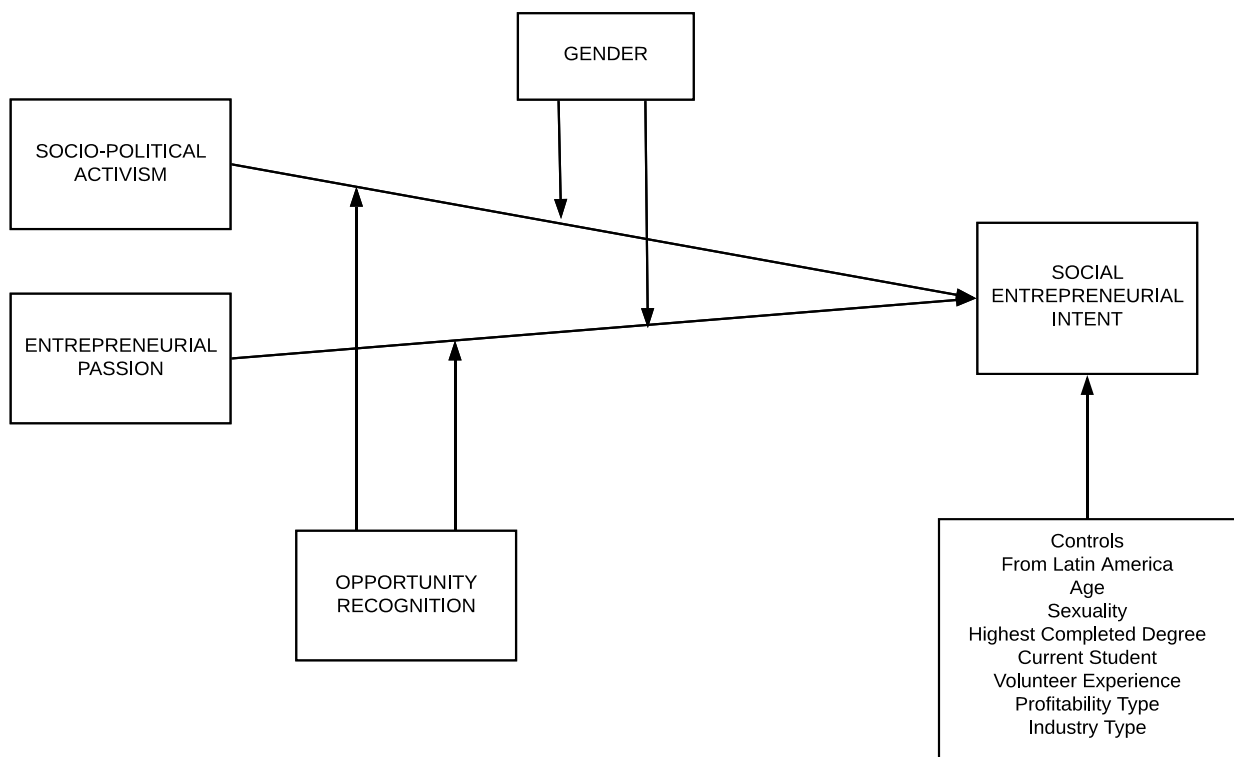
I incorporated responses from experienced Latin American entrepreneurs. Although they may or may not have been previously involved in a social endeavor, each respondent had varying levels of experience in the field. Social entrepreneurs have likely created businesses and could be working to begin another. Social business creation represents social movements, which are disruptors of the status quo. For instance, if a business builds electric vehicles, the social entrepreneur may be protesting the utilization of fossil fuels by advocating the use of green energy. I utilized protest and disruption as identical constructs for the purposes of this study, as protest speaks profoundly to the entrepreneur's intention.

### **1.5 Short Summary**

The next chapter will review SE, entrepreneurial passion, social entrepreneurial opportunity recognition (SEOR), and SEI literature to fulfill the stated goals and provide an overview of social movements and SMIT. Chapter 2 synthesizes the literature and provides a rationale for the proposed model to be tested. Chapter 3 presents a theoretical model, offers multiple hypotheses, and describes the survey methodology utilized to test the proposed hypotheses. Chapter 4 provides the model results. Chapter 5 discusses the findings and

limitations of this study and identifies future research opportunities related to this research stream.

The conceptual model has been utilized to examine multiple variables to understand the variance explained within SEI. It provides multiple hypotheses that have been tested as well as an extension of the current literature. The model explains SEI through political activism; specifically, socio-political activity from the individual's viewpoint indicates the entrepreneur's propensity to be politically active. The model expands the literature by incorporating multiple genders and their potential interactions on socio-political activism and entrepreneurial passion to increase or decrease SEI among experienced Latin American entrepreneurs (Lips, 2020; Sullivan & Meek, 2012).



**Figure 1. Conceptual Model**

The conceptual model in Figure 1 depicts the independent and moderating variables that act on the dependent variable (SEI), beginning with socio-political activism, which has been

proposed by Moskalenko and McCauley (2009) as a measure of social activism. Previous studies have not connected socio-political activity and SEI. The relationship of these constructs has yet to be measured; however, former studies have explained entrepreneurs' political nature and their political connections (Fisman, 2001; Ge, Stanley, Eddleston, & Kellermanns, 2017; Luo, Yang, & He, 2020).

Entrepreneurial passion represents the positive feelings of the entrepreneur (Cardon, 2009). Those who exhibit increased entrepreneurial passion might overcome obstacles more easily than those who do not. The question is, do people who exhibit increased entrepreneurial passion have increased SEI?

Opportunity recognition moderates the relationship between socio-political activism and entrepreneurial passion on SEI. Opportunity recognition has been utilized as an independent or dependent variable (Ardichvili & Cardozo, 2000; Singh, Hills, Lumpkin, & Hybels, 1999). Opportunity recognition has propelled entrepreneurs to continuously create new enterprises, which results in increased entrepreneurial passion (Baron, 2007).

According to the proposed model, gender will moderate the relationship between socio-political activism, entrepreneurial passion, and SEI because of augmented opportunities available for men (Bruni, Gherardi, & Poggio, 2004). The literature has shown that gender moderations for women-owned businesses (Fischer, Reuber, & Dyke, 1993) hold true and that entrepreneurial opportunities for non-male entrepreneurs are hindered by economic and social disadvantages (Thébaud, 2010). Because non-male entrepreneurs may not have the same opportunity to participate in entrepreneurial activities (Bruhn, 2003; Naples, 2012), their decreased political participation could decrease intention (Al-Dajani & Marlow, 2016; Özkazanç-Pan, 2015). Murnikes et al. (2020) found that gender moderates and drives entrepreneurial passion, as it is

central to one's identity. For non-male entrepreneurs, gender and passion should be explored in both developing and developed contexts to fully understand their relationship (Cardon, 2017).

Chapter 2 outlines the SE literature and offers insights to expose the multiple literature gaps. In addition to the current literature review, I propose the hypothesis development, which explains how this dissertation will fill the stated literature gaps.



## **CHAPTER TWO LITERATURE REVIEW and HYPOTHESIS DEVELOPMENT**

After briefly reviewing definitions of SE, I review SMT (Morris et al., 1992) and SMIT (Gamson, 1975). I transition to and describe the entrepreneurial passion literature, then proceed to the opportunity and SEOR literature. This is followed by a review of the gender literature as gender relates to SE and SEI. To conclude, I develop several important hypotheses and present the hypothetical model utilized to test these hypotheses.

### **2.1 Definitions of Social Entrepreneurship**

A sound definition of SE provides a clear understanding of what constitutes social entrepreneurship. Articulation of the definition and objectives of SE shape the paradigm. As was entrepreneurship in its early phases of research, the field of SE is fragmented and frayed. Research opportunities exist; however, a common definition must be formulated (Anderson & Starnawska, 2008) to propel the paradigm forward. After outlining earlier definitions of SE, I propose a definition that can be commonly utilized to further shape the paradigm and ensure its progress.

#### **Social Entrepreneurship Definition**

As a sub-field of entrepreneurship (Light, 2011), SE has similar characteristics and also implies an overarching notion of goodwill to help communities. Although multiple research opportunities are available (Dacin, Dacin, & Tracey, 2011; Short, Moss, & Lumpkin, 2009), a common definition of SE must be determined (Abu-Saifan, 2012; Dacin et al., 2011; Martin & Osberg, 2007; Sullivan Mort, Weerawardena, & Carnegie, 2003). To understand the current state of SE, one must understand the foundations upon which it is constructed. According to Huybrechts and Nicholls (2012), SE rests on three building blocks: sociality, innovation, and

market orientation. Canestrino et al. (2020) characterized SE as consisting of multiple activities, from the exploitation of opportunities to build social wealth (Sarif, Ismail, & Sarwar, 2013) to entrepreneurial activity based on communal or environmental initiatives (Canestrino et al., 2020). Researchers have realized the importance of distinguishing between sociality, innovation, and market orientation. Treating these as separate research streams has caused a divergence of topics in the field, which has complicated arriving at a singular definition because of the lack of publications in elite journals.

Historically, numerous social entrepreneurs have published books mirroring other social science fields (Short et al., 2009). Inclusion of SE research in elite entrepreneurial journals will contribute to finding a reliable definition. Defining SE has revolved around multiple schools of thought, which has added to the field's fragmentation (Saebi et al., 2019). To derive a standard definition, one must understand what a social entrepreneur is to better establish a boundary on which to move forward.

*What is a social entrepreneur?* Mair and Marti (2006) contended that there are multiple types of social entrepreneurs, whose businesses tend to be non-profit. Social entrepreneurs engage in socially responsible activities as a means to rid the globalized world of social problems (Mair & Marti, 2006; Zahra, Rawhouser, Bhawe, Neubaum, & Hayton, 2008). Although previous notions have seemed to provide the basis of a definition, a critical problem exists when defining a social entrepreneur. A definition of a social entrepreneur must account for entrepreneurial drive and the creation of the social venture (Nicholls, 2008). Dees (1998) reasoned that social entrepreneurs are not only non-profit; profitable business components must also exist. As a result, an individual social entrepreneur's business models are examined as to their profit or non-profit status. While there is agreement that personality and drive motivate social entrepreneurs (J.

R. Baum & Locke, 2004; Ernst, 2011; Liang et al., 2019; Liu, Liang, Chang, Ip, & Liang, 2020), little agreement exists as to the profitability status of the organizations these entrepreneurs create. Another question the literature is still deciding is the context of the definition of social entrepreneur. Can the social entrepreneur be a firm?

While traditional definitions of social entrepreneur are geared towards individuals (Light, 2006), individuals are only part of the total SE definition; institutions must also be considered (Peredo & McLean, 2006) and are critical to the definition of SE (Dacin et al., 2011). Dees (1998) stated that SE is “a social mission with an image of business-like discipline, innovation, and determination” (p. 1). Although previous definitions have provided an overview, they have not explicitly defined a social entrepreneur as an individual or a group. Alvord et al. (2004) reviewed cases through the lens of the social entrepreneur working to alleviate practical social problems, including poverty (Seelos & Mair, 2005) and inequality (Alvord, Brown, & Letts, 2004). Tan et al. (2005) defined a social entrepreneur as someone who legally makes a profit for society's benefit (Austin et al., 2006) at considerable personal risk (Tan et al., 2005). Shaw and Carter (2007) defined a social entrepreneur as someone who pursues social objectives while not overly concerned about their business's profitability. Social entrepreneurs are interested in a social mission that represents an overall population. Milbrandt (2007) points out that while Bill and Melinda Gates, as individuals, are prominent in the SE scene, the Bill and Melinda Gates Foundation is the entity that performs the actual social work. While social enterprises exist, each entity's mission varies. Kadir and Sarif (2016) articulate the challenges of including enterprises in the definition of SE, reasoning that entities should be included because of the systems' complexities at play. Specifically, can one include a non-profit in the definition (Kadir, Bahari, & Sarif, 2016)? The inclusion criteria must be determined by the organization's social mission

and entrepreneurial drive (Abu-Saifan, 2012; Ngonini, 2014). Entrepreneurship is a critical component of the definition of SE and must continue to be explored and utilized.

Zahra et al. (2009) defined SE as that which "...encompasses the activities and processes undertaken to discover, define, and exploit opportunities to enhance social wealth by creating new ventures or innovatively managing existing organizations" (p. 519). Certo and Miller (2008) provide a more similar view of SE as the ability to exploit opportunities (Shane & Venkataraman, 2000) while pursuing a social mission and opportunity (Certo & Miller, 2008) in which a social outcome is the primary goal (Boschee, 2001; Santos, 2012). I define a social entrepreneur as *an entity, either organization or individual, that exploits opportunities for overall social good*. Although I utilized individual Latin American entrepreneurs to measure SEI, I believe that entities must be included in the definition.

The social movement literature is integral to understanding the intentions behind SE. Social entrepreneurs change business environments around the world (Bohler-Muller & Van der Merwe, 2011; J. E. Davis, 2012; Jenkins & Form, 2005; Ross, 2017). By understanding social movements, one can understand the social entrepreneur's motivations and how Latin American social entrepreneurs are disrupting the status quo (J. E. Davis, 2012; Jenkins & Form, 2005; Nicholls, 2008).

## **2.2 Social Movement Theories**

Social movement theory explains why entrepreneurs may be motivated to protest and disrupt their surroundings (Morris et al., 1992). It describes resource mobilization among protestors (Buechler, 1993) and how resources are essential to perpetuate change (Wiktorowicz, 2004) as well as provides evidence of the globalized impact of social movements (McCarthy, 1997). Social movements speak to both a single person's and a group's capability to alter

established systems (Tilly & Wood, 2020; Touraine, 1981; J. Wilson, 1973). The intriguing idea behind social movements is that the actions taken by one person can spark subsequent protests. Kolars (2016) outlined a history of social action where change began with a single unit in protest and where ethics and political philosophy had been the basis of social movements on which transformation has occurred in thought or practice. Giungi et al. (1999) postulated social movements as a fundamental component of all societies that represent those who are under-represented. Social changes by the under-represented have prodigious effects on culture and politics (McAdam, 2000) and can change how business is conducted (Dobbin, 2001; Strang & Soule, 1998). I examined how social changes are formed and executed and how individuals and groups spark change.

First, one must understand that social movements are not mere interest groups without intention; they seek to change immediate social surroundings while also striving for overall societal good. These changes are illustrated by Giugni et al. (1999) who questioned the difference between social movements and interest groups by utilizing the March on Washington (1963) and Dr. Martin Luther King's "I Have a Dream Speech" as motivations for changes in American civil rights. Protests disrupt the established system. Changes are motivated by erroneous laws and cultural practices. Contentious politics and social unrest are the roots wherein social movements form; they arise from turmoil and distrust of the political system (Tarrow & Tilly, 2009) and are spawned by elections (McAdam & Tarrow, 2010). According to Haenfler et al. (2012), social movements have changed due to lifestyle movements. The authors found that movements utilizing Tarrow and Tilleys' (2009) contentious politics model are restrictive (Haenfler, Johnson, & Jones, 2012) but have substantial impacts on change (Jenkins & Form, 2005). The literature proposes that social movements are not necessarily sparked by multiple

groups or people (J. E. Davis, 2012; Markoff, 2015; Ross, 2017); often, a single entity begins the change (Nicholls, 2008). A single individual or institution's power to transform is an important aspect of societal changes (Van Stekelenburg & Klandermans, 2017). Motivations to change are predicated upon something the entity perceives to be unjust. To remedy the injustice, the entity protests (Farro, Lustiger-Thaler, & Toscano, 2014; Van Stekelenburg & Klandermans, 2017).

Protest events are not random; they are socially and, mostly, economically driven. To Brenton and Brenton (1969), social movements are well-defined and motivated by economic circumstances; social entrepreneurs are motivated to change because of the economic systems' inequality. While economics may provide a substantial explanation of protest activity, Stern et al. (1999) argued that social movements were ignited by special interests, including those who support environmentalism.

The perceived unjust nature of domestic laws will ignite protests (Dekker, Koopmans, & Van den Broek, 1997), whereby individuals play a crucial role in changing society (Passy & Giugni, 2001). According to Holzer (2006), political consumerism is relevant to the social change that social entrepreneurs seek, with societal changes affecting the market. For entities to change, the overall system must change, and power will shift (Holzer, 2006). The actions of the social entrepreneur spark change via protest. Disruption is manifested by businesses created in response to specific societal issues, thus triggering change. Over time, others will see the value of the business, resulting in the arrival of competing entities, all vying to challenge the status quo (Audretsch & Keilbach, 2005; Breton & Breton, 1969; Henry, Treanor, Griffiths, Gundry, & Kickul, 2013; Samila & Sorenson, 2011). Thus, individual actions lead to groups joining active protests.

Groups and their collective resources have substantial impacts during disruptions which influence rights and freedoms (Foweraker & Landman, 1999). Eising (2008) insisted that groups have similar interests (Eising, 2008; Weldon, 2011). Groups engaged in protest are attempting to alter their immediate surroundings. While changes are often political (Eder, 1985), they can also be economic or social (Burstein & Linton, 2002; Davis, 2012; Eder, 1985). Groups often have resources (Klandermans, 1991), and these resources can be mobilized (Ferree & Miller, 1985; Jenkins, 1983). Klandermans (1993), who looked at various entities and their influence on social movements from the perspective of labor unions, the peace movement, and a women's rights group, pointed out that groups are made of individuals who constitute a collective and that multiple identities exist within it (Milan, 2015; Clare Saunders, 2008). Groups can become globalized, and movements can potentially achieve worldwide participation (Harcourt, 2006; Jenkins & Form, 2005; McCarthy, 1997). Globalization is a critical aspect of this dissertation, as I am seeking to better understand Latin American entrepreneurs.

Globalization and culture (Tomlinson, 1999) are relevant to the understanding of SE and SEI. Globalization is not a one-dimensional construct (Al-Rodhan & Stoudmann, 2006). In an entrepreneurial context, globalization is more about economic development (Prashantham, Eranova, & Couper, 2018) and its effect on individuals (Audretsch, Grilo, & Thurik, 2012). Economic development frequently arises from entrepreneurial opportunities (Zahra et al., 2008). International entrepreneurship (Zahra, Newey, & Li, 2014), or exploitation of global opportunity (Coviello, 2010), shapes the problem that the social entrepreneur is attempting to solve. Value creation (Munshi, 2010) is important to understanding relationships between globalization and the social entrepreneur. Social entrepreneurs create significant impacts on society (Jiao, 2011). By viewing the social entrepreneur globally, although not exclusively, one can better understand

a social entrepreneur's intentions. Social entrepreneurs participate in global missions and protests (Huda et al., 2019; Munshi, 2010; Prashantham et al., 2018; Tiwari et al., 2017; Zahra et al., 2008). Mobilized protests are global (McCarthy, 1997), and motivations to protest occur across numerous societies (Zald & McCarthy, 1987). Global protests align with environmental causes (Doyle & Doyle, 2000; Peet & Watts, 2004; Sonnenfeld, 1998; Stallings, 1973) and tourism (Kousis, 2000). Social entrepreneurs, as a group, address global social problems (Zahra et al., 2008); these problems seem to have political foundations that are paramount to the social entrepreneur and their attempt to disrupt the global system.

When looking at change elements, one must consider political environments, as political atmospheres have substantial impacts on the severity of protests and proposed changes (Eisinger, 1978). Eisinger (1973) evaluated the political environment and protest behavior in American cities and found that protestors establish an understanding of the political environment, which enhances their aptitude to evaluate chances of success. Individuals' participation via social activism within the political environment (Markoff, 2015) affords entrepreneurs opportunities to create social entrepreneurial businesses in response to political systems. Staggenborg (1996) suggested that protests inspire political opportunity (Haider-Markel, Joslyn, & Kniss, 2000; Meyer & Staggenborg, 1996). Political movements have significant implications for minorities because social causes are geared to changing laws (Mueller, 1992).

Several types of worldwide social movements illustrate how protest has changed the political and legal systems to accommodate the needs of citizens. Marriage equality is one such movement. Many countries have not accepted same-sex marriage as a recognized union. More often than not, citizens in same-sex relationships are considered a social problem (Jenness, 1995). Bernstein and Taylor (2013) pointed out that marriage equality creates complex



challenges to change a country's laws to accommodate its citizens (Bernstein & Taylor, 2013; Engel & Engel, 2001). Brown (2008) emphasized the marriage equality movement's political ideology, as marriage equality affects everyone.

In addition to marriage equality, social justice issues shape political climates. For example, the Black Lives Matter (BLM) movement in the United States responds to disproportionate violence from police forces directed at Black people. Police violence, which is often perceived as race-driven (Pellow, 2016), affects multiple communities and families (Chernega, 2016). While habitually cited as a mainstream movement, BLM has deep roots within the American political system (Garza, Tometi, & Cullors, 2014). Racial and ethnic disputes occur in Latin America, although not as publicized as those in the United States (Dominguez, 2018). Silva (2015) noted that, in Brazil, boundaries are forming between Blacks and whites, leading to racial tensions. Protests similar to BLM campaigns are beginning to form in Latin America, with the goal of ending deep systemic racism.

The women's rights movement in the United States illustrates how laws in one country can change laws worldwide. The women's rights movement is a mobilized global movement (Harcourt, 2006); it demonstrates how protest can challenge and change deep-rooted beliefs and laws (Cohen & Jackson, 2016). Women's rights consist of multiple twists and turns that shape new political landscapes, including legal changes to accommodate common rights. Whether the hurdle is legal rights to vote (Costain & Majstorovic, 1994; Wolbrecht, 2000), equality rights (Minkoff, 1999) or basic human rights (Ackerly & Okin, 1999), the narrative is the same. Single entities ignite change. Eventually, entities become collective and motivate lasting changes that can garner worldwide support. Overall, social movements change the political, social, and legal landscape. The merits of social movements range from recognizing a social wrong to ensuring

social change to those affected. Social movements are best theorized when using SMIT to explain change and disruption (Gamson, 1975).

Social movement impact theory is transformational (Mkono, 2018). Gamson (1975) envisioned social protests resulting in change (Gamson, 1975). Protests have numerous implications for countries and individuals. Social movement impact theory has a place in the entrepreneurship literature because it explains the impact and outcomes of social movements; it elucidates why a social entrepreneur wants to exploit a business opportunity and inspire world change resulting in outcomes far beyond the business domain.

I slightly adapted Gamson's (1975) protesting outcome theory to explain social entrepreneurs' motivations to garner worldwide change. While Gamson's theory explains strategy in protest outcomes, he may not have realized his theory has significant organizational implications (Davis, McAdam, Scott, & Zald, 2005). Movements inspire affirmative action (Santoro & McGuire, 1997) and shape public policy (Burstein & Linton, 2002). Opportunity is based on the social entrepreneur's capability to be a change agent, which is why SMIT fits the entrepreneur's profile. Table 1 outlines social movements in the extant literature, including author, year, description of the work, and the countries utilized to further explain social movements' outcomes.

**Table 1***Social Movements in the Literature*

Author	Year	Title	Descriptions	Country Utilized
Gamson	1975	The Strategy of Social Protest	Provides the framework for Social Movement Impact Theory. Gamson suggests protests, especially violent protests, will change and create a more significant impact on society.	USA
Klandermans	1991	New social movements and resource mobilization: The European and the American approach revisited	Explored, compared, and contrasted the student, women's, environmental, and peace movements. The work found many prevalent ideas have been examined in movements. First, the work explores resource mobilization and how the mobilization of resources is the cause of the movement. Second, the work explores movements' evolution, and those social movements will evolve, and individual actors will change.	USA/ EU
Klandermans	1993	A theoretical framework for comparisons of social movement participation	Continuing the work from 1991, Klandermans looks at the micro-level organization of social protests. Specifically, what makes up the group? Specifically, groups are powerful because of the group's vast makeup of resources.	USA/ EU
Meyer and Staggenborg	1996	Movements, countermovement's, and the structure of political opportunity	The theoretical article explains countermovement and political opportunity within social movements. The article provides a basis of theory to explain	N/A

political opportunity as the basis of social movements.

Stern, Dietz, Abel, Guagnano, and Kalof	1999	A value-belief-norm theory of support for social movements: The case of environmentalism	The article addresses three types of support for social movements. Support includes citizenship, policy support, and acceptance. The authors believe a value-belief-norm theory supports environmental theory and will expand the literature.	USA
Kilgore	1999	Understanding learning in social movements: A theory of collective learning	Utilizing collective learning theory, the author argues the theory explains individual identities (identity, connectedness, consciousness) and collectivist group identities to explain social movements.	N/A
Holzer	2006	Political consumerism between individual choice and collective action: social movements, role mobilization, and signaling	Work looks at consumers and the consumer's power in society. Holzer finds individual economic decisions individually may not yield power; however, collectively, there are two significant societal changes and market changes.	N/A
Eising	2008	Interest Groups and Social Movements	Eising points out interest groups have a substantial impact on policy and political activities. Policy and political activities are created by social movements that change the structure.	EU

Tarrow and Tilly	2009	Contentious politics and social movements	Contentious politics are examined as a basis of social movements. Turmoil and distrust often cause the rising of social movements in society. The authors utilized the 2001 turmoil in the Philippines to show how contentious politics sparked an uprising.	USA
McAdam and Tarrow	2010	Ballots and barricades: On the reciprocal relationship between elections and social movements	Work combines elections and social movements. The authors examined the relationship between factors in America; (e.g., the anti-war movement post 9/11). The authors find these movements and elections work together.	USA
Kolers	2016	Social Movements	Work outlines a history of social movements. The author highlights the history of ethical and political philosophy as the basis of social movements.	USA

Several researchers have cited that economics is important to social movements (Brenton & Brenton, 1969; Holzer, 2006; Stern, Dietz, Abel, Guagnano & Kalof, 1999). Brenton and Brenton (1969) focused on the economic circumstances of minority groups in the U.S. who protest to change their situations. Stern et al. (1999) posited that countless economic protests explain social movements' causes. Holzer (2006) closed the literature gap by examining the role of groups within a collective to challenge the system and found that while individual economic decisions may not substantially impact the system, the system would be impacted if a collective began to challenge it.

In addition to economic explanations of social protest, the literature has exposed the political causes of social movements. According to Eisenger (1973), protest behaviors are often triggered by U.S. political systems that may not be open to all citizens. Protest behavior describes how social movements are ignited by those who do not have an equitable political opportunity. Meyer and Staggenborg (1996) suggested that counter-movements arise as political systems become more closed over time. These closed political systems affect certain groups who do not have the same opportunities, economic or otherwise (Meyer & Staggenborg, 1996); they lead to contentious political situations that create social protest.

Contentious politics arise from policies that seem unfair to indigenous populations (Tarrow & Tilly, 2009). According to Tarrow and Tilly (2009), contentious politics provide a foundation for a social uprising to change political systems; they cite the 2001 turmoil in the Philippines to illustrate the occurrence of political changes and how policies have adversely affected marginalized minority populations who have been treated poorly. Policies geared toward inequality resulted in protests to change the status quo (Tarrow & Tilly, 2009). McAdam and Tarrow (2010) closed literature gaps by explaining how contentious politics lead to movements that may shape election cycles, resulting in a challenge to the current system. Often, challenges are resolved when one votes in elections (McAdam & Tarrow, 2010). According to Weldon (2011), protests from disadvantaged groups change the political system; uprisings resulting from unfair policies affecting minority groups will change the political landscape via policy.

The social movement literature illustrates how systems are challenged. Often, these challenges demonstrate how ordinary citizens can protest system norms and shape policy. Outcomes are utilized to illustrate the social entrepreneur's role of initiating protest by creating a

social venture. By this act, the social entrepreneur protests societal norms. As businesses grow, they change political norms and situations.

### **2.3 Entrepreneurial passion**

Entrepreneurial passion is defined by Cardon et al. (2009) as an "intense feeling experienced from engagement in activities associated with roles meaningful to the self-identity of entrepreneurs" (p. 517). Cardon et al. (2017) found that entrepreneurial passion is linked to activities such as growth, people, products and services, competition, invention, and social mission. Intense positive feelings, generated by entrepreneurial passion, help the entrepreneur to launch a venture.

Opportunity recognition is important to the entrepreneur's psyche because new endeavors stabilize the feelings of entrepreneurial passion. Although Cardon et al. (2005) suggested treating entrepreneurial passion as an individual characteristic, group characteristics need to be considered as well to have a complete picture of passion, which is proposed as the driver for problem-solving, persistence, and absorption. Collewaert et al. (2016) found that opportunity discovery is related to entrepreneurial passion; specifically, positive feelings are sustained as the business matures and these feelings lead to the creation of additional ventures. The passion literature has attempted to develop a way to find what drives passion within entrepreneurs (Cardon, Glauser, et al., 2017). According to Barron (2008), the driving force of passion is the role of affect; that is, creativity, opportunity recognition, and responses in dynamic situations. Barron suggests that affect must be addressed in the entrepreneurship literature because of the impact it has in explaining individual entrepreneurial motivations. Table 2 provides an overview of the entrepreneurial passion literature.

**Table 2**

<i>Entrepreneurial Passion Literature</i>				
Author	Year	Title	Summary	Passion for?
Baum & Locke	2004	The relationship of entrepreneurial traits, skill, and motivation to subsequent venture growth	Baum and Locke examine entrepreneurial traits, including entrepreneurial passion, tenacity, and new resource skills and find that passion is related to vision, goals, and self-efficacy. The authors did not find, however, that passion led to venture growth or new resource skills.	N/A
Cardon et al.	2009	The nature and experience of entrepreneurial passion	Cardon defines entrepreneurial passion as an intense positive feeling. Authors find that passion is experienced when entrepreneurs are engaged in ventures that are meaningful to them. Cardon et al. (2009) propose passion will lead to goals, entrepreneurial behaviors, and effectiveness.	N/A
Cardon et al.	2005	Entrepreneurial passion: The Nature of Emotions in Entrepreneurship	The authors identify the importance of passion within entrepreneurship. Looking at affect and emotions, the authors define the high-intensity role passion plays between the entrepreneur and the venture.	Affect
Collewaert et al.	2016	When passion Fades: Disentangling the Temporal Dynamics of Entrepreneurial passion for Founding	Authors find, over time, entrepreneurial passion for founding changes. Specifically, a diminishing effect occurs	Founding



among intense positive feelings.

Breugst et al.	2012	Perceptions of Entrepreneurial passion and Employees' Commitment to Entrepreneurial Ventures	The authors examine passion for different actions. Invention, founding, and development were found to impact commitment differently. Authors find passion for inventing and developing increases commitment while founding decreases it.	Inventing Founding Developing
Drnovesek et al.	2016	Direct and indirect effects of passion on growing technology ventures	Authors begin looking at venture growth and entrepreneurial passion. Authors suggest with positive attitudes of passion, there should be venture growth. This remains the case for the passion for development. Drnovesek et al. found goal commitment mediated the relationship between venture growth and passion.	Development
Gielnik et al.	2015	I put in effort, therefore I am passionate: Investigating the Path from Effort to passion in Entrepreneurship.	Authors explore the effect of effort on passion. Utilizing the new venture progress as a mediator, the authors found effort can change the entrepreneur's passion; over time, passion tends to increase as ventures progress.	Effort

Baum and Locke (2004) hypothesized that entrepreneurial passion leads to vision, goals, and self-efficacy. Cardon et al. (2005) explored emotions and entrepreneurship as having a

prodigious influence on the entrepreneur. The passion the entrepreneur exhibits is strongly and intensely positive (Cardon et al., 2005). Barron (2008) expanded upon previous works by Baum and Cardon to look at the role of affect, defined as feelings and emotions with intense positive effects on cognition, which, in turn, have positive effects on entrepreneurship. Affect leads to improved opportunity recognition responses in more dynamic situations (Barron, 2008). Cardon et al. (2005) positioned the foundations for a subsequent study (Cardon et al., 2009). Building on previous work, Cardon et al. (2017) proposed a more solidified definition of entrepreneurial passion as an intense positive feeling experienced by entrepreneurs when they sought meaningful ventures (Cardon et al., 2009).

Cardon et al. (2017) asserted that entrepreneurs have passion for different aspects of entrepreneurship; for instance, some entrepreneurs may be passionate about developing, while others may be passionate about inventing. In addition to augmenting entrepreneurial passion's definition, Cardon et al. (2013) explained how to measure entrepreneurial passion. Their survey item, which measured multiple aspects of passion to form an overall aggregate, was tested and shown to be effective among groups as a reliable predictor of entrepreneurial passion (Cardon et al., 2013). Gielnik et al. (2015) questioned whether effort is a viable signal of entrepreneurial passion and found that while effort can increase entrepreneurial passion, it is not a proxy for entrepreneurial passion. Collewaert et al. (2016) found that passion decreases over time; for those who continuously create new ventures, however, passion will not fade at the same rate, if at all.

Drnovsek et al. (2016) analyzed direct and indirect effects of entrepreneurial passion and found that while there are positive attitudes of passion among entrepreneurs, especially during business growth, passion's existence during the development stage affects the overall

project and that goal commitment was a strong mediator of growth and entrepreneurial passion. Finally, Cardon et al. (2017) contributed to a deeper understanding of passion sources as it relates to entrepreneurial endeavors, which provides critical answers to close the literature gap. Entrepreneurial passion, which comes from growth, people, inventing, competition, and social mission, exists in multiple platforms simultaneously (Cardon et al., 2017).

Entrepreneurial passion is utilized as an independent variable with direct associations to SEI. This work expands previous research by including gender and SEOR as moderators influencing SEI. The following section explores the EOR literature to understand how entrepreneurs recognize the opportunity to create new business ventures.

## **2.4 Entrepreneurial Opportunity Recognition**

Entrepreneurial opportunity recognition is central for entrepreneurs (Shane & Venkataraman, 2000). One of the conceptualizations of EOR includes the notion that the process of identification is about discovery and not a systematic search (Shane & Venkataraman, 2000; Shane, 2000). Entrepreneurs recognize an opportunity in their natural environment. Because EOR is unequal, not everyone will have the same realizations or success. Entrepreneurs who recognize opportunities are believed to have greater knowledge obtained from experience (Shane, 2000). According to Gaglio and Katz (2001), entrepreneurial alertness is imperative, as entrepreneurs must naturally recognize opportunities instead of *searching* for opportunities (Gaglio & Katz, 2001). At what point do knowledge, experience, and social capital create opportunity recognition? Knowledge makes the exploitation of opportunities possible (Choi & Shepherd, 2004). For social entrepreneurs, observation of their surroundings enables the entrepreneur to recognize opportunities to exploit. Table 3 outlines EOR within the literature.

**Table 3**

<i>Entrepreneurial Opportunity Recognition</i>			
Author	Year	Title	Findings
Shane & Venkataraman	2000	The promise of entrepreneurship as a field of research	Shane and Venkataraman address the paradigm and suggest ideas about opportunity. The authors noticed that opportunity would generate profit. Second, the authors suggested the opportunity recognition process is central to be an entrepreneur.
Chiasson & Saunders	2005	Reconciling diverse approaches to opportunity research using the structuration theory	Chiasson and Saunders define prior experience utilizing structuration theory. Chiasson and Saunders theorized entrepreneurs are motivated by prior experience.
Cliff et al.	2006	New to the game and questioning the rules: The experiences and beliefs of founders who create imitative versus innovative firms	Authors find the role of the entrepreneur, and the opportunity recognition process, comes down to experience. Authors state founders who have more experience in other fields will be more innovative. Utilizing the corridor thesis, Cliff et al. find the game's newcomers are often more innovative.
Ardichvili et al.	2003	A theory of entrepreneurial opportunity identification and development	Utilizing the theory of opportunity identification, authors theorize opportunity identification and prior knowledge are based on knowledge of markets, knowledge of customer problems, and

knowledge of serving the market.

Choi & Shepherd	2004	Entrepreneurs' Decisions to Exploit Opportunities	Authors look at opportunities utilizing the Resource-Based View. Knowledge of customer demand is critical to opportunity recognition.
Park	2005	Opportunity recognition and product innovation in entrepreneurial Hi-tech start-ups: a new perspective and supporting case study	Author? suggests qualitative research provides a more in-depth discovery of knowledge. Specifically, opportunity recognition, is based on three mechanisms: knowledge, experience, and funding.
Cooper & Park	2008	The impact of “incubator” organizations on opportunity recognition and technology innovation in new, entrepreneurial high-technology ventures	The work focuses on the environment and how it influences opportunity recognition and knowledge. Specifically, the work states employees embody connections where knowledge can be obtained and expanded.
Ucbasaran et al.	2008	The extent and nature of opportunity identification by experienced entrepreneurs	Experience, knowledge, and prior experience are significant to opportunity identification. Traits have been shown to increase innovation and opportunity exploitation, especially concerning prior experience.

In summary, knowledge comes from years of prior experience. Chiasson and Saunders (2005) suggest entrepreneurial experience(s) increase knowledge bases and alertness to

recognize opportunities. Prior opportunities and opportunity recognition are not the same among entrepreneurs and generations; newcomers are more innovative (Cliff, Jennings, & Greenwood, 2006). Ardichvili et al. (2003) suggested three bases of prior knowledge and opportunity recognition: markets, servicing of the market, and customer problems. Park (2005) suggested that opportunity recognition is based on three mechanisms: knowledge, experience, and funding. Market forces drive knowledge. Individually, market forces contribute to the spillover effect of knowledge through research and development (R&D) activities and human capital (Audretsch & Keilbach, 2005). Some have linked R&D activities and knowledge to booms in technology. According to Cooper and Park (2008), an *incubation* of knowledge occurs, especially with high-tech opportunities, derived from those who work together and obtain and distribute knowledge. Ucbasaran et al. (2009) suggested that knowledge and experience result in prodigious wealth opportunities and innovations. Overall, previous works influence perceptions about how entrepreneurs utilize EOR. Social entrepreneurial opportunity recognition utilizes the same basis as the EOR literature; therefore, I utilized EOR to examine the foundations of opportunity recognition among entrepreneurs. I believe opportunity recognition is significant to the research on social entrepreneurs and their ability to recognize opportunity.

## **2.5 Social Entrepreneurial Opportunity Recognition**

According to Nicholls (2010), the field of SE is severely fragmented; clearly defined research agendas must be developed. A critical element in refining SEOR research agendas is consideration of the opportunity recognition processes of entrepreneurs and how they help entrepreneurs recognize opportunities (Nicholls, 2010). Table 4 outlines the current literature stream and shows the gaps this dissertation seeks to fill.

**Table 4**

<i>Social Entrepreneurial Opportunity Recognition Literature</i>			
Author	Year	Title	Summary
Nicholls	2010	The legitimacy of social entrepreneurship: Reflexive Isomorphism is a pre-paradigmatic field	Nicholls speaks to the fragmentation of the SE field. Nicholls suggests there must be a clearly defined research agenda for the field. Regarding opportunity recognition, the field must understand its opportunity recognition processes. The author examines other works.
Corner & Ho	2010	How opportunities develop in social entrepreneurship	Utilizing case studies, authors define an opportunity development as an organic process where, over time, ideas are formed.
Hervieux et al	2010	The legitimization of social entrepreneurship	Paper determines market forces determine new venture creation and opportunity; specifically, funding and how ventures begin
Fuglsang	2010	Bricolage and invisible innovation in public service innovation	Fuglsang looks at innovation as a means of opportunity. However, innovation is not about new creations. Rather, it is about development.
Zahra et al	2009	A typology of social entrepreneurs: Motives search processes and ethical challenges	Zahra et al. suggest that SE is fragmented. Schools should have a typology. There are three: social bricoleur, who perceive and act on local social needs; constructionists, who provide goods and are typically governmental based; and engineers, who replace existing social systems.

Monllor & Attaran	2008	Opportunity recognition of social entrepreneurs: an application of the creativity model	Study finds that social entrepreneurs utilize the creativity model for opportunity recognition. Based on Thompson (2002) and Seelos and Mair (2005), the authors used three creative steps of preparation, evaluation, and elaboration to understand further how commercial and social entrepreneurs' experiences are treated differently. Ultimately, the authors find social entrepreneurs are more exposed to social issues, act as volunteers, and participate in philanthropic funding for opportunity recognition.
Dees	2007	Taking social entrepreneurship seriously	Landmark article about social entrepreneurship and how it should be taken seriously. Utilizing government as a guide, it examines how social entrepreneurs are different. The article provides an overview of why social entrepreneurs should be taken seriously and how the field should move forward.
Dees & Anderson	2006	Framing a theory of social entrepreneurship: Building on two schools of practice and thought	The book focuses on SE and an overview of the field. While in practice one is a macro and one is a micro, each encompasses specific parts and characteristics of the field—specifically, the book centers around change and how change is accommodated under both schools of thought.



Hockerts	2006	Entrepreneurial opportunity in social purpose business ventures	Hockerts looks at SE as a field where there are multiple parties. Specifically, the work defines entrepreneurship and how social entrepreneurs can recognize opportunity.
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The literature has questioned how opportunities are identified and how the concept of opportunity development has matured. Corner and Ho (2010) explained opportunity development and the SE literature as organic processes. Over time, social entrepreneurs will naturally recognize opportunity (Corner & Ho, 2010). Social entrepreneurial opportunity recognition comes from experience. Market-driven forces shape this experience (Hervieux & Turcotte, 2010); specifically, innovation will bring forth opportunities driven by market forces and development (Fuglsang, 2010). Zahra et al. (2009) proposed that the development of opportunities is based on multiple constructs of social bricoleurs who perceive and act on local social needs, constructionists who provide governmental goods, and engineers who replace existing social systems.

Social entrepreneurship research has identified a link between opportunity recognition and social networks (Zimmer, 1986). Having a social network ensured opportunities were more easily identified by the network than by the individual (Hill, Kothari, & Shea, 2010). Social networks and social value have a relationship. Typically, networks include resource distributions, information flows, and resource sharing. Without networks, the social entrepreneur is less likely to discover new social endeavors (Dufays & Huybrechts, 2014). While not inclusive, social networks are critical because they provide social entrepreneurs the opportunity recognition they may not otherwise have.

Zahra et al. (2009) researched SE typology, opportunity, and funding types. Studying the impact of gender on SE, entrepreneurial passion, and SEOR will help create a comprehensive understanding of SEI. Political activism and the gender gap have been discussed in various realms of extant literature. According to Mohai (1992), women are politically active, especially regarding environmental issues. Activeness is considered valid in Mexico, where a gender quota exists in government to ensure women's interests have been represented (Bruhn, 2003).

## **2.6 Gender in the Literature**

Gender is often misconstrued as a binary construct (Borna & White, 2003; Lips, 2020; Lorber, 1996). The gender literature maintains that gender norms among leadership are a top-down dynamic (Amore et al., 2014; Fernandez-Mateo & Fernandez, 2016; Gould et al., 2018). Social entrepreneurs are more diverse and employ greater numbers of women in leadership positions as compared to other private sector roles (Teasdale, McKay, Phillimore, & Teasdale, 2011). Even though there have been great strides for women who are entrepreneurs, complexities of gender norms remain, one of which is sexuality and gender. Schindehutte et al. (2005) explored gay, lesbian, and bisexual (GLB) entrepreneurs and found that GLB entrepreneurs are treated more fairly in social entrepreneurial roles and that social characteristics paired with social identity will dictate which field entrepreneurs entered. Schindehutte et al. suggest that gender roles are important to SE because of their substantial impacts on social entrepreneurs' careers.

Gender roles are central to our understanding of cultures. Gender norms dictate that certain non-male genders may have a more difficult time than others to thrive (Franke, Crown, & Spake, 1997). Gender differences are caused by early socialization, which is based on familial backgrounds and beliefs that shape societal norms (Eagly & Wood, 2016). Socializations are regularly carried forward into adulthood (Harrison & Lynch, 2005), directly affecting social roles

and political attitudes (Diekmann & Schneider, 2010). Attitudes have direct effects on our understanding of socio-political activism and participation because they dictate the entrepreneur's activities, which could have substantial impacts on entrepreneurial passion as it relates to SEI.

Gender and socio-political activism are critical to this study. Political participation for non-males may be decreased (Verba, Burns, Scholzman, 1997) by discriminatory practices that include political participation (holding political office) or one's social activism (voting, sitting on boards, serving on local committees) (Micheletti, 2004). Decreases in individual participation are accepted, as social norms and discriminatory practices are ingrained into one's psyche from an early age (Doseje, Rojahn, Fischer, 1999). Political discrimination speaks to the roles traditional citizens may experience because of their given sex and their gender (De Piccoli, Norma, Rollero, 2010; Schneider & Bos, 2019). For instance, people living in a culture where non-male gender roles are valued less than male gender roles may not be given equitable opportunities to participate (Schneider & Bos, 2019).

Non-male citizens, especially entrepreneurs, might be politically oppressed and suffer from decreased participation based on their gender differences (Markman, 2011). Decreases in participation are evident among Latin Americans (Deposato & Norrander, 2009). Multiple countries have built a gender quota into their national party system as a solution to the problem. Issuance of a gender quota ensures that all genders are represented, with increased participation as an added benefit (Paxton, Kunovich, Hughes, 2007). Even though quota-based systems are on the rise, inequalities are deeply rooted in accepted and practiced gender roles (Amantullah & Morris, 2010).

Gender roles imply that gender inequality exists (Mills, 2010) and that non-male genders embody complex perceptions (Nagoshi, Brzuzy, Terrell, 2012). Gender societal perceptions

dictate acceptable societal roles (Blackstone, 2003). Gender roles elicit long-ingrained stereotypes in countless social systems (Sarpe & Heppner, 1991). While long-ingrained perceptions are beginning to change as societies mature (Cotter, Hermsen, Vanneman, 2011), there are still implications. Traditional business and managerial roles entrepreneurs might experience in certain contexts should be explored. For instance, in a system where non-male entrepreneurs are under-valued and under-appreciated, minority genders' independence and capacity to grow the venture could be diminished (Rametse & Shah, 2012). Gender independence and roles lead to an important discovery, which advocates that gender differences can be explained utilizing SRT.

## **2.7 Social Roles Theory**

Social roles theory proposes that society dictates gender roles and norms (Eagly & Wood, 2016). It enhances one's understanding of social behaviors (Dulin, 207) and how social behaviors shape societal norms (Eagly, Wood, Diekmann, 2000). In business literature, SRT explains business practices and perceptions (Franke, Crown, Spake, 1997), including political outcomes (Schneider & Bos, 2019). Social roles theory vindicates gender gaps and lack of participation of gender minorities (Diekmann & Schneider, 2010) and clarifies the deficiency of involvement among gender minorities in political activities (De Piccoli & Rollero, 2010). Non-male gender stereotypes (Eagly, 1997) shape which careers and offices one might acquire. Gender has varying effects on the social entrepreneur, which can have substantial long-term impacts.

Gender creates barriers to entrepreneurial endeavors, including the ability to acquire capital to launch a business venture. Lack of access to capital prevents the entrepreneur from beginning their venture and has been attributed to discriminatory bank lending (Carter, Shaw, Lam, & Wilson, 2007). When entrepreneurs experience discriminatory lending practices, the

substantial consequences may affect business decisions and could quell their desire to develop the opportunity (Roper & Scott, 2009).

## **2.8 Hypothesis Development**

The extant literature has merely scratched the surface of the relationships between social movements and SEI of Latin American entrepreneurs. The literature has rarely utilized the theory of social movements to understand the actions of Latin American entrepreneurs who have SEI. This dissertation aims to solidify the definition of SE, which will help the field move the SEI paradigm forward. While multiple antecedents of SEI have been measured, the goal is to incorporate a more comprehensive measure of gender while looking at individual social activism in relation to SEI. As a final goal, I examined developing nations in Latin America to explain how antecedents seem to be dependent on culture and geography. My model and hypotheses show that Latin American entrepreneurs who have a high degree of socio-political activism, as measured on the Activism Intentions Scale (AIS) (Moskalenko & McCauley, 2009), will exhibit strong SEI (H1-H1b). My research explored the moderating effects of both EOR and gender. Also, I proposed that passionate Latin American entrepreneurs seeking to become social entrepreneurs will have a higher instance of SEI (H2-H2b). Entrepreneurial passion and SEI's relationship will be moderated by both EOR and gender.

### **Socio-political Activity and SEI**

Social movement impact theory posits that the status quo will be disrupted via protest. Successful protests change social norms (Gamson, 1975). The expectation of protests offers an interesting theory by which to view the evolution of SE. Social movement impact theory expands our knowledge of how and why individuals pursue change. Social entrepreneurs engage in social enterprises to exploit an opportunity while doing overall social good. Social

entrepreneurs are acutely aware of the regulatory and social environments (Aure, 2018).

Entrepreneurs active in the political and social aspects of their native country shape the status quo (Bliuc et al., 2015; Bohler-Muller & Van der Merwe, 2011), as they have a deeper commitment to providing for communities (Bakker & De Vreese, 2011). Political motivation that leads to social change (Corning & Myers, 2002) can be violent or peaceful (Gamson, 1975). As it relates to SMIT, what matters is the outcome (Gamson, 1975; Hervieux & Voltan, 2018).

Disadvantaged citizens (Al-Dajani & Marlow, 2016) and entrepreneurs have a unique ability to take advantage of political climates (Christopoulos & Vogl, 2015; Polsky, 2000). Gill (2004) found that in the U.S. in the 1900s, African American women entrepreneurs utilized leadership positions in civil rights organizations to improve their entrepreneurial standing and to increase their financial benefit (Gill, 2004).

The literature has suggested that entrepreneurs have a vested interest in social interactions (Giannetti & Simonov, 2009). Entrepreneurs have been active in elections and in changing the status quo as activists for themselves and their fellow citizens (Earl & Schussman, 2002). Entrepreneurs will seek opportunities, with social norms dictating entrepreneurial decisions (Meeks et al., 2010). I argue that social entrepreneurs are acutely aware of their surroundings and are active because they attempt to disrupt the status quo around the world (Bornstein, 2007). Social entrepreneurs are socially active (Kraus, Filser, O'Dwyer, & Shaw, 2014), which implies that they tend to be political and will vote in elections (Martin & Osberg, 2007). Social entrepreneurs who exhibit these characteristics will have a greater intention to begin a social enterprise. Therefore, I propose:

*H1: Socio-political activism is positively associated with SEI.*

The recognition of opportunities is essential to the entrepreneur's success (Shane, 2000; Shane, Nicolaou, Cherkas, & Spector, 2010; Shane & Venkataraman, 2000) and strengthens the relationship between socio-political activism and SEI. Social entrepreneurs must recognize opportunity (Guo, Su, & Ahlstrom, 2016; Hajizadeh & Zali, 2016; Lehner & Kansikas, 2012; Lortie et al., 2017); this recognition (Lehner & Kansikas, 2012) gives social entrepreneurs the best chance to begin a social business (Ardichvili & Cardozo, 2000). A social entrepreneur's competency to recognize an opportunity will provide greater political opportunity from which to challenge the status quo (Meyer & Staggenborg, 1996). Social movement impact theory suggests that protests, including venture creation, are driven by expected outcomes (Gamson, 1975). As the entrepreneur's political activism increases, their ability to recognize opportunity will increase as well (Dobbin, 2001). This parallel increase will result in greater SEI.

Opportunity recognition arises from prior knowledge (Hajizadeh & Zali, 2016) or mentorship (Ozgen & Baron, 2007). According to Mcallister et al. (2018), opportunity recognition is based on individual characteristics and contextual factors. Socio-political activity examines the individual's involvement from elections to protest and measures the individual's facility to engage in social action (Moskalenko & McCauley, 2009). Corner and Ho (2010) have suggested that opportunity recognition comes naturally, which implies that politically active entrepreneurs are acutely aware of opportunities of which social entrepreneurs can take advantage. Opportunity recognition moderates the relationship between socio-political activity and SEI by giving the entrepreneur an increased awareness of social business opportunities.

As measured by the AIS, the level of political activity impacts social entrepreneurs' SEI. The strength of the relationship between socio-political activism and SEI will be strengthened when the entrepreneur recognizes opportunities. Social opportunities come from the

entrepreneur's ability to actively participate in the political system; this ability ensures that entrepreneurs are at the forefront of business creation because of their ability to recognize social opportunities and challenge the status quo (Kraus et al., 2014). Therefore, I propose:

*H1a: Social entrepreneurial opportunity recognition strengthens the positive relationship between socio-political activism and SEI, such that those who are highly active politically and have greater opportunity recognition will have higher levels of SEI.*

Theoretically, SMIT explains the role of gender in moderating the direct effect of socio-political activism and SEI. The ability and willingness to protest are dependent on a country's culture and gender resistance movements (MacLeod, 1992). Social movement impact theory rationalizes the moderation effect because, in developing contexts, male social entrepreneurs may be given additional opportunities or better treatment than their female or non-male counterparts. I hypothesized that gender would strengthen the relationship between socio-political activism and SEI for males who exhibit more socio-political activity. While this should be a positive relationship for male Latin American entrepreneurs, it will be different for female entrepreneurs because men in many cultures have more opportunities to participate in political systems, which speaks to the community's restrictive social roles (Desposato & Norrander, 2009).

Research suggests that gender strengthens the intention to create a social business (Díaz-García & Jiménez-Moreno, 2010; Haus, Steinmetz, Isidor, & Kabst, 2013; F. Wilson, Kickul, & Marlino, 2007). Gender is a prevalent topic in socio-political literature (Goldring, 2003; Moghadam, 2003); often, opinions of non-male genders have been disregarded (Cameron & Lalonde, 2001). Non-male genders are habitually treated in a derogatory manner (Costain & Majstorovic, 1994), although such treatment is changing in developing contexts (Prieto, Osiri, &



Gilmore Jr, 2009). Gender issues arise from a socio-political context of gender and gender equality (Hassim & Razavi, 2006). While prior research has focused on the role of sex (i.e., male or female), additional gender types, including trans, binary, and fluid, are included to provide a more diversified viewpoint.

What has yet to be determined is the moderating effect (strengthening or weakening) of gender on the relationship between socio-political activism and SEI. Gender is rarely evaluated as a moderating variable in such a context, which suggests that certain genders may be more politically active and y have greater SEI in some countries than in others because of the entrepreneur's affiliations and intentions to be involved in more activities (Cohen, Kaspi-Baruch, & Katz, 2019). Additionally, social roles and identification of gender (male and non-male) social entrepreneurs will affect the relationship between SEI and socio-political activity.

I hypothesized that, under certain conditions, likely in male-dominated cultures (Idris, 2014), gender will strengthen the relationship between socio-political activism and SEI and that this relationship is dependent on culture and geographic location (Idris, 2014), especially in developing contexts (Chiloane-Tsoka, 2018). Conditions in which the relationship is weakened occur when cultures that adhere to traditional gender stereotypes and norms under-value non-male entrepreneurs (Idris, 2014; Kerr, 2006). In certain conditions, sexist attitudes will hinder the social entrepreneur and could decrease the number of non-male social entrepreneurs who may not have the same access to socio-political activities as their male counterparts. Social roles theory suggests that sexist attitudes and occurrences exist primarily because many non-male citizens' roles are dictated by the culture and norms of their country (Kiaye & Singh, 2013). Culture and norms may prevent non-males from having the opportunity to participate and be

politically active, thus naturally weakening the relationship between socio-political activism and SEI. Therefore, I propose:

*H1b: Gender will influence the positive relationship between socio-political activism and SEI, such that being male will strengthen the relationship while being non-male (female, trans-male, trans-female, non-binary) will weaken the relationship.*

These hypotheses address the effect of socio-political activism on SEI among Latin American entrepreneurs who have social entrepreneurial interests by examining the moderation effects of both opportunity recognition and gender.

### **Entrepreneurial passion and SEI**

Social movement impact theory asserts that creating the venture is an act of protest (Gamson, 1975). Multiple calls have been made to explore social mission (Cardon, Glauser, et al., 2017). While the literature to date has examined the effects of passion on social entrepreneurs (Biraglia & Kadile, 2017; Maziriri, Maramura, & Nzewi, 2019), it has overlooked SEI. Entrepreneurial passion is an intense desire to be part of a team (Cardon, Post, et al., 2017).

Passion is a strong, intense feeling of emotions (Cardon et al., 2005). Cardon et al. (2017) found that social mission can manifest as a powerful source of entrepreneurial passion. Research has shown that passion has fueled commitment (Murnieks et al., 2020). I believe that entrepreneurs who are engaging in ventures and sparking social change exhibit similar intense desires.

Social entrepreneurs exhibit a passion for their work (Gundlach & Zivnuska, 2010), which propels them to take advantage of social opportunities (Roberts & Woods, 2005). Often, social entrepreneurs link their passion for high impact social ventures and social good when

creating a venture (Plaskoff, 2012). These characteristics assist social entrepreneurs to create successful ventures (Dacin, Dacin, & Matear, 2010). Therefore, I propose:

*H2: Entrepreneurial passion will lead to greater SEI.*

Opportunity recognition and entrepreneurial passion have been researched in extant literature. Affect is seen as affecting the entrepreneur's creativity by enhancing their ability to recognize opportunities (Baron, 2008; Baron & Ward, 2004). Entrepreneurial passion has a dramatic mental effect on entrepreneurs to persevere in the venture (Cardon et al., 2009), which can create dramatic societal impacts (Jiao, 2011). Societal changes are influenced by the prior experiences and passion the social entrepreneur develops over time (Mair & Noboa, 2005).

Each entrepreneur has different strengths concerning creating the opportunity (Cardon, Glauser, et al., 2017). For some entrepreneurs, professional strength may come from the development of projects, while for others, it may be the entrepreneur's alertness (Campos, 2017) to recognizing the most advantageous innovative project (Syed, Butler, Smith, & Cao, 2020) that others may not see (Grégoire et al., 2010). Social entrepreneurs have the drive to begin the venture (Biraglia & Kadile, 2017). Examining EOR effects on social entrepreneurs in both developing and developed nations will show how EOR strengthens the relationship between entrepreneurial passion and SEI.

Opportunity recognition of passionate entrepreneurs will strengthen SEI under certain conditions. Social entrepreneurs have strong emotions, which guide their sensing and understanding of opportunities (Krueger, Hansen, Michl, & Welsh, 2011). Social movement impact theory suggests that the long-term outcome of opportunities suggests system disruption.

Cardon (2017) argued that entrepreneurs exhibit passion for social missions (Cardon, 2017), strengthened by the entrepreneur's recognition through cognitive processes (Grégoire, Barr, & Shepherd, 2010). The passion of social mission suggests that social entrepreneurs are active in social structures. Being active in their community should lead entrepreneurs to have an increased sense of opportunity recognition that will allow them to exploit business prospects. A high degree of passion and the ability of entrepreneurs to recognize opportunity should strengthen the relationship between entrepreneurial passion and SEI (Fard, Amiri, Oboudi & Ramezani, 2018). Therefore, I propose:

*H2a: Social entrepreneurial opportunity recognition will strengthen the positive relationship between entrepreneurial passion and SEI, such that those with high levels of entrepreneurial passion and greater SEOR will have greater SEI.*

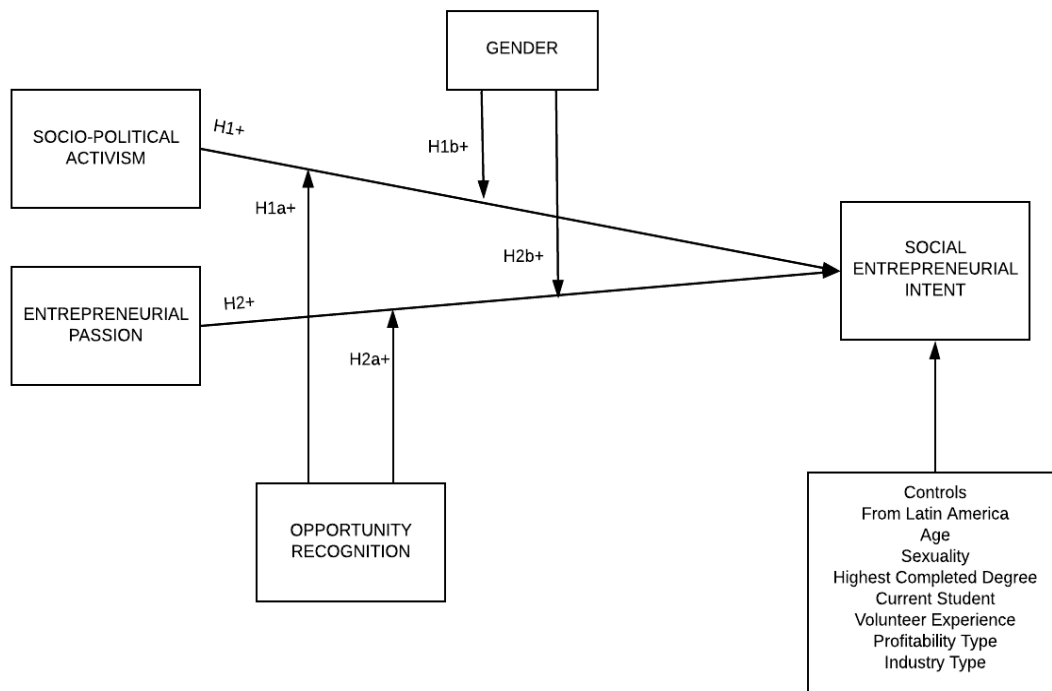
Many countries under-value non-male entrepreneurs and often limit their opportunities (Carter et al., 2007). Under-valuation of social entrepreneurs is indicative of the social role beliefs and norms of that country and can be a perceived risk to the non-male entrepreneur, which, in turn, limits the social entrepreneur's intention to create a business venture (Brush, De Bruin, & Welter, 2009). While SMIT posits that 'oppression is a causal factor for why protests begin (Hassim & Razavi, 2006), it does not address the discriminatory practices that go unprotected., Therefore, I proposed that gender biases weaken the relationship between entrepreneurial passion and SEI among non-male social entrepreneurs.

Gender biases lead to barriers for social entrepreneurs, including credit access (Ongena & Popov, 2016). Even with barriers, entrepreneurial passion signals that the entrepreneur is enthusiastic and ready to take on challenges to ensure the venture's success (Breugst et al., 2012). However, non-male genders in cultures that under-value gender may experience obstacles when

beginning a venture (Teasdale, McKay, Phillimore, & Teasdale, 2011). Social roles theory suggests that being a social entrepreneur goes against traditional roles that are socially acceptable in more traditional cultures (Diekmann & Schneider, 2010). While SE ensures that increased development exists within nation-states, there are still norms impacting and potentially hindering the process in the social entrepreneurial realm (Haugh & Talwar, 2016). Gender must be considered when examining social entrepreneurial roles and intentions (Muntean & Ozkazanc-Pan, 2016) because gender biases have substantial impacts on venture creation (Lee & Huang, 2018). Gender biases and hindrances can weaken the entrepreneurial passion and SEI of non-male entrepreneurs. Therefore, I propose:

*H2b: Gender will influence the relationship between entrepreneurial passion and SEI, such that belonging to a non-male gender will weaken the relationship between entrepreneurial passion and SEI.*

Figure 2 illustrates the inter-construct relationships described in the hypotheses.



**Figure 2: Hypothesized Model**

The hypothesized model suggests a positive relationship between socio-political activism and SEI, with socio-political activism based on the Corning and Myers (2002) scale. Citizens act in different ways to political events. Interactions among citizens and the state do not speak to one's means to vote, but they do speak to one's facility to protest. While preceding works have closed the gap between political connections and entrepreneurship, the proposed hypotheses will close the literature gap on social activism and entrepreneurship. The findings will provide insight into how socially active social entrepreneurs may have greater SEI.

I suggest that opportunity recognition and gender moderate the relationship between socio-political activity and SEI. Opportunity recognition, which speaks to the aptitude of the entrepreneur to recognize opportunities, positively moderates this relationship. When socio-political activity increases, one's potential to recognize activities also increases. On the other

hand, gender potentially negatively moderates the relationship between socio-political activism and SEI, especially for non-males who may not have the means to participate in social activism activities, thus decreasing the likelihood of entrepreneur to create a social business venture. The association between entrepreneurial passion and SEI is hypothesized because social entrepreneurs who exhibit passion should have greater entrepreneurial intentions. In addition to entrepreneurial passion leading to increased SEI, the model proposes that opportunity recognition and gender both moderate the relationship between entrepreneurial passion and SEI.

Barron (2008) noted that the role of affect heightens the entrepreneur's ability to recognize opportunities, which will increase the entrepreneur's SEI. According to SRT, each gender has a role in the overall society (Heiss, 1990). For non-male entrepreneurs, passion could be hindered because their place in society may restrict their participation in social entrepreneurial activities; such societal oppression may restrict their SEI.

Table 5 summarizes the hypotheses. In Chapter 3, I will explain the methodology utilized to test the model and provide detailed explanations as to the methodology and data collection procedures.

**Table 5***Hypothesis Development*

<b>Socio-Political Activism --&gt; Social Entrepreneurial Intention</b>	
H1	Socio-political activism is positively associated with SEI.
H1a	Social entrepreneurial opportunity recognition strengthens the positive relationship between socio-political activism and SEI, such that those who are highly active politically and have greater opportunity recognition will have higher levels of SEI.
H1b	Gender will influence the positive relationship between socio-political activism and SEI, such that being male will strengthen the relationship while being non-male (female, trans-male, trans-female, non-binary) will weaken the relationship.
<b>Entrepreneurial passion --&gt; Social Entrepreneurial Intention</b>	
H2	Entrepreneurial passion will lead to greater SEI.
H2a	Social entrepreneurial opportunity recognition will strengthen the positive relationship between entrepreneurial passion and SEI, such that those with high levels of entrepreneurial passion and greater SEOR will have greater SEI.



## **CHAPTER THREE**

### **METHODS**

Chapter 3 describes the methodology utilized to test the model and hypotheses, as outlined in Chapters 1 and 2. The first section provides an overview; the second section outlines the respondent population and frequency of responses. The third section describes the survey protections. The fourth section outlines the measurement techniques and scales per variable, and the final section describes the data analysis.

#### **3.1 Overview**

I collected data from a number of countries in Latin America. All respondents were located in either Mexico, Chile, or Honduras. Utilizing quantitative survey methodology (Creswell & Creswell, 2017), I collected data from current entrepreneurs who expressed interest in beginning an entrepreneurial venture. Respondents were selected via Prolific® and comprised various demographics and backgrounds. The only commonality among respondents was that each had entrepreneurial experience. All survey items have been utilized and validated in previous studies. Data has been analyzed utilizing Hierarchical Linear Regression techniques.

#### **3.2 Population and Sample**

To determine an acceptable number of completed surveys, I used the G\*Power 3.1 calculator with the following parameters:

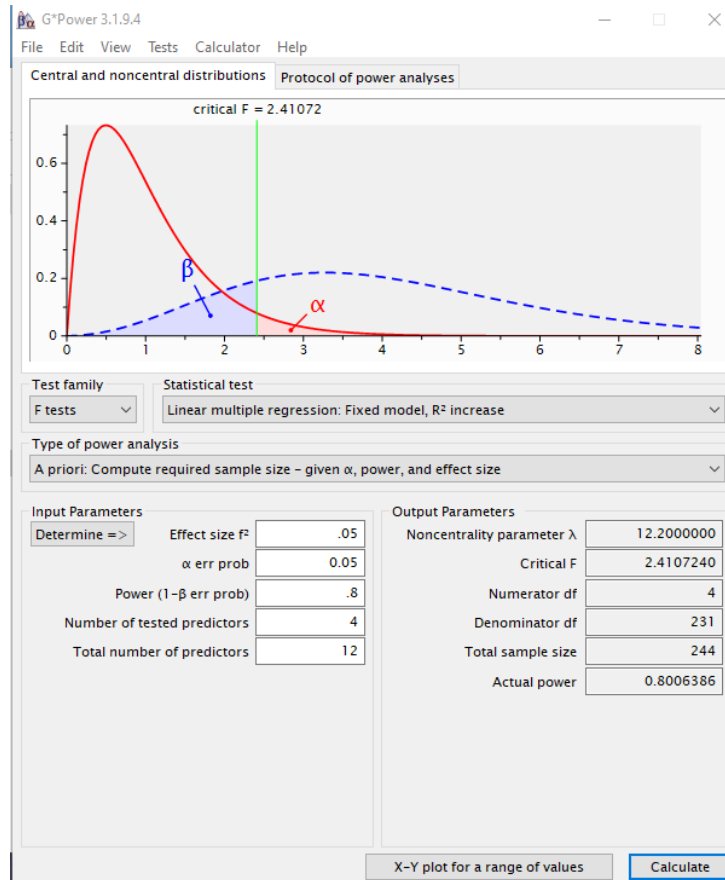
Effect size  $f^2$ : .05 (Small Effect)

A err prob: .05

Power ( $1-\beta$  err prob): .8

Number of tested predictors: 4

Total number of predictors: 12



**Figure 3. G\*Power Calculator**

In addition to the G\*Power calculator, sample size was also estimated using the commonly accepted rule of ten; that is, there should be ten times the number of observations per measurement items to reach statistical significance (Vittinghoff & McCulloch, 2007; Westland, 2010). I determined that this study needed 60 complete surveys. Surveying multiple countries and cultures allowed me to reach a diverse population. With the G\*Power calculator's utilization, I collected 305 samples, which is an adequate sample size according to both the G\*Power calculator and the rule of ten.

### 3.3 Protections in the Survey

Prolific incorporated some safeguards to ensure the integrity of survey responses. One was a “speed check,” so that certain responses were excluded when a respondent answered too

quickly (less than 5 minutes). Second, a stipulation was made to Prolific that all surveys must be completed in full for respondents to receive payment and that respondents must fully and thoughtfully complete each question in the survey. If a survey item was left blank, that survey was to be replaced by another. Ultimately, no surveys had to be replaced and all responses met the speed check.

### **3.4 Measurements Per Variable**

#### ***Activism Intentions Scale (Socio-Political Activism) Independent Variable***

Moskalenko and McCauley (2009) developed the AIS (AIS) and the Radicalism Intention Scale (RIS) to measure political activity among ordinary citizens. The AIS speaks to entrepreneurs' intentions to participate in political activities. Previous works measured the aforementioned variables; however, I utilized AIS because of its ability to illuminate the more common political actions prevalent in many cultures. In addition, this measure looks at radical intentions as measured by the RIS. The major difference between the AIS and the RIS is that the AIS tends to be more risk-averse, while the RIS speaks to the entrepreneur's propensity toward radicalism and violence when expressing their political concerns. However, I did not use RIS; data was collected for future research considerations.

Table 6 lists the questions posed to the respondents. Each question (from Moskalenko & McCauley, 2009) was measured on a 7-point scale, with

1 = *not at all important* and 7 = *extremely important*. I utilized a 7-point Likert-scale, with 1 = *strongly agree* and 7 = *strongly disagree*. I utilized the first five questions in the survey, which were deemed AIS questions. Once responses were received, I completed an internal reliability

check utilizing Cronbach's Alpha. The alpha for this measure was .83, which is just below the .86 level recorded by Moskalenko and McCauley (2009).

**Table 6**

<i>Activism Intentions Scale (AIS) and Radicalism Intentions Scale (RIS) (Moskalenko &amp; McCauley, 2009)</i>	
1.	I would join / belong to an organization that fights for my group's political and legal rights.
2.	I would donate money to an organization that fights for my group's political and legal rights.
3.	I would volunteer my time working (i.e., write petitions, distribute flyers, recruit people, etc.) for an organization that fights for my group's rights.
4.	I would travel for one hour to join in a public rally, protest, or demonstration in support of my group.
5.	I would continue to support an organization that fights for my group's political and legal rights even if the organization sometimes breaks the law.
6.	I would continue to support an organization that fights for my group's political and legal rights even if the organization sometimes resorts to violence.
7.	I would participate in a public protest against oppression of my group even if I thought the protest might turn violent.
8.	I would attack police or security forces if I saw them beating members of my group.
9.	I would go to war to protect the rights of my group.
10.	I would retaliate against members of a group that had attacked my group, even if I couldn't be sure I was retaliating against the guilty party.

***Entrepreneurial passion (Independent Variable)***

Entrepreneurial passion is defined as one's intense positive feelings (Cardon, 2009). I utilized all forms of entrepreneurial passion to achieve an overall score of entrepreneurial passion based on Cardon et al. (2013) because of its reliability (483 current cites, according to Google Scholar). Entrepreneurial passion was measured on a 7-point Likert-type scale, with 1 = *strongly disagree* and 7 = *strongly agree*. Table 7 contains the survey questions, all of which were utilized. I also completed an internal reliability check via Cronbach's Alpha to ensure internal consistency. The alpha for these items was .94. Although Cardon et al.'s (2013) survey

was intended for all entrepreneurs, not just social entrepreneurs, I believe the survey items are generalizable, as entrepreneurial passion can exist in all types of entrepreneurs.

**Table 7**

<i>Entrepreneurial passion Cardon et al. (2013)</i>
1. It is exciting to figure out new ways to solve unmet market needs that can be commercialized.
2. Searching for new ideas for products/services to offer is enjoyable to me.
3. I am motivated to figure out how to make existing products/services better.
4. Scanning the environment for new opportunities really excites me.
5. I feel energized when I am developing product prototypes.
6. I really like tinkering with product designs.
7. Establishing a new company excites me.
8. Owning my own company energizes me.
9. Nurturing a new business through its emerging success is enjoyable.
10. I love creating a new firm.
11. Trying to convince others to invest in my business motivates me.
12. I enjoy figuring out how to take someone else's ideas and market them.
13. I greatly enjoy talking about my ideas with other people.
14. I really enjoy creating and appropriating value for my company.
15. Creating something out of nothing is exciting.
16. I really like finding the right people to market my product/service to.
17. Assembling the right people to work for my business is exciting.
18. Pushing my employees and myself to make our company better motivates me.
19. I really enjoy commercializing new products/services.
20. Taking a small business and growing it is exciting.
21. Expanding my company by offering new products and services excites me.
22. I really like it when we meet or exceed sales projections.
23. Expanding the number and type of products and services we offer is thrilling.

Cardon et al. (2013) validated their scale by utilizing multiple subject types (students, academic, and MBA professionals) and found that entrepreneurial passion is common among entrepreneurs. Additionally, the authors suggested that the scale is a base scale that is generalizable. Therefore, I used this scale to measure entrepreneurial passion among social entrepreneurs in Latin America.

### ***Opportunity Recognition (Moderating Variable)***

Opportunity recognition in the literature comes from Singh et al. (1999) and Ozgen and Baron (2007), who utilize the same questions and scale for opportunity recognition. I utilized the Singh et al. scale, as both are highly cited; Singh et al. have 328 cites and Ozgen and Baron have 1036. In previous studies, the respondent's ability to spot opportunities was evaluated. Recognized opportunities may be from mentors and groups (Ozgen & Baron, 2007). Measurement of survey items utilized a 7-point Likert-type scale, with 1 = *strongly disagree* and 7 = *strongly agree*.

The first question asked entrepreneurs about the number of opportunities recognized in the previous year. For this particular item, I utilized Singh et al.'s (1999) scale, which allowed respondents to answer individually from 0 to 7 and then 8, 9, 10, 11, or higher. Here, I used a 10-item scale. I incorporated the survey instruments, as noted in Table 8. After responses were collected, the alpha was measured; alpha was increased by omitting both the first question and the reverse-scored item. This left three items (the second, third, and fourth questions in Table 8) to achieve max internal reliability as measured by Cronbach's Alpha. For these questions, the alpha was .82, similar to what Ozgen and Baron (2007) achieved when utilizing all of the constructs.

**Table 8**

<i>Opportunity Recognition Ozgen and Baron 2007</i>
1. Based on the ideas you had last year, how many potential new venture opportunities did you recognize?
2. While going about day-to-day activities, I see potential new social venture ideas all around me.
3. I have a special alertness or sensitivity toward new social venture opportunities.
4. I can recognize new venture opportunities in industries where I have no personal experience.
5. I have a special alertness or sensitivity toward new venture opportunities.
6. Seeing potential new social venture opportunities does not come very naturally to me. * (Reverse Scored Item).

Ozgen and Baron (2007) utilized opportunity recognition as the dependent variable to explain antecedents of opportunity recognition. Ozgen and Baron's scale, as adapted from Singh et al. (1999), measures the ability of the entrepreneur to recognize an opportunity. Ozgen and Baron (2007) interviewed tech entrepreneurs. The results indicate the construct is successful in measuring opportunity recognition. However, the authors noted the survey could be expanded to measure the number of companies created and the number of patents obtained to further the research agenda (Ozgen & Baron, 2007). The survey was utilized in the same format as presented by Singh et al. (1999) and Ozgen and Baron and should be generalizable to social entrepreneurs.

#### ***Gender (Moderating Variable)***

Gender has traditionally been utilized as a control variable. More recently, the entrepreneurial literature has utilized gender as a moderator (Murnieks et al., 2020a). Others have considered gender definitions because it speaks to multiple aspects of the literature, where gaps remain to be filled. There are multiple issues concerning the use of gender when evaluating entrepreneurship and intention. Gender and sex are two different constructs. There have been

calls to change the practice of utilizing gender when measuring sex (Bae et al., 2019). I anticipated that respondents would answer either male or female; however, the survey asked respondents to identify their gender from a selection of multiple gender identities. Magliozzi et al. (2016) suggest that surveys must attempt to reach a dynamic population, including various genders (Magliozzi, Saperstein, & Westbrook, 2016). Response options for gender were male, female, trans-male, trans-female, and non-binary. This measurement has been utilized by Bauer et al. (2017). In my analysis, I coded “1” for Man and “0” for Non-Man. Non-Man is any gender identity other than Man.

### ***Social Entrepreneurial Intention (Dependent Variable)***

Social entrepreneurial intention is the outcome variable in this study. Social movement impact theory explains the social and governmental reasons one might choose to become a social entrepreneur, which could lead to greater SEI. Measures of SEI were adapted from previously validated scales (Hockerts, 2017). The survey questions utilized were measured on a 7-point Likert-type scale for consistency, with 1 = *strongly disagree* and 7 = *strongly agree*. The alpha for this set of questions was increased by omitting the reverse-scored item. For the first two questions (Table 9), the alpha was at .82. This is consistent with results from Hockerts (2017), which utilized all survey items.

**Table 9**

<i>Entrepreneurial Intention Hockerts (2017)</i>
1. I expect that at some point in the future, I will be involved in launching an organization that aims to solve social problems.
2. I have a preliminary idea for a social enterprise on which I plan to act in the future.
3. I do not plan to start a social enterprise. *Reverse Scored Item



### 3.5 Control Variables

#### *Country of Origin*

Respondents were asked about their country of origin, which was utilized as a control variable. This question speaks to the entrepreneur's motivations either to stay in their host country or migrate to a Latin American country to pursue entrepreneurial interests. Qualtrics provided a fully comprehensive list of countries worldwide from which respondents selected their country of origin. For the purposes of the analysis, I created a new variable, "From Latin America." Respondents from countries within Latin America (Argentina, Chile, Honduras, Mexico) were coded 1; all others were coded 0. Table 10 outlines the frequency of responses.

**Table 10**

<i>Respondent Country of Origin</i>			
Country	Frequency	Code for Analysis	%
Argentina	1	1	<1%
Canada	2	0	<1%
Chad	1	0	<1%
Chile	28	0	9%
Egypt	1	0	<1%
France	1	0	<1%
Germany	1	0	<1%
Honduras	1	1	<1%
Mexico	252	1	82%
Peru	1	1	<1%
Romania	1	0	<1%
UK	1	0	<1%
USA	9	0	3%
Venezuela	3	1	1%

### ***Country of Current Residence***

Countries play an essential role in socio-political activism and SEI. Social movement impact theory suggests that people change their environments. Environments are controlled by the country of origin of the entrepreneur. Country of origin is not necessarily the country in which the entrepreneur resides; for instance, an entrepreneur could be from Venezuela but could live in Brazil. If the venture and country of current residence are Brazil, then the country of origin will be Brazil. Country of origin controls for an immigration element that could potentially bias the study results (Drori, Honig, & Ginsberg, 2006; Schuetze & Antecol, 2006). Country is important because some countries will provide a more robust support system for entrepreneurs than will other countries. In previous literature, the country of origin offered a competitive advantage (Agrawal & Kamakura, 1999). Respondents were given a list of Latin American countries from which to choose. Respondents reside in the countries below:

**Table 11**

<i>Respondent Country of Residence</i>		
Country	Frequency	%
Chile	37	12.1%
Honduras	1	0.01%
Mexico	267	87.89%

### ***Industry***

Entrepreneurial intention (social or otherwise) varies by industry and research (Falcone & Osborne, 2005). Controlling for industry creates an additional layer of analysis that might uncover additional nuances about the relationship between the proposed antecedents and SEI. Precedence for using industry as a control comes from Etzkowitz and Zhou (2017), who emphasized the need for university-industry-government to examine innovation. Respondents

were asked to self-identify the type of social industry in which they engaged, based on the options provided by Brouard and Larivet (2010): government organizations, near-government organizations, non-profit organizations, hybrid organizations, and for-profit organizations were measured and reported in Table 12.

**Table 12**

<i>Industry Type by Entrepreneur</i>			
Industry	Frequency	%	
Government	6	2%	
Near-Government	11	4%	
Non-Profit	97	32%	
Hybrid (Profit and Governmental)	56	19%	
For-Profit	135	45%	

### *Age*

Age implies experience; however, age may not reflect entrepreneurship experience. For instance, a 50-year-old may have one year of entrepreneurial experience, whereas a 25-year-old may have seven years of such experience. Age was self-reported and recorded as a categorical variable and reported in Table 13.

**Table 13**

<i>Respondent by Age</i>			
Age	Code for Analysis	Frequency	%
18-24	1	105	34%
25-34	2	135	44%
35-44	3	41	13%
45-54	4	18	6%
55-64	5	5	2%
65+	6	1	<1%

## *Sexuality*

I controlled for self-identified sexual orientation. This information was being collected in this study as a control variable; however, I intend to utilize this information in future research. Respondents were asked to identify as either “Heterosexual,” “Homosexual,” “Bisexual,” or “Other,” For the purposes of the analysis, I coded Homosexual, Heterosexual, and Other as their own categories in which the subject equaled “1” and all others equaled “0” and are reported in Table 14.

**Table 14**

<i>Respondent Sexual Orientation</i>		
<i>Sexual Orientation</i>	<i>Frequency</i>	<i>%</i>
Heterosexual	251	82%
Homosexual	14	5%
Bisexual	32	11%
Other	4	1%
Prefer not to say	4	1%

## *Volunteer Experience*

As measured by the number of months (per Bacq and Alt, 2018), I controlled for volunteer experience; the number of months one has volunteered may be an indication of SEI. The question defined a volunteer (see Appendix 3); experience was coded ordinally by the number of months. The answer choices and frequencies are reported in Table 15.

**Table 15**

<i>Respondent Volunteer Experience</i>			
<i>Months of Volunteer Experience</i>	<i>Code for Analysis</i>	<i>Frequency</i>	<i>%</i>
0-12	1	211	69%
13-24	2	50	16%
25-36	3	28	10%
37-48	4	10	3%
49+	5	6	2%

## ***Education***

As suggested by Nga and Shamuganathan (2010), education was utilized as a control in this study, whereby respondents were asked to indicate their highest earned degree. The choices were “High School Graduate,” “Professional Degree,” “Associate’s Degree,” “Bachelor’s Degree,” and “Master’s or Doctoral Degree.” This variable was coded ordinally for the purposes of the analysis. Frequency of response and code for analysis are listed in Table 16.

**Table 16**

<i>Respondent Highest Education Completed</i>			
Highest Completed Education	Code for Analysis	Frequency	%
High School Graduate	1	46	15%
Professional Degree	2	25	8%
Associates Degree	3	30	10%
Bachelor’s Degree	4	166	54%
Master’s or Doctoral Degree	5	38	12%

## ***Current Student Status***

Respondents were asked their student status at the time of the survey, which was utilized as a control variable. For example, although students may have a bachelor’s degree, traditional job opportunities may not be available for various reasons. Current student status was measured using “1” for those who were not a current student and “0” for those who were current students. Table 17 indicates the frequency and percentage of responses.

**Table 17**

<i>Current Student Status</i>		
Student	Frequency	%
Yes	123	40%
No	182	60%

## ***Experience***

Entrepreneurial experience was measured with intention, especially among undergraduate students (Ismail et al., 2009; Khuong & An, 2016; J. Yang, 2013). Experience is geared towards the entrepreneurial education experience, which propels students to become entrepreneurs (Khuong & An, 2016). Based on Hockerts (2017) survey of experience, which utilized a 5-point Likert-type scale (1 = *strongly disagree* and 5 = *strongly agree*), I measured social entrepreneurial experience on a 7- point Likert-type scale, with 1 = *strongly disagree* and 7 = *strongly agree*. Table 18 lists the survey items. While this was not utilized in the final analysis, I collected this information for future research questions and analysis.

**Table 18**

<i>Entrepreneurial Experience Hockerts (2017)</i>	
1.	I have some experience working with social problems.
2.	I have volunteered or otherwise worked with social organizations.
3.	I know a lot about social organizations.

## ***Industry***

Industry was utilized as a control variable based on the 1999 General Demographics Survey from Georgia Tech University (Kehoe, Pitkow, Sutton, Aggarwal & Rodgers, 1999). Respondents' answers are listed in Table 19.

**Table 19**

<i>Entrepreneur's Industry Type</i>		
<b>Industry</b>	<b>Frequency</b>	<b>%</b>
Agriculture, Forestry, Fishing and Hunting	20	3.62%
Utilities	8	1.45%
Computer and Electronics Manufacturing	21	3.80%
Wholesale	14	2.53%
Transportation and Warehousing	6	1.08%
Software	29	5.24%
Broadcasting	9	1.63%
Other Information Industry	7	1.27%
Real Estate, Rental, and Leasing	7	1.27%
Primary/ Secondary (K-12) Education	13	2.35%
Health care and Social Assistance	32	5.79%
Hotel and Food Services	34	6.15%
Legal Services	9	1.63%
Homemaker	8	1.45%
Religious	4	0.72%
Mining	2	0.36%
Construction	22	3.98%
Other Manufacturing	29	5.24%
Retail	44	7.96%
Publishing	29	5.24%
Telecommunications	14	2.53%
Information Services and Data Processing	20	3.62%
Finance and Insurance	15	2.71%
College, University and Adult Education	27	4.88%
Other Education Industry	19	3.44%
Arts, Entertainment and Recreation	62	11.21%
Government and Public Administration	7	1.27%
Scientific or Technical Services	22	3.98%
Other	20	3.62%

Entrepreneurs in the sample were involved in multiple industries (total of 553). The industries of arts, entertainment, and recreation; software; manufacturing; hotel and food services; and health care and social assistance comprised a majority of the sample population.

For the purposes of the analysis, I utilized the categories of “Construction,” “Manufacturing,” and “Other” as control variables, as they are the drivers of economic growth (Cassini & Veronica, 2020).

### **Current Business Owner**

Respondents were asked if they intended to make their current business more social in nature, which would align with social entrepreneurial activity and indicate their attempt to increase their social consciousness while also seeking to provide goodwill programs and services. The answers of those who responded that they did not currently have an ownership interest in the business were omitted to provide clarity. Results appear in Table 20.

**Table 20**

<i>Current Business Owner</i>		
Business Owner	Frequency	%
Yes	246	84.2
No	46	15.8

Of the respondent population, 84.2% were current business owners. Finally, respondents were asked if they intended to become a social entrepreneur. While other variables measured intention (the dependent variable in this study), this survey item measured intention directly. According to Table 21, 61.30% of respondents intended to become social entrepreneurs.

**Table 21**

<i>Intention to Become Social Entrepreneurs</i>		
Intent	Frequency	%
Yes	179	61.30%
No	112	38.36%



### **Analytical Procedures: Hierarchical Linear Regression**

Hierarchical moderated regression is an appropriate analysis method for examining which antecedents explain SEI. I tested several assumptions to justify the proposed methodology.

#### ***Mathematical Model***

The following full nested model was tested in stages.

$$Y = \beta_0 + \beta_1 X_1 + B_1 X_1(Z_1) + B_1 X_1(Z_2) + \beta_2 X_2 + \beta_2 X_2(Z_1) + \beta_2 X_2(Z_2) + e$$

Where

$\beta_1 X_1$  is socio-political activism

$X_1(Z_1)$  is the moderation effect between socio-political activism and opportunity recognition

$X_1(Z_2)$  is the moderation effect between socio-political activism and gender

$X_2$  is entrepreneurial passion

$X_2(Z_1)$  is the moderation effect between entrepreneurial passion and opportunity recognition

$X_2(Z_2)$  is the moderation effect between entrepreneurial passion and gender

Utilizing hierarchical regression, the nested model was broken into smaller models to analyze the  $R^2$  differences in each to see the amount of variance explained by each independent variable and the moderation effect.

Model 1

$$Y = \beta_0 + \beta_1 X_1$$

Model 2

$$Y = \beta_0 + \beta_1 X_1 + B_1 X_1(Z_1) + B_1 X_1(Z_2) + \beta_2 X_2$$

Model 3

$$Y = \beta_0 + \beta_1 X_1 + B_1 X_1(Z_1) + B_1 X_1(Z_2) + \beta_2 X_2 + \beta_2 X_2(Z_1)$$

Model 4

$$Y = \beta_0 + \beta_1 X_1 + B_1 X_1(Z_1) + B_1 X_1(Z_2) + \beta_2 X_2 + \beta_2 X_2(Z_1) + \beta_2 X_2(Z_2)$$

By understanding the change of variance and its significance, one can determine which factors explain SEI among Latin American social entrepreneurs.

### ***Cronbach's Alpha***

To ensure the scale's reliability, I utilized Cronbach's Alpha ( $\alpha$ ) (Cronbach, 1951). Because the suggested alpha was between .7 to .95 and considered acceptable, it can be expressed between 0 and 1 (Bland & Altman, 1997; Tavakol & Dennick, 2011). According to Tavakol and Dennick (2011), alphas closer to .7 are caused by lower numbers of survey items obtained for one construct, whereas a .95 may be too high, as survey items would tend to be redundant. While there are varying numbers of survey items per variable, previous studies have obtained an alpha in the acceptable range utilizing these survey items.

**Table 22**

<i>Cronbach Alpha per Variable</i>			
Construct	Items	$\alpha$	Previous Study $\alpha$
<b>Independent Variables</b>			
Socio-Political Activism	5	.83	.86
Entrepreneurial passion	23	.94	.85
<b>Dependent Variable</b>			
Social Entrepreneurial Intention	*2	.82	.83
<b>Moderating Variables</b>			
Social Entrepreneurial Opportunity Recognition	*4	.82	.80

\*Items were dropped to increase alpha

### ***Model Fit***

Model fit was assessed using R-squared ( $R^2$ ) (Cameron & Windmeijer, 1997). I examined the incremental changes in the  $R^2$  (Tierney, Farmer, & Graen, 1999) to evaluate the fit of the control, independent, moderating, and interaction effect variables to explain the variance of SEI in the model.

### ***Collinearity Diagnostics***

Multicollinearity has numerous adverse effects (Mansfield & Helms, 1982). In regression analysis, the Variance Inflation Factor (VIF) potentially artificially increases the  $R^2$  (Akinwande, Dikko, & Samson, 2015), which could be severely misleading. I detected multicollinearity (Graham, 2003) using the VIF. According to O'Brien (2007), a VIF of 10 is severe. To ensure an accurate model fit, I transformed the variables utilizing a Z-Score calculation.

### ***Common Method Bias***

Common method bias was a concern because of the study's snap-shot design and a 7-point scale was utilized (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). Common method bias suggests that when variables are measured utilizing a common method, results might not be valid (Siemsen, Roth & Oliveira, 2010). To test for common method bias, I utilized Harmon's Single-Factor Test, a method common in various research outlets that utilize surveys to collect data (Fuller, Simmering, Atinc, Atinc, & Babin, 2016). I loaded all survey items into a single factor. The single factor test result of .38 is less than the .50 which is commonly agreed to be the threshold at which common method bias is considered to be an issue (Fuller et al., 2016).

## **3.6 Analytical Procedures: Hierarchical Moderated Regression**

The model included the moderation effects of opportunity recognition and gender. Hierarchical moderated regression was conducted to examine as the model progressed, then how

much the variance in the  $R^2$  changed. It was assumed the data was linear, with evident homoscedasticity, and that observations were independent. Finally, the data were assumed to be normally distributed (Berry, 1993). I conducted the analysis using Rstudio and provided a Confirmatory Factor Analysis (CFA) utilizing the Lavaan package in R (Rosell, 2012).

## **CHAPTER FOUR**

### **RESULTS**

This chapter provides the results from the analysis of the hypothesized relationships in Chapter 3. I outline my respondents' demographics, explain the reliability measurement for each construct, and conclude with a discussion of the results of the hierarchical linear regression utilized in this study.

#### **4.1 Demographics**

##### *Sample Size*

The final sample size for this study was 305 Latin American entrepreneurs. The response rate of 100% was accomplished by targeting experienced entrepreneurs selected at random by Prolific. Each entrepreneur agreed that to be compensated they would have to complete the entire survey. Figure 4 provides descriptive statistics of the control variables, the independent variables, and the dependent variable utilized in the study.

	M	SD	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1. From	0.9	0.4	1.0																	
2. Age	2.0	1.0	0.0	1.0																
3. Hetero	0.0	0.2	0.0	<b>.16**</b>	1.0															
4. Homosexual	0.8	0.4	0.0	0.0	<b>-.4**</b>	1.0														
5. Other	0.1	0.3	0.0	<b>-.1**</b>	<b>-.8**</b>	-0.1	1.0													
6. Non-Student	0.6	0.5	0.1	<b>.48**</b>	<b>.23**</b>	<b>-.2**</b>	<b>-.2**</b>	1.0												
7. Education	3.4	1.3	<b>.23**</b>	<b>.24**</b>	0.0	0.1	<b>-.12*</b>	<b>.25**</b>	1.0											
8. Volunteer	1.5	0.9	0.0	0.1	0.0	-0.1	0.0	0.0	0.1	0.0	1.0									
9. For Profit	0.4	0.5	0.0	0.1	0.1	0.0	0.0	0.0	0.1	-0.1	0.0	<b>-.6**</b>	1.0							
10. Non-Profit	0.3	0.5	0.0	-0.1	-0.1	0.1	0.0	-0.1	-0.1	0.0	<b>.15**</b>	<b>-.5**</b>	<b>-.4*</b>	1.0						
11. Other	0.2	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	1.0					
12. Manufacturing	0.2	0.4	0.0	0.0	0.1	-0.1	0.0	0.0	0.0	0.0	0.1	<b>.13*</b>	<b>.13*</b>	0.0	<b>-.12*</b>	1.0				
13. Construction	0.1	0.2	0.1	0.0	0.1	-0.1	0.0	0.1	0.0	0.1	<b>-.1**</b>	<b>-.2**</b>	<b>-.2**</b>	0.0	0.0	0.1	1.0			
14. Gender	0.6	0.5	0.0	0.0	<b>.27**</b>	<b>.2**</b>	<b>-.3**</b>	0.1	0.0	-0.1	<b>.15**</b>	<b>-.2**</b>	<b>.12*</b>	<b>.14*</b>	0.0	0.0	0.1	0.0		
15. SPA	5.9	0.9	0.0	<b>-.2**</b>	<b>-.2**</b>	0.0	<b>.19**</b>	<b>-.2**</b>	-0.1	<b>.121*</b>	<b>-.2**</b>	<b>.12*</b>	<b>.14*</b>	0.0	0.0	0.1	1.0	1.0		
16. Passion	4.5	1.3	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	-0.1	0.0	0.1	0.1	0.0	<b>.25**</b>	<b>.26**</b>	1.0	
17. Opportunity	5.1	1.2	0.1	0.1	0.0	0.1	0.0	0.0	0.0	<b>.17**</b>	<b>.16**</b>	0.0	0.0	0.1	0.1	0.1	0.0	<b>.64**</b>	<b>.44**</b>	1.0
18. SEI	5.4	1.4	0.0	-0.1	-0.1	0.1	0.0	<b>-.2**</b>	0.0	<b>.12*</b>	<b>.16**</b>	0.0	0.1	0.1	0.1	0.1	-0.1	<b>.37**</b>	<b>.44**</b>	1.0

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

n= 305

Figure 4. Descriptive Statistics

**Table 23**

<i>Normality Statistics</i>				
	Skewness	Std Error	Kurtosis	Std. Error
<b>Dependent Variable</b>				
SEI	-1.043	0.14	0.353	0.278
<b>Independent Variable</b>				
Socio-Political Activity	-0.457	0.14	-0.246	0.278
Entrepreneurial Passion	-2.537	0.14	8.933	0.278
<b>Moderating Variable</b>				
Opportunity Recognition	-0.238	0.14	0.434	0.278

#### 4.2 Data Transformation Procedures

Upon further review of the correlations and descriptive statistics provided in Figure 4, multiple correlation coefficients were highly significant at the  $p < .01$  level. Besides the control variables, the independent variables, socio-political activism and passion, were moderately correlated and significant at the  $p < .01$  level of significance. In addition to the correlated items, I tested for normality and skewness of each independent and dependent variable (Table 26). The results of Table 26 suggest that the dependent variable, SEI, is highly skewed. Extreme skewness was also evident for the independent variable, entrepreneurial passion. With increased levels of skewness in both SEI and entrepreneurial passion, issues of multicollinearity, which can artificially inflate the  $R^2$  values, are of great concern (Slinker & Glantz, 1985).

#### 4.3 Confirmatory Factor Analysis

A CFA was conducted utilizing laavan in R (Rosseel, 2012); all scale items were loaded onto a single factor. The CFA test showed a CFI of .88, just slightly below the recommended .9 threshold. The RMSEA was at .07, which is below the .08 threshold and suggests a good model

fit. The SRMR was at .05, which is below the .08 threshold and also suggests a good model fit. Therefore, the RMSEA and SRMR suggest a good model fit and are reported in Table 24.

**Table 24**

<i>Model Fit Statistics</i>	
FIT	Score
CFI	0.88
RMSEA	0.07
SRMR	0.05

### ***Hierarchical Multiple Regression Analysis***

The results of the regression model provide predictions about experienced entrepreneurs who may begin a social venture. Hierarchical multiple regression analysis (HMRA) was chosen, as this incremental process explains the change in variance and measures the significance of this change in the models that measure SEI (Guimaraes, Igbaria, & Lu, 1992).

### **Results from Regression Analysis**

#### **Model 1**

As indicated by Table 25, Model 1 included all of the control variables. The variables of “From Latin America” and “Not from Latin America” indicate the respective home country of the entrepreneur, not where the entrepreneur currently resides. For instance, if the entrepreneur was from Europe or America, then the entrepreneur was coded as “Not from Latin America.” Other control variables were age, sexuality, student status, highest completed education, years of volunteer experience, profitability structure, business type, and entrepreneurial experience. The results from the regression suggest that Age (35-65) ( $\beta = -.54$ ,  $p < .05$ ), Student Status (not a current student) ( $\beta = -.42$ ,  $p < .001$ ), Profitability (Non-Profit) ( $\beta = .34$ ,  $p < .01$ ) and Other



Profitability structure ( $\beta=.33$ ,  $p<.01$ ) were significant in the model. The model was also statistically significant ( $p<.001$ ) with an adjusted  $R^2$  of .15. The data suggest that multiple items were predictors of SEI and explained 15% of the variance in SEI based on an adjusted  $R^2$  of .15. Specifically, as profitability increased, there was an increase in SEI among Latin American experienced entrepreneurs. In contrast, the data suggest that for those between the ages of 35 and 65 and not a current student, SEI actually decreased.

## **Model 2**

As indicated by Table 25, Model 2 included all control variables from Model 1 as well as the two independent variables, socio-political activism and entrepreneurial passion. Results indicate that Age 35-65 ( $\beta=-.39$ ,  $p<.05$ ), Not a Current Student ( $\beta= -.39$ ,  $P<.001$ ), Profitability (Non-Profit) ( $\beta= .29$   $p<.01$ ), and Other Profitability structure ( $\beta=.27$ ,  $p<.05$ ) were significant. The model also showed that both Socio-Political Activism ( $\beta=.22$ ,  $p<.001$ ) and Entrepreneurial Passion ( $\beta=.38$ ,  $p<.001$ ) were statistically significant. The results suggest that as socio-political activism and entrepreneurial passion increased, there was a positive increase in SEI. The model is statistically significant ( $p<.001$ ), with an adjusted  $R^2$  of .31. The delta  $R^2$  is .21 and is significant ( $p<.001$ ) in Model 1 and Model 2. Model 2 supports both Hypothesis 1 (socio-political activism is positively associated with SEI) and Hypothesis 2 (entrepreneurial passion will lead to greater SEI).

## **Model 3**

Model 3 included all control and independent variables from Model 2 as well as the moderating variables of Opportunity Recognition and Man or Non-Man. Results indicate that Age (35-65) ( $\beta= -.38$ ,  $p<.05$ ), Not a Current Student ( $\beta= -.39$ ,  $p<.001$ ), Profitability (Non-Profit) ( $\beta= .27$   $p<.01$ ), and Other Profitability structure ( $\beta=.25$ ,  $p<.05$ ) were significant in Model3, as

were Socio-Political Activism ( $\beta=.21$ ,  $p<.001$ ) and Entrepreneurial Passion ( $\beta=.29$ ,  $p<.001$ ). Finally, Opportunity Recognition ( $\beta=.17$ ,  $p<.001$ ) was also significant. The model is statistically significant ( $p<.001$ ) and has an adjusted  $R^2$  .32 with a delta  $R^2$  of .01, which is significant ( $p<.05$ ).

#### **Model 4**

Model 4 included all variables (control, independent, moderating) from Model 3 and incorporated the interaction effects of opportunity recognition and gender on the relationship between socio-political activism and SEI and the relationship between entrepreneurial passion and SEI.

The model output suggests that Age 35-65 ( $\beta= -.33$ ,  $p<.05$ ), Not a Current Student ( $\beta=-.36$ ,  $p<.01$ ), Non-Profit ( $\beta=.29$ ,  $p<.05$ ), and Other Profitability ( $\beta=.26$ ,  $p<.05$ ) were significant. This further suggests that not being a current student and being between the age of 35 and 65 has negative effects on SEI. Additionally, both Socio-Political Activism ( $\beta=.15$ ,  $p<.05$ ) and Entrepreneurial Passion ( $\beta=.25$ ,  $p<.01$ ) were significant and had positive effects on SEI, as hypothesized. Opportunity Recognition ( $\beta=.19$ ,  $p<.01$ ) was also significant. The interaction terms, as outlined in Table 25, were not significant. Finally, Model 4 had a total adjusted  $R^2$  of .33 and is significant ( $p<.001$ ). The delta  $R^2$  for this model was .01 and is significant ( $p<.05$ ).

According to Hypothesis 1a (H1a), SEOR strengthens the positive relationship between socio-political activism and SEI, such that those who are highly active politically and have greater opportunity recognition will have higher levels of SEI. The data does not support this hypothesis; as a result, this hypothesis was not supported.

According to Hypothesis 1b (H1b), gender will influence the positive relationship between socio-political activism and SEI, such that being male will strengthen the relationship

while being non-male (female, trans-male, trans-female, non-binary) will weaken the relationship. This relationship was not supported in the model; as a result, the hypothesis is not supported.

According to Hypothesis 2a (H2a), SEOR will strengthen the positive relationship between entrepreneurial passion and SEI, such that those with high levels of entrepreneurial passion and greater SEOR will have greater SEI. This interaction effect was not significant in the model; as a result, this hypothesis was not supported.

According to Hypothesis 2b (H2b), gender will influence the relationship between entrepreneurial passion and SEI, such that belonging to a non-male gender will weaken the relationship between entrepreneurial passion and SEI. This hypothesis was not supported from the model output.

Table 25 shows each model along with the results from all the variables utilized. I indicated those that were significant and provided a summary of the  $R^2$  and F changes, which were significant at the  $p < .05$  level of significance.

**Table 25***Hierarchical Regression*

Variables	MODEL 1	MODEL 2	MODEL 3	MODEL 4
<b>Control Variables</b>	B	$\beta$	$\beta$	$\beta$
From Latin America	.15	.15	.14	.13
Age	.01	.06	.04	.05
Homosexual	.31	.22	.19	.19
Other Sexual	-.08	-.15	-.08	-.10
Student Status	<b>-.49***</b>	<b>-.44***</b>	<b>-.4***</b>	<b>-.4***</b>
Degree	.04	.02	.01	.02
Volunteer Experience	<b>.14*</b>	.08	.07	.08
Non-Profit	<b>.28*</b>	<b>.26*</b>	<b>.25**</b>	<b>.26*</b>
Other Profit Structure	<b>.33*</b>	<b>.26*</b>	<b>.24*</b>	.24
Construction	.38	.20	.22	.20
Manufacturing	.19	.18	.17	.13
<b>Step 2: Independent Variables</b>				
Socio-Political Activism		<b>.23***</b>	<b>.21***</b>	<b>.32*</b>
Entrepreneurial passion		<b>.36***</b>	<b>.25***</b>	.14
<b>Step 3: Moderating Variables</b>				
Opportunity Recognition			<b>.18**</b>	<b>.19**</b>
Man			.01	.02
<b>Step 4: Interaction Effects</b>				
Socio-Political Activism x Opportunity Recognition				-.04
Socio-Political Activism x Man				-.18
Entrepreneurial passion x Opportunity Recognition				-.03
Entrepreneurial passion x Man				.09
R <sup>2</sup>	<b>.12***</b>	<b>.34***</b>	<b>.36***</b>	<b>.37***</b>
Adj R <sup>2</sup>	<b>.09***</b>	<b>.31***</b>	<b>.32***</b>	<b>.32***</b>
$\Delta R^2$		<b>.22***</b>	<b>.01*</b>	0
F	<b>3.8***</b>	<b>11.4***</b>	<b>10.6***</b>	<b>8.6***</b>
$\Delta F$		<b>7.6***</b>	<b>.08***</b>	-2

n = 305 Listwise

\*\*\*Statistically significant at p&lt;.001

\* Statistically significant at p&lt;.05

Due to the highly correlated constructs, including entrepreneurial passion, socio-political activism, opportunity recognition and the dependent variable SEI, there was concern that multicollinearity may be present in the model. In order to ensure that the model is reflective of the amount of variance explained by the independent variables on the dependent variable, SEI, I transformed the variable utilizing a Z-Score procedure. Table 26 shows the VIF and the Condition Index (CI) for each variable. Both suggest that no multicollinearity is present in either Model 3 or Model 4. All VIF values are under 10 (O'Brien, 2007) and all CI values are well within the suggested 15 (Thompson, Kim, Aloe & Becker, 2017).

**Table 26**

<i>Multicollinearity Test</i>				
Variable	VIF Model 3	Condition Index Model 3	VIF Model 4	Condition Index Model 4
Socio-Political Activism	1.3	5.0	3.1	4.1
Entrepreneurial Passion	1.8	6.0	4.9	4.3
<b>Step 3: Moderating Variables</b>				
Opportunity Recognition	1.8	8.8	1.8	5.1
<b>Step 4: Interaction Effects</b>				
Socio-Political Activism x Man	NA	NA	2.8	7.3
Socio-Political Activism x Opportunity	NA	NA	1.1	6.1
Entrepreneurial passion x Opportunity Recognition	NA	NA	2.2	7.7
Entrepreneurial Passion x Man	NA	NA	2.4	9.1

**Table 27***Hypothesis Supported*

<b>Socio-Political Activism --&gt; Social Entrepreneurial Intention</b>		<b>Supported?</b>
H1	Socio-political activism is positively associated with SEI.	<b>Supported</b>
H1a	Social entrepreneurial opportunity recognition strengthens the positive relationship between socio-political activism and SEI, such that those who are highly active politically and have greater opportunity recognition will have higher levels of SEI.	Not Supported
H1b	Gender will influence the positive relationship between socio-political activism and SEI, such that being male will strengthen the relationship while being non-male (female, trans-male, trans-female, non-binary) will weaken the relationship.	Not Supported
<b>Entrepreneurial passion --&gt; Social Entrepreneurial Intention</b>		
H2	Entrepreneurial passion will lead to greater SEI.	<b>Supported</b>
H2a	Social entrepreneurial opportunity recognition will strengthen the positive relationship between entrepreneurial passion and SEI, such that those with high levels of entrepreneurial passion and greater SEOR will have greater SEI.	Not Supported
H2b	Gender will influence the relationship between entrepreneurial passion and SEI, such that belonging to a non-male gender will weaken the relationship between entrepreneurial passion and SEI.	Not Supported

**CHAPTER FIVE**  
**DISCUSSION**  
**AND FUTURE RESEARCH**  
**CONSIDERATIONS**  
**5.1 Discussion**

This study offers additional predictors of SEI for experienced Latin American entrepreneurs to begin social ventures. Social ventures are important as they have a positive impact on the populations that they serve (Alkire et al., 2019); for example, a restaurant may act as a soup kitchen while also maintaining a profitable business venture. Social ventures contribute to developing and developed economies (Santos, 2012) and provide a decent living wage for social entrepreneurs (Desai, 2011) by providing jobs and contributing to local economies. Understanding why someone wants to do societal good while exploiting business opportunities is paramount to this study's importance as it speaks to the social entrepreneur's intention to begin a venture that is not only profitable but also altruistic.

Social entrepreneurs, especially in developing contexts, come from under-represented and often under-privileged backgrounds (Hackler & Mayer, 2008). Diversity of ownership is a positive aspect of a growing field and needs further research consideration (Welter, Baker, Audretsch, & Gartner, 2017) because, by understanding under-represented groups, such as those in Latin America, more generalizable inferences can be made. Additionally, there are multiple practical benefits to this research. Entrepreneurs face uncertainty and must learn how to strategically exploit opportunity (Ireland & Webb, 2009). This dissertation augments the literature by showing how socio-political activism, entrepreneurial passion, and gender can influence SEI as well as how much of the variance in SEI is explained by socio-political activism, entrepreneurial passion, and opportunity recognition. A variety of industries are also represented in this study (McGehee, Kim, & Jennings, 2007), as are a variety of entrepreneurial

types. Multiple industries have substantial economic impacts at the local level (Glaeser, Rosenthal, & Strange, 2010); understanding these impacts can further our knowledge of social entrepreneurs and their SEI.

Critically important to this dissertation is the solidification of a prevailing paradigm (Mair & Marti, 2006; M. H. Morris, Santos, & Kuratko, 2020; Stephan, Uhlaner, & Christian, 2015) and definition of SE on which the field can flourish. I have provided a foundation on which to define SE. As a sub-field of entrepreneurship (Light, 2011), SE's generalizability has been enhanced by incorporating Latin American entrepreneurs into the sample. By including experienced entrepreneurs in Latin America, multiple foundational building blocks to better understand social entrepreneurs (sociality, innovation, and market orientation) have been identified (Huybrechts & Nicholls, 2012). This study found that experience (Hockerts, 2017) and entrepreneurial passion (Cardon et al., 2009) are significant factors that influence SEI, findings that may be generalizable to other under-represented populations around the world.

The sample population of this study shapes our knowledge of the social entrepreneur and helps us understand the diversity of social enterprises represented (Mair & Marti, 2006). Multiple industry types were included (manufacturing, construction, transportation, etc.) as were for-profit, not-for-profit, governmental, and hybrid entities. The results illustrate that SE is represented across multiple industries and profitability structures. This seems at odds with literature that suggests that non-profit ventures tend to be the norm for social entrepreneurs (Dees, 1998). This study shows that multiple ventures and industry types can be represented within SE and supports a more nuanced definition of SEI. Dees (1998) suggests that some scholars believe that these ventures simply have a social component attached that drives these entrepreneurs. Findings from this study are congruent with this notion in a Latin American



context. Martin and Osberg (2007) claim that the definition of SE begins with the definition of entrepreneurship itself. This study also arrives at this conclusion with its results of Latin American entrepreneurs as modeled in Chapter 4. These entrepreneurs are exploiting opportunities to bring diverse products and services to those in Latin America and around the world (see Table 19 in Chapter 4).

## **5.2 COVID-19 and Survey Responses**

The world-wide COVID-19 pandemic has affected millions of people and changed the course of society and history in ways unimaginable. This has not been limited to certain individuals or societies; it has affected everyone, including social entrepreneurs. Bacq, Sophie, and Lumpkin (2020) suggest that COVID-19 has given social entrepreneurs the ability to rise to the occasion and address the social issues related to the disease. One example is that of the U.S. auto manufacturing industry. During the summer of 2020, General Motors, a leading auto manufacturer, went from making cars to making medical ventilators to support patients suffering from COVID-19 (Wells, Fitzpatrick, Sah, Shoukat, Padney, El-Sayed, & Galvani, 2020). Other responses to the pandemic occurred in under-represented areas as well. In various countries within the African continent, the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) monitored wastewater systems to reduce the spread of the virus in affected communities (Street, Malema, Mahlangeni, Mathee, 2020). These organizations have demonstrated, although not exclusively, the mass support that has been garnered to assist with the pandemic, which must be recognized as there are many questions to be answered by future researchers.

While we do not know the ramifications of the disease on long-term business interests, we do know there are short-term financial impacts for entrepreneurs (Brown, Rocha, & Cowling,

2020), based on the survey responses collected in September 2020. It is very likely that the pandemic could have shifted normal responses because of social desirability bias (Larson, Nystrup, & Petersen, 2020). While I have no way of knowing for certain at the current moment, this must be considered, as the impacts of COVID-19 on social entrepreneurs will provide fertile ground for future research. In this study, respondents were asked about current student status, industry, and volunteer experience. One must assume that, in some way, the pandemic has affected these responses and, thus, has potentially affected this study.

### **5.3 Definition of Social Entrepreneurship**

The definition of SE that I used can be encapsulated as *an entity, either organization or individual, who intends to exploit opportunities for overall social good*. This definition was shared among the respondents when expressly asked if entrepreneurs are part of a social venture. Of the respondents, 61% (179) stated they have intentions to make their business more social and be a social entrepreneur. Previous research has suggested that the propensity to act, along with the entrepreneur's passion, are factors that influence this motivation. While others have explored this effect via case study (Omoredede, 2014), this study has examined this question with experienced Latin American entrepreneurs using a survey method. Interestingly, the sample population represented multiple ages, experience levels, and educational levels. What remains evident is that SE is difficult to define (Martin & Osberg, 2007) because of the diverse nature of industries and entrepreneurial types that are represented (Nicholls, 2009), as is true of this study. This dissertation begins to solidify the field and provides a definition of SE that can be utilized in the literature.

Incorporating diverse individuals and entities into a singular definition is difficult because of the restrictive definitions that have been suggested (Lehner, 2012). A singular

definition suggests that entities must work in concert, which is difficult when such a broad array of individuals and entities co-exist. The common thread that ties individuals together is the idea that they are responsible for their enterprise's profitability and they are attempting to solve social problems (Zahra et al., 2009). A unifying paradigm and definition broad enough to accommodate multiple differences but narrow enough to recognize the differences between entrepreneurs, social entrepreneurs, and everyday businesses is desirable and is what the definition I proposed and utilized does.

Social movement theory, the idea that one seeks to change their environment (Morris et al., 1992) while attempting to alter a standardized system (Tilly & Wood, 2020; Touraine, 1981; J. Wilson, 1973), remains at the core of this dissertation. Such theories are predicated upon the notion that individuals and entities can shape business communities (Bohler-Muller & Van der Merwe, 2011; J. E. Davis, 2012; Jenkins & Form, 2005; Ross, 2017). Social movements act as motivating factors to begin a business venture. Social movement theory provides a foundation for understanding the motivating factors of experienced entrepreneurs in Latin America. This dissertation provides some evidence that members of the sample population of experienced entrepreneurs are motivated to begin social ventures, either new or existing.

Tarrow and Tilley (2009) examined social movements and demonstrated that movements begin with contentious politics which lead to political activism. This dissertation found support for the idea that socio-political activism leads to greater SEI, as reflected in the cultures and influences of socio-political activism on businesses worldwide and, particularly, in Latin America.

The results of this study did not find support that identifying as a man or non-man (woman, transman, transwoman, or non-binary) positively or negatively influenced SEI, nor that

gender had any significant moderation effects on the relationship between entrepreneurial passion and SEI or between socio-political activism and SEI. Even though there were no significant moderation effects, it does not mean that these do not exist. This has much to do with the sample population. The majority of respondents were young (below the age of 35, representing 78.6% of all respondents) and may not have had the same experiences as did previous generations of entrepreneurs, which is generalizable to other populations. As generations age and phase out, younger generations progress and naturally change the dynamic of societal norms that were experienced by previous generations (Woodman & Wyn, 2014). Ryder (1985) specifically hypothesized that structural transformation occurs when new generations are born, giving way to societal changes and norms (Ryder, 1985). Specifically, societal transformation may provide a rationale as to how the challenges for today's entrepreneurs are different than for previous generations in terms of gender and opportunity, especially as societies have progressed and tend to be more accepting of differences (Woodman & Wyn, 2014).

This dissertation explored how entrepreneurial passion influences social entrepreneurs. Cardon et al. (2009) suggested that entrepreneurial passion is an "intense feeling." It appears that this internal psyche is prevalent in this sample population and has influenced their decision to be social entrepreneurs, according to the model presented in Chapter 4. Cardon et al. (2013) was utilized to measure entrepreneurial passion in the sample, which proved to be effective (reliability alpha of .94) and was congruent with the current literature. This dissertation has answered a call from Cardon et al. (2017) to explore how social mission and entrepreneurial passion are connected.

Based on the sample population, entrepreneurial passion is a relevant and important construct that directly impacts social entrepreneurs' intentions. This finding continues the exploration of gender and entrepreneurship to better understand where gender fits within the internal psyche of the entrepreneur. The findings suggest that gender does not moderate the relationship between passion and SEI. This does not suggest, however, that these entrepreneurs are not passionate, nor does it suggest that the sample population does not have its own challenges. The findings of this dissertation were not significant in this regard. Future research may continue to explore the relationships among these constructs.

Barron (2008) explained the role of affect on entrepreneurship by exploring the creativity and opportunity recognition of social entrepreneurs. The results of this dissertation show that opportunity recognition increased SEI among the sample population. While this effect was not directly hypothesized, opportunity recognition and the ability to stay relevant (Shane, 2000) by recognizing opportunities naturally (Shane & Venkataraman, 2000) are important constructs that have been widely accepted. This dissertation found support for an interaction effect between opportunity recognition and entrepreneurial passion but not for an interaction effect between opportunity recognition and socio-political activity. It was hypothesized that opportunity recognition would moderate the relationship between socio-political activity and SEI because as one gains more experience (Chiasson & Saunders, 2005) in the socio-political arena, the ability to discover natural opportunities would increase. With the passage of time, entrepreneurial practice increases knowledge (Choi & Shepherd, 2004) and encourages innovation among entrepreneurs (Cliff et al., 2006); however, this was not found in the sample population.

One of the paramount reasons I wrote this dissertation was to explore how gender has influenced SEI and to create a foundation for gender research in entrepreneurship. All too often,

top journals in business have labeled gender as a binary construct (Borna & White, 2003; Lips, 2020; Lorber, 1996) and have not considered more representative genders other than male and female, which actually describe sex and not gender. Gender is a complex set of social norms that typically take shape during one's formative years (Eagly & Wood, 2016). I explored how gender influences one's socio-political activity and entrepreneurial passion but did not find support for the hypothesized moderating effects.

#### **5.4 Review of the Results**

I hypothesized that socio-political activism is positively associated with SEI; this hypothesis was supported in each of the four regression models. The model is based on Moskalenko and McCauley's (2009) measure of activism and radicalism. I utilized the e AIS for this research; I also surveyed for future research considerations using the RIS, which measures one's abilities to act radically (violent protest) by going past disruption to destruction. This dissertation utilized hierarchical regression to explain the variance in socio-political activism and SEI. These two elements work together to propel entrepreneurs to form businesses that act as disruptors of the status quo. My hypothesis was derived from one's ability to be politically active in a system, which, in turn, positively affects SEI by way of recognizing the opportunities that entrepreneurs can exploit because of their experiences (Giannetti & Simonov, 2009).

I hypothesized that opportunity recognition moderates the positive relationship between socio-political activism and SEI. This hypothesis was not supported. The basis of this hypothesis centers around experience and opportunity. The literature suggests that opportunity recognition must exist among entrepreneurs (Guo, Su, & Ahlstrom, 2016; Hajizadeh & Zali, 2016; Lehner & Kansikas, 2012; Lortie et al., 2017). In Model 3, although opportunity recognition is significant the interaction effects were not significant. The rationale behind the hypothesis was that

opportunity recognition is a natural experience (Corner & Ho, 2010); one who is politically active has more experience in the political environment and more ability to recognize a social opportunity in business. My sample population did not support this hypothesis. One may question why this interaction effect was not found in the model. Perhaps, while opportunity recognition is a critical aspect and was supported by the model, the effects of gender and opportunity recognition may simply not exist among the respondent population. This population tended to be under 35 years of age and highly educated, suggesting that it may be more progressive and not hindered by the societal trends of previous generations.

Gender has been shown in previous studies to strengthen one's intention to begin a social business (Díaz-García & Jiménez-Moreno, 2010; Haus, Steinmetz, Isidor, & Kabst, 2013; F. Wilson, Kickul, & Marlino, 2007), which is generally explained by the ease with which one can enter the market. This dissertation furthers our understanding of the role of gender as it relates to socio-political activity and SEI. While the literature has explored gender and socio-political activity (Goldring, 2003; Moghadam, 2003), it has yet to understand the interaction effects of gender on socio-political activity and one's inherent desire to begin a social enterprise. I hypothesized that gender plays an integral role in this relationship because of the dynamics between males and non-males within their own indigenous cultures. Those who identify as a man tend to dominate businesses as compared to those who identify as non-man (Costain & Majstorovic, 1994). Specifically, it comes down to participation, opportunity, and gender. Geographic location and gender (Idris, 2014) can substantially impact one's ability to be active in various settings. Restriction of this activity suggests that being non-male hinders one's ability to participate in a socio-political activity, which would hinder their intention to become a social entrepreneur. At the same time, the opposite would remain true: If you identify as a man, you

may likely have the ability to participate in socio-political activities to actively gain experience. The compounding effects of both gender and political participation should strengthen the relationship between socio-political activity and the desire to begin a social enterprise. While there was no significant interaction effect among these variables, further research is warranted to understand their relationship. I did not find this relationship because of the respondent population and the ages and experience levels represented. While I showed that socio-political activity is positively related to SEI, the survey respondents were younger and may not have the same experiences as older, more experienced entrepreneurs on which these hypotheses were based. The social interactions of younger respondents are much different from those of their parents and more traditional generations.

In this study, I measured entrepreneurship by aggregating all the distinct measures of passion for which some entrepreneurs may have an aptitude (i.e., inventing, founding, or developing) into a composite (Cardon et al., 2013). In recent studies, such measures have been separated (Anjum, Ramzani, Farrukh, & Raju, 2018). Social movement impact theory posits that those with higher entrepreneurial passion, especially those who have emotional connections that drive their ability and need to succeed (Cardon et al., 2005) have a higher capability to disrupt the system. Cardon et al. (2013) explored the impact of passion on social mission (Cardon et al., 2013). The literature has merely begun to explore entrepreneurial passion and its effect on social entrepreneurs (Biraglia & Kadile, 2017; Maziriri, Maramura, & Nzewi, 2019).

This study examined the amount of variance explained by entrepreneurial passion and SEI. The literature has suggested that social entrepreneurs are strongly passionate (Gundlach & Zivnuska, 2010); however, passion has not been measured via Cardon et al. (2013), whose measurement was accepted in the entrepreneurship literature (Fard, Airi, Oboudi, Ramezani,



2018; Anjum et al., 2018) but has not appeared regularly in the social entrepreneurial literature streams to measure passion or the propensity of a social entrepreneur to begin a social venture. I hypothesized that those who have increased entrepreneurial passion have a greater propensity for SEI. From the data, it appears that entrepreneurial passion increased the explanation of variance of SEI significantly. Higher instances of entrepreneurial passion will have a positive impact on social entrepreneurs' SEI. This finding contributes to our knowledge of under-served populations and entrepreneurship.

I hypothesized the relationship between opportunity recognition and entrepreneurial passion as a way to understand SEI. Opportunity recognition and the role of affect (Baron & Ward, 2004) impact the entrepreneur's ability to recognize opportunities. The ability to recognize opportunity comes naturally in the environment that the entrepreneur inhabits (Baron, 2008). Strong emotions guide the entrepreneur's ability to detect opportunity (Krueger, Hansen, Michl, & Welsh, 2011). Cardon et al. (2017) suggested that entrepreneurs exhibit a passion for social missions (Cardon et al., 2017). One would expect that if a social entrepreneur is active within their community and exhibits entrepreneurial passion, their ability to recognize opportunities should become equally prominent (Fard et al., 2018). In the sample population, this relationship was not supported. Future research should continue to explore social opportunity recognition and seek to understand its occurrence among under-represented populations compared to more developed nation-states.

Gender and entrepreneurial passion were hypothesized to have a positive relationship; specifically, non-male genders have a decreased amount of entrepreneurial passion, resulting in reduced SEI (Brush, De Bruin, & Welter, 2009), while the opposite would remain true for men. This was hypothesized because of the limited opportunities for non-male entrepreneurs as

entrepreneurship tends to be a male-dominated field (Carter et al., 2007). Social roles theory suggests that the traditional roles of men and women are categorized according to social traditions that span generations (Diekmann & Schneider, 2010). For non-males, to own or operate a venture would be out of the norm; thus, obstacles will exist for non-male Latin American entrepreneurs (Teasdale et al., 2011). While SRT argues that gender constructs reflect standard relationships among male and non-male entrepreneurs, SMIT posits that societal norms that hinder underprivileged citizens are a basis of disruption in the system because of the need to ignite social change for the economic betterment of all (Gamson, 1975).

Moreover, SMIT suggests that gender biases propel social entrepreneurs into the field because of their overwhelming desire to change the status quo. This change of status quo does not come without challenges that harken back to SRT, suggesting that entrepreneurs face discriminatory practices, such as lending discrimination, on the basis of gender (Bellucci, Borisov & Zazzaro, 2010; Fay & Williams, 1993), which would hinder creation of the venture. While no support was found for gender moderating the relationship between entrepreneurial passion and SEI, previous works have found such a relationship (Murnieks et al., 2020). Even though this study did not find these effects, it does not mean that non-male entrepreneurs do not experience adverse effects. Further research is needed to fully understand the impact of gender on entrepreneurship.

Overall, two of the six proposed hypotheses were supported. The tested hypotheses expand our knowledge of SEI along with the amount of variance that each of the proposed independent variables provides. Measuring these two additional independent variables will add to the current knowledge of SEI while also closing literature gaps. Tested antecedents in this dissertation have important implications for future research.

## 5.5 Theory Implications

I utilized SMIT as a basis to explain system disruption. According to Gamson (1975), SMIT focuses on outcomes; protest evolves because one feels disadvantaged by a system. This disadvantaged state propels one to protest and, in some cases, riot, to instill long-term change (Gamson, 1975). While I utilized this theory loosely, I drew upon social theory to help us understand SE. Because they have an overwhelming desire to change the status quo (Duhl, 2000; Nicholls, 2008), social entrepreneurs seek advantages as norms begin to change. For instance, the utilization of solar or wind energy is a long-term process. For some, the utilization of renewable energy began as a call to tackle climate change (Zahedi, 2010); however, it has offered a new viable market in which products and services can be exchanged (Venetsanos, Angelopoulous, & Tsoutsos, 2002). I chose SMIT to explain this phenomenon because entrepreneurs have a vested interest, both personally and professionally, to change the system. For the perceived overall good, disruptions are imperative to our understanding of entrepreneurial systems because they explain the evolution of entrepreneurial intentions.

The focus on gender as a moderator of socio-political activism and entrepreneurial passion is another contribution that this dissertation has explored. According to SRT, social norms hinder non-male genders because society judges the role based on accepted societal gender norms and not necessarily on ability (Eagly & Wood, 2016). For entrepreneurs, this relationship between social roles and beginning a business venture is interesting because of the importance of social networking and entrepreneurial interests (Zimmer, 1986). Additionally, Greve and Salaff (2003) found that social networks differ for men and women and that family utilization is more important to women than to men (Greve & Salaff, 2003). Differences in networking and venture startups point to a larger social observance. Because understanding

social theoretical concepts are critical to this dissertation, I explored theories in ways that have not been utilized in entrepreneurship and developing populations. In addition to the multiple theoretical implications of this study, there are multiple practical implications.

### **5.6 Practical Implications**

This dissertation expands what we know about the antecedents of SEI. To achieve a better understanding of SEI, I proposed a clear definition of a social entrepreneur. Social entrepreneurship has been hard to define (Santos, 2012) because of the multiple sectors and areas in which it occurs (Martin & Osberg, 2007). My definition includes both individuals and entities as social entrepreneurs even though I utilized only individuals in the analysis. It is still important to include entities, however, as they can be social entrepreneurs as well. Solidification of a definition is important to the field to legitimize SE research (Abu-Saifan, 2012) and to provide a more solid foundation for this research.

In addition to the definition of SE, this dissertation examines practical characteristics, which had rarely been measured, to provide a complete view of social entrepreneurs. I proposed that Latin American entrepreneurs have a unique set of characteristics, which propel them to want to become social entrepreneurs. Specifically, I included the socio-political activism element as an additional motivating factor for those who may have greater SEI. While a moderation effect was found, this provides evidence that can be carried into future research considerations. In addition to socio-political activism, I explored entrepreneurial passion (Cardon et al., 2009) as a driver of SEI. Answering a call by Cardon et al. (2017), I identified additional personal characteristics relating to how social mission and social entrepreneurs exhibit entrepreneurial passion, which propels them to SEI. Relationships help the field to solidify our understanding of

a social entrepreneur. By having a firmer foundation, the field can legitimize and, more important, standardize the definition of a social entrepreneur (Bansal, Garg, & Sharma, 2019).

This study explores how traditional gender measurement is misleading in academic business research. Traditionally, gender is frequently confused with sex (Borna & White, 2003); sex is a birth assignment, whereas gender is an identity (Hyde, Bigler, Joel, Tate, & van Anders, 2019). To measure this variable, I asked respondents to identify their gender (man, woman, transman, transwoman, non-binary, or other), which is a practical utilization of gender. Although there are limitations regarding gender that this work cannot solve (Henry, Foss, & Ahl, 2015), this dissertation allows the field to see the importance of SRT and how gender has prolifically played an important role in a social entrepreneur's SEI. In addition to the antecedents of SEI, this research will begin the practical application of how to look at the role of gender and its impact on social entrepreneurs. I focused on Latin American entrepreneurs, who represented under-represented communities and areas that have rarely been examined. By observing entrepreneurs in under-represented areas, future economic policies can inspire non-traditional and non-man genders to participate, which has practical implications for local economies to which entrepreneurs contribute.

In developing nation-states, entrepreneurs can build local economies while giving a larger purpose to non-male entrepreneurs, who have not been traditionally active in economic settings (Sapleton, 2009). To understand social entrepreneurs and the antecedents that motivate SEI, program funding can be utilized to support entrepreneurs while enhancing the economic value of the nation-state in which they reside. The successful support of entrepreneurs can increase multiple aspects of citizens' economic livelihoods in under-represented and developing nations (West III, Bamford & Marsden, 2008). Entrepreneurs have many positive economic

impacts on their communities; for example, offering products and services that lead to job creation and opportunities for others, which support the economic livelihoods of the workers that they employ (Lecuna, Chen, & Chavez, 2017).

Overall, the practical implications are subsumed by understanding the psychological and motivational aspects of entrepreneurs' SEI, which have important implications for people, cultures, and opportunities. The power of the individual and their opportunity to disrupt the status quo for overall economic good provides motivation to further this research stream. Providing scientific evidence and supporting the social good has practical importance that creates opportunities for those who may not have traditionally had the resources or abilities to pursue them.

### **5.7 Contributions to the Literature**

This dissertation merges multiple political and sociological ideas and measurements to give entrepreneurship another lens through which to examine intentions to begin a social venture. Connections between political beliefs and SEI have been measured (Mair & Noboa, 2006). While few have explored relationships between socio-political activities and passion for explaining SEI, I attempt to contribute to the literature by utilizing the AIS and RIS scales of Moskalenko and McCauley (2009), which highlight both positive and negative aspects of political activism. This study focused on the positive outlook of political participation, suggesting future research opportunities.

Second, utilizing sociological roles, passion, and SEI is an important contribution. Few studies have utilized entrepreneurial passion to explain SEI. Cardon et al. (2017) asserted that more research is needed to explain entrepreneurial passion and its relationship to social mission. This dissertation has shown that experienced Latin American entrepreneurs have an increased

amount of entrepreneurial passion, which leads to increased intentions to begin a social enterprise. This finding increases our knowledge of the importance of passion in relation to SEI; however, more questions remain. Another contribution this study makes is its focus on under-represented communities and experienced entrepreneurs in Latin America. While studies have been utilized throughout the African continent (Rivera-Santos, Holt, Littlewood, & Kolk, 2015), this study adds to the growing list of SE research in developing communities to understand how political attitudes and passion work as antecedents to launching a social venture.

Third, this study explains how opportunity recognition influences a social entrepreneur's desire to begin a social business. While previous literature has found the relationship of opportunity recognition and entrepreneurship to be important (Shane, 2000; Shane, Nicolaou, Cherkas, & Spector, 2010; Shane & Venkataraman, 2000), , the role that opportunity recognition plays in the natural ability to discover opportunity is significant (Corner & Ho, 2010). Although it did not find direct moderation effects relating to SEI, this dissertation explored the relationship between opportunity recognition and entrepreneurial passion in under-served communities. I hypothesized a positive increase of SEI as effects from entrepreneurial passion and opportunity recognition increased; however, this did not prove to be the case. Further research in Latin American and under-represented countries is warranted.

This dissertation exemplified the multiple categories that define gender (Stokoe & Smithson, 2001), including trans and non-binary entrepreneurs. While the various genders were coded as man or non-man, multiple genders are represented in the sample population. Exploring the phenomenon of gender and entrepreneurial intentions through the lens of SRT will help us understand why gender influences decisions and affects participation in political systems. These

differences impact and influence our understanding of how gender impacts intention to create social ventures.

Finally, this study has offered a more comprehensive definition of SE. While important, capturing all of the nuances in a singular definition of SE may be difficult because of the increased scope of the field (Mair & Marti, 2006). Important to this literature is a definition that encompasses the very essence of entrepreneurship by exploiting opportunities (Zahra et al., 2009) while also having the flexibility to incorporate active organizations (Zhara et al., 2014). Although the proposed definition is not without its own limitations, it provides a foundation on which a bridge between groups can be formed.

### **5.8 Limitations**

This study has narrowly defined the antecedents that contribute to our current understanding of the psychological characteristics that influence one's decision to begin a social venture (Hockerts, 2015). It was hypothesized that socio-political activity and entrepreneurial passion would have substantial impacts on SEI, according to the models presented in Chapter 4. While Cardon et al. (2013) provided a clear measure of entrepreneurial passion, socio-political activism, on the other hand, was more of a challenge. Although evaluations of political activity and entrepreneurs in economics have been made (Johnson, Kaufmann, & Shleifer, 1997) along with political connections (Ge et al., 2017), the literature has merely scratched the surface of how political activities translate into entrepreneurial intentions. Further research is warranted to understand this relationship and how entrepreneurs who are active politically may have stronger interests. Specifically, future research may be warranted to understand how radical intentions motivate, or hinder, SEI.



In addition to the gender limitations present in this study, racial concerns may have strong abilities to predict SEI. I attempted to look at each entrepreneur's race; however, I was unable to reasonably measure race as a variable in Latin America. I sought to have respondents from as many countries and populations as possible answer the research question. It would be interesting to understand how race impacts SEI and entrepreneurship in disadvantaged populations because of the dramatic effect that race has on entrepreneurship (Light & Rosenstein, 1995). In addition to race, there is some response bias evident by the populations that answered the survey. In the sample population, many of the respondents were from Mexico. This bias leads to some conclusions, but it would be difficult to generalize responses across all of Latin America.

### **5.9 Future Research Considerations**

The theories utilized here, including SMIT and SRT, could be applied to future entrepreneurial research. While social entrepreneurs are considered passionate (Thorgren & Omoreade, 2018), there are multiple areas of passion (e.g., growth, people, competition, inventing, and social mission) (Cardon et al., 2017). Social movement impact theory and the disruption of the status quo could be applied as a lens to numerous entrepreneurship areas to explain behaviors and desires to bring about entrepreneurial passion among experienced entrepreneurs.

Focusing on Latin American entrepreneurs is the tip of the iceberg regarding future research considerations of under-represented populations. I did not find a significant moderation effect as hypothesized for male entrepreneurs' and political activity along with entrepreneurial passion and opportunity recognition. More questions remain; for example, examining how

ingrained SRT is within a community to understand the struggles certain genders face when beginning a venture.

In addition, one might explore the role gender plays in various business ventures. For instance, would an established non-male entrepreneur who has a passion for founding enterprises face fewer obstacles as their experience level grows? These questions have merit and are yet to be explored in the gender and entrepreneurial literature. Finally, researchers could examine the impact of governmental entities on entrepreneurs of various genders. According to SRT, each member of society has a role to play; therefore, one might seek to understand the alignment of beliefs and current policies present in the particular nation-state's political system.

Race and gender may have a significant place in our understanding of Latin American social entrepreneurs. While I initially examined this variable, it proved to be complex because of the races represented throughout Latin America (Graham, 2010; Wade, 2010). In my review of the literature, I did not find a comprehensive list of races represented by various nations; rather, I found a list of cultures throughout the indigenous populations. While beneficial, race and culture are different constructs to be measured. Future researchers might examine how race influences entrepreneurs in the face of discrimination or demotivation or how certain races may face fewer obstacles in venture creation and whether the ease of venture creation may be its detriment.

Another area of future research consideration is the benefit of SE in developing economies. While SMIT and SRT examine disruption and the individual's role within the system, another consideration must be the nation-state's economy and the individual economies affected by entrepreneurship. Davis (2002) explored the social and economic development of social entrepreneurs. Few have examined the social entrepreneur's ability to assist the national economy with job creation and sustainable economic growth. This seemingly silver underlining

has some merit in our understanding of the overall benefits of SE and the development and growth of social ventures. Because economic inequality exists across multiple nations and states (Pathak & Muralidharan, 2018), future research could explore these relationships, especially in developing contexts; specifically, how the creation of ventures reshapes a nation's gender roles while providing an added benefit to the local economy. As this may not be the case for all parties, it stands to reason that further research is needed to understand these relationships.

I asked respondents not only to identify the country in which they are living, but also to indicate their country of origin. Such questions attempt to further our understanding of why entrepreneurs are migrating to Latin America to pursue their social entrepreneurial endeavors. In this study, few respondents were not from Latin America but did represent varying populations, suggesting that they have migrated. Future research might seek to examine the factors of migration, especially among social entrepreneurs.

This study examined antecedents of SEI among experienced Latin American social entrepreneurs, which brought to light some interesting findings. Future research might seek to explore other antecedents of entrepreneurial passion among this same population. Entrepreneurial passion, or one's overwhelming positive desire (Cardon, 2009), may provide more interesting findings and close literature gaps linking entrepreneurial passion and social mission. Bringing this relationship to the forefront can answer more questions about what makes a social entrepreneur seek good while exploiting an opportunity. This dissertation utilized a composite measure that encompassed multiple types of entrepreneurial passion (Cardon et al., 2013). Further research could examine how each passion type (founding, inventing, or developing) may influence Latin American experienced entrepreneurs. Because entrepreneurs may have various strengths and weaknesses in each category (Cardon et al., 2013), further

research in this area may unlock some interesting developments that might expand what we know about passion and SEI.

Student status is another area of future research for which this dissertation has provided a foundation. Student status may help the field understand why one might have a greater interest in being a social entrepreneur. In the sample population, Latin American entrepreneurs who were not current students actually had decreased SEI. This finding adds to our body of knowledge about entrepreneurs and unlocks multiple questions for future research.

This dissertation answered a few questions about Latin American entrepreneurs and expanded our knowledge in this area. Future research utilizing sample populations, such as this one, will provide additional knowledge and close substantial literature gaps that have been exposed by this study.

### **5.10 Conclusion**

This study had one major objective: to continue exploring the antecedents of SEI among experienced Latin American entrepreneurs and to augment the previous streams of research in this area. Unlike preceding works, I used the lens of SMIT and SRT to explain how political activism and passion may lead to greater SEI among a developing population in Latin America. While a substantial research stream has explored antecedents, a much smaller research stream has explored developing populations. Literature streams are important because they shed light on the theoretical implications and practical applications that can transform lives and develop local economies. My research continues to expand our knowledge; however, and more important, it has shown that entrepreneurs possess entrepreneurial passion and have intentions to help themselves while working to help their local economies in multiple sectors. I hope that, with the conclusion of this research, the field continues to expand its knowledge and understanding of

developing populations, which may unlock resources for those who need them. The practical implications for entrepreneurs are too significant for the field to turn a blind eye. All entrepreneurs stand to benefit from this research and its findings. By identifying those who have greater amounts of SEI, we have an opportunity to make the world a better place.

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## APPENDIX I: IRB APPROVAL

IRB Approval

To: Bryan Darden

From: Office of Research Protections and Integrity

Date: 7/13/2020

RE: Notice of Approval of Exemption with No End Date

Exemption Category: 2.Survey, interview, public observation

Study #: 19-0768

**Study Title:** THROUGH THE LENS OF SOCIAL MOVEMENT IMPACT THEORY IN LATIN AMERICA. MEASURING SOCIAL ENTREPRENEURIAL INTENTION: UTILIZING SOCIO-POLITICAL ACTIVISM, ENTREPRENEURIAL PASSION AND OPPORTUNITY RECOGNITION AS MODERATED BY FUNDING, GENDER AND EXPERIENCE

This submission has been reviewed by the Office of Research Protections and Integrity (ORPI) and was determined to meet the Exempt category cited above under 45 CFR 46.104(d). This determination has no expiration or end date and is not subject to an annual continuing review.

**However, you are required to obtain IRB approval for all changes to any aspect of this study before they can be implemented.**

### **Study Notes:**

- Per University mandate in response to the ongoing Coronavirus Disease 2019 (COVID-19) outbreak, all Human Subjects Research activities involving on-campus implementation **and/or** direct person-to-person contact should not proceed until University restrictions are lifted.
- Restoring and restarting direct person-to-person Human Subjects Research activities, must have University-level approval. Refer to the Research Restart and Restoration Task Force Report and the Office of Research Protections and Integrity guidelines.
- Further, activities occurring off-campus must adhere to local, state, and federal restrictions (including stay-at-home orders) as well as public health requirements for the size of groups/gatherings, social distancing, hygiene, and sanitization, etc.
- Protocol Modifications are needed to adjust data collection procedures to remote data collection (e.g., phone, online or virtual).

**The Investigator Responsibilities listed below apply to this study only. Carefully review the Investigator Responsibilities.**

### **Study Description:**

Many studies have examined the utilization of the Theory of Planned Behavior to explain Social Entrepreneurial Intention. Little empirical research has focused on the role of Socio-Political Activism and Theory of Social Movements and the Social Movement Impact Theory to explain why a Social Entrepreneur may have greater intentions to begin a social venture. More interestingly, the extant literature has infrequently explored the role of Latin America and experienced entrepreneurs who are seeking to create a social venture. In this dissertation, I will examine factors that lead to greater Social Entrepreneurial Intention with the Social Movement Impact Theory as a basis to select these antecedents. Utilizing socio-political activism, entrepreneurial passion and opportunity recognition as my independent variables, I will then moderate these variables with entrepreneurial funding opportunities, gender and experience. I will be utilizing Qualtrics to reach experienced entrepreneurs in Latin America. Two hundred adults will answer a 65-question survey to understand further their intention to begin a social venture. The hypotheses will be tested utilizing hierarchical moderated linear regression. I will test for differences in R<sup>2</sup> to better understand the change in variance of the model to see which antecedents have a more significant impact on social entrepreneurial intention. This research has multiple impactful, practical and theoretical contributions to the literature. Besides being one of the few studies to reach Latin America, this research incorporates three major entrepreneurial fields of Entrepreneurial passion, Entrepreneurial Funding and Entrepreneurial Intention. This dissertation also includes gender and will seek to integrate multiple genders and not just sex into the model. Finally, this dissertation contributes to the literature by explaining how each antecedent impact intention. In the existing literature, over 100 antecedents have been tested. Few have explain intention in terms of Social Theory to understand the motivations of these entrepreneurs better. By incorporating Social Movement Impact Theory and these fields within entrepreneurship, the field can begin to understand the role of social entrepreneurship further.

Your approved consent forms (if applicable) and other documents are available online at [http://uncc.myresearchonline.org/irb/index.cfm?event=home.dashboard.irbStudyManagement&irb\\_id=19-0768](http://uncc.myresearchonline.org/irb/index.cfm?event=home.dashboard.irbStudyManagement&irb_id=19-0768).

### **Investigator's Responsibilities:**

The above-cited determination has no expiration or end date and is not subject to annual continuing review.

However, the Principal Investigator needs to comply with the following responsibilities:

1. Modifications **must** be submitted for review and approval before implementing the modification. This includes changes to study procedures, study materials, personnel, etc.
2. Data security procedures must follow procedures as approved in the protocol and in accordance with ITS Guidelines for Data Handling.

3. Promptly notify the IRB ([uncc-irb@uncc.edu](mailto:uncc-irb@uncc.edu)) of any adverse events or unanticipated risks to participants or others.
4. Complete the Closure eform via IRBIS once the study is complete.
5. Be aware that this study is now included in the Office of Research Protections and Integrity (ORPI) **Post-Approval Monitoring program** and may be selected for post-review monitoring at some point in the future.
6. Reply to ORPI post-review monitoring and administrative check-ins that will be conducted periodically to update ORPI as to the status of the study.
7. Three years (3) following this Exemption determination, ORPI will request a study status update (active/not active).

Please be aware that approval may still be required from other relevant authorities or "gatekeepers" (e.g., school principals, facility directors, custodians of records).

To: Bryan Darden From: Office of Research Protections and Integrity Date: 9/21/2020

RE: Notice of Modification Approval (Exempt) Exemption

Category: 2.Survey, interview, public observation Study #: 19-0768 Study

Title: THROUGH THE LENS OF SOCIAL MOVEMENT IMPACT THEORY IN LATIN AMERICA. MEASURING SOCIAL ENTREPRENEURIAL INTENTION: UTILIZING SOCIO-POLITICAL ACTIVISM AND

ENTREPRENEURIAL PASSION AS MODERATED BY OPPORTUNITY RECOGNITION AND GENDER

This modification submission has been reviewed and approved by the Office of Research Protections and Integrity (ORPI). Study Notes:

Per University mandate in response to the ongoing Coronavirus Disease 2019 (COVID-19) outbreak, all Human Subjects Research activities involving on-campus implementation and/or direct person-to-person contact should not proceed until University restrictions are lifted. Restoring and restarting direct person-to-person Human Subjects Research activities, must have University-level approval. Refer to the Research Restart and Restoration Task Force Report and the Office of Research Protections and Integrity guidelines. Further, activities occurring off-campus must adhere to local, state, and federal restrictions (including stay-at-home orders) as well as public health requirements for the size of groups/gatherings, social distancing, hygiene, and sanitization, etc.

Protocol Modifications are needed to adjust data collection procedures to remote data collection (e.g., phone, online or virtual). Submission Description:

Updated title and updated survey questions. New Survey questions have also been translated into Spanish. I have

attached updated questions which are the same in style as previously approved and exempted questions. All questions

are from previous studies and have been utilized in the literature extensively. Most are from the original exemption. None of the new questions will identify a participant.

I have also updated the incentive amount to \$4.

#### Investigator's Responsibilities:

It is the investigator's responsibility to promptly inform the committee of any changes in the proposed research, and of any adverse events or unanticipated risks to participants or others. 1.

You are required to obtain Office of Research Protections and Integrity and/or IRB approval for any changes to any aspect of this study before they can be implemented. 2.

Data security procedures must follow procedures as approved in the protocol and in accordance with ITS Guidelines for Data Handling. 3.

Your approved consent forms (if applicable) and other documents are available online at [http://uncc.myresearchonline.org/irb/index.cfm?event=home.dashboard.irbStudyManagement&irb\\_id=19-0768](http://uncc.myresearchonline.org/irb/index.cfm?event=home.dashboard.irbStudyManagement&irb_id=19-0768).

## APPENDIX II: QUALTRICS SURVEY



Belk College of Business

*Belk College of Business*

*9201 University City Boulevard, Charlotte, NC 28223-0001*

### ***Consent to Participate in a Research Study***

*Title of the Project: THROUGH THE LENS OF SOCIAL MOVEMENT IMPACT THEORY IN LATIN AMERICA. MEASURING SOCIAL ENTREPRENEURIAL INTENTION: UTILIZING SOCIO-POLITICAL ACTIVISM AND ENTREPRENEURIAL PASSION AS MODERATED BY OPPORTUNITY RECOGNITION AND GENDER.*

*Principal Investigator: Bryan B. Darden (UNCC)*

*Faculty Advisor: Dr. Reginald Silver (UNCC)*

*IRB: 19-0768*

*You are invited to participate in a research study. Participation in this research study is voluntary. The information provided is to give you key information to help you decide whether or not to participate.*

- The purpose of this study is to examine social entrepreneurial intent on current entrepreneurs in Latin America.*
- You must be age 18 or older to participate in this study.*
- You are asked to complete a survey asking a series of questions about your intentions on being an entrepreneur along with socio-political activity, passion and opportunity recognition. The questions will also ask about funding, gender and experience level. The questions are not sensitive or overly personal.*
- It will take you about 13 minutes to complete the survey.*
  
- We do not believe that you will experience any risk from participating in this study.*
- You will receive \$4 for your participation. To earn the \$4 you must complete all questions in the survey and you must have read through and thoughtfully answered each question. Failure to do so, will result in no payment.*



· What we learn about the social entrepreneurial intention may be beneficial to other entrepreneurs and carry substantial benefits in both practice and education.

Your privacy will be protected, and confidentiality will be maintained to the extent possible. Your responses will be treated as confidential and will not be linked to your identity.

Survey responses and email addresses will be stored separately with access to this information controlled and limited only to people who have approval to have access. We might use the survey data for future research studies, and we might share the non-identifiable survey data with other researchers for future research studies without additional consent from you.

After this study is complete, study data may be shared with other researchers for use in other studies without asking for your consent again. The data we share will NOT include information that could identify you.

Participation is voluntary. You may choose not to take part in the study. You may start participating and change your mind and stop participation at any time.

If you have questions concerning the study, contact the Faculty Advisor at 704-687-6181 or by email at [rsilver5@uncc.edu](mailto:rsilver5@uncc.edu). If you have further questions or concerns about your rights as a participant in this study, contact the Office of Research Protections and Integrity at (704) 687-1871 or [uncc-irb@uncc.edu](mailto:uncc-irb@uncc.edu).

You may print a copy of this form. If you are 18 years of age or older, have read and understand the information provided and freely consent to participate in the study, you may proceed to the survey by clicking I Agree below.

### ***Consentimiento para participar en un estudio científico***

*Título del proyecto: Atraves del lente: El impacto de la teoría del movimiento social en Latinoamérica  
Midiendo intenciones sociales del empresario: utilizando activismo sociopolítico y pasión empresarial moderado por reconocimiento oportunista y género.*

*Investigador principal: Bryan B. Darden*

*Facultad: Dr. Reginald Silver*

*IRB:19-0768*

*Usted ha sido invitado a participar en un estudio científico. Su participación en este estudio es voluntaria. La información proveída es para darle información adicional para ayudarle con la decisión de participar o no.*

- El propósito de este estudio es para examinar la intención social de empresarios en los corrientes empresarios en Latinoamérica
- Debe tener o ser mayor de 18 años para participar en este estudio
- Se le pedida completar una encuesta que consiste en varias preguntas acerca de su intención de ser empresario junto a la actividad sociopolítica, pasión y reconocimiento de oportunidad. Las preguntas también harán preguntarán sobre financiamiento, género y nivel de experiencia. Las preguntas no son sensitivas ni sobre personales.
- Le tomara aproximadamente 13 minutos para completar la encuesta.
- No se presume que tendrá un riesgo de participar en la encuesta
- Usted recibirá \$4 por su participación. Para ganar los \$4 usted debe completar todas las preguntas en la encuesta. Debe contestar las preguntas con consideración y después de leer toda la pregunta, falta de completar la encuesta resultara en ningún pago.
- Lo que aprenderemos de la intención de un empresario social será beneficioso para otros empresarios y puede llegar a cargar beneficios substanciales en la práctica y la educación. Su privacidad será protegida, y confidencialidad será mantenida el extenso posible. Sus respuestas serán tratadas con privacidad y no serán relacionadas con su identidad. Respuestas de la encuesta y los correos electrónicos serán separados y guardados individualmente con acceso a la información controlada y limitada solamente a personas que tengan aprobación de acceso. Los datos de la encuesta tal vez serán usados en estudios futuros y tal vez compartiremos la información que no puede ser usada para identificación con otros investigadores para sus estudios científicos sin conciento adicional de usted. Después de que este estudio sea completado, las estadísticas pueden ser compartidas con otros investigadores para uso en sus propios estudios sin preguntar otra vez por su conciento. Los datos que compartiremos NO incluirán información que pueda identificarlo. Participación es voluntaria. Usted puede decidir no participar en el estudio. Usted tiene el derecho de empezar el estudio y si decide no continuar puede dejar de participar a cualquier momento. Si usted tiene preguntas sobre el estudio, puede contactar a el Asesor de la Facultad 704-687-6181 o por correo electrónico rsilver5@uncc.edu. Si usted tiene preguntas adicionales o preocupación de sus derechos como un participante en este estudio, puede contactar la Oficina de Complicidad de Investigadores 704-687-1871 o por correo electrónico uncc-irb@uncc.edu. Usted puede imprimir una copia de este documento. Si usted tiene 18 años de edad o más, ha leído y comprende la información proveída y libremente consciente a participar en este estudio científico usted puede proceder después de marcar “estoy de acuerdo” abajo.

I Agree / - Estoy de acuerdo

I Do Not Agree / no estoy de acuerdo



**It is exciting to figure out new ways to solve unmet market needs that can be commercialized. / Es excitante tratando de buscar nuevas maneras de resolver necesidades del mercado que no han sido satisfechas que pueden ser comercializadas**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Searching for new ideas for products/services to offer is enjoyable to me. / Buscando nuevas ideas para productos/servicios para ofrecer es algo que disfruto hacer**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I am motivated to figure out how to make existing products/services better. / Estoy motivado de buscar maneras de mejorar productos/servicios que ya existen**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Scanning the environment for new opportunities really excites me. / Examinando nuevas oportunidades que se presentan en el ambiente en realidad es excitante**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I feel energized when I am developing product prototypes. / Me siento animado cuando estoy desarrollando prototipos de productos**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I really like tinkering with product designs. / Me gusta mucho jugar con diseños de productos**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Establishing a new company excites me. / Estableciendo una nueva compañía me excita.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**Owning my own company energizes me. / Siendo dueño de mi propia compañía me da energía.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**Nurturing a new business through its emerging success is enjoyable. / Ayudar con el crecimiento de un negocio a través de la emersión de existo me da gusto.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I love creating a new firm. / Me encanta crear una nueva agencia.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**Trying to convince others to invest in my business motivates me./ Intentando a convencer a otros a que inviertan en mi negocio me motiva.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I enjoy figuring out how to take someone else's ideas and market them. / Me gusta buscar como tomar las ideas de alguien más y promocionarlas.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I greatly enjoy talking about my ideas with other people. / Me gusta mucho hablar de mis ideas con otras personas.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I really enjoy creating and appropriating value for my company. / Me encanta crear y apropiarme del valor de mi**

**compañía.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**Creating something out of nothing is exciting. / Creando cosas de la nada es excitante.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I really like finding the right people to market my product/service to. / En realidad, me gusta buscar las personas**

**correctas para promocionarles mis servicios y productos.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**Assembling the right people to work for my business is exciting. / Reuniendo a las personas correctas para trabajar en mi**

**negocio es excitante.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**Pushing my employees and myself to make our company better motivates me. / Empujando a mis empleados y a mí**

**mismo para mejorar nuestra compañía me da motivación.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I really enjoy commercializing new products/services. / Comercializando nuevos productos/servicios es algo que disfruto.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Taking a small business and growing it is exciting. / Tomando un pequeño negocio y creciéndolo es excitante**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Expanding my company by offering new products and services excites me. / Me entusiasma expandir mi empresa**

**ofreciendo nuevos productos y servicios.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I really like it when we meet or exceed sales projections. / En realidad, me gusta cuando recibimos o excedemos nuestras**

**proyecciones de venta**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Expanding the number and type of products and services we offer is thrilling. / Expandiendo el número y tipo de**

**productos y servicios que ofrecemos es emocionante**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**Based on the ideas you had last year, how many potential new venture opportunities did you recognize? / Según las ideas**

**que tuvo el año pasado, ¿cuántas oportunidades potenciales de nuevas empresas reconoció?**

0	1	2	3	4	5	6	7	8-10	11+
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**While going about day-to-day activities, I see potential new social venture ideas all around me. / Mientras las actividades del día a día pasan, yo veo el potencial de ideas aventuras sociales nuevas alrededor de mí.**

**I have a special alertness or sensitivity toward new social venture opportunities. / Tengo un estado de alerta especial o**

**sensibilidad hacia nuevas oportunidades de emprendimiento social.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I can recognize new venture opportunities in industries where I have no personal experience. / Puedo reconocer nuevas**

**oportunidades de riesgo en industrias en las que no tengo experiencia personal.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**Seeing potential new social venture opportunities does NOT come very naturally to me / Viendo el potencial de**

**oportunidades para nuevas aventuras sociales no me viene naturalmente**

Strongly disagree / Estoy totalmente en desacuerdo	Disagree / Estoy en desacuerdo	Somewhat disagree/ Un poco en desacuerdo	Neither agree nor disagree/ No estoy de acuerdo ni en desacuerdo	Somewhat agree/ estoy mas o menos de acuerdo	Agree / De acuerdo	Strongly agree / Estoy totalmente de acuerdo
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**I expect some point in the future I will be involved in an**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**organization that aims to solve social problems. / Yo espero que en algún punto en el futuro estaré involucrado en**

**lanzando una organización que aspira a resolver problemas sociales**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I have a preliminary idea for a social enterprise on which I plan to act in the future. / Tengo una idea preliminar para**

**una iniciativa social en cual yo planeo actuar en el futuro**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I do NOT plan to start a social enterprise. / Yo no planeo empezar una iniciativa social.**

Strongly disagree/ Estoy totalmente en desacuerdo	Disagree/ Estoy en desacuerdo	Somewhat disagree/ Un poco en desacuerdo	Neither agree nor disagree/ No estoy de acuerdo ni en desacuerdo	Somewhat agree / estoy mas o menos de acuerdo	Agree/ De acuerdo	Strongly agree/ Estoy totalmente de acuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would join / belong to an organization that fights for my groups political and legal rights / Me uniría / pertenecería a**

**una organización que lucha por los derechos políticos y legales de mi grupo**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would donate money to an organization that fights for my groups political and legal rights / Donaría dinero a una organización que lucha por los derechos políticos y legales de mi grupo.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would volunteer my time working (i.e. write petitions, distribute flyers, recruit people, etc.) for an organization that fights for my group's rights / Ofrecería mi tiempo de trabajo voluntario (es decir, escribir peticiones, distribuir volantes, reclutar personas, etc.) para una organización que lucha por los derechos de mi grupo.**

**I would travel for one hour to join in a public rally, protest, or demonstration in support of my group / Viajaría durante una hora para unirme a un mitin público, protesta o manifestación en apoyo de mi grupo.**

**I would continue to support an organization that fights for my groups political and legal rights even if the organization sometimes breaks the law / Seguiría apoyando a una organización que lucha por los derechos políticos y legales de mi grupo, incluso si la organización a veces infringe la ley.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would continue to support an organization that fights for my groups political and legal rights even if the organization sometimes resorts to violence / Seguiría apoyando a una organización que lucha por los derechos políticos y legales de mi grupo, incluso si la organización a veces recurre a la violencia.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would participate in a public protest against oppression of my group even if I thought the protest might turn violent / Participaría en una protesta pública contra la opresión de mi grupo incluso si pensara que la protesta podría volverse violenta**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I would attack police or security forces if I saw them beating members of my group / Atacaría a la policía o las fuerzas de**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**seguridad si los viese golpeando a miembros de mi grupo.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I would go to war to protect the rights of my group / Iría a la guerra para proteger los derechos de mi grupo.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I would retaliate against members of a group that had attacked my group, even if I couldn't be sure I was retaliating**

**against the guilty party / Tomaría represalias contra los miembros de un grupo que había atacado a mi grupo, incluso si**

**no podía estar seguro de que estaba tomando represalias contra la parte culpable.**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
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**I have some experience working with social problems. / Tengo algo de experiencia trabajando con problemas sociales**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree / estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
--	----------------------	--	--------------------------------------	---	--	---



**I have volunteered or otherwise worked with social organizations. / Me ofrecí como voluntario o trabajé con organizaciones sociales.**

**I know a lot about social organizations /Se mucho sobre organizaciones sociales**

Strongly agree/ Estoy totalmente de acuerdo	Agree/ De acuerdo	Somewhat agree/ estoy más o menos de acuerdo	Disagree / Estoy en desacuerdo	Strongly disagree / Estoy totalmente en desacuerdo	Somewhat disagree / Un poco en desacuerdo	Neither agree nor disagree / No estoy de acuerdo ni en desacuerdo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**I intend to become a Social Entrepreneur / Pretendo convertirme en Emprendedor Social**

Yes/ Si	No
<input type="radio"/>	<input type="radio"/>

**I currently own my own business / Actualmente soy dueño de mi propio negocio**

Yes / Si	No
<input type="radio"/>	<input type="radio"/>

**The business I own would be considered a social business or venture in which I seek to do good in my community? / ¿El negocio que tengo se consideraría un negocio social o una empresa en la que busco hacer el bien en mi comunidad?**

Yes/Si	No
<input type="radio"/>	<input type="radio"/>

**With the business I currently own, I intend to make it more social and become a social entrepreneur. / Con el negocio que tengo actualmente, tengo la intención de hacerlo más social y convertirme en un emprendedor social.**

Yes/ Si	No
<input type="radio"/>	<input type="radio"/>

**With the following definitions in mind, please answer the following question. What industry do you expect your social business to be involved?/ ¿En qué industria espera que participe su empresa social?**

Government / relacionado con el gobierno	Near-government / algo de gobierno	Non-profit / sin ánimo de lucro	Hybrid (Profit and Governmental) / una ganancia híbrida y gubernamental	For-Profit /con fines de lucro
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

With the understanding that a volunteer is someone who does work for an organization without being paid. Please answer the following question / En el entendido de que un voluntario es alguien que trabaja para una organización sin cobrar.

Responda la siguiente pregunta:

How many months of volunteer experience do you have? / ¿Cuántos meses de experiencia como voluntario tienes?

0-12

☐

13-24

☐

25-36

☐

37-48

☐

49+

☐

I would Identify my gender as/ Yo identificaría mi género como

- ☐ Man/ Hombre
- ☐ Woman/ Mujer
- ☐ Transman / Hombre-trans
- ☐ Transwoman / Mujer-trans
- ☐ Non-Binary
- ☐ Other: Please Specify

What is your current age? / ¿Cuál es su edad?

18-24

☐

25-34

☐

35-44

☐

45-54

☐

55-64

☐

65-74

☐

75+

☐

How many years of Entrepreneurship Experience do you have? / ¿Cuántos años de experiencia de empresaria tiene?

Less than 1

☐

1-5

☐

6-10

☐

11-15

☐

16-20

☐

21+

☐

Which of the following categories best describes the industry you will be involved as an entrepreneur? (Select all that apply)

- |   |   |
|---|---|
| <input type="checkbox"/> Agriculture, Forestry, Fishing and Hunting | <input type="checkbox"/> Construction                             |
| <input type="checkbox"/> Utilities                                  | <input type="checkbox"/> Other Manufacturing                      |
| <input type="checkbox"/> Computer and Electronics Manufacturing     | <input type="checkbox"/> Retail                                   |
| <input type="checkbox"/> Wholesale                                  | <input type="checkbox"/> Publishing                               |
| <input type="checkbox"/> Transportation and Warehousing             | <input type="checkbox"/> Telecommunications                       |
| <input type="checkbox"/> Software                                   | <input type="checkbox"/> Information Services and Data Processing |
| <input type="checkbox"/> Broadcasting                               | <input type="checkbox"/> Finance and Insurance                    |

<input type="checkbox"/> Other Information Industry	<input type="checkbox"/>	College, University, and Adult Education
<input type="checkbox"/> Real Estate, Rental and Leasing	<input type="checkbox"/>	Other Education Industry
<input type="checkbox"/> Primary/Secondary (K-12) Education	<input type="checkbox"/>	Arts, Entertainment, and Recreation
<input type="checkbox"/> Health Care and Social Assistance	<input type="checkbox"/>	Government and Public Administration
<input type="checkbox"/> Hotel and Food Services	<input type="checkbox"/>	Scientific or Technical Services
<input type="checkbox"/> Legal Services	<input type="checkbox"/>	Scientific or Technical Services
<input type="checkbox"/> Homemaker	<input type="checkbox"/>	Military
<input type="checkbox"/> Religious	<input type="checkbox"/>	Other Industry (please specify) <input type="text"/>
<input type="checkbox"/> Mining		

**In which country do you currently reside?/ ¿En qué país vive ahora?**

**In which country were you born?/ ¿En qué país nació?**

**What is your sexual orientation? / ¿Cuál es su sexualidad?**

Heterosexual

Homosexual

Bisexual

Other/ Otro

Prefer not to say/ Prefiero no decir

☐
☐
☐
☐
☐

**Are you a current student? / ¿Corrientemente es un estudiante?**

Yes/ Si

No

☐
☐

**What is the highest level of school you have completed or the highest degree you have received? / ¿Cuál es el nivel más**

**alto de escuela que ha completado o el título más alto que ha recibido?**

High School / diploma de escuela secundaria

Associates Degree / grados asociados

Bachelors Degree / Licenciatura

Masters or Doctorate /Maestría o doctorado

Professional Degree/ Título profesional

☐
☐
☐
☐
☐

### APENDIX III: CODEBOOK

Control Variables	
Variable	Definition
Argentina	From the Country of Argentina
Canada	From the Country of Canada
Chad	From the Country of Chad
Chile	From the Country of Chile
Egypt	From the Country of Egypt
France	From the Country of France
Germany	From the Country of Germany
Honduras	From the Country of Honduras
Mexico	From the Country of Mexico
Peru	From the Country of Peru
Romania	From the Country of Romania
UK	From the Countries of the United Kingdom
USA	From the United States
Venezuela	From the Country of Venezuela
Live in Chile	Lives in Chile
Live in Honduras	Lives in Honduras
Lives in Mexico	Lives in Mexico
Age 18	Respondent current age 18-24.9
Age 25	Respondent current age 25-34.9
Age 35	Respondent current age 35-44.9
Age 45	Respondent current age 45-54.9
Age 55	Respondent current age 55-64.9
Homosexual	Respondent reports being homosexual
Heterosexual	Respondent reports being heterosexual

Bisexual	Respondent reports being bisexual
Other Sexuality	Respondent reports being other sexuality
Prefer not to say	Respondent reports not wanting to say sexuality
Current Student	Respondent is a current Student
Not a Student	Respondent is not a current Student
High School	Respondent highest obtained education is High School
Associates	Respondent highest obtained education is an Associates Degree
Bachelors	Respondent highest obtained education is a Bachelors Degree
Graduate	Respondent highest obtained education is a Masters or Doctoral Degree
Less than 1 Volunteer	Respondent have less than one month of volunteer experience
13 to 24 Volunteer	Respondent have between 13 months and 24 months of Volunteer Experience
25-36 Volunteer	Respondent have between 25 months and 36 months of Volunteer Experience
37-48 Volunteer	Respondent have between 37 months and 48 months of Volunteer Experience
49+ Volunteer	Respondent have 49 or more months of Volunteer Experience
Experience	Composite created to measure Experience (Hockerts, 2017)
EXP_1	I have some experience working with social problems. / Tengo algo de experiencia trabajando con problemas sociales
EXP_2	I have volunteered or otherwise worked with social organizations. / Me ofrecí como voluntario o trabajé con organizaciones sociales.
EXP_3	I know a lot about social organizations /Se mucho sobre organizaciones sociales
Independent Variables	
Variable	Definition
ETP_1	It is exciting to figure out new ways to solve unmet market needs that can be commercialized. / Es excitante tratando de buscar nuevas maneras de resolver necesidades del mercado que no han sido satisfechas que pueden ser comercializadas

ETP_2	Searching for new ideas for products/services to offer is enjoyable to me. / Buscando nuevas ideas para productos/servicios para ofrecer es algo que disfruto hacer
ETP_3	I am motivated to figure out how to make existing products/services better. / Estoy motivado de buscar maneras de mejorar productos/servicios que ya existen
ETP_4	Scanning the environment for new opportunities really excites me. / Examinando nuevas oportunidades que se presentan en el ambiente en realidad es excitante
ETP_5	I feel energized when I am developing product prototypes. / Me siento animado cuando estoy desarrollando prototipos de productos
ETP_6	I really like tinkering with product designs. / Me gusta mucho jugar con diseños de productos
ETP_7	Establishing a new company excites me. / Estableciendo una nueva compañía me excita.
ETP_8	Owning my own company energizes me. / Siendo dueño de mi propia compañía me da energía.
ETP_9	Nurturing a new business through its emerging success is enjoyable. / Ayudar con el crecimiento de un negocio a través de la emersión de existo me da gusto.
ETP_10	I love creating a new firm. / Me encanta crear una nueva agencia.
ETP_11	Trying to convince others to invest in my business motivates me./ Intentando a convencer a otros a que inviertan en mi negocio me motiva.
ETP_12	I enjoy figuring out how to take someone else's ideas and market them. / Me gusta buscar como tomar las idead de alguien más y promocionarlas.
ETP_13	I greatly enjoy talking about my ideas with other people. / Me gusta mucho hablar de mis ideas con otras personas.
ETP_14	I really enjoy creating and appropriating value for my company. / Me encanta crear y apropiarme del valor de mi compañía.
ETP_15	Creating something out of nothing is exciting. / Creando cosas de la nada es excitante.



ETP_16	I really like finding the right people to market my product/service to. / En realidad, me gusta buscar las personas correctas para promocionarles mis servicios y productos.
ETP_17	Assembling the right people to work for my business is exciting. / Reuniendo a las personas correctas para trabajar en mi negocio es excitante.
ETP_18	Pushing my employees and myself to make our company better motivates me. / Empujando a mis empleados y a mí mismo para mejorar nuestra compañía me da motivación.
ETP_19	I really enjoy commercializing new products/services. / Comercializando nuevos productos/servicios es algo que disfruto.
ETP_20	Taking a small business and growing it is exciting. / Tomando un pequeño negocio y creciéndolo es excitante
ETP_21	Expanding my company by offering new products and services excites me. / Me entusiasma expandir mi empresa ofreciendo nuevos productos y servicios.
ETP_22	I really like it when we meet or exceed sales projections. / En realidad, me gusta cuando recibimos o excedemos nuestras proyecciones de venta
ETP_23	Expanding the number and type of products and services we offer is thrilling. / Expandiendo el número y tipo de productos y servicios que ofrecemos es emocionante
Opportunity Recognition	
OPPR_1	Based on the ideas you had last year, how many potential new venture opportunities did you recognize? / Según las ideas que tuvo el año pasado, ¿cuántas oportunidades potenciales de nuevas empresas reconoció?
OPPR_2	While going about day-to-day activities, I see potential new social venture ideas all around me. / Mientras las actividades del día a día pasan, yo veo el potencial de ideas aventuras sociales nuevas alrededor de mí.
OPPR_3	I have a special alertness or sensitivity toward new social venture opportunities. / Tengo un estado de alerta especial o sensibilidad hacia nuevas oportunidades de emprendimiento social.
OPPR_4	I can recognize new venture opportunities in industries where I have no personal experience. / Puedo reconocer nuevas oportunidades de riesgo en industrias en las que no tengo experiencia personal.

OPPR_5 (Reverse)	Seeing potential new social venture opportunities does <b>NOT</b> come very naturally to me / Viendo el potencial de oportunidades para nuevas aventuras sociales no me viene naturalmente
AIS (Political)	
AIS_1	I would join / belong to an organization that fights for my groups political and legal rights / Me uniría / pertenecería a una organización que lucha por los derechos políticos y legales de mi grupo
AIS_2	I would donate money to an organization that fights for my groups political and legal rights / Donaría dinero a una organización que lucha por los derechos políticos y legales de mi grupo.
AIS_3	I would volunteer my time working (i.e. write petitions, distribute flyers, recruit people, etc.) for an organization that fights for my group's rights / Ofrecería mi tiempo de trabajo voluntario (es decir, escribir peticiones, distribuir volantes, reclutar personas, etc.) para una organización que lucha por los derechos de mi grupo.
AIS_4	I would travel for one hour to join in a public rally, protest, or demonstration in support of my group / Viajaría durante una hora para unirme a un mitin público, protesta o manifestación en apoyo de mi grupo.
AIS_5	I would continue to support an organization that fights for my groups political and legal rights even if the organization sometimes breaks the law / Seguiría apoyando a una organización que lucha por los derechos políticos y legales de mi grupo, incluso si la organización a veces infringe la ley.
RIS (Violent Political)	
RIS_1	I would continue to support an organization that fights for my groups political and legal rights even if the organization sometimes resorts to violence / Seguiría apoyando a una organización que lucha por los derechos políticos y legales de mi grupo, incluso si la organización a veces recurre a la violencia.
RIS_2	I would participate in a public protest against oppression of my group even if I thought the protest might turn violent / Participaría en una protesta pública contra la opresión de mi grupo incluso si pensara que la protesta podría volverse violenta
RIS_3	I would attack police or security forces if I saw them beating members of my group / Atacaría a la policía o las fuerzas de seguridad si los viese golpeando a miembros de mi grupo.

RIS_4	I would go to war to protect the rights of my group / Iría a la guerra para proteger los derechos de mi grupo.
RIS_5	I would retaliate against members of a group that had attacked my group, even if I couldn't be sure I was retaliating against the guilty party / Tomaría represalias contra los miembros de un grupo que había atacado a mi grupo, incluso si no podía estar seguro de que estaba tomando represalias contra la parte culpable.
Dependent Variable	
SEI_1	I expect that at some point in the future I will be involved in launching an organization that aims to solve social problems. / Yo espero que en algún punto en el futuro estaré involucrado en lanzando una organización que aspira a resolver problemas sociales
SEI_2	I have a preliminary idea for a social enterprise on which I plan to act in the future. / Tengo una idea preliminar para una iniciativa social en cual yo planeo actuar en el futuro
SEI_3	I do <b>NOT</b> plan to start a social enterprise. / Yo no planeo empezar una iniciativa social.

## APPENDIX IV: FINAL AGGREGATES

Final Coding (Reference)	
Age	Code
18-24	1
25-34	2
35-44	3
45-54	4
55-64	5
Volunteer	Code
Less than 1 Volunteer	1
13 to 24 Volunteer	2
25-36 Volunteer	3
37-48 Volunteer	4
49+ Volunteer	5
From Latin America	Code
Latin American Country	1
Non- Latin American	0
Highest Education Obtained	Code
High School	1
Professional	2
Associates	3
Bachelors	4
Graduate	5
Passion (Z-Score)	
ETP_1:ETP_23	
Opportunity (Z-Score)	
OPPR_2, OPPR_3, OPPR_4	
Political (AIS) (Z-Score)	
AIS_1, AIS_2, AIS_3, AIS_4, AIS_5	
SEI (DV) (Z-Score)	
SEI_1, SEI_2	