

“Exploring the Relationship Between Entrepreneurship of Business and Social Entrepreneurship in Brazil”

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- To check the differences and similarities between conventional and social entrepreneurs in Brazil:
 - Social – demographic aspects
 - Mindset
 - Behavior

Authors referred

Dees, Say, Schumpeter, Drucker, Melo Neto and Froes, Barendsen and Gardner, Roberts and Woods, Eikenberry and Kluver

Social Entrepreneurs

- Social mission
- Change agents
- Transforming ideas
- Revolutionary attitude and criticism
- Different background
- Mix professional and personal goals
- Not limited by resources currently in hand

Similarities between Conventional and Social Entrepreneurs

- Visionary and have new ideas
- Pursue opportunities
- Pay attention to building alliances and networks of contacts
- Have passion for what they pursue

Differences between Conventional and Social Entrepreneurs

Conventional Entrepreneur	Social Entrepreneur
1. Individualist vision	1. Communitary vision
2. Products goods and services for market	2. Products goods and services for community
3. Focus on the market	3. Focus on the solution of social issues
4. His performance measure is the profit	4. His performance measure are the social charges
5. Aims to satisfy costumers needs and to improve the business	5. Aims to protect people against social risks and promote them

- The decrease of public funding
- The investors expectations
 - market values and methods
 - tools and knowledge from the business world

- **QUESTIONS**

- Currently creating or managing a business with social purposes
- Age of this business
- Kind of service
- Motivation
- Funding
- Social-demographic data

- **SAMPLE AND DATA COLLECTION**
 - Population between 18 and 64 years old
 - 8000 interviewed from 2004 to 2006
 - Probabilistic sample
 - Face-to-face interviews

- MEASURES
 - TEA – Early-stage Entrepreneurial Activity
 - SEA – Social Entrepreneurial Activity

- STATISTIC TESTS
 - Chi-square test
 - T-test

Hypothesis

General

In Brazil the Social Entrepreneurial Activity (SEA) has similar characteristics to the Conventional Entrepreneurial Activity (TEA)

- Four hypothesis : demographic aspects
- Two hypothesis: behavioral aspects

General

- SEA = 0,8% (TEA= 12,14%)
- Estimated number of Social Entrepreneurs in Brazil = a million
(TEA= 13 million)

Main Activities

- social care in general
- actions developed for children and youth
- school reinforcement classes and sporting practices

Hypothesis 1a: Men are more likely to SEA

- Confirmed
- In comparison to TEA the difference is more evident:
 - 57% of TEA are men
 - 65% of SEA are men

Hypothesis 1a: Men are more likely to SEA

WHY?

- Women are more involved in necessity-driven entrepreneurship
- Women has lower income than men

Hypothesis 1b: The higher education level the higher the SEA

- Confirmed
 - less than 5 years of education – SEA = 0,24%,
 - more than 11 years – SEA = 2,5%

Hypothesis 1b: The higher education level the higher the SEA

WHY?

- more prepared to identify opportunities
- additional abilities in the administration of resources and fund-raising
- clearer motivation for social causes

Hypothesis 1c: The higher income level the higher the SEA

- Confirmed
 - family income up to three minimum wages - SEA = 0,5%.
 - family income over 15 minimum wages - SEA = 3%

Hypothesis 1c: The higher income level the higher the SEA

WHY?

- Lower income people needs to struggle for survival
- Higher income people personal needs can go far beyond material necessities

Hypothesis 2a: Conventional Entrepreneurs are more likely to be Social Entrepreneurs

- Confirmed
 - SEA rate among conventional entrepreneurs = 1,56%
 - SEA rate among the rest of the population = 0,73%

Hypothesis 2a: Conventional Entrepreneurs are more likely to be Social Entrepreneurs

WHY?

- Managerial skills
- Special capabilities in managing resources
- Strong propensity to proactiveness and leadership

Hypothesis 2b: Conventional Entrepreneurs driven by opportunity are more likely to be Social Entrepreneurs

- Confirmed

Hypothesis 2b: Conventional Entrepreneurs driven by opportunity are more likely to be Social Entrepreneurs

WHY?

- Necessity driven entrepreneurs might have little time or interest in developing social entrepreneurship activities and be more concerned about basic needs

- The social entrepreneurship has a direct connection to the conventional business entrepreneurship
- The entrepreneurial activity is such important for wealth creation as well as to meet public and social demands.

- The Brazilian Social Entrepreneur Profile:
 - high income individuals
 - high education
 - male
 - engaged in the creation of new businesses driven by opportunity

- Social organizations tend to rationalize their actions and adjust their administration methods after traditional companies.
- Professionalization of the social field will facilitate the dialogue of these organizations with their potential investors

Obrigada pela Atenção!
Thank you!

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