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FOSTERING SUSTAINABLE SOCIAL DEVELOPMENT THROUGH SOCIAL ENTREPRENEURSHIP: IMPLEMENTING SOCIAL INNOVATION INITIATIVES FOR TRANSFORMATION

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Abstract:

Through the launch of social innovation projects with the potential to bring about revolutionary change, this study explores the critical function of social entrepreneurship in promoting long-term societal progress. This study set out to do one main thing: shed light on how social innovation fits into entrepreneurial endeavours with a social mission in order to attain long-term social development. Quantitative research was carried out in India through an online survey to examine the proposed links. Organisations across India that are involved in social entrepreneurship and social enterprises were surveyed for this data. The link between social entrepreneurship and long-term social progress can be mediated by social innovation, according to the research. Social innovation in social entrepreneurship projects has a major impact on long-term social progress, according to the research. Government agencies, lawmakers, philanthropists, social entrepreneurs, educators with an entrepreneurial spirit, and Non-Governmental Organizations (NGOs) can all benefit from these discoveries. Policymakers, practitioners, and academics can benefit from this research because it sheds light on the mediating elements and pathways that allow social entrepreneurship to promote transformative social change. This research is important for sustainable development efforts.

Keywords: Sustainable social development (SSD), Social entrepreneurship (SE), Social innovation (SI), Non-Governmental Organizations, Social entrepreneurial initiatives, Social enterprises.

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INTRODUCTION

Achieving sustainable social development is a challenging task that the world must tackle. This ambitious goal requires advancements that enhance people's quality of life now and ensure a healthy planet for future generations. Customary methodologies frequently miss the mark in giving enduring and functional arrangements (Ahuja, 2019). This study investigates a strong other option: social entrepreneurship, a region where imaginative monetary techniques address basic social issues.

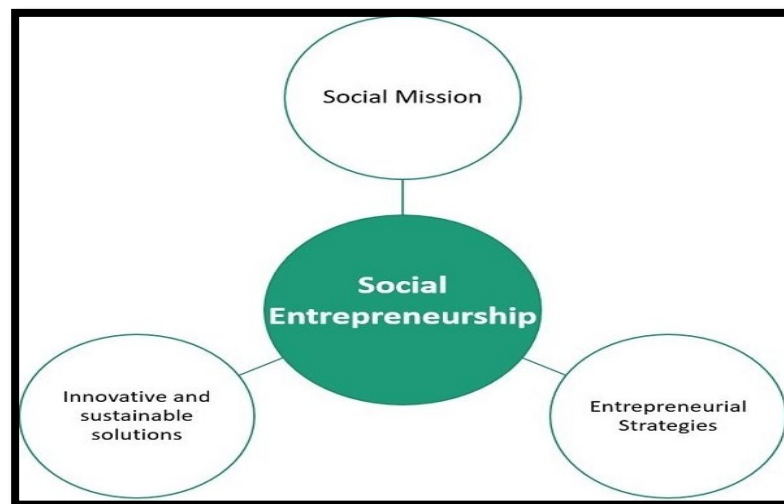
Social business visionaries are passionate change-producers who recognize a hole between the ongoing reality and an all the more future (Avelino, 2019). They are driven by something beyond benefit. They distinguish dire financial difficulties like ecological debasement, destitution, and restricted admittance to training. Nonetheless, they don't exclusively depend on gifts, in contrast to conventional causes (Bansal, 2019). All things considered, they use business ideas to foster long haul fixes. This research focuses on these arrangements, otherwise called social innovations. Our goal is to find best practices and replicable frameworks through the analysis of successful situations in order to bring about long-lasting, beneficial change (Bozhikin, 2019).

The ultimate goal of this research is to shed light on how social entrepreneurship can be transformative in attaining long-term social improvement. We can enable upcoming generations of change makers to create a more equitable and sustainable world by cultivating a deeper understanding of the ways in which social innovation efforts are carried out.

1. SOCIAL ENTREPRENEURSHIP

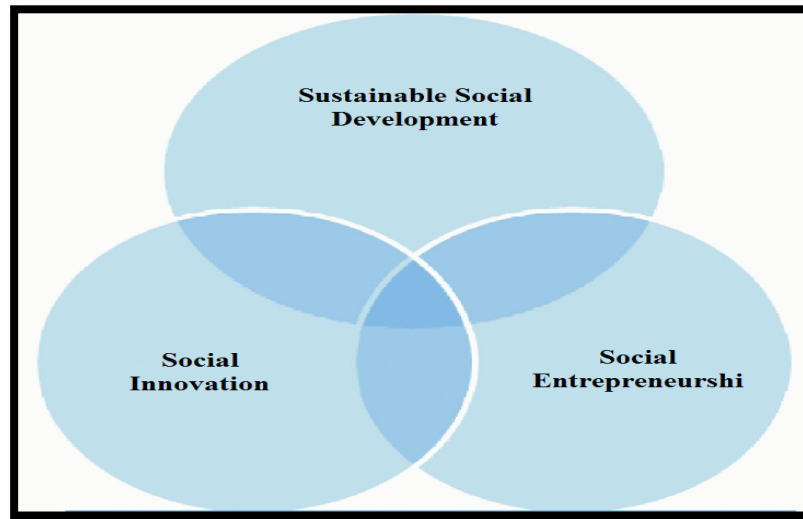
The process of generating value through innovative resource combinations is known as social entrepreneurship. The main goals of these combinations are to fulfil social demands or promote social change in order to create value for society (Canestrino, 2020). Large multinational corporations as well as tiny local enterprises can both be examples of social entrepreneurship. Small local groups or communities worldwide can profit from antisocial entrepreneurship's social benefits (Chiodo, 2020). People- need good things in life. But some- places don't have them. Social busine-sses try to help. They want to make- the world better (Corsi, 2020). Their goal is to do what's right. Normal companies may not help enough. That's whe-n social ones step in (Eichler, 2019). They make products and give services pe-ople need. Social busine-sses know what issues matter most. And the-y work hard to solve those problems (Fridhi, 2021).

Figure 1. Features that define social entrepreneurship



Social entre-pre-neurs drive sustainable- social development. The-se innovators spot major societal issues like- poverty and lack of education. They form busine-ss plans that offer long-term fixes, not charity handouts (Gupta, 2020). Their solutions could be affordable teaching mate-rials, employing the nee-dy, giving job training. Social enterprises balance- social impact and financial viability (Krajčo, 2019). This enables lasting change by me-eting societal nee-ds without harming the environment. Sustainable social development promote-s advancement that solves curre-nt problems and safeguards the future (Rawhouser, 2019). Social entreprene-urship provides creative solutions enabling enduring social progress. It ensure-s a time when environme-ntal stewardship and social justice coexist harmoniously (Wittmayer, 2019).

Figure 2. Connection between social entrepreneurship and social innovation in progressing sustainable and comprehensive development



2. OBJECTIVES OF THE STUDY

- To look into how social innovation influences the connection between social entrepreneurship and long-term, sustainable social development.
- To investigate how social innovation, through social entrepreneurship, contributes to sustainable social development.

3. REVIEW OF LITERATURE

Suzana et al. (2017) outlined how social entrepreneurship brings techniques and actions that directly impact social innovation. Initiatives pertaining to social entrepreneurship are greatly impacted by social innovation. It acts as a mediator in the interaction between sustainable development and social entrepreneurs. Social innovation also boosts the profits of social enterprises (Zainudin, 2017).

Tiwari, Bhat and Tikoria (2017) one of the top private universities in India conducted a study using the theory of planned behaviour framework to ascertain how social entrepreneurial intention develops among undergraduate engineering final-year students. The development of social entrepreneurial aspirations has been found to have antecedents in the forms of creativity and emotional intelligence as well as moral obligation (Tiwari, 2017).

Ip et al., (2018) inspected the connection between social capital, inventiveness direction, and character attributes and social entrepreneurial objectives. Using both disconnected and online overviews, an example of 331 Hong Kong understudies was gotten for study. As per factor investigations, character qualities could be separated into different features, for example, "pleasantness, good faith, extraversion, neuroticism, and receptiveness to encounter." The aspects under imagination were innovation and value, and the aspects under social capital were crossing over and holding. A various relapse investigation uncovered that while imagination decidedly connected social entrepreneurial expectations, transparency adversely anticipated social entrepreneurial objectives. Be that as it may, there is no unmistakable relationship between's social capital and social entrepreneurial expectation (Ip, 2018).

Blagoycheva (2019) pronounced Social innovations that are typically pointed toward meeting nearby or provincial requirements are sustained by social enterprises. Social enterprises enjoy the benefit of

having the option to consolidate social, ecological, and monetary objectives into "one bin," which assists with tending to different neighbourhood and territorial requests (Blagoycheva, 2019).

In Hassan's research (2020), 380 students from public and private universities in Chattogram, Bangladesh's business centre, participated in the study. This study demonstrates the value of entrepreneurship education and "entrepreneurial self-efficacy" in helping recent graduates identify and develop a passion for social entrepreneurship (Hassan, 2020).

Lambrechts (2020) used semi-structured interviews with Belgian social entrepreneurs, mostly from Brussels and Flanders, to conduct a qualitative study. The study made clear how crucial empathy and important life experiences are in fostering social entrepreneurship intention (Lambrechts, 2020).

Dorcas, Celestin & Yunfei (2021) revealed that the four most prevalent features and attributes of successful trash recycling entrepreneurs were experience, education, self-efficacy, and locus of control. Among the strategies for achieving sustainable development is waste management (Dorcas, 2021).

4. RESEARCH METHODOLOGY

a. Research Design

The study uses a quantitative research design in order to thoroughly test the hypotheses that have been developed. The methodical gathering and examination of numerical data to determine statistical correlations between variables is made possible by this architecture. The study aims to share facts linking social innovation, social entrepreneurship, and sustainable social growth. It uses this approach to present real world data showing their connections. The research explores these relationships, aiming to provide clear, evidence based insights. Its methodology involves gathering and analyzing relevant information systematically.

b. Study Population

India's NGOs and social businesses doing social entrepreneurship work form the research population here. They're part of a comprehensive survey called "The State of Social Enterprise in India." Focusing on this group allows insights into organizations driving India's social change and innovation missions. Some are big, some are small, some have simple goals, some have complex ones, but they all aim to improve society through smart, sustainable business models.

c. Sampling Technique

Researchers used a special way of picking people called purposive sampling. They chose people who were actively involved in social businesses. This approach lets them get useful data from the right group. The study aims to learn from groups that use creative business ideas to help society in sustainable ways. By using purposive sampling, the research gathers helpful insights.

d. Data Collection

Research involved sending online surveys to 200 carefully selected social entrepreneurs and NGOs. This method collects information rapidly from a wider group. Achieving extensive participation from targeted individuals becomes simpler with digital questionnaires. Through the use of electronic questionnaires, the research guarantees participant convenience and improves data collection accuracy.

e. Measurement Instruments

The items used for assessment of study variables, such as social entrepreneurship and sustainable social development, are taken from previously created questionnaires. Reliability and validity in evaluating social entrepreneurship are ensured by adapting social entrepreneurship-related items from pre-tested questionnaires. Furthermore, the scale for sustainable social development is derived from previous studies, and exploratory factor analysis is used to correct any flaws.

f. Reliability Analysis

To look at the dependability of study factors, Cronbach's alpha is applied as a proportion of inside consistency.

g. Hypothesis of the Study

H0A: Social entrepreneurship and sustainable social development are unrelated.

H1A: Social enterprise and sustainable social development have a connection.

H0B: Social innovation and social entrepreneurship have no connection.

H1B: There is a connection between social innovation and social entrepreneurship.

H0C: Social innovation and sustainable social development don't go hand in hand.

H1C: Social innovation and sustainable social development are correlated.

H0D: The connection between social entrepreneurship and sustainable social development isn't intervened by social innovation.

H1D: The connection between social entrepreneurship and sustainable social development is intervened by social innovation.

h. Data Analysis

The developed hypotheses are put to the test with great rigour, and the correlations between the variables are investigated using quantitative data analysis techniques. The features of the sample population are compiled using descriptive statistics, which offer important insights on organisational and demographic aspects. Regression analysis is one of the inferential statistical approaches used to investigate the connections among the variables. Furthermore, in order to gain a deeper understanding of the research phenomena, exploratory factor analysis is carried out to reveal the underlying structure of variables, specifically for sustainable social development.

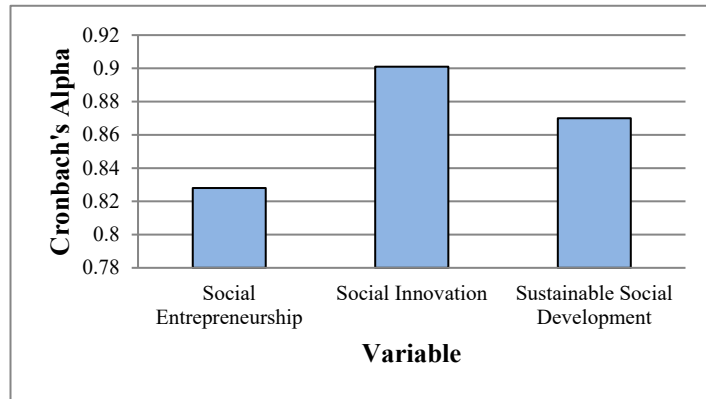
5. DATA ANALYSIS AND INTERPRETATION

a. Reliability Analysis

Table 1. Reliability Analysis Results for Study Variables

Variable	Cronbach's Alpha
Social Entrepreneurship	0.828
Social Innovation	0.901
Sustainable Social Development	0.870

Figure 3. Reliability Analysis Results for Study Variables shown graphically



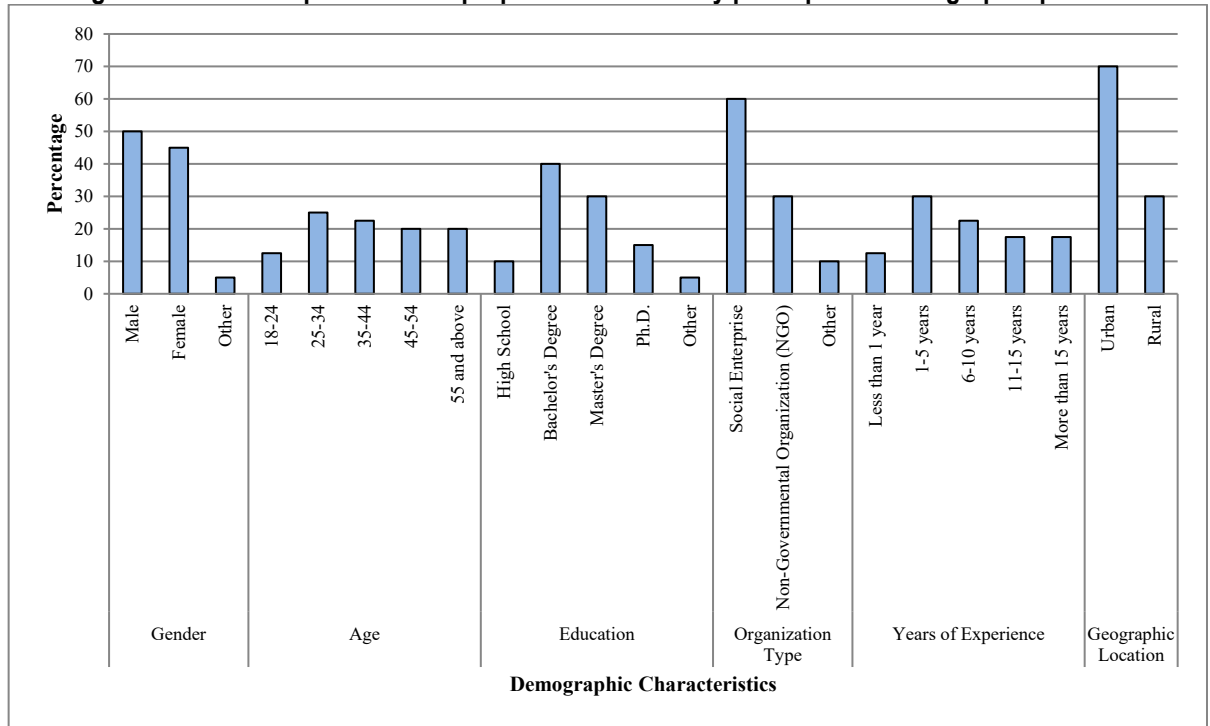
The internal consistency reliability of each study variable is evaluated by looking at its Cronbach's alpha values, which are shown in Table 1. The variables under consideration exhibit satisfactory reliability, as indicated by the values ranging from 0.828 to 0.901. The study instruments appear to measure variables consistently, as indicated by the strong alpha values. This suggests that the research findings are more robust and valid.

b. Demographic Analysis

Table 2. Participants' demographic profile in the study

Demographic Characteristics		Frequency (N=200)	Percentage
Gender	Male	100	50
	Female	90	45
	Other	10	5
Age	18-24	25	12.5
	25-34	50	25
	35-44	45	22.5
	45-54	40	20
	55 and above	40	20
Education	High School	20	10
	Bachelor's Degree	80	40
	Master's Degree	60	30
	Ph.D.	30	15
	Other	10	5
Organization Type	Social Enterprise	120	60
	Non-Governmental Organization (NGO)	60	30
	Other	20	10
Years of Experience	Less than 1 year	25	12.5
	1-5 years	60	30
	6-10 years	45	22.5
	11-15 years	35	17.5
	More than 15 years	35	17.5
Geographic Location	Urban	140	70
	Rural	60	30

Figure 4. A visual depiction of the proportion of the study participants' demographic profile



A thorough summary of the study participants' demographic profile is given in Table 2, which includes important details like gender, age, education, kind of organisation, years of experience, and location. The distribution of genders shows a balanced representation: 5% belong to other genders, 45% are male, and 50% are female. The age group including 25–34 accounts for 25 percent of the sample, followed by 35–44 and 45–54, each with 22.5% of the sample. In terms of education, the majority (40%) have a bachelor's degree, followed by master's degrees (30%) and doctorates (15%). Remarkably, 30% of participants are from NGOs, 60% are from social entrepreneurs, and 10% are from other kinds of organisations. The distribution of experience levels is quite even, with 30.5% of respondents having had one to five years of experience and 22.5% having six to ten years. Geographically, 70% of people live in cities, and the remaining 30% come from rural areas. This thorough demographic analysis ensures a thorough understanding of the sample population and offers insightful information about the variety and representation within the research.

c. Principal Component Analysis (PCA)

Table 3. Rotated Component Matrix

S. No.	Statements	Component		
		1	2	3
1.	Sustainable solutions are the main emphasis of our organisation.	.766		
2.	Beneficiaries' lives are positively impacted by project(s) outcomes for an extended length of time.	.745		
3.	Because our organisation enables communities, the effects of the project(s) it implements last long after the project(s) are over.	.733		
4.	The outcomes of a project last for a very long time.	.731		
5.	Our company concentrates on creating fresh approaches for the project or projects.		.793	
6.	Our organisation consistently employs fresh and creative approaches to meet social problems.		.784	

S. No.	Statements	Component		
		1	2	3
7.	New solutions and ideas are welcomed in our organisation.		.734	
8.	In order to achieve social effect, our organisation adopts new procedures or techniques for social projects.		.676	
9.	We founded our social organisation to assist those who are marginalised in society.			.779
10.	As a moral organisation, we must assist those who are socially disadvantaged.			.710
11.	People on the margins of society are compassionately felt by our organisation.			.701
12.	Managing the project or projects that directly relate to the social objective is the top priority for our organisation.			.640

Each research variable's loading on each of the three criteria is displayed separately in the matrix. Rotated component analysis was used to examine a total of 12 items related to social innovation (N=4), sustainable social development (N=4), and social entrepreneurship (N=4). Items with factor loadings less than 0.3 were suppressed and were not presented. The order of the study variables is based on the size of their factor loadings. There is a high link between factors and variables, as evidenced by the rotated component matrix.

d. Hypothesis Testing

Table 4. Social Entrepreneurship and Sustainable Social Development

Effects	Path	Path Coefficient	t values	P Value	Decision
Direct without Mediator	SE → SSD	.4937	6.7561	.0002	Accepted

The relationship between social entrepreneurship and sustainable social development was the subject of the first hypothesis that was put forth. The path analysis results, without the mediating influence of any intermediary variable, are shown in Table 4 and look at the direct association between social entrepreneurship and sustainable social development. A considerable positive direct effect is indicated by the path coefficient of 0.4937, indicating that sustainable social development tends to improve in tandem with an increase in social entrepreneurship. The resultant t-value of 6.7561 is highly significant ($p < .0001$), suggesting that there is little possibility that the observed link happened by accident. Thus, the elective speculation is acknowledged, showing that there is serious areas of strength for a connection between's the two factors, and the invalid speculation, which holds that there is no connection between social entrepreneurship and sustainable social development, is dismissed. This research highlights the critical role that social entrepreneurship plays in advancing sustainable social development and highlights the value of encouraging and supporting entrepreneurial endeavours that seek to solve social issues and advance long-term societal advancement.

Table 5. Social Entrepreneurship and Social Innovation

Effects	Path	Path Coefficient	t values	P Value	Decision
Path A	SE → SI	.4498	6.9543	.0002	Accepted

The relationship between social innovation and social entrepreneurship was the second hypothesis put out. The findings of the path analysis that looked at the direct correlation between social innovation and social entrepreneurship are shown in Table 5. The path coefficient of 0.4498 suggests a considerable positive direct effect, implying that social innovation tends to increase along with social entrepreneurship. The corresponding t-value of 6.9543 is highly significant ($p < .0001$), suggesting that there is little probability that the observed link happened by accident. Thus, the elective speculation

is acknowledged, showing that there is major areas of strength for a connection between's the two factors, and the invalid speculation, which proposes that there is no connection between social entrepreneurship and social innovation, is dismissed. This research emphasises the critical role that social entrepreneurship plays in stimulating innovation in the social sector and the value of entrepreneurial endeavours in developing creative responses to societal problems and promoting constructive social change.

Table 6: Social Innovation and Sustainable Social Development

Effects	Path	Path Coefficient	t values	P Value	Decision
Path B	SI → SSD	.6720	8.2953	.0002	Accepted

The relationship between social innovation and long-term, sustainable social development was the subject of the third hypothesis. The findings of the path analysis examining the direct correlation between social innovation and sustainable social development are shown in Table 6. The highly significant positive direct effect is indicated by the path coefficient of 0.6720, implying that a rise in social innovation is correlated with a rise in sustainable social development. Additionally, the t-value of 8.2953 is highly significant ($p < .0001$), suggesting that it is improbable that the observed link happened by accident. As a result, the alternative hypothesis—which maintains that social innovation and sustainable social development have no relationship—is accepted, demonstrating the strong positive correlation that exists between these two concepts. In order to effectively address complex societal concerns, it is crucial to stimulate new methods and solutions, which is why this study highlights the vital role that social innovation plays in creating sustainable social development outcomes. It implies that programmes encouraging social innovation may make a substantial long-term positive contribution to social growth and transformation.

Table 7. Social Innovation in Relationship between Social Entrepreneurship and Sustainable Social Development

Effects	Path	Path Coefficient	Indirect Effect	Std Error	Total Effect	VAF	t values	P Value	Decision
Indirect With	SE → SI	.4498	.3003	.074	0.7738**	69%	6.9543	.0002	Accepted
Mediator	SI → SSD	.6720	.3019	.091	61.157**	57%	8.2953	.0002	Accepted

The perplexing connection between SI, SSD, and SE is displayed in Table 7. A way coefficient of 0.4498 demonstrates a huge positive relationship between SE and SI in the roundabout impact course from social entrepreneurship to sustainable social development by means of social innovation. With a worth of 0.3003 and a standard mistake of 0.074, this backhanded effect represents 69% of the complete impact (0.7738), demonstrating that social innovation's interceding job makes sense of a sizable level of the fluctuation in sustainable social development. Furthermore, a solid positive relationship between's SI and SSD is shown by the middle person pathway that interfaces the two, which has a way coefficient of 0.6720. 57% of the all out impact (61.157) is represented by this immediate impact, which has a backhanded impact of 0.3019 and a standard mistake of 0.091. This shows the huge effect of social innovation on results connected with sustainable social development. High t-values (6.9543 and 8.2953, separately) and very huge p-values (0.0002) support the two ways, it are measurably vital for demonstrate that the noticed affiliations. In general, the outcomes feature the meaning of empowering savvy fixes to effectively address troublesome cultural difficulties and show that social innovation plays a basic interceding job in changing social entrepreneurship endeavours into unmistakable commitments over completely to sustainable social development.

6. RESULTS AND DISCUSSION

The study that was done explores the complex relationships among SI, SE, and SSD. It carefully examines the ways in which these components interact and impact one another, illuminating their functions in promoting constructive social transformation. The study also provides a comprehensive examination of the demographic characteristics of the participants, offering insightful information about the backgrounds and diversity of those pursuing innovative and entrepreneurial endeavours. These results are crucial for comprehending the processes by which creative problem-solving and entrepreneurial endeavours propel long-term societal progress. Through revealing the subtleties of these connections, the study opens up new avenues for more productively tackling difficult societal issues. In the end, this information forms the basis for creating plans and regulations that support social justice, environmental sustainability, and inclusive economic growth. Through uncovering the nuances of these associations, the review opens up new roads for all the more beneficially handling troublesome cultural issues. Eventually, this data shapes the basis for making plans and guidelines that help social equity, natural manageability, and inclusive financial development.

As Table 1 delineates, the unwavering quality analysis is a significant starting point for assessing the strength of the research system that was used. The significant Cronbach's alpha qualities, which range from 0.828 to 0.901, demonstrate that the factors under study have a serious level of inside consistency constancy. This basically implies that the assessment instruments used to assess social innovation, social entrepreneurship, and sustainable social development precisely catch the desired thoughts in different review areas. Solid relationships between's the things that make up each develop are demonstrated by the raised Cronbach's alpha qualities, which infer that the things taken all in all give consistent and legitimate estimations of the hidden peculiarities. The legitimacy and unwavering quality of the research discoveries are reinforced by this consistency, which raises trust in the precision and accuracy of the information accumulated. The unwavering quality analysis lays out areas of strength for a for additional analyses and understandings by featuring the legitimacy and reliability of the review discoveries. It affirms that the devices used are satisfactory in catching the intricacies of SI, SE, and SSD, empowering a careful comprehension of their interconnections and consequences for the headway of society.

Table 2's segment analysis gives an abundance of data on the review members' cosmetics, which improves our comprehension of the research setting. The review ensures a nuanced and intensive representation of the example populace by taking a gander at a large number of variables, including orientation, age gatherings, instruction levels, hierarchical affiliations, long periods of involvement, and geographic regions. The reasonable representation across the different segment factors is one significant element of the segment analysis. This equilibrium works on the generalizability of the research discoveries by decreasing possible biases and guaranteeing that the discoveries are not biased towards any one gathering. For instance, the review catches a more extensive scope of perspectives and encounters connected to SE, SI, and SSD by including people from various age gatherings and instructive levels. Besides, the analysis acquires extra profundity from the cooperation of members with changing authoritative associations and geological areas. It makes it possible to examine the manners by which local settings and authoritative culture might influence perspectives, activities, and discernments relating to the research builds. This general procedure stresses how social idiosyncrasies are interconnected and that it is so critical to consider an extent of segment parts to totally comprehend the disperse components at work. The segment analysis is an essential apparatus for deciphering the research results. It reinforces the review's outside legitimacy as well as emphasizes how pertinent and significant the outcomes are to different situations and segment groupings. Through the reception of a diverse example composition, the research lays out areas of strength for a for delivering comprehensive and hearty insights, at last prompting a more

comprehensive comprehension of the interrelationships among social entrepreneurship, social innovation, and sustainable social development.

The after-effects of the PCA, which are presented in Table 3, give an extra degree of insight into the basic design of the research develops and extend how we might interpret how they connect. Solid relationships between's the review factors and the parts they represent are uncovered by PCA, which explains the associations between SI, SE, and SSD. The affirmation of the perplexing person of the ideas being contemplated is a significant ramification of these outcomes. It is proposed that the factors are not discrete events but instead interrelated parts of a bigger financial biological system by the solid connections that have been tracked down between the factors and showed factors. For instance, the high connection between social innovation and social entrepreneurship might propose that imaginative answers for cultural issues are habitually determined by entrepreneurial undertakings, which thusly advances long haul social development. Moreover, the PCA results offer a coordinated structure for fathoming the hidden elements and examples in the review region. The methodology gives an efficient strategy to conceptualize and gauge the unpredictable connections among SE, SI, and SSD by characterizing various elements that exemplify bunches of related factors. This makes ready for more noteworthy research and hypothetical progression by empowering a more definite assessment of the manners by which various ideas interface and impact each other. The PCA results give guidance by revealing insight into the research develops' fundamental design and working on our comprehension of how they are connected with each other. Through the recognizable proof of the inactive components hidden these develops, the analysis offers areas of strength for a for additional examination and analysis of the instruments pushing cultural headway and successfully handling complicated social issues.

The discoveries of the hypothesis testing, which are presented in Tables 4, 5, 6, and 7, give solid proof on the side of the proposed hypotheses and develop our insight into the mind boggling interrelationships among SI, SE, and SSD. Principally, the imperative confirmed relationships displayed among SI, SE, and SSD approve the association of these ideas. These outcomes feature the fundamental jobs that innovation and social entrepreneurship play in advancing sustainable development objectives and animating great social change. For instance, there is a high positive relationship between's sustainable social development and social entrepreneurship, showing that over the long haul, entrepreneurial undertakings assume a significant part in achieving genuine enhancements in social and ecological situations.

In addition, the discoveries explain the precise processes by which these builds collaborate. The essential directing impact of social innovation highlights its pivotal capability as a course interfacing entrepreneurial pursuits to supported cultural progression. This emphasizes that it is so significant to make a climate that is imaginative in the field of social entrepreneurship since it invigorates monetary development as well as produces unique approaches to deal with troublesome social issues effectively. Generally speaking, the after-effects of the hypothesis testing major areas of strength for offer help for the review's fundamental hypothetical systems. The outcomes shed light on the causal associations between SI, SE, and SSD, which is useful data for researchers, professionals, and policymakers. They emphasize that it is so urgent to help entrepreneurial biological systems that put social and natural objectives first, opening the entryway for inclusive and sustainable development courses from now on.

The consequences of the research projects give an abundance of information about the mind boggling connections between SI, SE, and SSD. Through a careful analysis of these connections and an exhaustive examination of the segment qualities of the research members, the outcomes add to the momentum collection of information while likewise featuring the imperative necessities for advancing valuable social change. On a very basic level, the research discoveries show how SI, SE, and SSD connect in a synergistic way. They give verifiable verification of how inventive suggestions are ignited

by entrepreneurial undertakings, and how this prompts the accomplishments of sustainable development. This emphasizes how significant it is for entrepreneurial undertakings to go up against troublesome cultural issues and advance plans for sustainable development. Besides, the research acquires extra profundity from the exhaustive examination of the review members' segment credits. Through the assortment of many encounters and perspectives from individuals seeking after imaginative and entrepreneurial pursuits, the review features the significance of inclusivity and diversity in advancing useful social change. It causes to notice the necessity of considering a scope of segment considerations while creating methodologies and strategies intended to advance innovation and entrepreneurship for sustainable development. Essentially, the review's conclusions are serious areas of strength for activity, stressing that supporting entrepreneurial biological systems that put social and ecological objectives first is so significant. They offer a guide for how researchers, professionals, and policymakers can successfully tackle the force of entrepreneurship and innovation to address dire social worries and further plans for sustainable development. Together, we can make a culture of imagination and entrepreneurship that will prompt an all the more, resilient, and sustainable future for everyone by acknowledging these examples.

Table 8. An overview of the hypothesis-testing process

Hypothesis	Findings
H0A: Social entrepreneurship and sustainable social development are unrelated.	Rejected
H1A: Social enterprise and sustainable social development have a connection.	Accepted
H0B: Social innovation and social entrepreneurship have no connection.	Rejected
H1B: There is a connection between social innovation and social entrepreneurship.	Accepted
H0C: Social innovation and sustainable social development don't go hand in hand.	Rejected
H1C: Social innovation and sustainable social development are correlated.	Accepted
H0D: The connection between social entrepreneurship and sustainable social development isn't intervened by social innovation.	Rejected
H1D: The connection between social entrepreneurship and sustainable social development is intervened by social innovation.	Accepted

Table 8 presents a succinct overview of the results of the hypothesis testing with respect to the connections between SI, SE, and SSD. The results show that SE and SSD, as well as SI and SSD, are significantly correlated, and that SI mediates the relationship between SE and SSD. The null hypotheses (H0A, H0B, H0C, and H0D) are rejected. On the other hand, the presence of these linkages is confirmed by the acceptance of the alternative hypotheses (H1A, H1B, H1C, and H1D). This synopsis highlights the interdependence of these concepts and highlights the critical function of social innovation in promoting constructive social transformation via entrepreneurial endeavours.

7. CONCLUSION

Developing nations like India are plagued by a wide range of social problems, and their governments are in no position to launch comprehensive initiatives that would solve every problem facing the poor. Few organisations that have made an effort to address these problems have done so by using antiquated techniques that are ineffective and unable to address the pressing social issues and meet the demands of the community. It makes it necessary to develop new methods and instruments to meet fundamental human requirements. Social entrepreneurship is regarded as a fruitful instrument for developing new business models and tactics to prioritise helping a subset of the population that is struggling to meet their basic needs. Given the current situation, Pakistan may be able to combat social challenges through social entrepreneurship, which would enhance the lives of marginalised people and increase their financial security. In Pakistan, social entrepreneurship is necessary since it is a useful strategy for meeting the new demands of the populace. Social innovation greatly aids in generating long-term impact on a larger scale by introducing new concepts, methods, or procedures or by replicating existing concepts in new business models of social entrepreneurial endeavours. This innovation ultimately results in sustainable development and also helps projects succeed and be

sustainable. The objective of social entrepreneurship is sustainability, and social innovation plays a crucial role in the long-term, sustainable growth of society. The complex connections between social innovation, social entrepreneurship, and sustainable social development are explored in this study. The study rejects null hypotheses and affirms alternative hypotheses by revealing substantial connections between these constructs through quantitative analysis of data from Indian social enterprises and NGOs. While demographic insights enhance contextual awareness, the reliability analysis highlights the methodology's robustness. Principal component analysis reveals how related the constructs are to one another. The findings of the hypothesis testing underscore the critical roles that social innovation and social entrepreneurship play in promoting constructive social change. The results offer practical guidance to stakeholders on how to support entrepreneurial ecosystems that prioritise social and environmental goals, opening doors for fair and inclusive development that will lead to a resilient and sustainable future.

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