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Social Innovation and Social Entrepreneurship: A Systematic Review

Innovación social y emprendimiento social: una revisión sistemática

Inovação social e empreendedorismo social: uma revisão sistemática

Juan Carlos Pomaquero-Yuquilema ^I

juan_kp9@hotmail.com

<https://orcid.org/0000-0003-0952-943X>

José Luis López-Salazar ^{II}

lopezsalazarjl@hotmail.com

<https://orcid.org/0000-0003-1012-4472>

José Fernando López-Aguirre ^{III}

juan_kp9@hotmail.com

<https://orcid.org/0000-0003-0952-943X>

Correspondencia: juan_kp9@hotmail.com

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- I. Máster en Políticas Públicas y Sociales, Ingeniero de Empresas, Docente de la Facultad Administración de Empresas en la Escuela Superior Politécnica de Chimborazo, Riobamba, Ecuador.
- II. Máster en Investigación en Administración y Economía de la Empresa, Docente de la Facultad Administración de Empresas en la Escuela Superior Politécnica de Chimborazo, Riobamba, Ecuador.
- III. Máster en Administración de Empresas, Docente de la Facultad Administración de Empresas en la Escuela Superior Politécnica de Chimborazo, Riobamba, Ecuador.

Abstract

Entrepreneurship and social innovation nowadays have an important role in the economic and social development of countries, and this is corroborated because the highest levels of development correspond to those nations that reveal the highest levels of innovative entrepreneurship in their countries. Economies in recent years there has been great interest in innovation and its impact on companies, however, social innovation has to do with new social practices created to help people. With the development of technologies, new companies have emerged and with-it new forms of communication have been created, more needs, in addition to the creation of new jobs directly and indirectly, which activates the economy and improves the quality of life of the people. When talking about entrepreneurship we refer to innovation and how this helps to make a difference between similar products and services. The objective of the article is to investigate innovation and entrepreneurship and its impact on economic and social development for which a systematic review of the bibliography of entrepreneurship and social innovation was carried out, focusing on knowing the impacts that it generates, through Inventions and helping people. It can be concluded that it is clear that innovation and entrepreneurship are some of the key elements in the development of companies and their impacts benefit society in general.

Key words: Entrepreneurship; innovation; social; development; economic.

Resumen

El emprendimiento y la innovación social en la actualidad tienen un rol importante en el desarrollo económico y social de los países, y esto se corrobora debido a que los niveles más altos de desarrollo corresponden aquellas naciones que revelan los más altos niveles de emprendimiento innovador en sus economías. En los últimos años ha existido gran interés por la innovación y su impacto en las empresas, sin embargo, la innovación social tiene que ver con nuevas prácticas sociales creadas en pos de ayudar a las personas. Con el desarrollo de las tecnologías, nuevas empresas han emergido y con ello se ha creado nuevas formas de comunicarnos, más necesidades, además de la creación de nuevos puestos de trabajo en forma directa e indirecta, lo cual activa la economía y mejora la calidad de vida de las personas. Al hablar de emprendimiento nos referimos a la innovación y cómo esto ayuda a marcar la



diferencia entre productos y servicios similares. El objetivo del artículo es investigar sobre la innovación y emprendimiento y su impacto en el desarrollo económico y social, para lo cual se realizó una revisión sistemática de la bibliografía del emprendimiento y la innovación social centrándose en conocer los impactos que el mismo genera, a través de las invenciones y la ayuda a las personas. Se puede concluir que es evidente que la innovación y el emprendimiento son algunos de los elementos claves en el desarrollo de las empresas y sus impactos benefician a la sociedad en general.

Palabras clave: emprendimiento; innovación; social; desarrollo; económico.

Resumo

Atualmente, o empreendedorismo e a inovação social têm um papel importante no desenvolvimento econômico e social dos países, e isso é corroborado porque os níveis mais altos de desenvolvimento correspondem às nações que revelam os níveis mais altos de empreendedorismo inovador em seus países. economias Nos últimos anos, houve um grande interesse pela inovação e seu impacto nas empresas; no entanto, a inovação social tem a ver com novas práticas sociais criadas para ajudar as pessoas. Com o desenvolvimento das tecnologias, surgiram novas empresas e, com ela, novas formas de comunicação, mais necessidades, além da criação de novos empregos, direta e indiretamente, que ativam a economia e melhoram a qualidade dos serviços. vida das pessoas Ao falar sobre empreendedorismo, nos referimos à inovação e como isso ajuda a fazer a diferença entre produtos e serviços semelhantes. O objetivo do artigo é investigar a inovação e o empreendedorismo e seu impacto no desenvolvimento econômico e social, para o qual foi realizada uma revisão sistemática da bibliografia do empreendedorismo e da inovação social com foco no conhecimento dos impactos que gera, através de de invenções e ajudar as pessoas. Conclui-se que é claro que a inovação e o empreendedorismo são alguns dos elementos-chave no desenvolvimento das empresas e seus impactos benefician a sociedade em geral.

Palavras-chave: empreendedorismo; inovação; social; desenvolvimento; econômico.

Introduction

Most business have ventured into operating in the global market (Etemad & Edward Elgar Publishing, 2013). It is from this that innovation and entrepreneurship have become important facets of businesses. Through the two, businesses have been able to attract a wider global audience who become customers. In addition, business have been able to deal with the huge competition that is present in the global industry. While coming up with various innovations that would help underline their entrepreneurship ability, businesses have not only had an impact on themselves but also the world. For instance, Mark Zuckenbergh through Facebook innovation has changed the way people across the globe interact. Another innovation that has changed the world is the internet. Through it, there have emerged numerous new professions which people have gotten into. From this, governments have been able to have their GDP's significantly improve due to the additional number of employed people. Innovations have not only impacted the global world but have also led to the improvement in people's life quality. For instance, the X-ray machine innovation has enabled medical practitioners to easily identify problems affecting people and subsequently making diagnosis of the same.

Methodology

For the development of the research, it will be carried out through the following collection instrument: Review and initial collection of information through the technique of documentary analysis, addressing aspects of entrepreneurship and social innovation. Next, a classification was made of the different channels of community participation in social innovation, categorizing the two main channels of participation (channels of different entrepreneurship activities, channels to generate development) where social entrepreneurship is identified to contribute to social development and economic.

This requires bibliography (primary and secondary), corresponding to companies operating in the global market. Also used as a source, information on the development of social networks and the internet itself, which have transformed the way we communicate. One of the secondary source's points to the innovations of the X-ray machine that has allowed doctors to easily identify the problems that affect people and, subsequently, make a diagnosis of these.



Results and Discussion

Through innovation and entrepreneurship, business have led to major developments in the world. One of the innovations that hugely led to world development is the internet. Since its innovation in the early 1900s, the internet has transformed the world in unprecedented proportions (The Internet, 2009). In terms of leading to world development, the impact that the internet has had can be quantified on several grounds. One of the indicators of the impact that the internet innovation has had on world development is direct job creation. The internet has led to the emergence of the ICT sector, which has become a leading employer. From this, there have been people who have successfully trained and applied for information and computer technology jobs. However, it is worth keeping in mind that such jobs could not be in existence if the internet innovation was not made.

All around the world, people are now able to live off the careers created by the existence of the internet such as information technology. People have been able to earn their life's earnings through working in an internet related field. With this, it is correct to state that the people have acquired financial stability from working in the fields that have opened up since the internet was invented (The Internet, 2009). The people who developed the internet did that as part of their business idea and the only reason they made the innovation was to make money. However, this particular invention has gone ahead to impact the entire world allowing for major social developments at the same time.

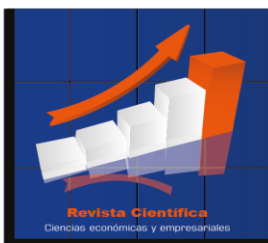
The other major development that sprung out after the internet was innovated is that of creating the emergence of new industries and services (In Banks, 2016). Regarding the services, all governments of the world have embraced the internet and incorporated it in their functions. From this move, governments have been able to install IT infrastructure through which they provided most of their services. For instance, through the e-services, individuals can access numerous services offered by their respective governments, something that was not possible prior to internet innovation.

The growth development impact that the internet innovation has had is that of enabling existing businesses to innovate. Businesses have been able to incorporate the internet into their functions, a feature that have made it possible for them to be innovative. Companies such as the Amazon entirely depend on the internet for operation. Interestingly, these companies continue using the internet to innovate within their business (Szirmai, et al 2011). It is through such innovation that these companies continue achieving success in their business undertakings.

The innovation of internet has led to global growth development in terms of making GDP contribution. The countries who have invested in internet related fields such as the ICT continue to post positive GDP (Morris, Kuratko & Covin, 2011). One of the reasons for this is that citizens are now making use of the additional jobs presented. Governments also have tapped into the new income stream that has emerged as a result of the internet innovation. For instance, through creating websites, governments have been able to market their respective countries and in the process boosting some of their sectors such as the tourism.

As stated earlier, the innovation of the internet has triggered the cropping up of several other innovations. Were it not for the internet innovation, it is correct to state that there would be no companies such as the Amazon, Facebook, or twitter whose sole existence is hinged on the internet. Interesting, the people who have become entrepreneurs from the existence of the internet have gone on to lay their mark on the global sphere (Mattern, 2010).

Facebook and Twitter for instance have changed the manner in which things are conducted in the various countries across the world (Morley, 2014). Through these two social platforms, the interactions amongst people in the world have been more rampant and instant. It is possible for an individual in China to have a one-on-one conversation



from his or her compatriot in a country like South Africa. From this, it is correct to state that the people who came up with these innovations have impact the global world.

From the rapid sharing of information in today's global world as a result of the various social platforms, governments are now being tasked to be more accountable to the people and be transparent in their operations. People from a particular country now have the platform of airing their grievances on an issue through these platforms. Facebook and Twitter are the two largely used platforms for doing this (Morley, 2014). The new dimension that the two innovations has brought has led to global development in terms of information sharing and accountability of governments to their people. It is worth noting that governments are now able to relay crucial and urgent information to their citizens through these sites. From this, it is evident that these pieces of innovation have managed to change how governments conduct their businesses and hence the global development aspect in them.

In addition to causing major developments across the globe, innovations made by entrepreneurs have resulted to the improvement of people's quality of life. One of the entrepreneurs who through their innovations have largely improved the quality of life for people is Steve Jobs. Through this Apple Inc Company, Jobs has come up with technological pieces that have helped improve the quality of life that people live (Lusted, 2012). For instance, the iPhone has made it easier for people to interact. To help bolster this, Apple has continued making regular innovations that complement the phone. For example, the company's iTunes services enable people to download and listen to their favorite songs. From Steve Jobs' entrepreneurial acumen, the lives of people who use Apple Inc's products have been significantly.

An interesting aspect about the innovations that Apple Inc. Company created by Steve Jobs is that it has not only provided quality of life for the people in the developed countries but also the countries in the not so developed ones (O'Grady, 2009). For

instance, a person who manages to buy an iPhone while at a lesser-developed country enjoys similar services than another person in a developed country. From this, it is correct to state that entrepreneur Steve Jobs was able to not only lead to the improvement of life for people but has also led to equality.

Another innovation that has in a huge way improved the quality of life of people is the X-ray machine (Fuchs, 2011). William Roentgen is the one credited for developing this machine. The machine improves the quality of life for people by enabling medical practitioners to identify and detect bone fractures in individuals, diseases such as pneumonia and certain tumors that might people might be possessing. From this, the machine has made it possible for practitioners in the medical field identify some of the disease-causing problems affecting individuals and giving treatment on the same. For instance, a bone fracture causes pain to the affected individuals. After a scan by an X-ray machine however, medical practitioners can identify the fractured bone while putting the affected under a therapy necessary to deal with the condition. Through this, the quality of life of this particular individual is greatly improved.

It is important to note that there are companies in the world who are committed to ensuring that they improve the lives of people through numerous innovations. One of these companies is Hitachi. Through its social innovation culture, the company ensures that the innovations it comes with improve the quality of life currently enjoyed by people. One of the innovations by Hitachi that serves this purpose is the Oasis 1.2 Tesla Open MRI Scanner. Interestingly, the scanner is a 25 years of work by engineers in the company (How can innovations in health care make a real difference to people?, 2017). Through the scanner, medical practitioners such as the surgeons make projections of the possibly best incision trajectory. From this, it is clear that the innovations made by this particular company have played a huge part in making improvements to the lives of people.



In the tech world, there have been entrepreneurs who through their innovations have led to the improvement of people's lives. For instance, there have been the creation of the Be My Eyes social network for the iPhone users. Through the network, sighted users are connected to their blind counterparts. In the event that a blind user requires assistance with a certain task such as reading the date of expiration of a particular product, she or she uses the application on the iPhone to send a request (Pozin, 2017). Once the request is sent out, a user who is sighted and is using the application reads the product's expiry date through the rear facing camera on the phone where after he or she relays the information to the blind user. From such an innovation, it is clear that the quality of life for the blind persons using the iPhone has been significantly improved from the innovated application.

You Tube is another innovation that has to a large extent improved the lives of people. Through the site, people can be able to watch movies, music videos and any other clips of their choice. Prior to the innovation, most people had difficulty in watching a movie or music clip of their choice and had to rely on one avenue, the television to do so. With You Tube however, people are able to watch any entertaining clip of their choice. From this, it is correct to state that the You Tube innovation has improved the life quality of individuals in terms of entertainment (Etemad & Edward Elgar Publishing, 2013).

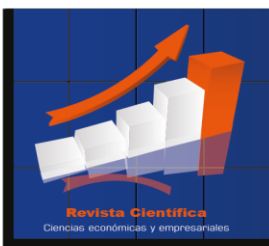
Another piece of innovation that has improved the quality of life of people is Mobileye. This innovation has been developed to assist people driving their cars. Forbes regard this particular innovation as a leader in the vision-based advanced driver assistance systems (ADAS) emerging market (Pozin, 2017). For the drivers who install the Mobileye related products in their cars, they have ease and their protection is enhanced. The innovation that comes with Mobileye is that cars now have algorithms and cameras that deliver warnings of impending dangers to the drivers. With this, most drivers have been able to avoid accidents, which on its own is an improvement to their quality of life.

Entrepreneurs have in their own ways led to the improvement of the quality of life for people (Bansal & Prestige Institute of Management and Research, 2009). This is through the several philanthropic works that they engage in. Some of the leading entrepreneurs in the world such as Bill Gates give back to the society through their charity organizations. The quality of lives of the people who's these entrepreneurs have touched have been greatly improved.

From the above information, it is evident that entrepreneurs operating in the global market deal or innovate products and services that have a global appeal (Eweje & Perry, 2011). It is such information that an aspiring entrepreneur or innovator needs to keep in mind when trying to enter the global space. It is not only informative to know that innovations have the potential to make improvements in global growth but is aspiring as well. An entrepreneur needs to develop products or services that will not only make him or her achieve personal development but also trigger the development of the countries that the products or services will be used. From this, integrating the concepts of what people need while developing the services or products will ensure that they sell, something that leads to global development.

It is evident that an innovation made has the impact of changing the social structure of countries that use it. For instance, Facebook and Twitter innovations have changed how interactions are conducted on the global scene. It is now easier for people to rapidly and easily communicate amongst themselves despite the distances. However though, the two innovations have led to the emergence of new social problems such as cyber bullying (Morley, 2014). There are numerous incidents reported where individuals decide to commit suicide as a result of an online attack leveled against them. Such cases are an indication of the negative impact that an innovation can have on the society.

With this information, an entrepreneur and innovator need to have put the negatives attached to their products or services into future perspectives. For instance, an individual



wanting to innovate a particular technological application needs to consider the negative impact the technology might bring to the society and include limiting measures (Aras & Crowther, 2012). Limiting the potential damage that a potential innovation is a clear indication that an innovator and entrepreneur paid perspective to the it's future operation and effects.

In today's world, governments and people are paying more attention to the issue of environmental conservation. From this, one of the future perspectives that entrepreneurs and innovators need to pay importance to is that of sustainability. According to researchers (Aras & Crowther, 2012), the companies that have embraced sustainability tend to have an edge of those that do not. A reason for this is that people who are environmental conscious tend to prefer having associations with individuals or companies with similar opinions.

Entrepreneurs with this knowledge need to align their products and services to the new needs by ensuring that they are environmentally friendly (Morris, et al 2011). In the event that this is not the case, it is possible to predict that they will have conflicts with governments regarding the conservation of environment. It is important to note that in the event that a particular product or service offered on a global scale has the risk of being shut down if it does not conform to the environmental policies. To avoid this, it prudent entrepreneurs would ensure that their products and services are environmental friendly.

The innovators and entrepreneurs who have a perspective on the future have an added advantage as it might present them with the chance of acquiring ideas when incorporated into their products or services might prove helpful (Morris, et al 2011). Observing the future trends give individuals the chance to develop ideas from where they can exploit. This is particularly helpful to the innovators.

During the future analysis perspective, an individual is able to identify some of the gaps that are in existence. For instance, Facebook's founder and current CEO Mark Zuckerberg identified a gap that existed in the society, something that gave him ideas of developing Facebook. With this, an entrepreneur or innovator who analyzes the future perspective is better placed to identifying a gap and exploiting it. Researcher (In Banks, 2016) in his book claims that innovators try to exploit the gaps that are present in today's society. In the event that a person is able to exploit this gap successfully, the product or services that he or she establishes has a global appeal and hence has high chances of performing well.

Conclusion

To conclude, it is evident that innovation and entrepreneurship are some of the key elements in the global industry. To operate successfully in the global market, organizations and individuals need to ensure that their products or services have a global appeal (Bansal & Prestige Institute of Management and Research, 2009). It is through innovation that such an appeal can be achieved. The dynamics in a global market are such that products and services have the potential of causing global development.

For instance, the internet innovation did not only pay divided to the person who innovated it but also to countries. Through the internet related services such as the ICT, governments have been able to increase their GDP's through the hiring of more employees working in these opened up sectors. Prior to this innovation, the jobs that have been generated by the ICT sector were inexistence and hence it is prudent to conclude that this particular innovation has to a large extent led to the growth of countries.

Social media sites are the other pieces of innovation that have impacted the global world. Through the sites, people are able to connect more easily, something that has led to the promotion of diversity. Knowing more about other cultures is one of the measures of global growth. Through products and services, entrepreneurs and innovators have been able to improve the quality of life for people. For instance, the X-ray innovation now makes it possible for medical

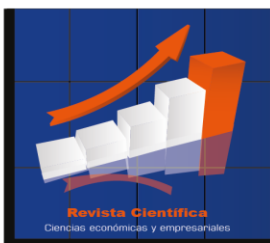


practitioners to identify any condition faced by patients. Entrepreneur Steve Jobs also improved the quality of life through this numerous technological innovation. Impressively, these innovations positively affect the lives of individuals across the globe. With this, it is important that individuals wanting to be innovators and entrepreneurs dealing in the global market need to have a perspective of the future.

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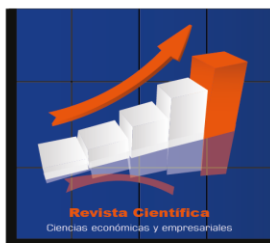
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