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Social Entrepreneurship: Managerial, Finance and Marketing Aspects

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SUMMARY

Nonprofit organizations are being urged to take a more “businesslike approach” to their operations, and to add earned income ventures to offset cash shortfalls due to lower donation or grant and contract revenue.[1] This “social entrepreneurship” impetus started around 1980, grew rapidly in the late 1980s, and continues to accelerate in the new millennium. Entrepreneurial ventures are not only seen in commercially-oriented health care, arts, and education organizations, but churches, youth organizations, soup kitchens, and other donative non-profits. This article introduces the field of social entrepreneurship, surveys major contributions from the leading thinkers, and spotlights key managerial, finance, and marketing issue.

KEYWORDS:

Social enterprise | social entrepreneurship | nonprofit management | nonprofit marketing

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