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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. 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:

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