

Well-Being among Social Entrepreneurs in Malaysia: A Theoretical Domains Framework

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ABSTRACT

The term Social Entrepreneurship (SE) is not new in Malaysia but not many studies were done on this community, especially on their subjective well-being. This term has long been debated among scholars because it is a fast-growing phenomenon among both academics and practitioners in the area. SE is defined as an entrepreneurial activity known to address basic human needs such as giving access to basic education, employment, health aid, community development, and socio-economic empowerment. It differs from commercial entrepreneurship because SE focuses on social strategies and values because they believe in the importance of creating social changes, which has the potential payoff and transformational benefits to those involved whether in providing or receiving the services. Such impact is reflected on social entrepreneur's satisfaction, happiness, meaningfulness of life, social connectedness and health. However, the limited research on well-being in Malaysia relies on measures that simply assess an individual's satisfaction with specific aspects of life such as housing and income. Therefore, these measures

are not appropriate to assess the positive impact of SE on social entrepreneur's well-being. Thus, after meticulous reviews of literature through Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA), an insight on the number of records were identified through the applied search engines. As a result, the search stratagem came out with a framework of well-being measures that take into account behavioural, cognitive

ARTICLE INFO

Article history:

Received: 10 September 2018

Accepted: 18 June 2019

Published: 23 July 2019

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intentions, motivational choices, feeling and functioning of social entrepreneurs. After a full text review, about seven articles were included yielding four identified domains associated to well-being and social entrepreneurs.

Keywords: Social entrepreneurship, social entrepreneurs, social impact, well-being domains

INTRODUCTION

The term Social Entrepreneurship (SE) has been widely defined by different scholars as the creation of social value produced in collaboration with people and organizations from the civil society who are engaged in social innovations with an economic impact (Hulgård, 2010), and bring the stability of an inherently unjust equilibrium among the excluded, marginalized or the sufferings of those who lacked financial means (Martin & Osberg, 2007). A social entrepreneur is known as a legal person that makes profits for society or a segment of it by innovation in the face of risk by involving a segment of that society (Tan et al., 2005) by applying enterprise expertise into innovative activities or approaches that can address social problems for the public good (Austin et al., 2012). Such organization involves the process or behavior of encompassing the innovative use of resources to execute social change and attend to social needs (Mair & Martí, 2006). These definitions vary as its motive is based on the contexts existing within that country's typology of social entrepreneurial activities and the company's vision (Ishak & Omar, 2015). Overall, SE has three common dimensions;

social, market orientation and innovation.

A Social Enterpreneruship is known to have the ability to combat poverty, causes community development, integration of the excluded, offers new types of services and deliberative democracy (Hulgård, 2010), to provide transformational benefits for the society who is underserved and neglected, to generate profit and non-profit income, to alleviate the suffering of targeted groups (Cornwall, 1998), to create a stable ecosystem for a better future (Martin & Osberg, 2007), to provide intangible profits like health, improve lives, education and environmental conservation awareness (Neck et al., 2009; Tan, et al, 2005), to provide services and products, the creation of new organizations, to create economic, social and cultural value for the targetted society (Mair & Martí, 2006). A number of renowned SEs are Big Belly Solar, Terracycle, Transnational Recycling Industries Pte Ltd, Banyan Tree Gallery, Grameen Bank, KickStart International, Aravind Eye Hospital, Sekem, EVY site, Purple DNA, Koperasi Masjid, Community Arm and much more.

The SEs mentioned above have been addressing social problems and attempt to alter existing social structures by empowering marginalized society such as single mothers, people with disabilities and youth. Generally speaking, SE is altruistic and a spur for sustaining social changes, hence it differs from other social service provisions and social activism. However, in Malaysia there is no legal structure for SE but the business principles of an SE is

still the same as globally (Social Enterprise Malaysia, 2014). The SEs in Malaysia still address the social challenges related to the environment or a specific community. For example, the most prominent SEs in Malaysia are Kakiseni that stands for art, Do Something Good stands for volunteerism, PT Foundation supports HIV affected communities, Epic Homes helped bridging the urban-rural divide by building homes for aboriginal families in rural areas, and many more. SE is a catalyst of creativity and innovation development to promote long-term benefit to those involved whether in providing or receiving SE services. The impact of SE can bring both economic and social progress, but nowadays, studies on SE lacks focus on the social aspects of what cause the success of a running SE, it was said previously that a success of an SE lay on the prosperous state of those involved, which are the social entrepreneurs. Hence, a domain framework to measure the well-being of social entrepreneurs is imperative.

Up to date, the success of a society, organization and even community is normally measured in terms of objective indicators of well-being such as GDP, wealth, crime rate, and education. Nonetheless, these objective indicators of well-being are weakly associated with life satisfaction and happiness (Donovan et al., 2002; Helliwell & Putnam 2004; Helliwell 2003). Social entrepreneurs build their businesses based on pressing social issues, making the community one of their primary stakeholders. As mentioned by Austin et al. (2012), the nature of a

social entrepreneur's work involves great leadership and self-sacrifice, which means spending their time for the benefit of the community. SEs sometimes face financial instability, which poses a challenge for social entrepreneurs to keep up with their social responsibilities (Harris et al., 2014). This in turn affects their social enterprise's performance while trying to deliver a social impact. Their ability to perform is reflected through their economic and emotional status. Therefore, there is a need to first develop a systematic well-being measure that takes into account behavioural, cognitive intentions, motivational choices, feeling and functioning of social entrepreneurs. Furthermore, well-being has not yet been used as indicator for the social impact of SE on social entrepreneurs in South East Asia (Chang et al., 2016; Multilateral Investment Fund, 2016). Therefore, to measure its impact does not solely depend on wealth creation such as housing and income (Welter et al., 2017), as social values are equally important (Chandra, 2017).

Background of Social Entrepreneurship

Social entrepreneurs are known to take calculated business risks, but their main objectives are to pass benefits to the society. Their involvement goes beyond economic purpose of typical entrepreneurships; they intimately get involved from the beginning and volunteer in charities. Actions such as giving to others, doing things for others or volunteering, has been found to be part of a social entrepreneur's job scope. There is a significant gap in knowledge on the

extent of SE-led activities and its' impact on social entrepreneur's health and well-being. Utmost research regarding SEs has been on their business and management outputs, such as the jobs created, provided trainings and services (Munoz et al., 2015), which result in a lack of indicators meant to measure the social components.

Social Entrepreneurship and Well-being

In recent years researchers have started to incorporate subjective indicators of well-being in order to assess social entrepreneurs' level of satisfaction, happiness, and meaningfulness of life in reference to life domains like home life, friendships and work. (Diener, 2009; Lau et al., 2005). First of all we have to conceptualize what is meant by social entrepreneur's well-being, from there we can establish a framework. To understand social entrepreneur's well-being is important because they are the "change makers" (Stevens et al., 2015) committed in helping others and passing the benefits for the society (Tan et al., 2005). Notably there were several studies done on the subjective well-being of communities based on Helliwell and Putnam's (2004) social context of well-being, which is based on Social Capital Theory. Such study measured life satisfaction through a cross-sectional survey data collection from 7,500 samples globally. However, Shir (2015) claimed that although several studies were done on community's well-being, yet they still lacked a clear philosophical framework on the research approach and procedure of which factors specifically affected the well-being

of social entrepreneurs, especially within the context of SEs in Malaysia. Thus, we must first construct a conceptual framework on well-being and social entrepreneurs.

In a study by Stiglitz et al. (2009) they had suggested to explore the use of well-being indicators to develop better policies. Remarkably, there was only a few empirical evidence on the relationship between subjective well-being (happiness and performance satisfaction) and entrepreneurial activities at a social entrepreneur's level (Carree & Verheul, 2012), therefore, a social entrepreneur's well-being continues to be scarce and lack common understanding on the impact of SE towards the people involved. The success of an SE can be seen through their social entrepreneur's social recognitions, responsibilities and social contributions. These benefits are linked through their emotional well-being, which could possibly deliver assurances in a social mission to the beneficiaries due to the social nature of behavioural theory. Several studies have claimed that a social entrepreneur's motivation to start SE and their social purposes, plus the context of relational spaces could contribute to the well-being of social entrepreneurs (Farmer et al., 2016; Fleuret & Atkinson, 2007; Munoz et al., 2015).

Mechanisms of Well-being

According to Austin et al. (2012) and Chandra (2017), research in the field of interest and mechanisms of well-being among social entrepreneurs is lacking due to insufficient

exploration. Well-being is a holistic concept in which social entrepreneurs are understood as biopsychosocial beings and their welfare centres on the efficiency of their body, mind, and spirit (Bowling et al., 1997). Because such efficiency may be the result of the interaction of life circumstances, social norms and values it is important to assess well-being using social and contextual relevant the measures. However, the success of a society, organization and even community is normally measured in terms of objective indicators of well-being such as GDP, wealth, crime rate, and education. Authors have also suggested that through its innovative leadership, social entrepreneurs can achieve sustainable competitive advantages (Dees, 1998; Prabhu, 1999; Weerawardena & Sullivan-Mort, 2001). Furthermore, the available anecdotal data suggest that the transformative potential of SE contributes positively to the health and sustainability of its communities.

Nonetheless, the positive impact of running a SE on the health and sustainability of its communities have not yet been assessed. Similarly, Mair and Martí (2006) implied that the greatest challenge for a SE was how to quantify the success of their performance and its social impact towards targeted communities. Therefore, the focus on well-being has been gaining interests within the field of social sciences. Universally, happiness is known as a behavioural goal and a driver of human behaviour (Kato, 2013), the research on well-being in Malaysia, is based on the theory of Human Need (Doyal & Gough,

1991) Hence well-being is conceptualized as objective or subjective need fulfilment and/or satisfaction with specific aspects of life (e.g. income, family, work) (Mokhtar et al., 2015; Noor et al., 2014). Up to date, few researchers have focused on community well-being in Malaysia; nor has well-being been used as an indicator to measure the impact of SE on community development. Thus, this paper aims to develop a theoretical domains framework to measure social entrepreneurs' well-being in Malaysia.

MATERIALS AND METHODS

A systematic review was constructed based on relevant criteria of the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines and diagram (Moher et al., 2010), which illustrates the number of records identified through search engines such as google scholar and SCOPUS (Figure 1). The advantages of a systematic review are to unfold evidences and gain critical insights on the impacts of SE (Greenhalgh et al., 2004). First, the search stratagem was conducted in March 2017, which focused on the search terms; "social impact" AND "social entrepreneurship" AND well-being. Only one article was excluded due to duplicated reference. Second, the inclusion criteria were based on the research areas; psychology, social sciences, sociology, behavioural sciences, arts and humanities; timespan between 2008 to 2018; and refined by English language. Third, after a full text review, the texts were further

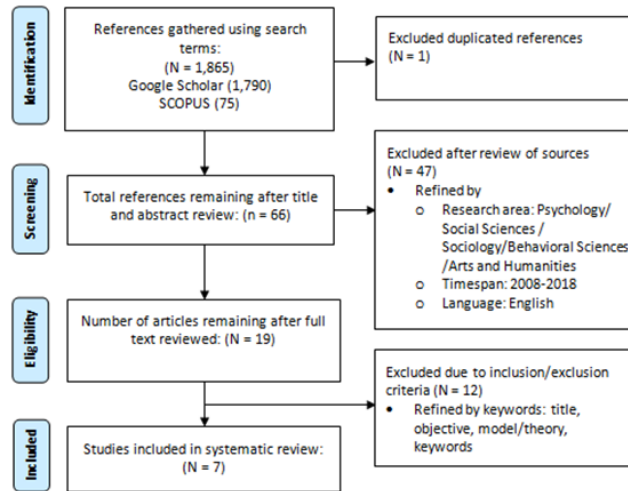


Figure 1. Flow diagram of the systematic review of literature

refined based on the title, objective, model/theory and keywords related to domains used to measure the well-being of social entrepreneurs. All in all, only 7 articles were included in the systematic review out of the 1,865 articles and theses found online.

RESULTS AND DISCUSSIONS

Data Extraction and Synthesis

Most SE beneficiaries are seen to have been impacted from participating and supporting SE activities where shared values and beliefs play an important function in enhancing well-being mechanisms at an individual level based on social support. The studies included (Table 1) provide several evidences that SE activities can positively impact a social entrepreneur's mental health, self-fulfilment, and satisfaction to performance and health behaviours, all of which could contribute to the overall well-being of social entrepreneurs. These studies argued that social entrepreneurs

behave in ways that could amplify their health and well-being while conducting SE activities; factors such as relational spaces, satisfaction to performance, emotions of self-fulfilment and health could manipulate their entrepreneurial behaviours and these factors were identified to cause positivity depending on the context of each SE event (Carree & Verheul, 2012; Dijkhuizen et al., 2016; Farmer et al., 2016; Fleuret & Atkinson, 2007; Kato, 2013; Munoz et al., 2015; Roy et al., 2014).

Primarily, based on the systematic review of literature on the concepts of SE and well-being among social entrepreneurs, a theoretical domains framework is developed from the synthesis of models and theories included in past studies mentioned in Table 1 as a way to help understand and measure the well-being of social entrepreneurs (Figure 2). Conceptually, well-being among social entrepreneurs is based on four identified dimensions. Overall, each domain

Table 1
Literature review on domains related to well-being among social entrepreneurs

Author(s)	Title	Objective	Model/Theory	Methodology	Domains
Fleuret and Atkinson (2007)	Well-being, health and geography: A critical review and research agenda.	To explore the different conceptual and policy spaces of well-being	Theory of Needs Relative Standards Theory The Capabilities Approach	Used of operationalization of well-being concept in both research and policy	Spaces of well-being Spaces of capability Integrative spaces Spaces of security Therapeutic spaces
Carree and Verheul (2012)	What Makes Entrepreneurs Happy? Determinants of Satisfaction Among Founders.	To examine the determinants of three types of satisfaction among founders, i.e., with income, with psychological well-being, and with leisure time	The Managerial Rents Model Hubris Theory of Entrepreneurship Entrepreneurship Theory	Used data of a unique and detailed panel survey of the research institute EIM and a cross-sectional data, self-reported data, and ordinary least squares (OLS)	Entrepreneurial satisfaction to performance based on five factors: Specific human capital General human capital Start-up motivation, Individual characteristics Venture-specific characteristics
Shoko Kato (2013)	Entrepreneurship as a process of self-fulfilment: Well-being, affect, and behavioural strategies.	To identify how entrepreneurs' behaviour and their affective states are interrelated, and what triggers entrepreneurs to increase or decrease their effort toward business start-ups	The Hedonic Psychology Framework Self-Determination Theory	Used a multiple-case study design, using the diary blogs of nine entrepreneurs as a main data course	Emotions: categorized in four quadrants based on two dimensions: high/low arousal level and positive/negative emotions: Evaluation (pleasant/unpleasant) Activation (passive/active), Imagery (mental picture)

Table 1 (Continued)

Author(s)	Title	Objective	Model/Theory	Methodology	Domains
Roy et al. (2014)	The potential of social enterprise to enhance health and well-being: A model and systematic review.	A systematic review of empirical evidence on the potential of social enterprise to enhance health and well-being	Not specified	Used a systematic review from published public health, social science and medical peer-reviewed journals in November and December 2012 using 10 different databases on the empirical research of the impact of social enterprise activities on health outcomes and their social determinants	Health and well-being are presented in three categories: Physical health, Mental health Social determinants
Munoz et al. (2015)	The social enterprise as a space of well-being: an exploratory case study.	To explore how social enterprises may be conceptualised as spaces of well-being that is the ways in which social enterprises may be producing health and well-being benefits for those who encounter them	<ol style="list-style-type: none"> (1) Spaces of Well-Being Theory (SoWT) (2) Health Geography Theory (3) Foley's Model of Therapeutic Assemblage (2011) 	Used a three-stage qualitative research design to collect data on each of these aspects using SoWT; a mixed-method design and case study of 24 staffs and volunteers from Green Shed Enterprise	<p>Three main ways in which health was manifested:</p> <ol style="list-style-type: none"> (1) Speaking well-being (discourses of recovery and exposure) (2) Doing well-being (performing work) (3) Feeling well-being (the emotion of belonging)

Table 1 (Continued)

Author(s)	Title	Objective	Model/Theory	Methodology	Domains
Dijkhuizen et al. (2016)	Four Types of Well-being among Entrepreneurs and Their Relationships with Business Performance.	To investigate the four types of work-related affective well-being in entrepreneurs, and investigate their relationships with business performance	<ol style="list-style-type: none"> (1) Theory and Validity of Life Satisfaction Scales (2) Work-Related Affective Well-Being of Bakker and Oerlemans Model (2011) (3) Work Engagement Manual of the UWES (Utrecht Work Engagement Scale) 	Used a quantitative method with four constructs of work-related affective well-being	<p>Four types of affective well-being:</p> <ol style="list-style-type: none"> (1) Work Engagement (2) Job Satisfaction (3) Exhaustion (4) Workaholism
Farmer et al. (2016)	Social enterprise and well-being in community life.	To explore the well-being impacts of social enterprise, beyond a social enterprise per se, in everyday community life	<ol style="list-style-type: none"> (1) Relational Geography Theory (2) Spaces of Well-being Theory (3) Therapeutic Assemblage 	Used an exploratory case study	<p>Spaces of Well-being dimensions:</p> <ol style="list-style-type: none"> (1) Capability (2) Integration (3) Security (4) Therapy

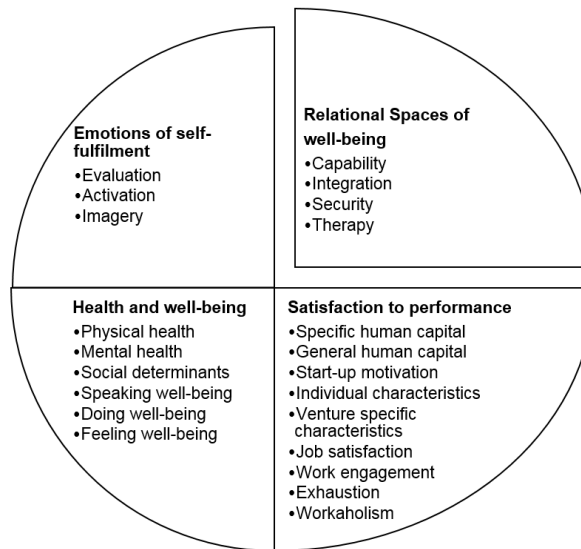


Figure 2. Theoretical domains framework of well-being among social entrepreneurs

entails environmental and surroundings, psychological, physical and health well-being of individuals involved in SE. The four main domains below are identified to have affected social entrepreneurs' well-being in the past (Table 1).

Relational Spaces of Well-being. According to the three studies by Fleuret and Atkinson (2007), Munoz et al. (2015) and Farmer et al. (2016), social entrepreneur's well-being is associated to the relational geography of their SE. Relational geography and spaces of well-being uncovers the importance of cultural practice, needs and healing through therapeutic assemblage in the creation of a healthy place. The inhibited domains are based on the spaces of their Capability, Integration, Security and Therapy. These domains measure the expressions of ease, pride, physical mobility, happiness and relaxation experienced while being involved in SE.

Satisfaction with Performance. According to two studies by Carree & Verheul (2012) and Dijkhuizen et al. (2016), social entrepreneur's well-being is associated with the determinants of satisfaction with their income, psychological well-being and leisure time. In short, factors that makes them happy during their work-related SE activities, satisfaction towards their business performance and work engagement. The inhibited domains are Specific human capital, General human capital, Start-up motivation, Individual characteristics, Venture specific characteristics, Job satisfaction, Work engagement, Exhaustion and Workaholism. Such domains refer to social entrepreneurs as self-employed individuals being satisfied with their work rather than being an employee.

Emotions of Fulfilment. According to studies by Kato (2013), social entrepreneur's

well-being is associated to their behavioural factors and their affective states, their emotions are the drive that triggers their effort towards doing business. It is seen as a way of self-fulfilment and self-determination because a positive emotional state occurs when their basic needs are met. SE plays an important role in improving poverty and those who are socially deprived, thus, evaluation, activation and imagery are among the emotional aspects of being a social entrepreneur. These emotional aspects affect their behavioural state in achieving their goals and potentials.

Health and Well-being. Previous studies by Roy et al. (2014) and Munoz et al. (2015) had shown empirical evidence that SE could potentially enhance the health and well-being of social entrepreneurs. The inhibited domains are physical health, mental health, social determinants, speaking well-being, doing well-being and Feeling Well-being. These domains refer to the participant's experience in physical, mental, and health change because of involvement in SE. Involvement in SE can result in self-building outcomes such as self-confidence, self-motivation, and commitments to a better self. The mechanism of SE helps generate factors such as social recognition and a supportive social environment that influence a social entrepreneur's well-being.

CONCLUSION

Overall, the theoretical domain framework has included several aspects from well-being spaces, to the satisfaction of their performance in conducting SE activities,

to fulfilling their emotions and to health-related well-being in order to measure the well-being of a social entrepreneurs. The well-being of social entrepreneurs involved in SE is measurable when a researcher considers their behavioural, cognitive intentions, motivational choices, feelings, and functioning as a social entrepreneur. The relationship between these domains differs based on the contextual and cultural setting for each social entrepreneur. Unlike previous studies that measure the well-being of social entrepreneurs through their economic and social innovation values, this study contributes to the existing knowledge on social entrepreneurs by including the domains of well-being as a contributor to a successful social change, which has the potential payoff and transformational benefits to those involved. The resulted domains include behavioural, cognitive intentions, motivational choices, feelings and functioning of social entrepreneurs.

It is a hope that the outcome of this theoretical domain framework becomes an indicator for future study intended to measure the well-being of social entrepreneurs other than wealth creation such as housing and income. These domains are in relation to existing theories extracted from the seven studies in Table 1 such as Theory of Needs, Hubris Theory of Entrepreneurship, Self-determination Theory and Spaces of Well-being Theory, which depict of the importance to examine the well-being, happiness, motivation to start-up and satisfaction among SE founders because their behaviour and their affective states are

interrelated. In the future, a study should be done on social entrepreneurs, especially in Malaysia to validate the identified domains and whether it can be used within the Malaysian SE context in general.

ACKNOWLEDGEMENT

This research was funded by Universiti Putra Malaysia research grant; Geran Putra IPB (Sub-Project: 9484002), Malaysia.

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