

## **Social Entrepreneurship through an Institutional Perspective: A Case Study of Women Social Entrepreneurs from Peshawar, Pakistan**

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**Abstract :** Social entrepreneurship has gained currency in the field of entrepreneurship, however, the theoretical underpinning and the contextual influences on the creation and operations of social enterprises are still in infancy. Contextual influences on entrepreneurial endeavors of women have been researched, and it is assumed that like commercial entrepreneurship, some socio-cultural factors are most suitable for the creation of women social enterprises. This research is an effort to explore the contextual influences on women social enterprises using institutional theory as the main conceptual framework. A case study analysis was used to assess the formal and informal institutional influences on women social entrepreneurs and their enterprises. The personal accounts of women social entrepreneurs reveal the importance of formal and informal institutions; however, they advocate greater consideration of informal institutions for their entrepreneurial endeavors.

**Keywords :** case study, institutional theory, women social entrepreneurship, Pakistan

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