

An Examination of the Link between Social Enterprise Orientation of an Organization and the Pursuit of Corporate Sustainability

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Abstract : Many contemporary organizations are placing a greater emphasis on business enterprise systems as a means of generating higher levels of economic development and sustainability. Many business research and literature has also concur that enterprise drive economic development, giving little or no credit to social enterprise, whose profit is reinvest to the community development compare to the business enterprise that share their profit to shareholders. Economic development and corporate sustainability includes economic policies that affect the beneficiaries of the economic entity and how it support corporate sustainability as a multifaceted concept that requires organizational change and adaptation on different levels. In this paper, we provide a closer examination of this suggested link between the social enterprise orientation of an organization and the pursuit of corporate sustainability. We suggest that producing social enterprise increments may be best achieved by orienting social enterprise entrepreneurs system to promote economic development and corporate sustainability, which is the new approach to organizational excellent. To this end, we describe a new approach to the social enterprise process that includes social entrepreneur and the key drivers of economic development and corporate sustainability at each stage. We present a model of social enterprise that incorporates the main ideas of the paper and suggests a new perspective for thinking about how to foster and manage social enterprise to achieve high levels of economic development and corporate sustainability as a new ways of achieving organizational excellence. Specifically, we seek to assess (1) what constitutes a corporate sustainability-oriented organization culture, (2) whether it is possible for organizations to display a unified corporate sustainability as a result of social enterprise (3) whether organizations can become more sustainable through social enterprise change.

Keywords : social enterprise orientation, organization, the pursuit of corporate sustainability, business and management

Conference Title : ICSRD 2020 : International Conference on Scientific Research and Development

Conference Location : Chicago, United States

Conference Dates : December 12-13, 2020