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Whenever a worldwide economic crisis emerges, brand new ideas appear in Economic Theory to be applied into societies and economies to foster business growth and to create social and economic wealth. In the 1930s decade, after the 1929 real estate and stock markets crashes in the USA, the British economist John Maynard Keynes published The General Theory of Employment, Interest, and Money, so a new School of Thought, known as Keynesianism, was born. On September 15, 2008, and also initiated in the USA and spread worldwide in real-time due to the domino effect generated by the Information and Communication Technologies (ICTs), the fourth largest investment bank group, Lehman Brothers Holdings Inc., was bankrupted forming a damaging combination of financial crisis, economic crisis, and the crisis of lack of economic policy credibility (Triple-C), mainly affecting on developed countries (Saiz-Álvarez, 2013b). As a result, a new School of Economic Thought was born: The Socioeconomics of Solidarity, that has been rapidly expanded in Latin American and the Caribbean countries, as a complement of the traditional Schools of Economic Thought.

Mainly born after the seminal works of Razeto (1993) and Max-Neef (1994), thanks to the ideas of Razeto (1998) to search a more balanced and fair economy rooted on razeto’s factor C (comradeship, community, cooperation, collaboration, communion, and coordination), both authors argued that this type of emerging economy, based on solidarity, values and collective property of goods, could constitute an alternative to capitalism in developing countries. Although their ideas are not still solidly grounded on mathematical-based Economic Theory, Solidarity Economy had a certain success as a strategy focused on fighting poverty, especially in poor Latin American and the Caribbean countries.

This type of economy, mainly focused on social issues and not so much on generating EBITDA (Earnings before Interests, Taxes, Depreciation, and Amortization) for firms, has expanded rapidly among the population at risk of social exclusion who were against any type of capitalism. As State intervention and influence to solve social problems was very weak (or inexistent, in some countries), this type of economy has ensured a relative short-term success in trying to solve social problems and to increase social and economic wealth.

But contrary to what theorists thought, the actual “glocalization” (think global, act local) favors large companies rooted on capitalism, and as a result, the mortality rate in business for single entrepreneurs and micro family businesses is very high in developing countries. Although solidarity-based entrepreneurial is based on collectiveness and labor agreements (Gaiger, 2004), without R&D, innovation, knowledge, contingent capital, and specialized intellectual capital (defined as the sum of human capital, structural capital, and relational capital) (Saiz-Alvarez, 2009) is impossible to economically survive in a competitive world. In fact, only cooperatives defined by solidarity and equality (Singer, 2002) have survived in a competitive economic world, but their impact are usually limited.
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From a macroeconomic perspective, the Socioeconomics of Solidarity, or Solidarity Economy, has as goal to accomplish, as it is a type of serving people (García, Vialop, & Xirinachs, 2006) based on cooperativism focused on achieving a harmonious economic development to avoid immigration from rural to urban areas, what causes poverty, injustice, and social inequalities (Saiz-Alvarez, 2013a). When solidarity-based values are inserted into societies, the economic system shifts from homo economicus to homo reciprocans (Gintis, 2000) defined by values and solidarity. As a result, the target audience of this book is directed towards all those interested on discovering an emerging School of Thought that, contrary to other economic schools affirm, the scope is centered is how to create, enhance and distribute socioeconomic wealth based on values.

This Handbook of Research on Social Entrepreneurship and Solidarity Economics is divided into three sections. The first section deals with social entrepreneurship, and it is formed by ten chapters. In chapter 1, titled “A Review of the Social Entrepreneurship Phenomenon” and written by Andrea Carolina Silva Niño, from Autonomous University of Bucaramanga (Colombia), and Carlos Poza Lara, from Nebrija University (Spain), social entrepreneurship is defined by studying its input in creating value, especially in communities and vulnerable groups. This work is complemented with the vision and ideas of Seyithan Ahmet Ates and Muradiye Ates, both from Istanbul Medipol University (Turkey), and Murat Ali Yülek, from Istanbul Commerce University (Turkey) who study the relationship between social innovation as a tool of building welfare states. For them, social innovation and its agents can be considered as a toolbox which may facilitate a socioeconomic transition by positively influencing economic wealth, thanks to developing new ways for integrating it into policy, and promoting it as an alternative measure of progress. As a result, social innovation may increase the role of civil society in solving social problems, while sustaining and improving people’s well-being beyond increasing their welfare in monetary term to create added value for the economy. These ideas are complemented in chapter 3, written by María Soledad Castaño-Martínez and Miguel-Angel Galindo-Martín, both from University of Castilla-La Mancha (Spain), and María-Teresa Méndez-Picazo, from Complutense University of Madrid (Spain), who study the influence of income distribution, public institutions, and human capital on social entrepreneurship. Analysis done using a Partial Least Square (PLS) estimation for 29 countries using data from 2012.

Social entrepreneurship can also be studied in the private sector only. At this respect, Jesús Marí Farinós, from Polytechnical University of Valencia (Spain) and Alicia Coduras Martínez, from Global Entrepreneurship Research Association (GERA), propose in chapter 4 a decision model on corporate social responsibility (CSR) and business strategies as a tool for improving social integration, if it is perceived as non-aligned with its aspirations of success, efficiency or adequateness. This proposed model is accompanied with a new methodology written in chapter 5 by Eva Asensio del Arco, Jesús Perán López and Yolanda Rodríguez Luengo, all from Universidad Internacional de La Rioja (Spain), who argue that the traditional CSR approach, based on preventing the possible negative impact of irresponsible and unethical practices, is no longer enough, as new social demands derived from the First Global Crisis (2008-2015) have emerged, and must be incorporated into CSR in business strategic planning, paying special attention to the Social Return on Investment (SROI) method, together with neuroscientific approach, as tools for the measurement of social value.

The analysis of this value creation continues in chapter 6, written by Beatriz Olalla Caballero, from Pontific University of Salamanca (Spain) and Montserrat Mata Fernández, from University of Deusto (Spain), where they highlight the firm’s value creation from social entrepreneurship and its synergies in a network economy, to analyze and quantify the value created in the firm for being enough competitive to survive and grow in the market. This chapter is added to the implementation of a Social Innovation
Model for Economic Value Creation, written by Edgar Muñiz Ávila, Lucía Rodríguez-Aceves, and Mario Adrián Flores-Castro, all from Monterrey Tec in Guadalajara (Mexico), who review and discuss the multidimensionality of social innovation literature, and propose a model for micro-businesses creation as a proposed solution to reduce asset poverty.

Another key aspect in social entrepreneurship is leadership, which is studied in chapter 8 by Jorge Colvin Díez, from Schiller International University-Madrid (Spain) and José Manuel Saiz-Álvarez, from Monterrey Tec in Guadalajara (Mexico) & Nebrija University (Spain), by defining a life cycle of strategic leadership promoted by the social entrepreneur focused on his or her organization in order to serve as a seed for the intended social impact.

Finally, this first section of the Handbook of Research on Social Entrepreneurship and Solidarity Economics ends with two chapters focused on teaching entrepreneurship, being learning competencies the cornerstone for having future success, as shown in chapter 9 collectively written by Thomas Baaken and Bert Kiel, from Münster University of Applied Sciences (Germany); Sue Rossano Rivero, from Münster University of Applied Sciences (Germany) & Vrije University Amsterdam (The Netherlands); Marieke Cornelia Baaken, from University of Minho, Portugal, and Gideon Maas, from Coventry University (UK). For these authors, successful entrepreneurial acting requires particular competencies defined by proactive and market-driven cultures for entrepreneurship and driving innovation. Competencies synthesized in a social-based educational model proposed in chapter 10 by Carlos Torrejón Martín and Carlos Cuervo-Arango Martínez, both from Nebrija University (Spain), to promote an entrepreneurial attitude, identifying education as an element of vital importance that influences the disposition to start a venture and its results.

The second section of this Handbook of Research, formed by seven chapters, deals with socioeconomics of solidarity, microfinance, and family business. Regarding the Socioeconomics of Solidarity, the author shows in chapter 11 the guiding principles of this emerging economic thought based on the principle of subsidiarity, the search for the common good, and the necessary solidarity based on justice. After having grounded these principles, the author develops different solidarity-based public policies, mainly focused on the European Union, by including principles, objectives and stages of the European Official Development Aid, the European Development Fund, and the Common Framework for Joint Multiannual Programming and Efficiency. These pages are followed by one of the keys to develop a solidarity-based economy by using big data thanks to the Information and Communication Technologies (ICT). This relation is studied by David de la Antonia López in chapter 12, from Tragsatec Government-owned corporation (Spain), who describes how to implement, due to a reduction of prices in ICT-based systems, a big data strategy rooted on software use, techniques and tools to boost the Socioeconomics of Solidarity, especially in large corporations.

These two chapters related to the Socioeconomics of Solidarity are complemented with three chapters dealing with microfinance. In chapter 13, and using a cross sectional descriptive designed to establish the relationship between sales performance and access to credit in the SME sector in Ghana, Christopher Boachie, from Central University College (Ghana), analyzes the effect of microfinance on poverty reduction in developing economies, and finds that there exists a significant relationship between microfinance and sales, and that the dependency burdens on micro entrepreneurs coupled with the low credit access from the microfinance institution for productive activities, lead them to deploy the credit to meet the demand of both the business and household. This microfinance-based analysis is enlarged in chapter 14, written by Omar Alonso Patiño Castro, from EAN University (Colombia), who presents the main guidelines for microfinance to be a successful financial model, mainly for who do not have any access...
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to the traditional financial market aiming to reach poverty eradication worldwide. This section ends with a second chapter from Christopher Boachie (Chapter 15) who examines the effect of joint liability lending on micro businesses in Madina municipality (Ghana). His study reveals that joint liability lending improves entrepreneurship, reduces poverty, and assures a high repayment rate. The implications are that individuals within the group are encouraged to continue saving, and that microfinance institutions should continue investing in educating and training clients to improve upon their micro businesses.

Finally, this section ends with two chapters focused on family business. At this respect, Leonardo Centeno-Caffarena, from Universidad Nacional de Ingeniería (Nicaragua), studies in chapter 16 seven key factors that affect family business, that is complemented with an enquiry of conflict in family business done in chapter 17 by Rafael Pérez-Uribe and David Ocampo-Guzmán, both from EAN University (Colombia), from which both authors offer some alternatives for proprietors to take these arousing conflicts to be transformed into opportunities for improvement, giving their organizations a chance to be sustainable over time.

The third section of the Handbook of Research is dedicated to social and business cases related to social entrepreneurship and socioeconomics of solidarity. This section begins with the genesis and development of social entrepreneurship in India (Chapter 18), written by Neeta Baporikar, from National University of Science and Technology (Namibia) and University of Pune (India) who, through using grounded research and in depth contextual analysis, affirms that there is furor for innovative entrepreneurial approaches that can create more social value with limited resources, and that these approaches need to leverage better on resources to enhance effectiveness through creative partnerships by raised expectations, performance and accountability to achieve more sustainable social impact.

Complementary to this chapter, Alicia Guerra Guerra and Lyda Sánchez de Gómez, both from University of Estremadura (Spain), attempt to fix in chapter 19 the conceptual framework of social enterprise, for which they opt for an integrated and opened view of this concept, given the heterogeneous nature of its agents and its continuous evolution, as well as the type of social enterprises that may be inferred from it. This analysis is made in a region that embarks on fostering social entrepreneurship based on the current view in a territory with a thin social enterprise network.

In chapter 20, written by Tomás Milton Muñoz Bravo, Lizbeth Alicia González Tamayo, and Margarita Herrera Avilés, all from Monterrey Tec in Puebla (Mexico), analyze some experiences of Mexican entrepreneurs in New York. Ideas and practices complemented in chapter 21 with the study of social entrepreneurship in sheltered employment centers made by María-Jesús Segovia-Vargas, Vera Gelashvili, María-del-Mar Camacho-Miñano, and María Teresa Blanco Hernández, all from Complutense University of Madrid (Spain), and Eva María Aguilar Pastor, from Centro de Estudios Financieros (CUNEF) (Spain). These Sheltered Employment Centers (CEE) are part of social economy companies based on the primacy of people over capital, social benefits and solidarity, with the goal of carrying out productive work aiming to integrate the greatest possible number of disabled people. The objective of this chapter is, by using the case study methodology, to give academic visibility to CEE due to its great contribution to CSR by encouraging social entrepreneurship.

But social responsibility is also carried out by professionals, mainly by linking ethical values, CSR and healthcare, as shown by Katiuska Lidice Reynaldos Grandón and Lissette Alejandra Avilés Reinoso, both from Universidad Andrés Bello (Chile) in chapter 22. After being correctly inserted into
an experience-based pedagogical frame, these authors affirm that ethics strengthens critical thinking, problem solving, and encourages solidarity. Besides, this social responsibility can also be observed in the industrial sector where technical (planned and perceived) obsolescence, CSR and reverse logistics are vital factors for EEE (Electrical and Electronic Equipment). This study, conducted with a quantitative and qualitative approach, is made in chapter 23 by Diego López Cardona and Rocío del S. Tabares Hoyos, both from Universidad de Manizales (Colombia), where they offer an alternative to people of low educational and economic levels, that economically survive in precarious conditions, for their inclusion and social development.

One key factor to reduce, and ideally eliminate, problems derived from social exclusion is offered from a higher university-business cooperation, as shown in chapter 24 done by David Firmansyah, Peter van der Sijde, and Peter van den Besselaar, all from Vrije University Amsterdam (The Netherlands). In this chapter, and based on a case study done in a public and a private university in Indonesia, these authors explore how university managers and academics perceive issues in university-business co-operation (UBC), and find that university managers and academics at both universities share a common perception in the relation between UBC and university activities, although there is a ‘misalignment’ between them regarding the resources and facilities depending on university types and academics experience.

Finally, in chapter 25, Łukasz Danel, from Cracow University of Economics (Poland), provides an overview to describe social policy in Poland after the constitutional transformation that started in Central and Eastern Europe in 1989, also giving a theoretical context of social policy models adopted in other European countries. The chapter concludes with a discussion of the desirable changes in the Polish social policy and the potential redefinition of its priorities.

In short, and written by 53 authors from 15 countries of Africa (Ghana and Namibia), America (Chile, Colombia, Mexico, Nicaragua, and Puerto Rico), Asia (India and Turkey), and Europe (Germany, Spain, The Netherlands, Poland, Portugal, and United Kingdom) on an emerging topic of great social and economic importance, especially in developing countries, this Handbook of Research on Social Entrepreneurship and Solidarity Economics contributes to the development of an emerging economic paradigm aiming to be transformed into a new school of thought. We all hope this book will become a reference in the study and analysis of social entrepreneurship and solidarity economy, given the number, variety, richness, and characteristics of the coauthors involved in the book, and the amount and quality of information contained on this topic along these pages. Both the current social and economic world need ethics and solidarity in their behavior to positively have impact on economic growth and social wealth. Focused on solidarity, ethical behavior based on values, economic efficiency and productivity, it is possible and desirable to help others with the aim of decreasing the current social inequalities existing in the world. And at this respect, this Handbook of Research on Social Entrepreneurship and Solidarity Economics is a step forward for achieving fairer and solidarity-based economies and societies based on the merits of each individual.

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REFERENCES


