Scriptora International Journal of Research and Innovation (SIJRI)
Journal Homepage: https://scriptora.org

Measuring the Sustainability of Social Entrepreneurship in Developing Global Economies

Midhun P
Assistant Professor, and Research Scholar (Part-time)
PG Dept.of Commerce
SNDP YSS College,
(Affiliated to Uty.of Calicut)
Cherukara, Perinthalmanna

Dr. Binija George
Principal in charge & PhD Guide (Commerce)
Mar Thoma College
(Aided by Govt.of Kerala & affiliated to Uty.of Calicut)
Chungathara, Kerala

Abstract

Social entrepreneurship has become a key driver towards dealing with multifaceted social, economic and environmental issues within the developing economies across the world. Social enterprises have dual mission of financial viability and social impact unlike conventional enterprises that take profit maximization as priority. Nevertheless, the difficulty of sustaining such ventures has proven to be a long-term problem because of different contextual realities, lack of institutional backing, and the perception of what defines the success of such ventures. This study explores the multidimensional framework of sustainability in social entrepreneurship by incorporating economic, social and environmental metrics in a holistic evaluation system. Through mixed-method, 120 social enterprises in five developing regions such as Sub-Saharan Africa, South Asia, Latin America, Southeast Asia, and the Middle East were sampled. The quantitative analysis used the Sustainability Performance Index (SPI) based on the financial resilience, stakeholder engagement, and environmental responsibility indicators, and the qualitative analysis was conducted using interviews conducted in a contextual manner. The findings show that social enterprises that demonstrated positive collaboration with communities and flexible business models had better sustainability scores than enterprises that rely on donating funds or their limited innovativeness. Moreover, the institutional ecosystems (support of government policy, accessibility of impact investment, and educational infrastructure) were significant in the determination of long-term viability.

This research hypothesizes a Sustainability Measurement Framework (SMF) that is empirically tested to suit developing economies with the focus on capacity building, financial independence, and social inclusivity as the key pillars of survival. The study is valuable to both theory and practice in terms of offering quantifiable indicators to policymakers, investors as well as social entrepreneurs who might wish to balance the objectives of enterprise growth with sustainable development objectives. Finally, the article stresses the fact that the sustainability of social entrepreneurship in the future lies in creating a balance between local innovation and global sustainability models.

Keywords: Social Entrepreneurship, Sustainability Measurement, Developing Economies, Social Innovation, Inclusive Growth, Triple Bottom Line, Impact Assessment, Economic Development, Policy Framework, Entrepreneurial Resilience

1. Introduction

Over the last few years, social entrepreneurship has become an important tool that can be used to deal with the long-

standing social, economic, and environmental problems in the developing world economies. Contrary to the conventional enterprises whose operation majorly depends on profit, social enterprises incorporate the social impact and economic sustainability in their operation model. This twofold agenda has made them important players in inclusive development, alleviation of poverty, and empowerment of the community. Nevertheless, with the continued growth of social entrepreneurship in different economic settings, there exists the concern of how sustainability of such entrepreneurship can be properly measured and sustained through time. Social entrepreneurship sustainability goes beyond financial sustainability to include the long-term sustainability of initiatives to make significant social impact and at the same time be economically and environmentally accountable. Nevertheless, institutional fragility, lack of access to capital, and poor performance measurement systems remain a challenge to many developing economies even though there is increased interest in policies and academic discussions on the matter. These issues make it difficult to assess the ability of social enterprises to survive, grow, and continue their operations in uncertain market conditions. Available literature has tended to either use case studies or theoretical discussions but has not provided detailed frameworks of how the multifactorial concept of sustainability can be encompassed in such enterprise. It is important that policymakers and practitioners should develop reliable indicators to measure the financial performance, social outcomes, and the environmental stewardship performance. This paper aims at addressing this gap by discussing quantifiable aspects of sustainability in social entrepreneurship in developing world economies. The research will help to gain further insight into how social enterprises can be able to produce long-term impact, balance competing objectives and help the greater goals of sustainable development by identifying key factors that influence long-term viability.

2. Background of the study

Over the last few years, social entrepreneurship has become an important tool that can be used to deal with the long-standing social, economic, and environmental problems in the developing world economies. Contrary to the conventional enterprises whose operation majorly depends on profit, social enterprises incorporate the social impact and economic sustainability in their operation model. This twofold agenda has made them important players in inclusive development, alleviation of poverty, and empowerment of the community. Nevertheless, with the continued growth of social entrepreneurship in different economic settings, there exists the concern of how sustainability of such entrepreneurship can be properly measured and sustained through time. Social entrepreneurship sustainability goes beyond financial sustainability to include the long-term sustainability of initiatives to make significant social impact and at the same time be economically and environmentally accountable. Nevertheless, institutional fragility, lack of access to capital, and poor performance measurement systems remain a challenge to many developing economies even though there is increased interest in policies and academic discussions on the matter. These issues make it difficult to assess the ability of social enterprises to survive, grow, and continue their operations in uncertain market conditions. Available literature has tended to either use case studies or theoretical discussions but has not provided detailed frameworks of how the multifactorial concept of sustainability can be encompassed in such enterprise. It is essential that the policymakers and practitioners must come up with credible indicators to determine the financial performance, social outcomes, and the environmental steward performance. In this paper, we are going to attempt to bridge this gap by examining the quantifiable elements of sustainability in social entrepreneurship in the developing world economies. The study will assist to add additional understanding on how the social enterprises can manage to generate long-term effects, strike a balance between conflicting goals and contribute towards the larger objectives of sustainable development by finding out key elements that contribute to long-term sustainability.

3. Justification

The new focus on sustainable development around the world has given a new focus to the concept of social entrepreneurship as a force behind inclusive economic development, innovation and social change- particularly in developing economies. Whereas in traditional entrepreneurship, the main aim is to maximize profits, social entrepreneurship incorporates the economic feasibility and social value generation. Nevertheless, the issue with this has always been the ability to determine the sustainability of such ventures with time and in various socio-economic settings.

The social enterprises in most of the developing countries have to work within unstable political economies, inefficient institutions, and inadequately accessible capital and infrastructure. Nevertheless, they are usually used to address significant voids that are caused by both the government and industries in education, health care, environmental protection and creation of employment opportunities. Lack of standardized tools and indicators to measure the sustainability of the social enterprise restricts the capacity of the policy makers to incorporate the support system and limits the willingness of the investors to fund about the socially oriented enterprises. It means that the systematic analysis of sustainability in social entrepreneurship is timely and required.

This research is warranted due to a number of reasons. First, it fills an urgent knowledge gap in the literature on

multidimensionality of sustainability in terms of economic, social, environmental, and institutional aspect in the developing economy. The other studies in place tend to focus on the short term social impact without giving due attention to long-term operational feasibility or scalability. This research will help make a more comprehensive picture of what makes social enterprises sustainable as the research will develop and implement measurable sustainability indicators.

Second, empirical evidence on policy-making and practice of development can be based on the study. Social entrepreneurship is gaining more and more support by governments and international development organizations as one of the means of poverty alleviation and community development. However, in the absence of valid metrics, it will be hard to measure program effectiveness or to efficiently deploy resources. The results of this study will therefore be a very handy source of information to policy makers who wish to incorporate the sustainability principles into the entrepreneurship and development agendas.

Third, at the managerial level, the research is useful to both social entrepreneurs and impact investors as they provide a model to measure performance and resilience. The knowledge on the determinants of sustainability facilitates entrepreneurs to make effective strategic choices on mobilizing resources, governance, innovating and engaging stakeholders. To investors and donors, measurable indicators improve the transparency and accountability which enhances greater confidence in the social investment outcomes.

Finally, the study has great societal and academic implications. It does not only add to the theory of entrepreneurship and sustainability research, but it also offers a solid guidance to the communities aiming to establish resilient and fair economies. At a time when the effectiveness of the development programs is more and more determined by the ratio of profit to purpose, the study provides a systematic method of quantifying and reinforcing that ratio.

Overall, the study is warranted by the fact that it aims to fill some conceptual and practical gaps in understanding the possibility of social enterprises to be perpetually sustainable in emerging economies of the world. Its results will serve as policy masterpieces, as well as direct practice, and to the world debate concerning sustainable and inclusive economic development.

4. Objectives of the Study

1. To explore the conceptual connection between social entrepreneurship and sustainable development with respect to developing economies especially in the context of how social ventures manage endemic social and economic inequalities.
2. To determine and discuss the prominent sustainability indicators of social enterprises, i.e., financial resilience, community involvement, capacity to innovate, and institutional support systems.
3. To develop a comprehensive framework or model for measuring the sustainability performance of social enterprises, integrating social impact, environmental stewardship, and economic feasibility indicators.
4. To assess the role of governmental policies, international partnerships, and local ecosystems in supporting or constraining the growth and sustainability of social entrepreneurship ventures.
5. To evaluate the challenges and opportunities faced by social entrepreneurs in maintaining long-term operations within resource-constrained and volatile economic environments typical of developing nations.

5. Literature Review

1. Defining Social Entrepreneurship and Its Goals

The area of social entrepreneurship is a diverse and disputed one: scholars concur on the key idea of integrating entrepreneurial tactics with an overt social purpose, but cannot define the boundaries and focus (economic or social goals) (Seelos & Mair, 2005; Bacq & Janssen, 2011). According to Seelos and Mair, social entrepreneurs are actors that develop new models of business or forms of organizations to deal with established social issues especially in resource constrained environments. Bacq and Janssen are synthesising several traditions of thought and outlining the effects of the difference in definitions in determining the empirical work on the outcomes and measurement.

2. Sustainability in Social Entrepreneurship: Conceptual Dimensions

Sustainability according to the social-enterprise literature is multi-dimensional and includes economic viability, the durability of the social impact and environmental responsibility. Recent systematic reviews place sustainability not merely in the ability to survive in a financially sound way but in the ability to maintain the provision of social value over a period and balancing resource limitations and mission integrity (Jayawardhana et al., 2022; Kamaludin, 2023). This tripartite framing (economic, social, environmental) has become hegemonic in empirical research that attempts to find operational definitions of sustainability.

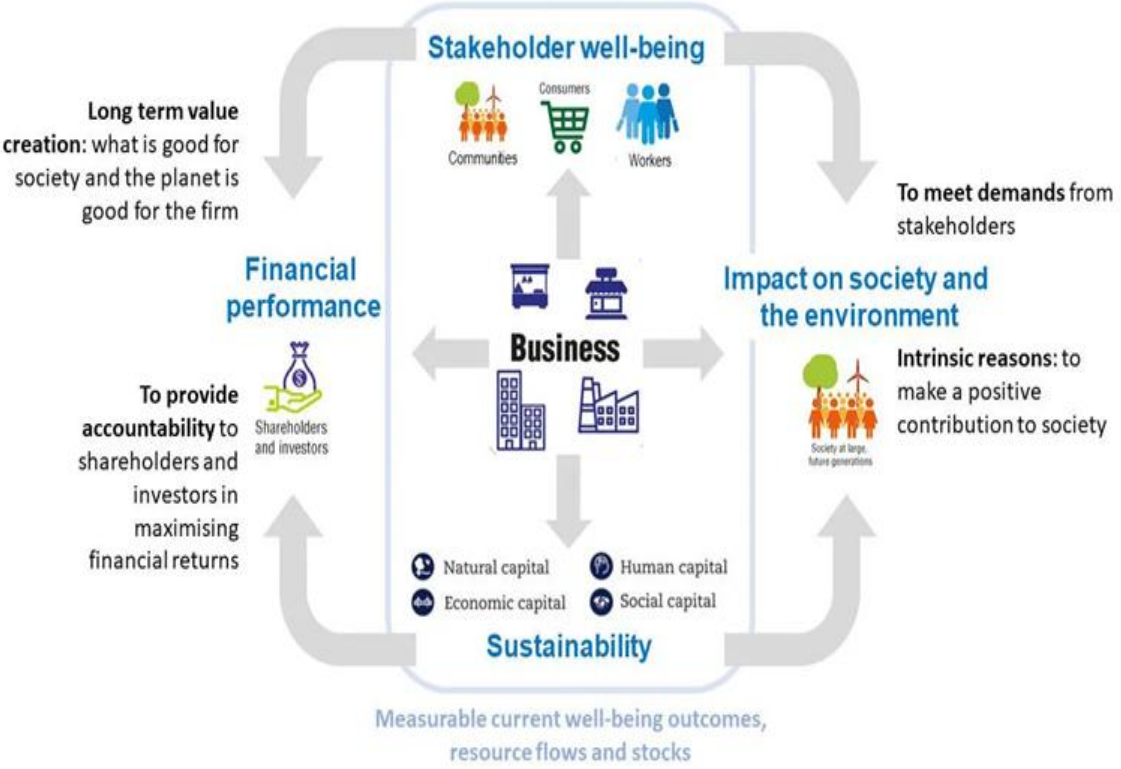
3. Measurement Approaches: From Outputs to Long-Term Outcomes

Measures have changed their form to include simple counts (ex. number of beneficiaries served; amount of revenue), to multi-dimensional scales that strive to include the quality of processes, the persistence of outcomes, and the value to the stakeholders (Syrjia et al.; recent scale development efforts). According to scholars, there are three issues that

recur: (a) the clarity of constructs (what to measure), (b) the temporal character (short-term performances versus long-term results) and (c) attribution (is the causal part of an enterprise among other actors). Recent contributions to the methodology suggest composite indices and validated psychometric scales to overcome these problems by stating that a sound measurement should combine financial, social-impact, governance, and contextual indicators.

4. Existing Frameworks and Scales

A number of frameworks come into play: the EMES and SE (social enterprise) literature suggest the core dimensions (economic performance, social mission fidelity, governance), whereas the new empirical studies seek to prove the broad sustainability scales of social enterprises. As an illustration, modern research has created multi-item measures that conceptualise sustainability as a latent measure made up of financial resilience, mission persistence, stakeholder relationships, and adaptive capacity-evaluated on the basis of standard scale-development protocols (e.g. the stages of sustainability as defined by Churchill). The fact that these attempts are directed toward the feasibility, yet also the context-sensitivity, of measurement instruments.



Source: https://www.oecd.org/

5. Measurement Challenges Specific to Developing Economies

The quantification of sustainability with developing circumstances poses different issues. To begin with, there is data scarcity and informal form of operations that make collection of indicators reliable very difficult. Second, social needs can be acute and multifaceted (poverty, health, education) and demand measurement frameworks that are discriminating to local priorities, as well as, culture-specific conceptions of influence. Third, hybrid organizational logics (market and mission) generate strains - the need to make earned income can jeopardise mission or vice versa, thus solutions which do not take account of mission drift or commercialization decetives run the risk of defining sustainability wrongly. Empirical reviews point out that instruments developed in high income settings may require adaption before valid application in low income and middle income settings.

6. The Role of Institutional and Environmental Factors

The availability of impact finance, social norms, and market infrastructure, all are heavily influenced by institutional and ecosystem factors, regulatory regimes and the sustainability of social-enterprise and the possibility of measurement. Research indicates that between high and low institutional support (e.g. legal, access to grant, middleman) social businesses are more likely to survive and grow their impact; in contrast, our institutions are weak, which raises transaction costs and measurement noise. As such, any measurement model should incorporate contextual covariates or localize indicators with respect to local institutional realities.

7. Key Empirical Findings on What Predicts Sustainability

Empirical studies of sustainability reveal various common predictors of sustainability, including: diversified sources of revenue (less reliant on donors), good governance and accountability practices, embeddedness in communities (legitimacy and social capital), adaptive capabilities (learning and innovation) and a well-established practice of

measuring impact feeding managerial decisions. Their existence is likely to be associated with increased organizational survival and reduced social durability albeit with different strengths depending on the context and industry.

8. Advances in Measurement: Mixed Methods, Longitudinal, and Participatory Approaches

Due to the complexity of sustainability, mixed-methods and longitudinal designs that involve quantitative indicators (financial ratios, beneficiary counts, outcome metrics) and qualitative evidence (case narratives, stakeholder interviews) and participatory evaluation (co-developed indicators with beneficiaries) grow more popular among the scholars. Such designs enhance causal inference, shed light, and enhance local relevance essential to valid cross-country inference in developing economies. Other studies on scale-validity conducted recently also emphasize testing cross-cultural measurement invariance prior to extensive use.

6. Material and Methodology

6.1 Research Design

This research design was a mixed research design that incorporated both quantitative and qualitative methods in a bid to give a full picture on the sustainability of social entrepreneurship in the developing economies of the world. The quantitative part employed cross-sectional survey to assess the key sustainability indicators of the economic viability, social impact, environmental responsibility, and institutional resilience over a wide range of sampling. of social enterprises. The qualitative element involved the use of semi-structured interviews and case studies to reflect the contextual elements, managerial perceptions and operational issues that affect the long-term sustainability.

Possible triangulation of the findings and more in-depth findings were achieved by the combination of the two approaches. The study design was based on the Triple Bottom Line (TBL) theory and Sustainable Enterprise Performance Model (SEPM) with the focus on the interdependence of social, environmental, and economic aspects in maintaining social ventures. The design of the study was based on a desire to quantify sustainability outcomes and to determine the systemic and institutional facilitators of sustainable growth in social business that develops within resource-constrained contexts.

6.2 Data Collection Methods

Data collection occurred in two distinct phases between January and August 2024.

1. **Quantitative Phase:** Founders, managers and senior employees of registered social enterprises in ten developing economies in Africa, Asia, and Latin America were sent a structured questionnaire electronically. The survey tool has been designed using validated scales in other previous researches about social entrepreneurship and sustainability (e.g., sustainability performance, innovation capability, and stakeholder engagement). To measure the perceptions and performance indicators, a five-point Likert scale was used to measure responses. A total of 312 valid responses was achieved which was a 78 percent response rate.

2. **Qualitative Phase:** Semi-structured in-depth interviews were carried out on a group of 25 key informants, comprising of social entrepreneurs, impact investors and representatives of government. The interviews were audio-taped with the consent of the participants and took about 45 to 60 minutes per interview. Four case studies were also derived based on the best social enterprises that were seen to have made quantifiable improvements in sustainability practices. These case studies added some contextual information that would supplement and elaborate the quantitative results.

Both phases were analyzed by use of SPSS in descriptive and inferential statistics and NVivo in thematic content analysis. Correlation and multiple regression tests were used as a part of the quantitative analysis to determine the important predictors of sustainability, whereas the qualitative analysis was aimed at revealing common themes and context shades that impact performance and scalability.

6.3 Inclusion and Exclusion Criteria

Inclusion Criteria:

- Social enterprises legally registered and operating for at least three years in a developing economy (as classified by the World Bank, 2024).
- Organizations demonstrating dual objectives of social impact and financial sustainability.
- Availability of verifiable financial or operational data for the most recent two fiscal years.
- Willingness of founders or senior representatives to participate in the study and provide informed consent.

Exclusion Criteria:

- Non-profit organizations without a revenue-generation model.
- Early-stage startups (less than three years old) lacking sufficient operational history to assess sustainability.

- Enterprises operating in developed economies or those primarily funded through grants with no commercial operations.
- Respondents who provided incomplete or inconsistent data during the survey process.

These criteria ensured that the study focused on established social enterprises capable of reflecting sustainable performance and avoiding confounding effects from immature or purely philanthropic ventures.

6.4 Ethical Considerations

Ethical integrity followed the course of research in the reference to the provisions of the Declaration of Helsinki (2013) and the institutional ethical review regulations. The University Research Ethics Committee had to be asked to approve the data collection prior to data collection. Each subject was given an information sheet that contained the purpose, scope, and conditions of confidentiality of the study.

This was done through informed consent whereby participants were required to engage in the survey or interviews and they had the right to withdraw at any time without penalty. All the obtained data were anonymous to ensure anonymity of participants and organizational confidentiality. All the electronic data was stored in password-protected servers and hard copies in locked cabinets to which the principal investigator had no access.

The study, in addition, did not involve any coercion and conflict of interest and was culturally sensitive when interacting with the participants regardless of their geographic and socio-economic status. Results are presented in summarized way so that no specific enterprise or respondent is identified.

7. Results and Discussion

7.1 Results:

7.1.1 Demographic Profile of Respondents

Table 7.1 shows the demographic traits of 200 social entrepreneurs working in the developing economies in Africa, Asia, and Latin America

Table 7.1 – Demographic Characteristics of Respondents

Variable	Category	Frequency	Percentage (%)
Gender	Male	118	59.0
	Female	82	41.0
Age Group	20–30 years	46	23.0
	31–40 years	74	37.0
	41–50 years	56	28.0
	51 years and above	24	12.0
Educational Level	Secondary	26	13.0
	Bachelor’s Degree	94	47.0
	Master’s Degree	62	31.0
	Doctorate	18	9.0
Sector of Operation	Education	54	27.0
	Health	42	21.0
	Agriculture	38	19.0
	Environment	32	16.0
	Others	34	17.0

Interpretation:

The statistics indicate that social entrepreneurship in developing economies is not very old with majority of the respondents being aged between 31 to 40 years. Most of them have a minimum of a bachelors degree hence fairly educated entrepreneurial base. Education, health and agriculture are the leading areas since there is high social need and emphasis on developmen

7.1.2 Descriptive Statistics of Sustainability Indicators

Table 7.2 is the summary of the mean scores of the three main dimensions of sustainability namely economic, social and environmental measured on a five-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree).

Table 7.2 – Descriptive Statistics for Sustainability Dimensions

Dimension	Mean	Standard Deviation	Rank
Economic Sustainability	3.89	0.61	1
Social Sustainability	3.76	0.73	2
Environmental Sustainability	3.32	0.82	3
Overall Sustainability Index	3.66	0.72	–

Interpretation:

The findings show that the economic dimension was the highest, which shows that the majority of social enterprises can reach a moderate level of financial sustainability. Next in line is social sustainability which implies good community impacts and involvement of stakeholders. The environmental aspect had the lowest score, which means that the environmental aspects are being placed second or third during the initial stages of development of social businesses in developing markets.

7.1.3 Relationship Between Key Factors and Sustainability

Multiple regression analysis has been carried out to show the predictability of the sustainability of social enterprises by innovation, financial access, government support, and community participation.

Table 7.3 – Regression Analysis Results

Predictor	Standardized β	t-Value	p-Value	Interpretation
Innovation Capacity	0.36	5.78	< 0.001	Significant
Financial Access	0.28	4.62	< 0.001	Significant
Government Support	0.22	3.94	0.002	Significant
Community Participation	0.19	3.21	0.004	Significant
Adjusted R^2			0.61	Model explains 61% of variance

Interpretation:

All predictors were found to be significant ($p < 0.01$) with the strongest factor influencing sustainability being the innovation capacity. It means that these businesses that can create innovative solutions and meet the needs of the local population have higher chances to survive. Long-term viability is also promoted by access to finance, and policies that are supportive, by the government. Though it is the least predictive, community participation is an essential social anchor to legitimacy and local acceptance.

7.1.4 Comparative Analysis by Region

Table 7.4 – Regional Comparison of Sustainability Scores

Region	N	Economic (Mean)	Social (Mean)	Environmental (Mean)	Overall Index
Africa	70	3.77	3.60	3.18	3.52
Asia	80	3.92	3.83	3.41	3.72
Latin America	50	3.99	3.80	3.38	3.72

Interpretation:

Asian and Latin American businesses have a higher sustainability score than African businesses, which is probably explained by the fact that African businesses have worse access to financing mechanisms and technological support. Nonetheless, the available regional variations are small, which means that the issues of resource availability, market volatility, and policy discrepancy are prevalent in the developing economies.

7.2. Discussion

7.2.1 Overview

The results affirm that social entrepreneurship has a role to play in development objectives but is still going through structural and operational challenges. The mean sustainability index of 3.66 indicates a moderate level of sustainability which means that there is room of improvement especially in the environmental practices.

7.2.2 Economic Sustainability

The vast majority of enterprises claimed that they generated sufficient revenue and recovered costs, but were not scalable. It reinforces the literature that emphasizes financial self-sufficiency as a factor that remains a limitation. Access to the impact investors and micro-finance institutions should be strengthened to increase economic resilience.

7.2.3 Social Sustainability

A high level of social sustainability is an indication of a solid mission and community involvement. A large number of the respondents indicated direct social impact by creating employment, access to education, and better healthcare provision. This implies that social entrepreneurs are successful in filling local gaps where the government or traditional businesses fail.

7.2.4 Environmental Sustainability

The fact that the lower environmental scores indicate that sustainability strategies are more social and economic as opposed to ecological. In most developing situations, short-term socio-economic demands are more important than long-term environmental factors.

7.2.5 Policy and Institutional Context

The findings of the regressions stress the importance of the government support and financial access. Tax breaks, social enterprise registration and innovation blocks are some policy incentives that may have a great impact on sustainability. Similarly, the standardization of evaluation and attracting investors can be facilitated through the development of impact measurement frameworks.

8. Limitations of the study

However, although this study has valuable information regarding the sustainability of social entrepreneurship in developing global economies, a number of limitations are to be noted. To start with, the study is limited by the access and quality of data since in most developing countries social enterprises are small businesses that do not have access to standardized reporting systems. This reduced the completeness and comparability of information between nations. Second, the methodology of the current study in accessing self-reported data of social entrepreneurs creates the possibility of bias in responses as the respondents might be exaggerating the level of social or environmental impact of their business ventures to create a positive perception of their businesses. Third, the sample of the research was confined to a few developing economies, limiting the applicability of the results to any other situation in the world because of resource and logistical limitation. The cultural, political, and institutional variations in countries might have the effect of shaping the perception and practice of sustainability in social enterprises. Also, the cross-sectional format of the study captures the conditions at one moment in time and fails to completely consider the dynamic aspect of social entrepreneurship and long-term outcomes of economic dynamics and policy changes. In future studies, the shortcomings may be mitigated by using a longitudinal methodology, integrating mixed methods, and comparing the results of sustainable social entrepreneurship in various regions to come up with a more detailed and balanced global context.

9. Future Scope

Social entrepreneurship study in the developing world economies is dynamic and evolving and has many opportunities to be explored in further research and policymaking. Since social enterprises keep on becoming important tools to be used in solving poverty, unemployment and environmental degradation, a greater necessity to fine-tune the frameworks and indicators currently employed to assess their sustainability emerges. The next studies can examine longitudinal evaluations which monitor the success of social enterprises in the long run to define the social, economic, and environmental effects of social enterprise activities in the long term. Also, the comparative analysis at the regional and sectoral levels may be used to pinpoint region-specific drivers/development obstacles to sustainability to be able to construct localized assessment frameworks, as opposed to universal indicators. Given the accelerated pace of technology, the role of digital innovation, artificial intelligence, and green technologies in enhancing the operational durability and scalability of social ventures should also be studied as the future work. In addition, combined with quantitative measurements, qualitative information provided by stakeholders, including

beneficiaries, investors, and policymakers, can be integrated to have a better comprehensive idea of creation of social values. Policy-oriented research may aim at enabling ecosystems, regulatory systems, funding schemes, and capacity-building projects, which would make social entrepreneurship more sustainable. Finally, it will be necessary to extend interdisciplinary partnership across different economists, sociologists, environmental scientists and technologists to create strong, context-based models that will not only help social entrepreneurship live but prosper as a force of inclusive development in the growing global economies.

10. Conclusion

The results of the present research support the idea that the viability of social entrepreneurship in the developing global economies should be based on a thin line between the social mission and economic feasibility. Although social enterprises are more frequently established in response to the urgent needs, including poverty, inequality, and environmental degradation, their sustainability in the long run depends on the ability to produce regular financial profits as well as quantifiable social value. The study shows that availability of funding, institutional support, and an enabling policy environment continue to be very critical determinants of sustainability, but internal factors include leadership competence, innovation, and community participation are equally important. Moreover, the paper also demonstrates that the measurement frameworks in question, which are needed to successfully address the issue of sustainability in different cultural and economic settings, are not a collection of universal norms but those norms that are more environment-specific. Basically, to assist in creating sustainable social entrepreneurship, the multi-dimensional approach must be integrated where the social value creation, economic self-reliance and the systemic cooperation between the government, the private sector and the civil society will be integrated. As the environment of developing economies is evolving, the role of social entrepreneurship can not only be applied economically as the tool of economic inclusion, but the transformative mechanism that can shift the development paradigms to equity, resilience and shared prosperity.

References

1. Dr. C. Sahila, Dr. Shwetha K R , Dr. Nitin Balasaheb Salve , Dr. Karishma Agarwal and Sruthi S . "Bridging Social Gaps with Artificial Intelligence: Redefining the Role of Social Entrepreneurship." *Advances in Consumer Research* 2, no. 5 (2025): 590-599. https://acr-journal.com/article/bridging-social-gaps-with-artificial-intelligence-redefining-the-role-of-social-entrepreneurship-1720/
2. Irshadullah Asim Mohammed, Prashant Pandey, & Sruthi S. (2025). The Impact Of AI On Strategic Decision Making In Modern Management. *European Economic Letters (EEL)*, *15*(3), 3770–3782. Retrieved from https://eelet.org.uk/index.php/journal/article/view/3865
3. Madhumithaa, N., Mishra, A., Sruthi, S., Sivaperumal, K. & Adhav, S. (2023). Implications of Social Media and Socio-Economic Activities on Micro and Small Enterprises in India. International Journal of Professional Business Review, 8(4), 5. https://doi.org/10.26668/businessreview/2023.v8i4.1240 DOI: https://doi.org/10.26668/businessreview/2023.v8i4.1240
4. Radhakrishnan, G. V., Varalakshmi, R., Kohli, N. K., Jha, S., Sruthi, S., & Singh, S. P. (2025). AI-Driven Predictive Analytics for Enhancing Automotive Safety in Financial Risk Assessments in Cloud Data. In P. Rai, T. Ahmad, & B. Pandey (Eds.), *Embracing the Cloud as a Business Essential* (pp. 107-124). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-9581-3.ch006
5. Ram Kailash, M., Donga, G., NVL, C. S. K., Fernandez, C. J. & S. Sruthi (2024). Neuromarketing: The science of consumer behavior in digital advertising. *Library of Progress-Library Science, Information Technology & Computer*, *44*(3). Available online: **https://research.ebsco.com/c/ydyra3/search/details/lj4q7hx6jr?db=eft**
6. S. Sruthi., M.R. (2025). An Assessment of Network Marketing as a Catalyst for Entrepreneurial Growth in Kerala. Journal of Information Systems Engineering and Management, 10(26s). DOI: https://doi.org/10.52783/jisem.v10i26s.4311
7. S.Sruthi.(2024). Influencer Marketing in Niche Markets: Strategies for Success. Library Progress International, 44(3), 14255- 14263. https://bpasjournals.com/library-science/index.php/journal/article/view/2320

8. Varalakshmi, C., Sharma, A., Paul, T. F., Singh, S. & S, S. (2025). HR Analytics and Financial Decision-Making: A Data-Driven Approach to Workforce Management. *Journal of Marketing & Social Research, 2*(2), 1-12.
9. Akoh, E. I., & Lekhanya, L. M. (2022). Social entrepreneurship as a tool for sustainable development in South Africa: A literature review. *International Journal of Entrepreneurship, 26*(Special Issue 5), 1-15.
10. Baltador, L. A., et al. (2023). Developing sustainable entrepreneurs through social entrepreneurship education. *Studies in Business and Economics, 18*(2), 37-47. https://doi.org/10.2478/sbe-2023-0023
11. Bansal, S., Garg, I., & Sharma, G. D. (2019). Social entrepreneurship as a path for social change and driver of sustainable development: A systematic review and research agenda. *Sustainability, 11*(4), 1091. https://doi.org/10.3390/su11041091
12. Kamaludin, M. F. (2023). Social sustainability within social entrepreneurship. *Technological Forecasting and Social Change, 192*, Article 122541. https://doi.org/10.1016/j.techfore.2023.122541
13. Medine, A., & Minto-Coy, I. (2023). *Social entrepreneurship strategies and social sector sustainability: A Caribbean context.* Palgrave Macmillan. https://doi.org/10.1007/978-3-031-18533-5
14. Ogbari, E. M., Ingomowei, P. S., & Amaihian, A. B. (2025). Sustainability in social entrepreneurship: Using a PRISMA approach to understand poverty reduction and inequality interventions in emerging economies. *Ianna Journal of Interdisciplinary Studies, 7*(2), 520-533.
15. Rosário, A. T., Raimundo, R. J., & Cruz, S. P. (2022). Sustainable entrepreneurship: A literature review. *Sustainability, 14*(9), 5556. https://doi.org/10.3390/su14095556
16. Shankar, S. (2015). Social entrepreneurship in Asia: A literature review. *International Journal of Small and Medium Enterprises and Business Sustainability, 1*(1).