

## ENHANCING SOCIAL ENTREPRENEURSHIP AWARENESS AMONG CHURCH ORGANIZATIONS: A LITERATURE REVIEW

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### ABSTRACT

This research explores the emerging awareness of social entrepreneurship within religious organizations, focusing particularly on the role of church communities in fostering social entrepreneurial initiatives. Drawing on a comprehensive literature review, the study examines the interplay of individual, organizational, and societal factors influencing social entrepreneurship awareness within church organizations. Key findings reveal the significance of personal attributes such as self-efficacy and emotional intelligence, educational support mechanisms including mentorship and networking, and broader societal and economic contexts in shaping individuals' inclination towards social entrepreneurship within church settings. Additionally, the study highlights strategies for enhancing social entrepreneurship awareness at church organizations, ranging from education and training programs to community engagement projects and collaboration with external stakeholders. Implications for practice and policy underscore the importance of creating a supportive environment for social entrepreneurship within churches and advocate for further research to evaluate intervention effectiveness and address ethical considerations. Overall, this research contributes to a better understanding of social entrepreneurship awareness within religious organizations and offers practical insights for fostering a culture of social innovation and community development within church communities.

**Keywords:** *Church organizations, Entrepreneurship Awareness, Religious Organizations, Social Entrepreneurship, Social Capital.*

### 1. INTRODUCTION

In recent years, there has been an increase in awareness of social entrepreneurship among religious organizations. Academics have extensively studied the variables associated with entrepreneurship, with two main approaches being traditionally used (Chu 1996). Additionally, the influence of philosophical and religious beliefs on social welfare policies has been explored, highlighting the impact of Calvin's Reformed theology and Spencer's social Darwinism on US social policy (Martin 2012). Linard (2003) deals with the Economy of Communion, which is founded in the Catholic Church and has moved into various countries, garnering firms and academic interest. This case study highlights the systemic aspects involved in the emergence of a new entrepreneurship within religious institutions. Gümüşay (2020) contends that the institutional logics viewpoint is suited to evaluating the macrolevel role of religion for organizations, utilizing examples from Islamic finance and entrepreneurship to demonstrate the implications of logic plurality and prevalence. This concept can be applied to understanding how religious organizations participate in social entrepreneurship efforts. Additionally, Duemmler et al. (2012) Discuss views to religious diversity in urban areas, highlighting the need of recognizing and responding to the increasing prominence of religious minorities in society. Furthermore, Anggonosamekto (2021) emphasizes the significance of religion and culture in entrepreneurship economics for public welfare, indicating that a focus on social economy rather than individual interests can lead to more sustainable solutions. The study of social entrepreneurs' personal networks and resource bricolage sheds light on the mechanisms underlying social entrepreneurial practices, emphasizing the transformation of social capital into relation strength(Liu et al. 2021)

Religious organizations promote social entrepreneurship through leadership discourse, networks, and individual acts, raising awareness and engagement in entrepreneurial activities in their communities. (Spear 2010). According Serafim and Andion (2010) in his research at the Catholic and Evangelical churches in Brazil, religious groups can raise awareness of social entrepreneurship through spiritual capital, promoting social interactions that benefit member entrepreneurs. Nwankwo, et. al (2012) see the complexity relationship between religion, spirituality, and the pursuit of economic opportunities among ethnic entrepreneurs, using British Africans as a case study, and investigated how African immigrants in the UK use ethnic-based religious resources in the practice of entrepreneurship. In a study conducted by (Sidek 2016) stated that Spirituality shapes entrepreneurial initiatives, particularly among Malay Muslim entrepreneurs, by influencing opportunity recognition and values during the formation process. In his research, Zadroga (2022) examines social entrepreneurship through the lens of the basic principles of Catholic social doctrine and theological premises. Adi (2017) investigates the religious entrepreneurship of the three Java priests in Indonesia, showing religious values acquired by priests through self-reflection and experience of faith that enabled them to engage in social reform.

Although there has been a lot of literature written about social entrepreneurship, there are still limitations in social entrepreneurship awareness in religious organizations particularly within the local church in Indonesia. These studies collectively contribute to a better understanding of social entrepreneurship awareness in Religious Organizations, emphasizing the importance of a comprehensive approach that takes into account social, leadership and organizational issues within the framework of religious organizations.

## 2. LITERATURE REVIEW

Social capital theory posits that resources derived from an individual's or group's social networks play a crucial role in various aspects of society (Ali-Hassan 2009; Ritchie and Gill 2007). It encompasses structural, relational, and cognitive dimensions, emphasizing the configuration of social networks, embedded assets like trust and norms, and shared contexts that facilitate interactions (Ali-Hassan 2009; Dubos and Cook 2017). Social capital plays a crucial role in driving the growth and impact of social entrepreneurship. It acts as a mediator/moderator of social value creation within social enterprises, impacting productivity, community resilience, and institutional development (Solanki, Yadav, and Yadav 2023). Higher levels of networking, informal connections, and tolerance positively influence entrepreneurial activity, while trust in institutions and others can have a negative impact (Daskalopoulou, Karakitsiou, and Thomakis 2023). Social capital, viewed as a proxy for societal trust, is essential for economic and social development, influencing well-being and economic growth (Crowley and Barlow 2022). Moreover, social capital elements like networks, norms, and trust are cultivated through entrepreneurship education, showcasing their relevance in developing entrepreneurial skills and success (Nambudiri 2022). The relationship between social capital and social entrepreneurship is intricate, highlighting the importance of social connections, trust, and institutional support in driving positive social impact and business development.

### ***Social Entrepreneurship***

Social entrepreneurship is a type of entrepreneurship that focuses on making a positive social impact rather than maximizing profits. It entails innovative techniques to addressing social concerns like poverty reduction, environmental conservation, and human rights advocacy.

(Irfan et al. 2023; Yulianah 2023). Social entrepreneurs aim to meet local needs and develop market-oriented solutions for a more sustainable and equitable society (Klein 2023). This field integrates psychosocial elements, societal motivations, and specific vocational identities, emphasizing the importance of individual qualities in driving social innovation (Yulianah 2023). In a world where populist movements oversimplify complex social problems, social entrepreneurship stands out by working against such simplifications and unfair attributions of responsibility (Thao 2023). Despite challenges in defining social entrepreneurship due to its complexity, it is recognized as a crucial tool for achieving the Sustainable Development Goals and fostering socially responsible business practices .

### ***Social Entrepreneurship Awareness***

Social entrepreneurship awareness refers to the understanding and recognition of social entrepreneurship (SE) as a transformative force that combines entrepreneurial activities with a social mission to address societal, cultural, or environmental issues. It encompasses the knowledge of SE's dual focus on generating social impact alongside financial sustainability, distinguishing it from purely profit-driven or charitable endeavors (Lapin 2023; Vardanyan 2022). Awareness involves recognizing the role of social entrepreneurs in creating innovative solutions to complex social problems, leveraging business mechanisms to foster social change, and contributing to the social economy without the primary aim of profit maximization for owners or shareholders (Weaver 2022b). This awareness extends to understanding the evolving nature of SE, which has grown from its origins in the 1980s to a field that includes social value creation, business models, and entrepreneurial intentions, with increasing emphasis on scaling, impact measurement, and systems change (Andayani, Hariani, and Ningtyas 2021). It also involves acknowledging the educational aspect, where socio-economic awareness among students is shaped by their perceptions of social entrepreneurs, highlighting the importance of competence and critical thinking in fostering a socially aware mindset (Karthik and Ramprasad 2021).

Moreover, social entrepreneurship awareness is crucial for the healthy development of economies, as it encourages a shift towards social solidarity and justice, particularly among the youth, who play a vital role in driving social changes through innovative ideas (Fazriyah 2020). It is seen as an altruistic form of entrepreneurship that prioritizes societal benefits over profit, aiming to positively transform social capital (Ilchenko 2022). In various countries, SE serves as an indicator of societal progress, addressing the needs of vulnerable groups and contributing to overall welfare and sustainable development (Poltavskaya 2018). However, challenges such as lack of public understanding, regulatory frameworks, and government support can hinder the development of SE. Raising awareness among citizens and entrepreneurs about the value and potential of social entrepreneurship is essential for overcoming these obstacles and fostering a supportive ecosystem (Chowdhury 2022; Weaver 2022a). Comprehensive frameworks and educational resources, such as those outlined in literature, play a significant role in building and spreading awareness, equipping individuals and organizations with the knowledge and tools needed for successful social entrepreneurial ventures.

### ***Church as Religious Organizations***

Institutional theory plays a significant role in understanding church organizations, particularly in analyzing their structures, practices, and adaptation processes. The theory emphasizes the influence of institutional features like rules, beliefs, and symbolic systems on attracting and retaining members within religious institutions (Kauppi 2022). Churches, as institutions,

embody various institutional logics that guide their organizing principles and practices, such as diaconal work models like *Communio*, *Caritas*, *Parochia*, *Societas*, and *Sacramentum* (David, Tolbert, and Boghossian 2019). Moreover, the moral dimension within organizational life, often overlooked in institutional theory, is crucial in church organizations, as evidenced by the integration of moral philosophy with institutional theory to address concerns related to the *telos* of organizations and core faith practices (Moore and Grandy 2017). Overall, institutional theory provides a lens to understand the dynamics of church organizations, their adaptation to societal pressures, and the complexities of maintaining legitimacy and attracting members.

Churches, as religious organizations, play a multifaceted role in society, extending their influence beyond spiritual guidance to actively engage in social, economic, and cultural development. The church's involvement in addressing social problems, especially during times of crisis such as war, underscores its significant position within civil society and its capacity to act as a unifying force for national and social consolidation (Plakhova 2023). This is mirrored in the activities of the Evangelical Lutheran Church of Denmark (ELCD), which, through its regional dioceses, has been instrumental in achieving sustainable development goals, including education, health, and family relations, thereby demonstrating the church's potential to fulfill social responsibilities traditionally associated with the state (Balabeikina, Yankovskaya, and Korobushchenko 2022).

The changing organizational life of faith communities in post-secular environments indicates a shift towards more collaborative and socially engaged forms of religious practice, suggesting an evolving relationship between churches and the broader society (Gärde 2020). This evolution is supported by the legal framework that recognizes the autonomy of religious organizations in governance, leadership selection, and the resolution of disputes, further highlighting the unique position of churches in balancing religious freedom with social obligations. Moreover, the financial aspect of religious organizations, as seen in the United States, reveals the substantial contributions they receive, which underscores the public's trust and the churches' accountability in utilizing these resources for community welfare (Nielsen and Johansen 2019). The economic role of churches is also evident in the model of the Roman Catholic Church of Austria, which significantly contributes to the social and economic development of the country, indicating the church's potential as a stabilizing and enriching force in society (Elson and Tarpley 2015). In summary, churches, as religious organizations, embody a complex entity that transcends spiritual leadership to encompass social, economic, and cultural dimensions, thereby playing a crucial role in the development and cohesion of societies (Ammerman 2016; Torry 2014; Balabeikina, Dmitriev, and Solodyankina 2022)

### ***Social Entrepreneurship Awareness in Church Organizations***

Religious organizations, particularly churches, provide support for entrepreneurship through various means such as information dissemination, formation, and motivation, impacting social capital and economic motivations within communities. The awareness and involvement of church organizations in social entrepreneurship are increasingly recognized as pivotal in addressing societal challenges through innovative and sustainable solutions. Faith-based institutions, particularly in African American communities, are adopting entrepreneurial spirituality to address social and economic needs, showcasing concrete examples of church-based social entrepreneurial ventures aimed at improving community well-being (Johnson and Carter-Edwards 2015). The dynamics of social engagement in the religious entrepreneurship context further illuminate the potential for churches to contribute to social and economic

development (Correa 2017). The role of faith-based organizations in social entrepreneurship, although a relatively recent area of focus, highlights their capacity to effect positive change both locally and internationally (Alderson 2012).

Religious institutions have historically supported social entrepreneurship through ideological discourse, networks, and leadership, with religious beliefs and high trust networks facilitating entrepreneurial activity (Spear 2010). However, the effectiveness of religious entrepreneurial communities in addressing socioeconomic injustices through business investment and wealth redistribution remains a subject of debate, with concerns about the scalability and efficiency of such models (Egbert 2021). Finally, faith-based social enterprises are recognized for their value creation in the economy, with a call for more coherent strategies to engage government and scale up social impact (Oham 2019). Collectively, these insights underscore the growing awareness and contribution of church organizations to social entrepreneurship, highlighting their role in fostering economic and community development through faith-driven initiatives.

### 3. RESEARCH METHOD

This article employs the literature review methodology. Literature research is a methodical approach of gathering, analyzing, and synthesizing existing scientific literature relevant to a specific topic or study issue. This method is frequently employed in academic research to get a thorough understanding of the present state of knowledge in a specific field or area of study. A literature review approach entails undertaking a systematic examination of scholarly sources to become acquainted with current research, critically analyzing linkages between works, identifying gaps, and applying findings to the research project. However, literature evaluations pose issues since they frequently provide merely descriptive summaries, which do not facilitate knowledge building or inform policy and practice (Snyder 2023). To improve transparency and understanding of the review process, authors of literature review papers should explicitly report on the search and selection procedure, which should include both a basic and a reasoned approach (van Wee and Banister 2023).

After determining research topics, search strategies are developed to identify relevant literature. It involves electronic database searches (Ebsco, Google Scholar, Elsevier, etc.), academic journals, books, conference procedures, and other scientific information sources. The researchers then set the selection criteria to determine which sources will be included in the literature review. The criteria include the date of publication (mostly ten years to date), as well as relevance to research topics (social capital, social entrepreneurship, Awareness, Church Organizations, Religious Organizations)

Methodological soundness and author credibility were evaluated. Relevant literature was selected using established criteria and analyzed to identify prevailing themes, trends, patterns, and research needs. These data were used to create a unified narrative that captures current understanding of the research issue. The synthesis process includes organizing the literature topically, chronologically, or according to theoretical frameworks. Finally, the researchers presented the findings of the literature review in a clear and unified manner.

### 4. RESULT AND DISCUSSION

#### Factors Influencing Social Entrepreneurship Awareness

The awareness of social entrepreneurship is influenced by a multifaceted set of factors that span individual, organizational, and societal dimensions. Individual factors such as self-efficacy, emotional intelligence, and personal attitudes towards social entrepreneurship play a significant role in shaping one's intention to engage in social entrepreneurial activities. Studies

have shown that self-efficacy and emotional intelligence are critical in determining social entrepreneurial intention among university students, highlighting the importance of these personal attributes in fostering an entrepreneurial mindset focused on societal benefits (F. Almeida 2023). Organizational and educational factors also significantly impact social entrepreneurship awareness. The presence of mentoring and social networks within educational institutions has been identified as crucial for nurturing the entrepreneurial intentions of students, suggesting that the support system and exposure provided by universities can foster a conducive environment for social entrepreneurship (Iskandar et al. 2023; Selvam and Banu 2021). However, the curriculum and pedagogical approaches do not always directly contribute to entrepreneurial intention, indicating that practical support mechanisms may be more influential than theoretical education alone in this field (Swain and Patoju 2022; Khursheed et al. 2021).

Societal and economic factors, including socio-economic awareness, gender, and the broader entrepreneurial ecosystem, also play a pivotal role. Women, for instance, have been found more likely to engage in social ventures, pointing towards gendered differences in social entrepreneurial activities (Akter, Rana, and Ramli 2020). Moreover, the socio-economic awareness of students, influenced by their perceptions of social entrepreneurs, competence, and critical thinking skills, significantly affects their inclination towards social entrepreneurship (Permatasari, Doohan, and Kusmulyono 2020). Technological innovation, investment considerations, and the overall orientation of organizations towards strategic and business goals are additional determinants that influence the performance and awareness of social enterprises (Andayani, et.all 2021; Sharma, et.all, 2023). Lastly, the role of social media marketing in enhancing brand awareness and image demonstrates the power of digital platforms in promoting social entrepreneurship to a broader audience. In summary, the awareness and engagement in social entrepreneurship are influenced by a complex interplay of personal attributes, educational and organizational support, societal perceptions, and the broader economic and technological ecosystem. Based on the analysis from the literature provided, several factors influence social entrepreneurship awareness within church organizations:

- **Individual Factors**

Personal attributes such as self-efficacy, emotional intelligence, and attitudes towards social entrepreneurship significantly shape one's intention to engage in social entrepreneurial activities in church organizations (F. S. de Almeida 2023). In this context, self-efficacy refers to an individual's belief in their ability to succeed in performing specific actions related to social entrepreneurship. Emotional intelligence pertains to a person's ability to understand and manage their own emotions as well as the emotions of others effectively, which is crucial in interacting with church community members and leading social entrepreneurship initiatives. Attitudes towards social entrepreneurship encompass individuals' views and approaches to the values and goals of social entrepreneurship, such as motivation to make a positive social impact in their community.

The statement emphasizes that these personal factors play a substantial role in determining individuals' level of interest in participating in social entrepreneurship activities within the church environment. Thus, understanding and developing these personal attributes can be key to fostering a strong culture of social entrepreneurship within church communities. These attributes foster an entrepreneurial mindset focused on societal benefits.

- **Organizational and Educational Factors**

The presence of mentoring and social networks within educational institutions is crucial for nurturing entrepreneurial intentions. Support systems and exposure provided by universities create a conducive environment for social entrepreneurship (Iskandar et al. 2023). Mentoring involves the guidance and support provided by experienced members of the church community to those who are interested in pursuing social entrepreneurship. These mentors offer advice, share their experiences, and provide encouragement to individuals seeking to initiate social entrepreneurial projects or ventures.

Similarly, social networks within church organizations play a crucial role in nurturing social entrepreneurial intentions. These networks consist of fellow congregants, church leaders, and other stakeholders who can offer support, connections, and collaborative opportunities to individuals interested in social entrepreneurship. By facilitating interactions and collaborations among like-minded individuals, social networks within churches create an environment conducive to the exchange of ideas, resources, and support for social entrepreneurship initiatives.

However, the statement also suggests that while universities provide support systems and exposure to social entrepreneurship through their curriculum and pedagogical approaches, these may not always directly contribute to entrepreneurial intention. This implies that theoretical education alone may not be sufficient in fostering entrepreneurial intentions among individuals. Instead, practical support mechanisms, such as mentoring and experiential learning opportunities, may be more influential in encouraging individuals to pursue social entrepreneurial endeavors.

In summary, while universities provide a conducive environment for social entrepreneurship through support systems and exposure, the presence of mentoring and social networks within church organizations plays a critical role in nurturing social entrepreneurial intentions. Both institutions' practical support mechanisms are essential for inspiring and empowering individuals to engage in social entrepreneurship and make a positive impact in their communities.

- **Societal and Economic Factors**

Socio-economic awareness, gender, and the broader entrepreneurial ecosystem play pivotal roles. Women are more likely to engage in social ventures, indicating gendered differences in social entrepreneurial activities (Akter, Rana, and Ramli 2020). Individuals' understanding of social and economic issues within their communities and broader society influences their inclination towards social entrepreneurship. Those who are more aware of social problems, inequalities, and environmental issues may be more inclined to engage in social entrepreneurship as a means of addressing these challenges.

Gender differences in social entrepreneurial activities, with women being more likely to engage in social ventures compared to men. This indicates that women may have a higher propensity for pursuing social entrepreneurship as a means of addressing social issues and making a positive impact in their communities.

Socio-economic awareness is influenced by individuals' perceptions of social entrepreneurs, their competence in addressing social issues, and their critical thinking skills. Individuals who perceive social entrepreneurs positively, feel competent in their ability to tackle social challenges, and possess strong critical thinking skills are more likely to be inclined towards social entrepreneurship.

- **Technological Innovation and Investment Considerations Factors**

Technological innovation, investment considerations, and organizational orientation towards strategic and business goals influence the performance and awareness of social enterprises. (Sharma, et.al, 2023) Furthermore, social media marketing raises company exposure and image, bringing social entrepreneurship to a larger audience.

Social entrepreneurship awareness within church organizations is influenced by a combination of personal attributes, educational and organizational support, societal perceptions, and the broader economic and technological ecosystem. Recognizing and addressing these factors can foster a culture of social entrepreneurship within church communities.

### **Strategies for Enhancing Social Entrepreneurship Awareness at Church Organizations**

Enhancing social entrepreneurship awareness within church organizations requires a multifaceted approach that leverages the unique strengths and resources of the church community. Here are some strategies:

- **Education and Training Programs**

Develop educational programs, workshops, and seminars within the church that focus on social entrepreneurship. Offer training sessions on entrepreneurial skills, social impact measurement, and sustainable business practices. Invite guest speakers who have experience in social entrepreneurship to share their insights and success stories.

- **Mentorship Programs**

Establish mentorship programs within the church where experienced entrepreneurs or professionals provide guidance and support to individuals interested in social entrepreneurship. Pair mentees with mentors who have relevant expertise and can offer advice on starting and managing social ventures.

- **Networking Events**

Organize networking events, conferences, and forums that bring together church members, social entrepreneurs, and community leaders. These events provide opportunities for networking, collaboration, and idea-sharing among individuals interested in social entrepreneurship.

- **Community Engagement Projects**

Encourage church members to actively engage in community service projects that address social issues. Collaborate with local non-profit organizations, government agencies, and businesses to identify and implement initiatives that create positive social impact.

- **Integration into Worship Services**

Incorporate discussions about social entrepreneurship, social justice, and community empowerment into worship services, sermons, and Bible studies. Use biblical teachings and stories to illustrate the importance of social responsibility and the role of entrepreneurship in serving others.

- **Support for Social Ventures**

Provide financial support, grants, or seed funding to church members who are launching social ventures or community-based projects. Offer resources such as office space, equipment, and administrative support to help these initiatives succeed.

- **Promotion and Awareness Campaigns**

Raise awareness about social entrepreneurship through church newsletters, bulletins, and social media channels. Share success stories, testimonials, and case studies of social entrepreneurs who are making a difference in their communities.

- **Collaboration with Universities and NGOs**



Partner with universities, colleges, and non-governmental organizations (NGOs) that offer programs and resources for social entrepreneurship. Explore opportunities for joint initiatives, research projects, and knowledge-sharing activities.

By implementing these strategies, church organizations can create a supportive and empowering environment that fosters social entrepreneurship awareness and encourages individuals to use their talents and resources for the greater good of society.

## 5. CONCLUSION

Social entrepreneurship awareness within church organizations is influenced by a complex interplay of personal attributes, educational and organizational support, societal perceptions, and the broader economic and technological ecosystem. Recognizing and addressing these factors are essential for fostering a culture of social entrepreneurship within church communities.

Education and training programs, mentorship initiatives, networking events, community engagement projects, integration into worship services, support for social ventures, promotion and awareness campaigns, and collaboration with universities and non-governmental organizations are all strategies for raising social entrepreneurship awareness in churches. By following these tactics, church organizations can foster a supportive climate that encourages people to use their talents and resources for the greater good through social entrepreneurship.

The implications for practice and policy emphasize the necessity of creating a supportive environment for social entrepreneurship within churches. Stakeholders can create a more conducive environment for individuals to engage in social entrepreneurial activities and make a positive impact in their communities by focusing on education, support structures, gender equality, socioeconomic awareness, technological innovation, collaboration, and policy support.

Further research should also focus on evaluating the effectiveness of interventions, such as educational programs and mentorship initiatives, in promoting social entrepreneurship awareness within church organizations. Policy and institutional analysis can shed light on the role of government policies, religious doctrines, and organizational structures in shaping social entrepreneurship awareness. Collaboration across sectors, including government, non-profits, businesses, and academia, can provide opportunities to leverage resources and expertise to promote social entrepreneurship awareness within church communities. Ethical considerations should also be addressed, ensuring that social entrepreneurship activities within churches align with ethical principles and religious values.

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