



## A Systematic Review of Literature on General and Social Entrepreneurship

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**ABSTRACT:** This research paper appraises the research articles published for a selected time period in a very reputed Journal by focusing at “general” and “social” domains in the notion of entrepreneurship. The identified characteristics of entrepreneurship show significant differences due to many reasons. In the present study, the researcher has systematically analyzed the selected articles published in the Journal of Management Decision and classifies them based on certain selected criteria. The study concludes presenting the relevant data, obtained after a thorough analysis, to the decision makers and future researchers. This paper aims to explore the untouched areas of research in entrepreneurship through its research findings.

**Keywords:** Entrepreneurship, Business enterprise, Developments, Social & General entrepreneurship.

### I. INTRODUCTION

The business enterprise is a procedure that can be embraced in an assortment of settings [4]. A scholarly turn off (ASO) will be characterized as "another legitimate element (organization) established by at least one person from a scholastic parent association to misuse some sort of information picked up in the parent association and exchanged to the new organization" [3]. Achievement of any economy completely relies upon its developments in socio, economic, political and technological developments. Advancement is and would be the primary vital region to center upon. Development can be through promoting advancement, authoritative development, item development, benefit advancement, technique development and process advancement. Various components incite the achievement of mechanical development that involves hierarchical change, human asset, correspondence and innovative skill [10]. Open development is critical to the learning-based economy intensity, data innovation and splendid human capital over the financial condition [2].

Journal of Management Decision established in 1967 is the regarded as one of the oldest journal which features scholarly articles with special focus on Entrepreneurship and Social Enterprise. It is known for its outstanding contributions to theoretical foundation of relevant areas of management.

This paper has methodically assessed research papers published in Journal of management decisions from 1967 to 2018 which focus on general and social business enterprise. A Methodical survey had been used as a procedure to achieve the objectives of this research. As the name suggests efficient survey includes a detail and far reaching plan with predefined target to diminish biasness by distinguishing, assessing and orchestrating every single accessible examination on particulate point [5].

Fundamentally, precise survey incorporates a metal investigation segment which includes the utilization of measurable systems to make the information from a few examinations into a solitary quantitative assessment [6]. The paper has been divided into in six parts. First part consists of introduction on the topic, second part a theoretical framework, third part the methodology of the paper, fourth part uncovers the research execution, fifth part discusses the results and finally the paper ends with the conclusion and future scope.

### II. THEORETICAL FRAME OF REFERENCE

There are two different factors which influence the chances of people to find out the opportunities, first is having the necessary information to explore an opportunity and the second is the intellectual features required to explore the opportunity [8]. In 1980's entrepreneurship was at its best as a research topic. The major issue in 1990's for researcher in the field of entrepreneurship was to develop models and theories based on a solid foundation. Peter Drucker has drawn attention towards an unusual thing that had happened in American economy from 1965 to 1985, In spite of inflation and oil shocks, there was a major job losses in many industries and government enterprises but there had been tremendous increase in job growth. But that were not created by government or giant organizations, these were created by small and mid-size enterprises. According to JB Say in 1800, an entrepreneur shifts economic resources from a lower area to a higher one which gives higher productivity and yield [9].

Entrepreneurship is not a personality trait; it is a feature to be observed in the actions of people or institutions. Entrepreneurs, whether in health, education or business, work in the same way. Entrepreneurs do not do things just better but they do it in a different way. The process of becoming an entrepreneur involves the changing of external environment from one state to another.

The creation of the enterprise and possibility of its success can be evaluated by a part of the total industry. It keeps on changing as the enterprise and the industry are dynamic in nature and changes as the environment get change. Entrepreneurship is different than any other forms of business [1].

### III. RESEARCH METHODOLOGY

The present article is a consolidative and systematic review of articles analyzed which were published in the Journal of Management Decisions from 1967 to 2018. The researcher targeted only those articles which focus on general and social business enterprise. A total of 188 articles were selected for this study. The aim of systematic review is to identify, evaluate and summarize the findings of related individual studies which will help the policy makers to take right decision. The research method of this systematic review consists of the following;

1. Examining the articles already published in the Journal Management Decision and selecting the relevant studies.
2. Categorizing and coding the different characteristics of the article.
3. Recitation of the strong and weak points of the articles studied.
- 4 Providing the research gap for the future research in General and social entrepreneurship.
5. Concluding the article with directions for future researchers.

### IV. CLASSIFICATION OF THE FEATURES AND RESEARCH EXECUTION

Following the process of systematic review adapted and used by Lage *et al.*, [7], the present research article has analyzed the papers published in Management decisions focusing on General and social entrepreneurship. Management decision journal (Emerald publishing) has been chosen for selecting the articles as it is the oldest and longest running journal in the field of management with an outstanding international impact. Management decision has advanced the field of management with new learning and phenomenon for researchers, leaders and human resource managers around the globe.

The focus of the research article is to explore the contribution and impact of the articles on the research arena. The research articles have been divided into categories and sub categories as we can see in Fig. 1. Different codes have been assigned to each research paper according to the category identified for the study. Fig. 2 is showing a brief of the papers selected based on its geographical location. The articles collected and scrutinized for this research have been classified and coded to get an overview of the studies about General and social entrepreneurship. The classification of the article includes eleven categories, numbered from 1 to 11, coded by letters A to K as shown in Figure 3. In this systematic review, one article could receive more than one code if it falls in more than one category.

The first classification includes categorizing the context of the article. Four codes have been established to categorize the context A, B, C and D. Context is an important part of research as it shows the area to which the articles belong to. Classification of codes, segregate the selected articles in 3 main categories as developed

country, underdeveloped country and developing country, as it indicates the direction of progress of a particular country.

The code 'not-applicable' occurs when the studies do not apply to any other codes. The second classification recognizes the geographical area of the research ranging from code A to G. This classification completes the first category as it reveals that the research relates to which country.

The Third and fourth classifications were related to the sub topics of entrepreneurship reflected in various research articles. Code A for strategies, B- Behavioral aspects, C – Moderating factors, D – Measurements, E – Stakeholders, F – Business impact analysis, G- Effectiveness, H – Social entrepreneurship, I – Women entrepreneurship, J- Rural entrepreneurship, K- others. This systematic categorization is in line with the main theme of the research.

The fifth classification emphasizes the type of organizations in the selected research articles. Letter A for manufacturing concern, B- Service industry, C – Trading and D for the category which do not focus on any of these. As organizational structure differs from one to another, same results of research on a particular organization can't be referred to another organization. In this context four codes have been assigned, A for manufacturing, B for service, C for trading and if does not fall in these three categories then code D has given.

The sixth classification was on the time period (duration of the study) mentioned in each research paper selected for the study. It defines the scope of the study. The time period of an article researched is important to get a balanced view of the results. A study undertaken for a short period of time and relatively longer period of time may vary in results. Codes A to E have been assigned on the basis of the time period of each research study. Code E denotes that the study does not fit in the categories A to D.

The seventh classification addresses the method applied in the research articles. Codes A to F have been assigned to this category. Code F is given if the research does not belong to any of the categories from A to E. Methods vary based on the data collected that is, quantitative data, qualitative data, or both quantitative and qualitative, whether the research is conceptual or case study method.

The eighth classification is based on the sample size of the articles analyzed. Sample size portrays the number of observations included in the sample. It is an important feature of empirical study. Codes A to C have been assigned in this category. If it's not an empirical study, then it falls into category D.

The ninth classification of codes is for the size of industries selected for the study. Research data, trend or report may not be applied or may not give the same results when the natures of business vary. Codes A to C have been assigned in this category. A depicts large size industry, B for small or medium industry and code C is assigned if the research does not fall in any of these categories.

The last classification highlights the category of the research in the articles analyzed. Letters A to E have been assigned as codes in this category. Here, the researcher analyzed the findings of the selected research articles of the study. Like, whether the findings are showing a new perspective, consistent with previous

literature, a comparative study or the previous model has been studied with a different dataset or time period.

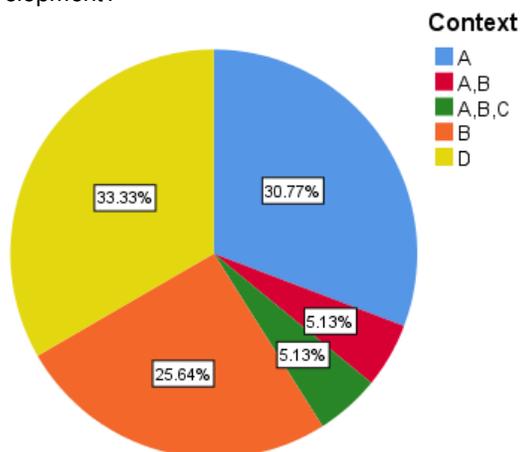
## V. RESULTS AND DISCUSSION

This section covers the results and the discussion regarding the categorization of the research articles with respect to the classification and coding. Awareness of these varied outcomes will help the researchers to explore the untouched area for future research. Some Gaps have been identified and reflected here.

### A. Context

The first classification comprises of the result of the context analyzed in the systematic review of research articles. The context had been coded into four alphabets ranging from A to C and D. A represent Developed countries, B – developing countries, C – underdeveloped country and D if it's not applicable. The results have been obtained after analyzing 188 articles as shown in figure 1. Majority of the selected articles (33.33%) are not country specific. 25.64% articles have researched on developing and emerging countries. No article was focused on under developed countries. The result indicates that that more researches on general and social entrepreneurship should be undertaken targeting the underdeveloped countries.

**Gap 1** – How general and social entrepreneurship can help underdeveloped countries in its growth and development?



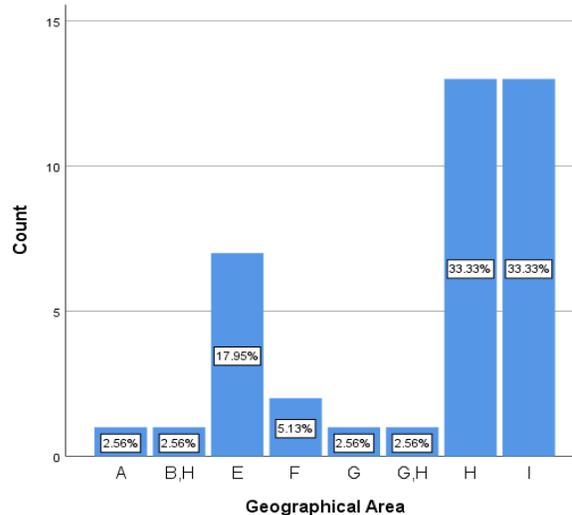
**Fig. 1.** Context of the systematic review: Category A – Developed countries, B – Developing countries, C – Underdeveloped Countries and D – Non-applicable.

### B. Geographical Area

The second classification depicts the geographical region of the research articles selected for the study. Code A to H had been assigned to different countries, Code I is applied when research is not country specific. This classification shows the country wise research findings on General and Social Entrepreneurship. As shown in figure 1, 33.33% of the articles are not country specific. It's very clear in the figure 2 that 17.95% of the studies are related to China. 2.65 % of research done in USA and 5.13 % are related to India. A very few studies were found focusing on more than one country.

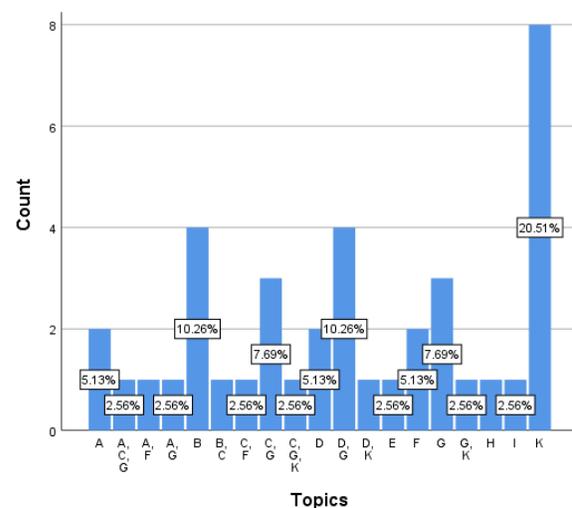
### C Main areas of entrepreneurship and the Topics researched

The Third and fourth classifications are related to the sub topics of entrepreneurship reflected in various research articles.



**Fig. 2.** Geographical area of the systematic review: Category A – USA, B – UK, C – France, D – Germany, E- China, F- India, G – Islamic countries, H- Others, I – Not applicable.

The following codes had been given to the topics researched. Code A for strategies, B- Behavioral aspects, C – Moderating factors, D – Measurements, E – Stakeholders, F – Business impact analysis, G- Effectiveness, H – Social entrepreneurship, I – Women entrepreneurship, J- Rural entrepreneurship, K- others. Fig. 3 is explaining the results in the nutshell. There are different combinations of topics which had been researched by research scholars of different countries. Each article comprises of different topics for research, so it had been put into a definite category. Many of the articles include more than one topic, i.e. multidimensional in nature. 5.13% of the articles concerned with business impact analysis. Behavioral aspects are studied in 10.26% of the articles. 7.69% researches were on effectiveness of the strategies and philosophies. Rest of the articles comprised of less than 3% of each topic analyzed.

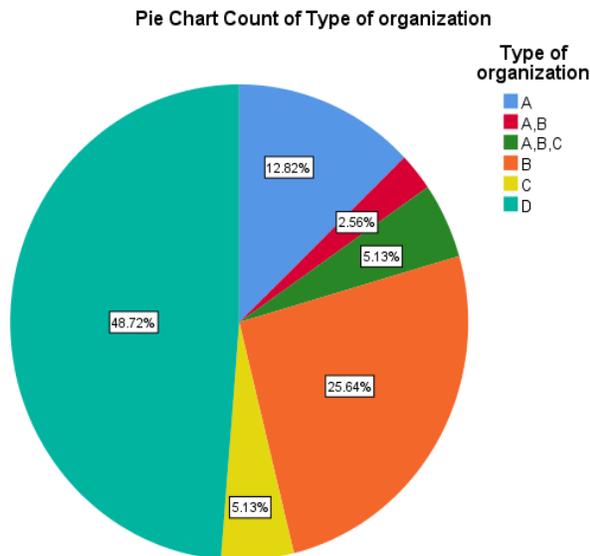


**Fig. 3** Topics researched, Code A - strategies, B - Behavioral aspects, C–Moderating factors, D– Measurements, E–Stakeholders, F–Business impact analysis, G-Effectiveness, H – Social entrepreneurship, I – Women entrepreneurship, J- Rural entrepreneurship, K- others.

#### D Types of organization

The fifth classification presents the types of organizations selected by the researchers. These are represented as follows; letter A for manufacturing concern, B- Service industry, C – Trading and D for the category do not focus on any of these. 48.72% of the articles were not concerned with any specific organization. 25.64 % of the researches were based on service sector and 12.82% of the articles were on manufacturing sectors. Rest of the articles concerned with a combination of two or more sectors.

**Gap 4-** How is the trading sector dealing with the entrepreneurship, turnaround and innovation? Is there any difference in the perspective of different sectors?



**Fig. 4.** Types of organization, Code A - Manufacturing, B - Service, C–Trading, D– Others

#### E. Time period

The Sixth category is based on the time period of the research undertaken by each authors of the selected articles of this study. It had been categorized as, Letter A for less than one year, B – 1 to 5 years, C- 6 to 10 years, D- 10 years and above, E- Not applicable. Time period is important to get the balanced view of the research. On 61.54% of the research articles time period is not applicable. 20.51% of the articles took 1 to 5 years of time period for the research.

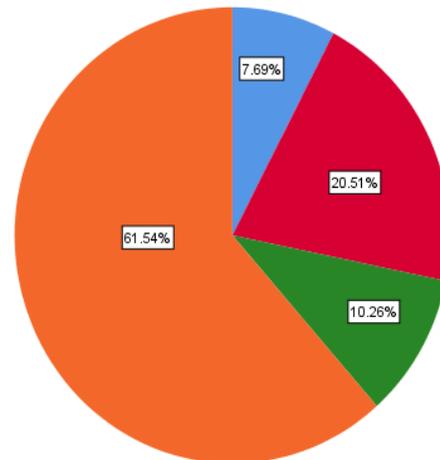
Around 7.69 percent fall in the category of less than one year and 10.26% of the articles belong to 10 years and above. Maximum articles did not mention the specific time period. There found a need for time specific studies which will help the researcher to compare the results in a better way.

**Gap 5-** Here the researcher identifies a need to conduct comparison of research studies with similar time frame.

#### G. Method applied

Category seventh explains the methods applied for analyzing the articles selected for the study. Code A stands for Quantitative research, B – Qualitative, C- Conceptual study, D – Quantitative and qualitative, E – case study, F – others. Research findings sometimes are influenced by various methods applied for its analysis.

Time period  
A  
B  
D  
E

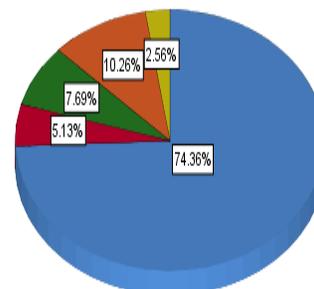


**Fig. 5.** Time period, Code A – Less than one year, B – 1 to 5 years, C– 6 to 10 years, D– 10 years and above.

Majority of the articles (74.36%) had used quantitative method. and 7.69 % of the articles focused on conceptual method. There were a few studies that have used a combination of Qualitative and quantitative research. 10.26 % of the articles had used case study method.

**Gap- 6** There is a need to conduct research studies on entrepreneurship using qualitative research methods.

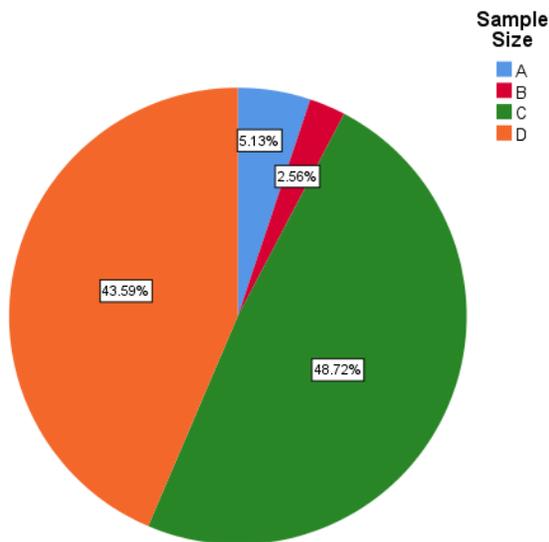
Method  
A  
A,B  
C  
E  
F



**Fig. 6.** Methods applied, Code A – Quantitative, B – Qualitative, C– Conceptual, D– Quantitative and qualitative, E- Case study, F– Others

#### H. Sample size

Eighth category analyzed the sample size used in the articles selected for the study. Letter A for 0 to 50, B for 51 to 100, C for more than 100 and D for others were used. A large number of articles (43.59%) had not mentioned any sample. 48.72 % of articles had sample size more than 100. Sample size of any empirical study is important part of any research.

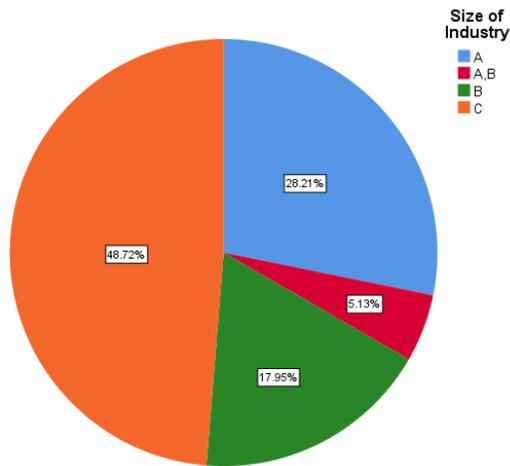


**Fig. 7.** Sample size, Code A – 0 to 50, B – 51 to 100, C–More than 100, D– Others.

**I. Size of industry**

Ninth classification is on the size of industries that the articles mentioned. Maximum studies had not mentioned the size of the industries. 28.21% of the articles concerned with large scale industry. Small and medium sized industries have been considered in 17.95% of the articles. A few articles have considered large, small & medium size industries for the research.

**Gap 7-** There identified a need for an industry specific research that may bring more reliable results.



**Fig. 8.** Size of industry, Code A – Large, B – Small and medium, C– Others.

**J. Results Analysis of the research papers selected for the study**

Tenth classification presents the result analysis of various articles selected for this study. Letter A represents New perspectives, B – Consistent with previous literature, C- Previous model with different dataset and time period, D – Comparative study, E – Others. Large numbers of articles that is 46.15% of the articles highlighted new perspective of entrepreneurship in their findings. 7.69% of the articles were consistent with previous literature.

**Gap 8-** There identified a gap in studies where previous models are tested and compared to build new approach to the theoretical framework of General and Social Entrepreneurship.



**Fig. 9.** Results, Code A – New perspective, B – Consistent with previous literature, C– Previous model with different dataset/time period, D– Comparative study, E- Others.

**VI. CONCLUSION**

The systematic review of articles from the Journal Management Decision has helped the researcher to identify and report the gap in researches done over a period of 50 years. The results can be compared and generalized when conducted with a similar background. It is identified that type and size industries, sample size, geographical location where industries are located, the research design etc influence the results of the study. Enthusiastic programs for social entrepreneurs from a common locality may produce resource-based constraints for learning. The research gap found in this paper provides the research scholars with a specific outlook of current literature and areas of future research. The first gap is concerned with the context of papers reviewed; no article was focusing on under developed country. Majority of the articles had used the empirical research study. It is concluded that more researches, considering the gap identified in this research, should be conducted in the area of General and Social Entrepreneurship to build strong theoretical framework to the changing dimensions of entrepreneurship.

**VII. FUTURE SCOPE**

There is a need of association of social entrepreneurship as a new discipline in the context of entrepreneurship. Further research is required to answer how general and social entrepreneurship can help underdeveloped countries in its growth and development. Also, there is a need to evaluate that if case study used as a method of study can be generalized and would it be competent enough to respond to the problems? Research articles on trading organizations are negligible in count; opportunities are open in this area for further research. There is need for research that is industry specific to make the results more reliable that can be applied by policymakers and

aspiring entrepreneurs. Finally, this research paper would provide a bird's eye view to identify suitable methodology for prospective researches in the similar field of entrepreneurship.

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