

ARTICLE

Analysis of the critical review of social entrepreneurship and its relationship with information technology

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ABSTRACT

The basic purpose of this research study is to determine the analysis of the critical review of social entrepreneurship and its relationship with information technology. This research study was conducted in china related to social entrepreneurship and information technology. This research study is based on primary data analysis for collecting the data using specific questions related to the variables. These data were collected from social entrepreneurs and businessmen, owners of the companies, and then critical reviews on these activities related to information technology. Social entrepreneurship is the main independent variable. It includes social capital, social innovation, and social networking site. These are all subpart of social entrepreneurship. Information technology is a dependent variable. This research study depends upon primary data for measuring the research study using smart P.L.S. software and running different results. The smart P.L.S. Algorithm model, the indicator correlation, R square, reliability, and discriminant validity analysis measure the critical review of social entrepreneurship and its relationship with information technology. The over result found that social entrepreneurship shows that positive and significant relationship between them. Social capital and innovation also show a significant negative relationship with information technology. The social networking site presents a positive and significant relationship with information technology.

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Keywords: Social Entrepreneurship (S.E.), Social Capital (S.C.), Social Innovation (S.I.), social networking site (S.N.S.), Information Technology (I.T.)

INTRODUCTION

The process by which solutions are developed regarding the social issue by the entrepreneurs is known as social entrepreneurship. A social entrepreneur's main work is finding better job opportunities that positively impact society. The agenda of the social entrepreneur is to solve as many social problems as possible. In today's world, the concept of social entrepreneurship has been strengthened. Social entrepreneurs are the source of inspiration for people searching for direction in their work. Social entrepreneurs help people with how they can make their products and services efficient for the client's use. The advantage of these social entrepreneurs is that they positively impact any society by making the quality of life better for the people of their society. There are 5 important qualities of a social entrepreneur. The first quality is empathy. The second quality is that they provide innovative ideas. The third quality is giving a systematic view of a particular problem. The fourth quality they have is the sustainable approach. The last and fifth quality is that they are the changemakers in any community. All these qualities make the social entrepreneur renowned among the people.

The use of technology in every field has increased as the world has advanced. The digitalization of the field of social entrepreneurship has helped in increasing the prosperity chances of social entrepreneurs. The digital entrepreneur has created many better opportunities for social workers in this field. Social entrepreneurs can boost their connection with people with the help of technology. The engagement and interaction of social entrepreneurs with people have increased because of information technology. Social entrepreneur companies' workers have now started using artificial intelligence and information technology to better understand the problems faced by the people doing various jobs. Recent research has shown that information technology has three important impacts on social entrepreneurship. The first impact is that it greatly increases job opportunities. The second impact is that it provides unique and innovative information to social entrepreneurs. The third impact of I.T. on social entrepreneurship is that it increases employment opportunities with the help of virtual marketing. Also, the Making of marketing strategies by the social entrepreneurs for improving business is done using the innovative form of technology.

Social entrepreneurship is regarded as a modern field.

This field is of great importance as it provides relevant information about various businesses and guidelines for booming the business. Austin and Stevenson have declared social entrepreneurship a field similar to other kinds of entrepreneurship. The use of technology in social entrepreneurship holds significance as it helps compete with the competitive challenges of the modern world. Social entrepreneurship promotes the concept of innovation and creativity. So, when social entrepreneurs are combined with information technology, it provides more innovative concepts for solving various problems. Many social entrepreneurs have regarded social entrepreneurship as a source of social innovation; with the use of technology in this field, the chances for promoting the new business increase, and the problems in facing the new social challenges decrease. One more benefit of using information technology in social entrepreneurship is that it provides stability and development to the economy.

Education and learning in the field of social entrepreneurship hold great importance in today's world. As social entrepreneurship is a source of social as well as economic prosperity, it is essential to have a piece of thorough information about it. By providing education on social entrepreneurship, students can better understand the importance and need of this field in the present era. This field influences the students positively. Students can become social entrepreneurs and work for their community's betterment by studying social entrepreneurship. During the covid-19 period, technology was common among social entrepreneurs. The use of technology has greatly benefited these social workers during the tough times of covid-19. technology, when used wisely, has always benefited mankind in tough times. The use of information technology for providing knowledge about the working of social entrepreneurship has helped the students a lot during the pandemic of covid-19. post the pandemic of covid-19 still many students of sociality prefer to learn about the field of social entrepreneurship using information technology.

Complete information about the working of social entrepreneurship is necessary for the workers in this field. Only by having complete knowledge about the social entrepreneurship field can the social workers do their best to provide useful information and solution to the people facing problems regarding their businesses. Also, by using information technology in social entrepreneurship, our economy can boost rapidly. In any business, the use of technology can make the business progress in the same way the use

of technology by social entrepreneurs can stabilize the economy by providing more and more job opportunities for the youth of the present age [21]. Therefore, the only requirement for the youth to be a part of social entrepreneurship is to be well educated and knowledgeable about modern technology. Only a well-educated social entrepreneur can make the process of working easy for a person who is struggling with his business. Moreover, it is the responsibility of the government of any country to ensure the proper working of any social services organization so that these social organizations can, in return, benefit the whole nation.

Research objectives:

The main objective of the research paper is to understand the concept of social entrepreneurship. The use of information technology in social entrepreneurship has been discussed here. The positive influence of social entrepreneurship on the economy using modern technology has also been discussed in the given research paper.

Research Questions:

The main research question is:

How analysis of the critical review of social entrepreneurship and its relationship with information technology?

This research study divided into five segments: first part explain the introduction about Analysis of the critical review of social entrepreneurship and its relationship with information technology. The second part explain the literature review related to the social entrepreneurship and information technology. The third segment describe the methods, tools and techniques related to the variables this portion present that theoretical framework. The fourth part represent the result and description about research study this section present that smart PLS Algorithm model related to the independent and dependent variables. the last part describe that conclusion of overall research study also defined some recommendations.

Literature review:

Social entrepreneurship and information technology:

S.E. is a creative process of combining resources, provides better business opportunities, and acts as a significant factor for economic growth [1]. Social entrepreneurship has generally been recognized as the most important strategic initiative, especially in business. Social Entrepreneurship is considered one of the fundamental methods for promoting jobs and economic growth [2]. Entrepreneurship seems to be a broad term for an enterprise in its early stages. Today with the emerging technology of science, information technology has become significant for all business sectors. Social Entrepreneurship has a significant role in the country's economic growth and had major applications in the industrial revolution [3]. Social Entrepreneurship also suggests that a business organization, whether a person or a group of persons, investigates new business opportunities or new working methods that honor independence, risk-taking, and constant innovation to generate new ideas in contemporary business environments [4].

Furthermore, it was studied that the applications of social entrepreneurship, including information technology, have been utilized rapidly in public, non-profit and private sectors from recent many years as well as the individuals' interest in social entrepreneurship have also been increasing rapidly with the emerging technologies. Apart from this, information technology has vast applications in social entrepreneurship. People have been growing their interest in online business, and the growing applications of information technology have changed humans' living standards and styles [5]. It seems to be evolving as an initiative for managing the complicated growing demands of people.

The Author investigated that social entrepreneurship softens the traditional boundaries among non-profit, private, and public sectors and focuses on social innovation and problem-solving. It also uses a hybrid model for non-profit and profit activities [6]. Researchers investigated that the development of cross-sector collaboration among various sectors was fundamental in social entrepreneurship, as it was already promoting new revolutionary responses to old challenges [6]. Moreover, the Author highlighted that social entrepreneurship has been emerging in every field, has a tremendous natural appeal, and has a huge potential to grow the country's economy. The researcher examined social entrepreneurship in both contexts (systematic and analytical review) in this article. The relationship between social entrepreneurship and information technology has also been investigated in detail by qualitative and quantitative research studies [7]. It was examined that

Information technology positively influences social entrepreneurship and has a great role in promoting social entrepreneurship. Many organizations have been promoting social entrepreneurship in their organizations to promote business activities and increase revenue [7].

Furthermore, it was studied that the purpose of promoting social entrepreneurship was to promote and highlight the cause of environmental and social goals, which directly influence the present or future business [7]. The researcher investigated 1,396 publications comprising 75,237 quoted references using document co-citation and citation analysis. Social media network analysis was used to identify the structure, or conceptual foundation, of the Analysis of S.E. After investigation, the research examined 9 main areas of social entrepreneurship research, which also represent the field's conceptual structure [8]. In addition, the study's findings explain an overview of the topic of S.E. (social entrepreneurship) and its relationship with information technology, highlighting the key publications and evaluating intellectual interactions between them. Researchers highlighted that social entrepreneurship plays a significant role in solving critical problems on social networking sites and positively impacts economic growth [9].

Social capital and S.N.S. (Social networking site):

Social networking platforms are mainly collections of people who have similar interests. Social networks such as Live Journal, Facebook, LinkedIn, Twitter, etc., connect individuals with similar interests and facilitate communication by giving information to each member [10]. S.N.S.s have a great role in promoting social entrepreneurship. The continuous popularity of social media has clearly led to a growing relationship between people on S.N.S.s social networking sites. It was investigated that these social sites' basic aim is to provide data and information related to individuals' interests and growing online businesses [11]. With the emergence of information technology, these S.N.S.s have gained much popularity in the business sector. The Author investigated social entrepreneurship's role in social mission, entrepreneurial strategies, and innovative and sustainable solutions to problems [12]. Furthermore, the researcher presented the research on the analysis of social entrepreneurship S.E. and its association with information technology. The research objective was to highlight the deep discussion of the variables

of social entrepreneurship [12].

Information technology and social innovation:

It was investigated that social innovation offers various unique principles and opportunities to explore, examine, and redefine business research and management norms [13]. This research compares economic innovation to social innovation using a popular economic innovation analysis model [14]. The research explores major similarities and differences between social and economic and S.E. This research also presents a framework for approaching the social entrepreneurship business more systematically and effectively. Apart from this, social entrepreneurship is a broad concept that combines methods, ideas, strategies, and means, and even businesses that generate new approaches to solve the needs of the public. The Author investigated that S.E. is a method of generating ideas by connecting resources with modern information technologies [15]. These methods were commonly designed to obtain possibilities to generate social value through encouraging change in society or to meet basic needs. Moreover, it was highlighted that when S.E. is considered a method, it involves producing services and products [15]. This research article, research presented a detailed review of the Analysis of S.E., social innovation, and its relationship with I.T. It highlighted that information technology has remarkable impacts on social innovation, and it is necessary to promote the application of I.T. in S.E. to provide better business opportunities to individuals [16].

Research methodology:

This research study measures the critical review of social entrepreneurship and its relationship with information technology. This research-based primary data analysis for measuring the research study develops questions related to the variables, including independent and dependent variables. Social entrepreneurship is the main independent variable, and information technology is the dependent variable. In addition, social innovation, social capital, and social networking site are sub-variables used in the research study.

Research participants:

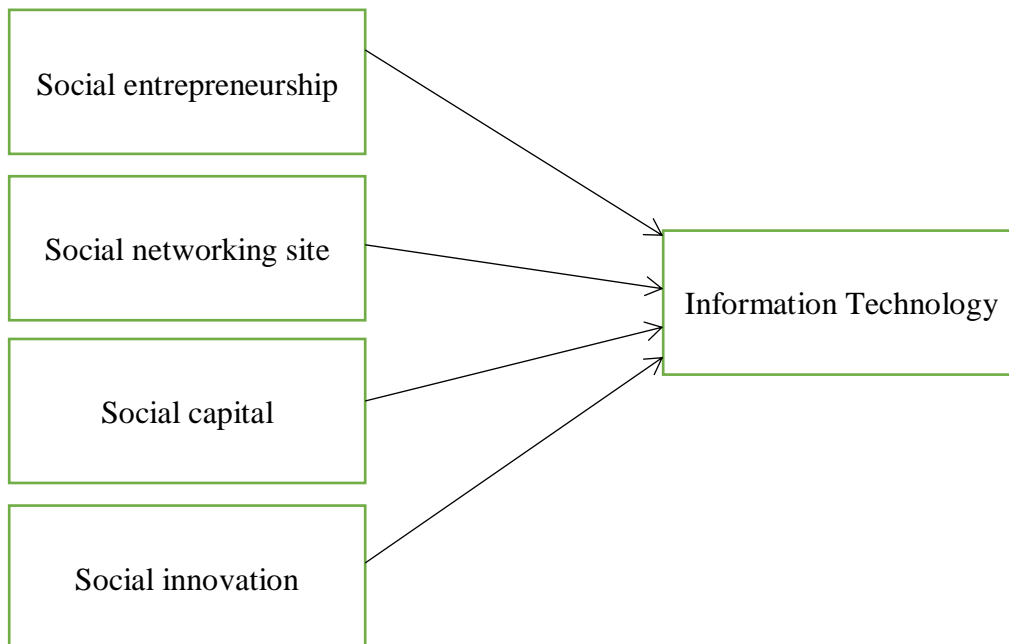
This study determines the critical review of social

entrepreneurship and information technology research. The data were collected through open-ended and closed-ended questions related to the indicators. The entrepreneur and owner of businesses consider research participants and collect data from these persons.

This research study is primary data based for measuring the data used smart P.L.S. software and run different informative results such as descriptive statistical analysis, correlation coefficient, the R square, F square, reliability analysis, validity analysis also present that smart P.L.S. Algorithm model of research.

Research Tools and techniques:

Theoretical Framework:



Variables:

Social entrepreneurship:

Social entrepreneurship is a strategy used by individuals, businesses, and entrepreneurs to create and finance solutions that directly solve social problems. Thus, social entrepreneurs seek business opportunities that benefit their community, society, or the environment. An illustration of social entrepreneurship is microfinance organizations [19]. These organizations provide banking services to groups and individuals who would not often have access to financial services, such as those who are unemployed or have low incomes. Social entrepreneurs provide basic, understandable concepts that people can apply to benefit and build society. They seek to find and cultivate effective changemakers or role models who will inspire the masses to generate their own ideas, solutions, and

tactics for addressing these societal concerns. The most fulfilling component of becoming a social entrepreneur is the ability to improve people's quality of life in their community and have a positive impact on society [20]. In addition, a social entrepreneur can encourage people to solve challenges creatively by having the freedom to explore and discover new solutions. The social entrepreneurship is main independent variable for measuring the analysis of the critical review of social entrepreneurship and its relationship with information technology.

Social networking site:

An online platform called a social networking service (S.N.S.) allows users to create social networks or social interactions with others who share their interests, hobbies, backgrounds, or real-world relationships. Some popular examples are Facebook, Instagram, Twitter, Yelp, and Myspace, Professional relationships

[17]. These social networking sites geared at professionals may contain a broad forum where professionals may connect with coworkers or offer an exclusive platform centered on certain jobs or interest levels. A social networking site is an online community where users may establish profiles and construct personal networks that connect them to other users. The social networking phenomenon has quickly expanded around the world. The social networking site is a sub part of social entrepreneurship this one is also independent variable.

Social capital:

A group of people may successfully work together to achieve a shared goal or purpose when they have sufficient social capital. A community or organization, like a corporation or a charity, may function as a whole thanks to trust, a shared identity, customs, values, and reciprocal ties. Opening a door for someone, returning a lost item to a stranger, giving someone instructions, lending something without a contract, and any other positive interaction between strangers is social capital at the societal level [23]. Social capital is the term used to describe society's inherently social and cultural structure. Social capital has therefore been described as an adhesive. People cherish social capital because it gives them access to resources of strength and influence that help them "get by" and "move ahead." Many norms/conventions are vital for collaborative activity; nevertheless, three stand out to me (and to the writers whose works are listed in this article) as fundamental components of social capital: (1) robust reciprocity, (2) active citizenry, and (3) social trust. The social capital is independent variable for measuring the research study related to the information technology.

Social innovation:

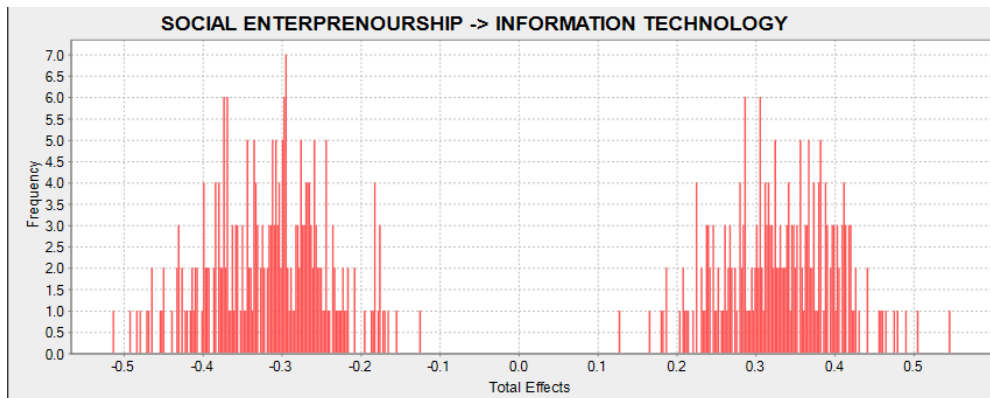
Social innovation is the creation and use of novel ideas that include intellectual, procedural, organizational,

or product change and have as their ultimate objective enhancing the wellbeing of people and communities. Social innovation methods, including open-source approaches and techniques, and innovations with a social purpose, like activism, virtual working, microcredit, or distance learning, fall under the category of social innovation. Social innovation is developing and putting into practice novel, efficient solutions to environmental or social issues [17]. Such solutions, whether generated from national policies, governmental or non-governmental organizations, should more effectively satisfy current social requirements than earlier attempts. The social innovation play a vital role in business this one is independent variable for analysis critical review.

Information Technology:

Information technology uses computers, storage, networking, and other physical tools, infrastructure, and practices to create, process, store, protect, and distribute electronic data (I.T.). The word "information technology" refers to the creation, installation, and usage of anything related to computing and telecommunications [18]. The development of a new word processing application is an example of information technology. Designing, creating, managing, and supporting hardware, software, multimedia, and system integration services are part of the I.T. industry [22]. The information technology industry is a dynamic, entrepreneurial sector revolutionizing the global economy and environment. Information technology helps the commercial and business sectors grow and expand, which leads to the maximum possible productivity. Information technology improvements have shortened the time it takes for different sectors to generate money. In addition, it provides data storage, electronic security, and efficient communication. The information technology is main dependent variable for determine the critical review with social entrepreneurship.

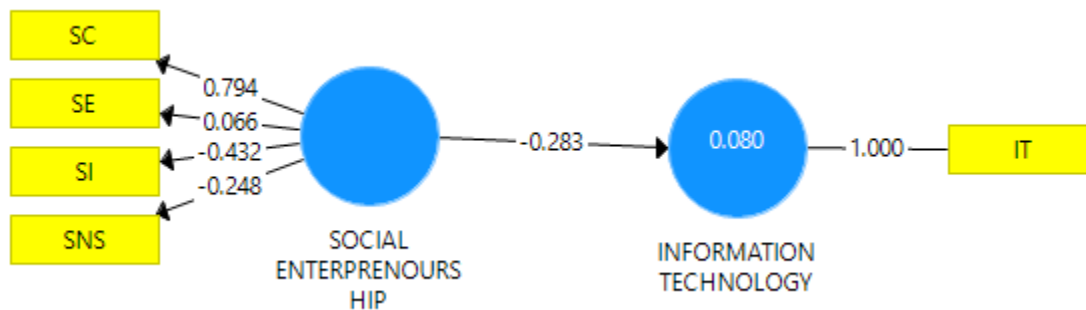
Results and descriptions:



The above figure represents the total effect of social entrepreneurship and information technology. The vertical side describes the frequency level of the total effect; its range starts from 0.0 and ends at 7.0 levels. The horizontal side represents that values of total

effect start from -0.5 points and end at positive 0.5 points, respectively. The above red bar line describes the total effect relationship between social entrepreneurship and information technology.

Smart P.L.S. Algorithm Model:



The above model represents the smart P.L.S. Algorithm model for measuring the analysis of the critical review of social entrepreneurship and its relationship with information technology. Social entrepreneurship includes social capital, social networking site, and social innovation; these are all

considered a part of social entrepreneurship. It's present that 0.794, 0.066 the social capital and social entrepreneurship present positive relation. On the other hand, social innovation and social networking sites present negative relation values of -0.432 and -0.248, respectively.

Discriminant Validity:

	INFORMATION TECHNOLOGY	SOCIAL ENTREPRENEURSHIP
Information Technology	1.000	
Social capital	0.000	0.877
Social entrepreneurship	0.000	0.074
Social innovation	0.000	-0.398
Social networking site	0.000	-0.510

Table-1

The above result describes that discriminant validity shows that the social capital presents a 0.877 rate with social entrepreneurship, which means an 87% validity rate between them. The result represents that social innovation shows a -0.398 rate of validity with each other. The social networking site negatively affects social entrepreneurship; its value is -0.510 1.000 representing the overall validity of the dependent and independent variables.

R square Analysis:

	R Square	R Square Adjus...
INFORMATION TECHNOLOGY	0.80	0.70

Table-2

The above result describes the main dependent variable of the R square values of the dependent variable in his research on information technology. According to the result, the value of R square is 0.80; its adjusted R square value is 0.70, which means that 80% and 70% of the research is fit for analysis.

Reliability analysis

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
INFORMATION TECHNOLOGY	1.000	1.000	1.000	1.000
SOCIAL ENTERPRENOURSHIP	0.147	-0.372	0.610	0.221

Table-3

This result describes that reliability analysis presents Cronbach's Alpha, Rho-A values, composite reliability, and average variance extracted reliability rates. The information technology shows that overall, 1.000 rates of reliability the social entrepreneurship presents the Cronbach's Alpha value is 0.147; its rho-

A value is -0.372 the composite reliability value is 0.610, which means that 61% of research is reliable for result and analysis. The average variance extracted value of social entrepreneurship is 0.221, respectively, which shows a positive relationship.

Co-linearity Statistic Analysis:

	V.I.F.
Information Technology	1.000
Social capital	1.076
Social entrepreneurship	1.012
Social innovation	1.022
Social networking site	1.075

Table-4

The above result describes that the analysis of the correlation between the variables, including dependent and independent variables, shows V.I.F. values of each variable. According to the result, its

V.I.F. values are 1.000, 1.076, 1.012, 1.022, and 1.075, respectively, which shows a positive co-linearity statistical Analysis of each indicator.

Model Selection Criteria:

	A.I.C. (Akaike's l...	AICu (Unbiased...	ALCc (Correcte...	B.I.C. (Bayesian...	H.Q. (Hannan...	HQc (Correcte...
INFORMATION TECHNOLOGY	-5.327	-3.307	96.923	-0.117	-3.219	-2.964

Table-5

The result describes that the model selection criterion presents the A.I.C. values, AICu, A.L.C., B.I.C., H.Q., and HQc . the information technology shows that

-5.327, -3.307, 96.923, -0.117, -3.219 and -2.964 these are all values shows that negative model selection criteria with each other.

Significant Analysis:

	Original Sample	Sample Mean(M)	Standard Deviation	T Statistics (O/...	P-Value
SOCIAL ENTREPRENEURSHIP->INFORMATION TECHNOLOGY	-0.283	-0.009	0.330	0.855	0.0393

Table-6

The above result represents that significant analysis shows the original sample value, the sample mean value, standard deviation values, T statistic, and p-value of social entrepreneurship >information technology. The original sample value is -0.283, the

sample mean value is -0.009 its standard deviation value is 0.330, respectively. The T statistic value of 0.855 shows positive relation; its probability value is 0.03, meaning that there is a 3% significant level between dependent and independent variables.

Indicators Correlations:

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess kurtosis	Skewness
SE	1	0	1.910	2.000	1.000	3.000	0.873	-1.689	0.178
SC	2	0	1.620	2.000	1.000	3.000	0.690	-0.689	0.672
SNS	3	0	1.860	2.000	1.000	3.000	0.679	-0.826	0.182
SI	4	0	1.900	2.000	1.000	4.000	0.843	-0.984	0.397
IT	5	0	2.060	2.000	1.000	5.000	0.957	-0.046	0.712

Table-7

This research study describes that each variable's indicator correlation included dependent and independent variables. According to the result, the overall missing value is 0, the overall median value is 2.000, the minimum value of each variable is 1.000, and the maximum rate is 5.00, respectively. Social entrepreneurship is the main independent variable; its mean value is 1.910, its standard deviation rate is 0.873, the excess kurtosis rate is -1.689 also the skewness value is 0.178, which shows that the positive average value of the mean. Social capital is another independent variable; its mean value is 1.620, the standard deviation value is 0.690 its skewness rate of 0.672 respectively, shows positive relation.

The social networking site is also a part of social entrepreneurship; it's considered an independent variable; the average value is 1.860, the standard deviation rate is 0.679 the skewness value is 0.182, respectively, showing that positive correlation. The social innovation describes that 84% deviate from the mean; its mean value is 1.900. the information technology is the main dependent variable; its mean value is 2.060, the standard deviation value is 0.957 the skewness rate is 0.712; all of them show a positive and significant correlation. This research study determines the critical analysis between social entrepreneurship and information technology according to the result shows a direct correlation between them.

Model Fitness:

	Saturated Model	Estimated Model
SRMR	0.146	0.146
D_ULS	0.319	0.319
D_G	0.063	0.063
Chi-Square	32.308	32.308
NFI	-0.828	-0.828

Table-8

This resulting study describes that model fitness analysis results show the saturated and estimated models. The result presents that both models' SRMR value, D-ULS value, and D-G value also present the Chi-square value and NFI rate. The chi-square value of the saturated and estimated model is 32.308, which shows that the research study fits for analysis. The value of NFI is -0.828, its SRMR value is 0.146 the rate of D-ULS is 0.319, which shows positive model fitness values.

Total significant effect:

Matrix	Original Sample...	Sample Mean (...)	Standard Devia....	T Statistic (O/...	P-Value
IT<-INFORMATION TECHNOLOGY	1.000	1.000	0.000		
SC<-SOCIAL ENTERPRENOURSHIP	0.794	0.186	0.658	1.206	0.0228
SE<- SOCIAL ENTERPRENOURSHIP	0.066	0.160	0.298	0.222	0.0824
SI<- SOCIAL ENTERPRENOURSHIP	-0.432	0.067	0.456	0.948	0.0344
SNS<- SOCIAL ENTERPRENOURSHIP	-0.248	0.171	0.408	0.609	0.0543

Table-9

The result describes the total significant effect result presenting the original sample value, the sample means value, standard deviation values, T statistic value, and P-value of each matrix. In the first matrix between social capital and social entrepreneurship, its original sample value is 0.794, the sample mean value is 0.186 its standard deviation value is 0.658 showing that 65% deviate from the mean. The probability value of this matrix is 0.02, which shows that 2% significant relationship between social capital and social entrepreneurship. The second matrix is social innovation <- social entrepreneurship; its original sample value is -0.432, the sample mean value is 0.067 the standard deviation rate is 0.456. according to the result, its T statistic value is 0.948, and the probability value is 0.03; the result shows that positive and significant relationship between social innovation and social entrepreneurship. Finally, the social networking site <- social entrepreneurship shows a -0.248 value of the original sample. Its mean value is 0.171, the T statistic value is 0.609 and its probability value is 0.05, which shows a 5% significant analysis. It presents the positive and significant relationship between them.

Conclusion:

In conclusion, we examined that with the emergence of information technology, it has gained popularity in almost every business field, especially in social entrepreneurship information technology has vast applications. Many organizations have been promoting the concept of social entrepreneurship in their organization to promote their business and increase revenue. Furthermore, social entrepreneurship can grow a country's economy by promoting activities of S.E. social entrepreneurship. In this study, we investigate the critical analysis of the social entrepreneurship S.E., and the relationships of S.E. with information technology have also been investigated in the paper. Furthermore, the various variables affecting social entrepreneurship are also studied, including social mission, social innovation, social capital, etc., In addition, to investigate the relationship of information technology with S.E., we investigate research through both analyses (critical and systematic). The sample data was collected from various organizations and investigated that information technology has various applications in

promoting social entrepreneurship. It is studied that today with the development of technology, people have become interested in online marketing. This research study measures the analysis of the critical review of social entrepreneurship and its relationship with information technology. This research study depends on primary data these data measure the smart PLS software. Reliability, validity, R-square, smart PLS algorithm use for determine the results. The research study concluded that there are positive and significant relationship between social entrepreneurship and information technology. The social capital shows direct relation with information technology.

Apart from this, we present a behavioral means of S.E. orientation to satisfy the need for operationalization and conceptualization of the SEO. We rely on an existing qualitative study in the literature of S.E. and the influence of S.E., which explains the concept of behavioral entrepreneurship or S.E., as well as the evolutionary automatic and controlled theory, which describes entrepreneurial performance in resource-constrained domains. Social innovation is mostly about identifying societal problems and change by utilizing entrepreneurship theories, information technology techniques, and methods. All that is really required is the investigation to properly understand a particular societal issue, followed by the coordination, development, and leadership of a new business to have the potential effect. A social issue might or might not be eliminated completely due to the reform. On the other hand, it could be a durable process centered on enhancing the present scenario. Furthermore, information technology has gained popularity in every field, including social entrepreneurship.

It has vast applications in improving S.E. activities to promote the country's economy. With the emerging technology, people have gained an interest in online marketing. Online business trends have been increasing day by day. Therefore, to better develop online marketing, there is a need to avoid errors and social problems. Thus, Social entrepreneurship can provide better solutions and ideas to manage and solve social problems.

Furthermore, along with social and economic issues, S.E. is also concerned with environmental problems. Women empowerment foundations, plants for garbage treatment, and Child rights foundations are just a few components of social initiatives. In this research paper, we critically analyze the factors affecting social entrepreneurship; the role of social

capital has also been studied in detail. It is examined that the social entrepreneurship field is growing rapidly and has been gaining the interest of various volunteers. Therefore, due to the emerging applications of S.E., many universities are promoting S.E. as a common term. The main cause for this product's growing appeal is that it allows people to do something they've wanted to do for a longer time.

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