Corporate Social Entrepreneurship and Collectivist Personal Values

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Abstract—This research will help in the determination of individual’s collective values and corporate social responsibility. The main aim is to observe the personal values of individual entrepreneurs and how these values are used to impact the society. The study uses a qualitative methodology, with a focus on the analysis of the publications that address the corporate social responsibility of entrepreneurs. The findings shall be researched with regards to values and issues that have led to the behavior of social improvement strides. The paper is limited to the credible information that has been provided by other scholars. The research will help in raising awareness in the society that it can help other people through corporate social responsibility. The paper will demystify why corporate social responsibility does not apply only to the big corporations. This paper is an original document presenting facts and opinions that regard to corporate social responsibility of entrepreneurs.

Index Terms—Social Responsibility, Corporate Social Entrepreneurship, Personal Values, Managerial Efficiency.

I. INTRODUCTION

Corporate social entrepreneurship is where a sole proprietor pursues an original thought aimed at solving the community problems [1]. The business owner is seen to focus on the widespread improvement of the society. On the contrary, collectivist personal Values describe the attempt of a business owner to value human interdependence, and struggle to improve [2]. This can be regarded as horizontal collectivism where the entrepreneur helps individuals of the same equality [3].

Cross-cultural values have been seen to be the major contributor to corporate social responsibility for the entrepreneurs [4]. The demographic differences and international management have led to the increased awareness to the society’s corporate social responsibility. This has led to the increase in both personal collectivist values and corporate social responsibility in the society [4].

Corporate social responsibility is a global concern today. It is a topic of discussion not only among the renowned world companies but also by the entrepreneurs [5]. Entrepreneurs must therefore adopt CSR because of its significance in the globe today. CSR is guided by discretionary, legal and ethical orientations, which are also called the pyramid of social responsibility [6].

This investigation will help to sharpen the collectivism, individualism and entrepreneurship of individuals in the area of social improvement for individuals [7]. Collectivism has been seen to foster good relationships between individuals in the entrepreneurship circles. This makes the research vital for the generation relationships between the business owner and the society [8, 9].

II. RESEARCH METHODOLOGY

Recently combining research methods [10] became increasingly important in particular when pursuing the goal of gaining “rich theoretical insights” [11]. One form for “developing new theoretical insights” is the review centric research approach in which a researcher revisits “existing theory and research” [12], this argument can be changed to include case study research findings that are based on the real world observation of practitioners and organizations [11, 13]. The focus of this research is on combining the outstanding “previously established studies and concepts” identified in the literature review, to provide a synthesis that “advances our understanding” [12]. This study identifies the most important factors, which can be used to achieve competitive advantage in a business, the specific factors and the steps, which need to be taken, are stated.
A casual model was used in expressing the importance of the actions in our organization. In my research, I have deeply expressed the evaluation and interpretation of our organizational goals. I have also highlighted specific factors and the actions, which need to be taken. It is my argument that there is a need for investing in certain business areas so as to enhance expansion of our business organization by paying attention to business culture and values.

I revisited over a hundred articles, and for each factor used between five and ten articles, used over thirty articles for competitive advantage; issues pertaining to building and maintaining. Knowledge management factor has adverse effects on the management of a company, but can be well managed for achievement of a competitive ability [14]. The model used to select sources for review is the multiple-source-type framework described in the next section.

III. RATIONALE FOR USING MULTIPLE SOURCE TYPES

The following conceptualization demonstrates two goals which are the reasons for using multiple types of sources during the processes of selecting and reviewing publications [15]. The goals are representation, which is the ability to deconstruct literature and derive accurate meaning, and legitimation, which refers to the credibility, trustworthiness, and transferability. Using multiple source types enables the researcher to combine information from a wide variety of sources and obtain better knowledge of a phenomenon. According to Onwuegbuzie, Leech, & Collins [15], representation and legitimation of information can be achieved through triangulation, complementarity, development, and expansion. The conceptual framework represents the process through the sources will be selected and validated.

![Fig 1: The conceptual framework for multiple types of sources](image)

IV. SCIENTIFIC CAUSAL MODEL

Corporate social entrepreneurship and collectivist personal values model consists of various factors that affect CSE. The factors include personal values, social values, supportive cultural values, unsupportive cultural values and managerial efficiency as discussed below.
V. GOAL OF THE CSE AND CPV FACTORS

The main goal of these 5 factors is to help in developing a successful corporate social entrepreneurship. These help in answering major questions about the role of entrepreneurs in the society how it should be promoted [1]. Another main goal of the factors is to make decisions that center on the role of entrepreneurs who always look for innovative ways to solve the societal challenges [2]. The study shows how the conceptual framework can be applied in the analysis of collectivist values and corporate social entrepreneurship in order to center on social responsibility in the social order [1].

Business people should always consider the 5 factors all the time in their attempt to create CSR in the society and struggle to improve them [16]. An integrated whole explains variations among entrepreneurship approaches that can improve the effectiveness collectivist social values and corporate social entrepreneurship [5, 9]. Overall, the study provides a strong support for the view that the 5 factors framework determines the success of corporate social entrepreneurs. Corporate social entrepreneurship and collectivist personal values model consists of various factors that affect CSE. The factors include personal values, social values, supportive cultural values, unsupportive cultural values and managerial efficiency, which are discussed below [5].

A. Personal Values

The first category consists primarily of personal values with respect to integrity, honesty, and work ethics [15]. Integrity describes one with a strong character. A person with integrity says what they mean and mean what they say all the time. Such people are dependable and can be trusted. Entrepreneurs should posses this attribute for them to be able to serve the society [9]. Collectivist principles demand that business people should be of noble character to promote CSE [17]. Honesty is yet another important personal value those entrepreneurs should embrace. It is a way of expressing openness and truth [18]. Sincere business people have an opportunity to promote equality and therefore practice CSE without any challenge. Work ethics must also be adhered to in business [19]. These include moral principles that govern the management of enterprises in order to promote social responsibility in business [17].

B. Social Values

From a different perspective, some researchers have regarded social values as a potential “major construct” in explaining salesperson performance [20]. Social value can be described us the manner in which an individual can balance between self and other people. It explains how much we are attached to the welfare of other people than our own. That is to what extent can the entrepreneurs go to help the society [21].

Entrepreneurs should have the society at heart while doing business. They should not only think about how they can make profit and benefit as proprietors [22], but also how they can contribute to the improvement of the living standards of the general society. Business people must pursue competitive ways in which they can promote CSE in their commercial carriers. Social values direct the entrepreneurs to focus on the interests of the society other than their individualistic goals. To this end, social responsibility is enhanced in entrepreneurship [23].
C. **Supportive Culture**

Increasing perceived desirability requires that individuals perceive mostly positive outcomes for internal venturing: including intrinsic rewards such as a supportive culture that embraces entrepreneurial pursuits. A supportive culture encompasses structures, reward systems, and support mechanisms that collectively reinforce values and norms favorable toward entrepreneurship and innovation [24]. The business surrounding customs are vital when it comes to successful business [18].

Reward system is one of the supportive cultural principles [25]. Business people need to be supported so that they prosper in their commercial activities. This would in turn energize them to enhance corporate social entrepreneurship [26]. At the same time, support mechanisms like workshops and advertisement forums are foundational cultural issues that business people can depend on to shine in CSE. This is because they would get opportunities to learn more about societal needs and plan to meet them accordingly [18].

D. **Unsupportive Culture**

However, the recasting of financial economics will endure as a monument to how misaligned incentives and unsupportive cultures in public companies can affect virtually every aspect of finance, and indirectly every significant aspect of business [27]. In order for any commercial activity to take place, support from the surrounding culture is a primary factor. In a scenario where the traditions do not support business, the entrepreneurs have a rough time trying to manage their affairs [27].

Lack of incentives in a business environment may disturb the day today function of sole proprietors. This translates to inadequate cash flow in the financial market [27]. Business people cannot hence succeed in their commercial activities in such a culture. Social values are therefore affected as the entrepreneurs become unable to exercise CSR practices. In other words, poor business makes the trade leaders to shy off from the concerns of the common people. The result is the failure in corporate social entrepreneurship in the society [22].

E. **Managerial Efficiency**

Perhaps the biggest influence business will have on development is not in the direct impact of individual companies, but in the influence of business thinking and related notions of managerial efficiency on how we view and construct the world [28]. Management is about planning, coordinating and controlling resources and people so that success can be realized [29]. Successful entrepreneurs ought to put things right in order for the business to develop [30].

Business people in their respective premises should do proper planning. Flow of goods and services need to take some sequence so that the whole system can be tracked. Accurate coordination is also significant in business prosperity. All the sections should work as one to promote commercial growth [31]. Controls must be put in the business operations. This would reduce losses and damage of goods in the hands of unscrupulous workers. Managerial efficiency means prosperous business. This in turn makes the sole proprietor to focus more on the society needs hence promoting CSE [32].

VI. **IMPORTANCE OF THE MODEL**

The model expresses the fundamental linkages that connect the corporate social entrepreneur to the society. It demonstrates how managerial efficiency, supportive culture, personal values, and collectivist values can combine to create a desirable corporate social entrepreneurship. In this framework, an entrepreneur can conduct corporate social responsibility duties while enhancing his business potential by building relationships with the society. According to Schumpeter entrepreneurs are sensitive to the social environment this makes them be prone to the helping of the society that they find themselves. The presence of the entrepreneurial activity being passed down in the form of culture has led to the passing down of corporate social responsibility beliefs to a new entrepreneur [33]. This makes the premises for social institutions to thrive and leads to the formation of avenues for individuals to practice social responsibility in the areas where they originated from as kids [16].

The human population has been seen to be relational species, which fights to relate to one another the motive for satisfaction [34]. The motives behind this relationship have been seen to be exploited by large corporations that
were deemed, corporate social responsibility as a means to face their brands. The entrepreneurs are seen to help in corporate social responsibility, for the sole purpose of ensuring that the society is improved to provide the best quality to the public, without any hidden interests. The realization of these fundamentals for collectivism and corporate social responsibility can aid decision makers in the formulation of policies in the firm [9].

Population growth in the society has been seen to influence the behavior of Corporate Social Responsibility in the entrepreneurs. The aging population is seen to offer the values to the society where the individual entrepreneurs feel a moral obligation to improve the society [16]. This helps in the maximization of the society’s ability to form relationships and remain in the business for a long time. The aging population is seen to focus a lot in their reputation. This makes it possible for them to conduct corporate social responsibility. In other places, the law indicates that businesses should offer their taxes to helping the society. This helps in the search for corporate responsible activities by the entrepreneur.

VII. CONCLUSION

Corporate social entrepreneurship and collectivist personal values are seen to present the entrepreneur with good lasting relationships with the public. Entrepreneurs have a responsibility to discover and commit themselves to the needs of the common people. This is the real practice of social responsibility. Provision of necessity goods to the public helps in the restoration of the best traits for the public. The presentation has been seen to develop a common sense of society, which helps the development of good values in the society.

The model has highlighted key factors that affect successful corporate social entrepreneurship. Sufficient evidence has been cited from the past studies to validate the stated facts. There is reduced social uncertainty between entrepreneurs and the society while self-enhancement of few wealthy individuals can also be minimized through the findings. Entrepreneurs ought to be sensitive to the environment by providing the best quality services to the public without any concealed interests. This would create an improved relationship between them and the society. The realization of these fundamentals for collectivism and corporate social entrepreneurship can help policy makers to make appropriate decisions on the topic.

REFERENCES


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Areej Alshehri holds a Master's degree in Technology Management with a concentration in Biotechnology Management from Bridgeport University. She also holds a Bachelor’s Degree in Science and Education major in chemistry from King Khaled University. She has submitted three research papers to the Norwich conference 2013 of Norwich University and in the International Journal of Innovation and Applied Studies (IJIAS); the titles of her research are Network Marketing, Organization Research Paper, and Corporate Social Entrepreneurship and Collectivist Personal
Values. April, 2014 she published her research paper and poster titled "Challenges of Cerebral Palsy Management" in the conference of the American Society for Engineering Education. Areej research interests include Biotechnology, Entrepreneurship, Science and Biomedical engineering. Increased knowledge in Cerebral Palsy caused the author to have an increased interest in Cerebral Palsy as a topic for her thesis "The Use of Electrical Signals as A Therapy for Cerebral Palsy".

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