

Objective

Explore the understanding of social entrepreneurship of the new generations of Hungarian social entrepreneurs in Hungary

Research Goal

Identify the 'young' social entrepreneurs and their generational characteristics

Methodology

Narrative research of young founders of recently established social enterprises in Hungary targeting various social/ecological issues and working for various beneficiaries

1.

October-November 2018
 Literature Review
 Database – Desk Research
 Interview Guide

2.

December 2018-February 2019
 10 Qualitative Interviews
 Transcripts
 Thematic Analysis

3.

March 2019
 Sharing with other research
 strings of Social Innovation
 Report Writing

Current Status

Literature Review

- In international research we explored approaches to
- 'young' (age, generation, start of enterprise, etc.)
 - social entrepreneurship and social innovation



Research Gap

While There is no knowledge on local new generation social entrepreneurs

Examples



Database

We have started to build a detailed database of social enterprises of young social entrepreneurs in Hungary

Social Issues

Addressed by young entrepreneurs in our sample

- Environmental, ecological challenges, waste
- Social inclusion, poverty alleviation
- Health
- Food, meals

First Findings

Self-image of young social entrepreneurs

- creator of a new business model
- risk-seeking behaviour
- conscious planner
- creative decision makers

References

- Lewis, K.V. (2016): Identity Capital: An Exploration in the Context of Youth Social Entrepreneurship; Entrepreneurship and Regional Development, 28: 3-4, 191-205
- Punadi, R.M. and Rizal, A.M. (2017): Factors that Cultivate Youth Intention to Be Social Entrepreneur; International Journal of Innovation and Business Strategy 8: 2, 1-10
- Tkacz, M. (2016): New Generation of Social Entrepreneurs: Exploratory Research and Cross Case Study Analysis of New Generations of Social Enterprises; The Central European Journal of Social Sciences and Humanities, 2, 20-37

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