

## **Social entrepreneurial traits and social enterprise performance**

### **Abstract**

Running a social enterprise is a challenging task. There are challenges related to obtaining capital, acquiring and keeping valuable human resources, and balancing social and economic goals. Given these challenges, factors that contribute to social enterprise performance are of substantial interest to both academicians and practitioners. This study explores the role of the social entrepreneur's traits in social enterprise performance. While there may be other factors that contribute to social enterprise performance, in this thesis I take the view that "there can be no entrepreneurship without the social entrepreneur" and, therefore, choose to focus on how social entrepreneurial traits impact the performance of the social enterprise.

Five personality traits were selected for analysis in this study: passion, self-efficacy, tolerance for ambiguity, spirituality, and self-monitoring. Items from standardized scales were used to assess these traits. Social enterprise performance was measured via a combination of items that assessed the social and economic performance of the enterprise. A survey-based methodology was used to collect data. It was hypothesized that these five traits were positively related to both social and economic performance.

A total of 111 social entrepreneurs participated in the current study. Binary logistic regression was used to analyze the results. Analysis showed a positive relationship between two of the five traits—self-monitoring and spirituality—in social and economic performance. These results have both theoretical and practical implications. Theoretically, this research addresses the dearth of literature on the link between social entrepreneurial traits and social enterprise performance. It also adds to the small but growing body of quantitative studies in the field of social entrepreneurship. Practically, this study informs the social entrepreneur regarding which traits are important for social entrepreneurial performance.





