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Conference Paper

Mission Engagement for Sustainability of Social Enterprises

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Authors:



Reeti Kulshrestha
Birla Institute of Management Technology



Arunaditya Sahay
Birla Institute of Management Technology



Subhanjan Sengupta
University of Eastern Finland

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Abstract

Entrepreneurship has alternatively been addressing the global issue of unemployment to foster economy, growth, capacity building, and innovation. In the social sector, Social Entrepreneurship, a prosocial phenomenon with a dual mission, has become significant contributors to the development and upliftment of the marginalized and underprivileged. Having said that, though other sectors are gradually opening up to collaborations, encouraging multiple stakeholders and cross-sectoral networks, sustainability largely remains a challenge often due to the constraints of resource generation and resource acquisition. And this more often than not, leads to 'Mission Challenges'. This causes the "social" taking a backseat and the "economic" becoming a necessary condition. For different reasons, social enterprises' begin to pay more attention on market performance than the social value it intended to create. So, what begins as a clash, a conflict becoming a source of tension within the enterprise and also with stakeholders may end up stirring the waters and in extreme circumstances question its survival. We look at the issue of mission duality as integral to ensuring long term sustainability of the social enterprise. The study offers various perspectives on mission and has arrived at giving a conceptual framework of Mission Engagement for sustainability of social enterprises. . Such Sustainable Social Enterprises can effectively implore the business environment by bridging the chasm, the sectoral divide, encouraging cross-sectoral collaborations, humanistic practices and social networks, and bring about transformative societal change reaching out to its beneficiaries.

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● Reeti Kulshrestha · ● Arunaditya Sahay · ● Subhanjan Sengupta

Social entrepreneurship as a prosocial phenomenon focuses on the upliftment of the vulnerable and marginalised through entrepreneurship. Social enterprises are mission-oriented often suffering from mission-related challenges that accompany duality in its form. This in turn raises concern over sustainability for social enterprises as they begin to focus more on the economic objectives rather than ... [\[Show full abstract\]](#)

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January 2021

● Reeti Kulshrestha · ● Subhanjan Sengupta · ● Arunaditya Sahay

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