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Care Ethics in Social Entrepreneurship: Contextual Understanding

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Abstract

The purpose of this paper is to add to the nascent literature on ethics in social entrepreneurship by extending contextual understanding of care ethics. We present an ethnographic study on social bricoleur entrepreneurs in rural India, and as a result, introduce an integrative framework for contextual care ethics. The study shows that context is not something “out there”, but instead, enacted in the caring practices of social entrepreneurs. This study has two major contributions. First, by departing from the notion of ethics as a characteristic of an individual we show how social entrepreneurs are ethical through human interaction. Second, by adding the analysis of formative context to care ethics, we identify how social entrepreneurs seek to make meaning of and enact the context through these relational caring practices. Bringing together analysis of care ethics and formative context deepens our understanding about care ethics as a relational practice in social entrepreneurship."



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