



MOTIVATIONS IN CREATING A SOCIAL BUSINESS

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SUMMARY

Social businesses do not yet have a regulatory framework in Brazil, but, in a context characterized by the inversion of values and great social inequalities, they are gaining more and more visibility for having as main objective the social impact through a financially sustainable model. In order to understand what are the motivations for creating a business where the main objective is to create social value, an exploratory qualitative research was carried out with in-depth interviews with specialists in the field of social entrepreneurship and with social entrepreneurs. The results reveal that there are four main motivations for creating a social business: (1) non-conformity and disenchantment with the country's reality; (2) the desire to make a difference in society, contribute to a more just and humane place and be part of the solution; (3) personal satisfaction and self-fulfillment and (4) passion. In summary, this study seeks to inspire and serve as a reference for those who identify with these social entrepreneurs, attracting more people to this new area of the economy, so that the social business ecosystem is strengthened and consolidated.

Key words: Social Entrepreneurship; Social Business; Social Impact, Motivation.

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1. INTRODUCTION

Social inclusion has been a major challenge for the development of countries around the world. The productive sectors are, in the great majority, destined to supply products and services to the more affluent social strata, with the objective of maximizing profits regardless of the means used, so that the consequence of this process is, often, unemployment and concentration income. According to Yunus (2008), 94% of the wealth generated in the world is concentrated in 40% of the world population, while 60% of the world population lives with the remaining 6%, corroborating the idea that the current capitalist system depends on inequality, misery and environmental degradation to exist.

Furthermore, the technological development towards which contemporary capitalist society is heading is essentially guided by the logic of profitability, to the detriment of utility, that is, it seeks what is interesting in terms of the market, regardless of society's well-being, demonstrating that capitalism has become an end in itself. In parallel with this intensification of socioeconomic inequalities and capital concentration, there is a growing criticism of public policies, which are considered inefficient and ineffective.

On the other hand, it is clear that the number of third sector organizations⁴ or non-profit sector has been growing, as well as the participation of companies in the social sphere; however, despite having a social objective, none of the models seems to be able to effectively solve the various current social problems due to financial, human and structural limitations. Traditional resources from government, private investment and donations have been insufficient to finance innovative and scalable solutions to such problems. Therefore, it seems necessary to create business models⁵ able to support themselves to solve society's problems.

Thus, the concept of Social Entrepreneurship emerges, which uses the capitalist system as an instrument of social inclusion, redirecting the profit paradigm as an end to a means capable of providing greater benefits to the less privileged and making the company an agent of social transformation (YUNUS, 2008). Social Entrepreneurship encompasses several branches - Foundations, Cooperatives, Non-profit organizations with commercial activities, Social Business - that aim to transform society through initiatives with the potential to serve

⁴The term third sector is heir to an Anglo-Saxon tradition, particularly steeped in the idea of philanthropy. This approach identifies the third sector to the universe of non-profit organizations (FRANCE FILHO, 2002).

⁵ A business model describes the logic of creating, capturing and delivering value on the part of an organization (OSTERWALDER and PIGNEUR, 2002).

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thousands of low-income people. In this article, the organizational format of Social Entrepreneurship analyzed is Social Business.

Social business is a recent format of a company in Brazil that is based on capitalism, offering quality products and services, but with the main objective of solving a social problem that the State cannot solve (INEI, 2013). It is also known as sector 2.5, as it does not fit as a second sector - private initiative - nor as a third - non-profit organizations.

According to Furlan (2015), it is estimated that there are 22 thousand social enterprises in operation in Brazil today, which are mostly concentrated in the Southeast and South regions. There is an estimated growth for the sector of at least 15 % per year in Brazil. According to INEI - National Institute of Entrepreneurship and Innovation -, a research carried out in 2013 jointly by Banco JP Morgan, Artemísia, Endeavor, Virtuouse, Social Enterprise UK and Giin (Global ImpactInvest Network), estimated that there were about R \$ 250 million available for investment in this segment in the country (INEI, 2013).

Internationally, the bank JP Morgan conducted a survey in 2012 with 99 investors to make a similar estimate. The result showed that, in 2013, the funds could inject up to US \$ 9 billion, or R \$ 18.1 billion, in impact initiatives, 12.5% more than in the previous year. In the same survey, it was found that the areas in which they planned to place resources, where, in developing markets, such as Brazil, 47% cited education as a possible area, second only to food and agriculture (63%), financial services and microfinance (59%) and health (51%)

Currently, the body of scientific knowledge about Social Entrepreneurship is mostly concentrated in theoretical discussions about the conceptualization and delimitation of the phenomenon - which is still very broad and the subject of divergence. In addition, there is also research on the characteristics of social entrepreneurs and there are several studies that seek to compare Social Entrepreneurship, Corporate Social Responsibility and Private Entrepreneurship. Therefore, it appears that studies related to the motivations of the social entrepreneur are still little explored, with a gap in the understanding regarding the reasons that lead a person to become a social entrepreneur.

In this way, this research aims to understand how a citizen becomes an agent of social change in his community, from the understanding of the context in which he is inserted, identifying his motivations and how they contribute to the creation of the idea of business. Thus, the research problem comes down to the question: what are the motivations of the entrepreneur in the creation of a social business?

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Such research is justified since social entrepreneurs can be seen as a source of inspiration, proponents of changes and references for better futures, so that understanding these aspects will contribute to more and more people engaging in this new sector of the economy and the transformation change from utopia to reality.

This article is structured in the following way: in this introduction, a contextualization of the theme and exposure of the problem and the research objective was carried out. Following, is displayed the theoretical framework on Social Entrepreneurship and Social Business, in which its origin and concepts are discussed; a discussion on Motivation is also presented, highlighting its main aspects in the context of the entrepreneur. Once the theoretical review was consolidated, the methodology comprises the third topic, in which the trajectory of data collection, collection and treatment is described. Afterwards, the research results and final considerations are presented in order to provoke reflections on the reality of social business in Brazil and the relationship between the growth of this new sector and the current scenario in the country.

2. SOCIAL ENTREPRENEURSHIP AND MOTIVATION

Social entrepreneurship is a broad term that includes both business initiatives and other organizations whose main objective is to maximize social value and which do not necessarily base their operation on generating their own income. According to Sousa et al. (2011, p. 25), it is a multidimensional phenomenon under development, which seeks to integrate the economic, social, cultural, ecological and political dimensions, in order to promote quality of life, social transformation and sustainable development. Social entrepreneurship has received more attention from the academic and market areas because it is a new form of business, which can be placed somewhere between a for-profit organization and a non-profit organization,

For Dees (2001, p. 1), "many organizations in the social sector are often seen as inefficient, ineffective and unresponsive to problems". In this scenario, he points out social entrepreneurs as capable of developing new management models, as he believes that they have different characteristics. Roberts and Woods (2005) reinforce the importance of understanding that social entrepreneurship is not the same as charity or benevolent actions, since social entrepreneurs are business people and are not necessarily against profit.

When it comes to the development of Social Entrepreneurship in the world, there are three different perspectives identified in the literature on the origin and concept of this

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phenomenon, being (1) the European perspective, with roots in the social economy (associations, cooperatives), focused on performance public functions by civil society organizations; (2) the North American perspective, which advocates the performance of private organizations with market logic dedicated to solving social problems and; (3) the perspective of developing countries, which emphasizes initiatives that use market mechanisms to reduce poverty and provide a transformation in the living conditions of people marginalized or excluded from society (COMINI, 2011).

Mair and Marti (2004, p. 3) understand that social entrepreneurship is the innovative use of resources to explore opportunities and meet social needs in a sustainable way. With regard to the concepts disseminated in Brazil, one of the most referenced authors on the subject in question, Melo Neto and Froes (2002, p.6) understand that social entrepreneurship differs from business entrepreneurship in [...] producing goods and services [...] to solve social problems and [...] for being directed not only to the market, but to population segments at social risk ”, in other words, the objective is no longer purely business, but the social business, involving the partnership between different actors, such as community, government, private sector and civil society.

To contribute to social development, social entrepreneurs use new business models or organizational structures and may have strategic alliances with corporations, NGOs and governments to achieve their goals (RAUFFLET, BERRANGER AND AGUILAR-PLATAS, 2009). Abu-Saifan (2012) proposes two models of social enterprises: (1) non-profit organizations with a strategy of earning revenue, which may be the sale of a product or service to partner institutions or the public, where the generated revenues are used strictly to deliver social value and (2) for-profit social endeavors, where a product or service is provided to solve a society problem, while seeking to maintain a profitable operation.

Figure 1: Models of Social Enterprises

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Source: Adapted from Abu-Saifan (2012).

In summary, it is possible to define social entrepreneurship as the process of: (1) creating social value through innovative solutions to social problems, without the assistanceist bias, (2) using market mechanisms in the development of these solutions, (3) extracting or not profits, (4) be financially sustainable and (5) solve problems in a sustainable and definitive way, with a solution that can be applied over time, and not a punctual action.

One of the organizational formats of social entrepreneurship is the social business. According to Rosolen, Tiscoski and Comini (2014), the development of social businesses resulted, among other factors, from the merger of the economic and social dimensions, which, until then, were considered in isolation by organizations. The initiatives that operate in the market logic, but with the objective of generating social value are called social companies, social businesses or inclusive businesses.

The term social enterprise was introduced in the United States when non-governmental organizations began to expand their commercial activities due to the cut in state funding, which started in the late 1970s (KERLIN, 2006). Rosolen, Tiscoski and Comini (2014, p. 89) verify that, despite the accentuated diffusion of social entrepreneurship in developing countries, “the term social enterprise has not acquired much acceptance in regions such as Latin America and Asia, [...] new nomenclatures are emerging, such as social businesses and inclusive businesses”.

The term social business was disseminated by Muhammed Yunus, the social entrepreneur who founded Grameen Bank and the 2006 Nobel Peace Prize (ROSOLEN; TISCOSKI; COMINI, 2014). The approach proposed by Yunus, Moingeon and Lehmann Ortega (2010) differs with respect to the distribution of dividends, as the authors argue that

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the social business should not distribute dividends, although the owner of the social business has the right to recover his initial investment, as the main purpose is to serve society and improve the living conditions of low-income populations.

According to Artemísia (2015), social businesses are those capable of transforming Brazil through profitable businesses and which have the potential to serve thousands of low-income people, having the following characteristics: (1) focus on low income; (2) intentionality, having an explicit mission to cause social impact with ethical and responsible principles; (3) potential for scale, with the possibility of expanding its reach by expanding the business (4) profitability based on a robust model that does not depend on donations or subsidies; (5) social impact related to the main activity, so that the product offered directly generates social impact.

Artemísia's concept of social business (2015) will be adopted in this article. This definition differs from the proposition of Yunus, Moingeon and Lehmann Ortega (2010) in terms of dividend distribution, as the organization understands that a social business may or may not distribute dividends to shareholders. The use of this concept stems from the fact that Brazil is a country with numerous social problems and is not familiar with the practice of a business focused on social progress, which already constitutes a barrier to the prosperity of this new sector. The possibility of making the dividend distribution aspect more flexible helps to minimize barriers to entry.

Dees (1998) understands that social businesses arise due to some aspects: (1) the belief that competition and profit contribute to efficiency and innovation; (2) the promotion of social welfare effectively, without causing dependence on the beneficiaries; (3) the search for more sustainable financing sources, ensuring greater security for the operation; (4) the fact that institutions that allocate resources to non-profit organizations prefer companies with more commercial approaches; and (5) the strengthening of market-oriented competitors, both traditional and non-profit companies.

Indian economist Amartya Sen, Nobel Prize winner in 1998, stated that “the real development consists in eliminating the deprivations that limit the opportunities for people to exercise their status as an agent” (SEN, 2000, p. 10). Thus, it is important to expand opportunities for individuals, instead of maintaining the care vision that keeps the individual dependent on the benefit. In other words, the social business shows a different view in relation to poverty, especially in developing countries, in which the assistance approach, which sees only in charity as a way to alleviate poverty, has always prevailed.

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Finally, in order for social business to run in Brazil to be consolidated as a relevant economic segment, Kiyama (2013) points out the need for a partnership between large companies and entrepreneurs, as this collaboration will allow the strengthening of this type of business, since financial and objective resources will be more easily interconnected. Considering the diversity of authors dealing with the theme, Table 1 presents the definitions adopted in this work.

Table 1: Summary of the concepts of Entrepreneurship and Social Business.

CONCEPT	DEFINITION
SOCIAL ENTREPRENEURSHIP	<ul style="list-style-type: none">• Developing phenomenon, with a multidimensional purpose - economic, social, cultural, ecological and political dimensions - that promotes quality of life, human development and signals responses to the needs of social transformation and sustainable development (SOUSA et al., 2011, p. 25).• Process of (1) finding innovative solutions to social problems, (2) extracting profits or not, (3) being financially sustainable and (4) solving problems in a sustainable and definitive manner.
SOCIAL BUSINESS	<ul style="list-style-type: none">• Capable of transforming Brazil through profitable businesses that have the potential to serve thousands of low-income people. They have: (1) focus on low income; (2) an explicit mission to cause social impact; (3) scale potential; (4) profitability: it does not depend on donations or subsidies; (5) social impact related to the main activity (ARTEMÍSIA, 2015).

Source: Prepared by the authors.

2.1 Motivation

The different types of entrepreneurs "differ in motivation and purpose, as the social entrepreneur seeks to meet social needs while conventional ones seek to meet financial needs" (ROBERTS; WOODS, 2005, p. 50). In other words, for individuals to move towards the performance of a certain action, it is necessary that they have some reason, which differ from person to person due to the different contexts in which they are inserted.

According to Bergamini (1990), the fact that individuals have different interests explains why people do not do the same things for the same reasons. Within this diversity is the source of understanding about the phenomenon of motivation. Motivation can be understood as a consequence of unmet needs (ARCHER, 1990). In addition, motives are responsible for boosting and maintaining the behavior of individuals, that is, motivation is a force that leads to action and originates in a need (GIL, 2001)

With regard to entrepreneurship, there are three main aspects: direction, intensity and persistence of a behavior (LOCKE, 2000). The direction aspect refers to the choice of a specific action, that of intensity is linked to the effort spent in carrying out a task and

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persistence refers to the engagement in a certain type of behavior over time (SPECTOR, 2002).

In order to understand the motivations in entrepreneurship, there are two theories capable of elucidating such behaviors: the content theory and the process theory (BRAGA, 2013). Content theory focuses on understanding what moves individuals or the “why” of a given action (BEARDWELL et al., 2003), making it possible to understand what leads individuals to create their own business. The process motivation theory “explains how behavior is initiated, directed, sustained and interrupted” (SEGAL et al., 2005, p. 4), allowing to identify, in the entrepreneurial process, what are the barriers, expectations and influences.

Business entrepreneurs and social entrepreneurs have some common motivations, such as, for example, not having a professional routine, the need for self-realization and independence, as well as an increase in the quality of life. In contrast, the entrepreneur seeks profit and the social entrepreneur seeks to develop strategies that generate positive social and environmental returns (MENDES, 2014). “Social entrepreneurs are persistent and have the ability to inspire others to work with them [...] and feel responsible for the chosen cause or mission” (BARENSEN and GARDNER, 2004, p. 45). This deep feeling of responsibility and commitment is related to the strong convictions of the social entrepreneur, which makes it difficult to give up on projects.

When it comes to the context and the experiences that contributed to these entrepreneurs working in the social area, Barendsen and Gardner (2004) believe that some social entrepreneurs may have lived traumatic experiences, such as the suicide of a family member, or very transformative experiences, such as living in a foreign country.

These individuals use these traumatic or transformative experiences as a way of growth and differ in their beliefs, context and personal trajectory (BARENSEN and GARDNER, 2004). Johnson (2003, p. 4) believes that they develop their work "with a strong sense of social justice [...] and see profitable activities as a means and not as an end to achieve their goals".

Table 2: Summary of the main concepts about Motivation.

CONCEPT	DEFINITION
MOTIVATION (General definition and focused on the entrepreneur)	<ul style="list-style-type: none">• Result of unmet needs (ARCHER, 1990) and responsible for boosting and maintaining the behavior of individuals (GIL, 2001).• With regard to entrepreneurship, there are three main aspects of motivation: direction, intensity and persistence of behavior (LOCKE, 2000). The direction refers to the choice of a specific action, that of intensity is linked to the effort spent in carrying out a task and

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	persistence refers to the engagement in a certain type of behavior over time (SPECTOR, 2002).
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Source: Prepared by the authors.

3. METHOD

The research carried out was exploratory of a qualitative character, which aims to search in a situation or in a problem, with the aim of offering greater understanding and information about these (MALHOTRA, 2010). The exploratory approach aims to obtain data on particular aspects of human and social reality and, for that, seeks to understand the experiences, values and desires (NIQUE and LADEIRA, 2014).

Data collection was carried out in two stages: (1) five in-depth interviews with experts in the field of social entrepreneurship and (2) three in-depth interviews with social entrepreneurs who founded social businesses. The interviews took place in April and May 2016 in Porto Alegre, in person and via skype, with an average of one hour in duration. For the selection of specialists, actors from different contexts (academics - researchers and teachers of social entrepreneurship, professionals from organizations promoting social entrepreneurship and social entrepreneurs with time in the market) were sought, being the first ones based on a research with data secondary and the others by indication, using the “snowball” strategy, as shown in Table 3.

Table 3: Social Entrepreneurship Experts interviewed

Expert Name	Area in which it operates
Ana Lúcia Santana	UFPR Social Business Project Coordinator
Rubielson Medeiros	Involved with social entrepreneurship initiatives
Ana Lúcia D'Amico	Social Responsibility Coordinator ESPM RS
Renan Costa Rego	Artemisia's Acceleration Manager
Isabela Ribeiro	Social Entrepreneur with the social business Saladorama

Source: Prepared by the authors.

Based on the experts' indication, a ranking of the most cited entrepreneurs was prepared and the first three were invited to participate in the study, which are presented in table 4. In the event of a tie, the following aspects were taken into account, in order of relevance: 1) to be really a social business (focus on solving a social problem and being financially sustainable); 2) have between two (2) and three (3) years of foundation; 3) be located in Porto Alegre.

In the second stage, the interview sought to obtain information about the social entrepreneur and his context - covering his motivations and how the idea of the created social

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business came about, in addition to understanding what challenges were faced in the development of his social business and how they were overcome and, finally, seek to identify the potential impact of the business.

Table 4: Interviewed Social Entrepreneurs

Social Business	Founded in	Occupation area
Convex	2013	Education
Hummingbird	2013	Sustainable Fashion
Return Project	2014	Purpose Marketing

Source: Prepared by the authors.

For the purposes of analysis in this investigation, the technique of content analysis, of the thematic analysis type, was used, according to Bardin (1995). Thematic analysis is one of the techniques of content analysis in which one seeks to interpret the meanings. For that, categories of communication fragmentation are organized (BARDIN, 1995), according to classification criteria. In this way, the interviews were transcribed and analyzed considering the motivation to start a social business as the main category of analysis.

The data collected from in-depth interviews with social entrepreneurs were compared with the data collected from experts and the literature, taking into account a large category of analysis: the motivations of social entrepreneurs, in which we sought to understand the relationship between the context of the social entrepreneur with the motivation and the choice of the area in which the social business operates, in addition to the relationship between the motivations and the choice of the area in which the social business operates.

4. RESULTS

According to the five experts interviewed, there are four main reasons that can lead to the creation of a social business. All the motivations identified are closely related, so that one does not exclude the other, and the social entrepreneur may have a set of these motivations, which influenced the decision to create a business aimed at positively impacting society and contributing to its development. Table 5 presents the four motivations, cited by the experts, for creating a social business.

Table 5: Motivations to create a social business according to the experts.

Non-conformity and disenchantment with the country's reality;
The desire to make a difference in society, contribute to a more just and humane place and be part of the solution;
Personal satisfaction and self-realization;
Passion.

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Source: Prepared by the authors.

According to the three social entrepreneurs interviewed, the motivations for creating their social businesses are exactly the same as those exposed by the specialists, making it possible to find a common denominator on this topic. From the content of the interviews of social entrepreneurs, it is identified how these motivations are linked to their daily lives, as shown in Table 6.

Table 6: Motivations to create a social business according to the entrepreneurs.

Non-conformity and disenchantment with the reality of the country: what bothers most in this scenario is the fact that most people are indifferent to this reality full of social inequality.
The desire to make a difference in society, contribute to a more just and humane place and be part of the solution: In the speech of the three interviewed social entrepreneurs, there is always the desire to bring about a social transformation and to improve the world.
Personal satisfaction and Self-realization: Throughout the development of the social business, entrepreneurs begin to receive feedback from beneficiaries on how that initiative is contributing to the improvement of their lives. Thus, identifying that they are actually contributing to making someone's life better is the great fuel to continue on this journey, which is both challenging and rewarding.

Source: Prepared by the authors.

The passion factor, brought by the specialists, although not mentioned explicitly by the social entrepreneurs, can be considered as a consequence of the development of the social business. This is because, often, in the initial moment of creation of the social business, entrepreneurs are discovering how to carry it out, they are confused because everything is very new and, after the greater consolidation of the business model and, from the moment when some results started to appear, inevitably the passion and sparkle in the eyes end up coming together.

As previously presented, the literature on motivations in social entrepreneurship is still quite incipient, even because social entrepreneurship is a relatively new research topic. However, among existing studies, Mendes (2014) and Germak and Robinson (2012) identified some motivations for creating a social business, as shown in Table 7.

Table 7: Motivations to create a social business according to the literature.

Not having a professional routine
Need for self-realization and independence
Increased quality of life
Generate positive social and environmental returns / Desire to help society
Proximity to the social problem

Source: Prepared by the authors.

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From the comparison between the literature and the conclusions of the interviews with social entrepreneurs and specialists, it was found that not all motivations identified in the research are in accordance with the literature (MENDES, 2014). The fact of not having a professional routine and increasing the quality of life was not, at any time, pointed out by the interviewees, which does not corroborate the authors. In addition, the proximity to the social problem also did not emerge as a motivation for the social entrepreneurs in this study, but it can be considered a motivational factor in this process, as there are examples of social entrepreneurs who identified the problems because they are inserted in this context.

In summary, after comparing the data collected in the in-depth interviews with specialists and social entrepreneurs, in addition to the information already existing in the literature, the results demonstrate that the main motivations for creating a social business refer to non-conformity and disenchantment with the reality of the parents; the desire to make a difference in society, contribute to a more just and humane place and be part of the solution; personal satisfaction and self-realization and passion.

Regarding the theories of motivation applied to entrepreneurship, there are the theories of content and process. First, the theories of content or needs, according to Beardwellet al. (2003), focus on why a particular action is taken, that is, in this study it is linked to what leads individuals to create their own business. Within content theory, there are three main theories: Maslow's hierarchy of needs (1975), McClelland's theory (1961) and Push / Pull theory (DANN, 1977; CROMPTON, 1979) . The passion factor, although it appears in the literature so far, also fits here.

In Maslow's theory, needs are determinants of the individual's motivation, which he classifies in a hierarchy that starts from the most basic to the most complex, being: physiological, security, social, esteem and self-realization needs. In the interviews, it was identified that personal satisfaction and self-realization are motivations to create a social business, fitting in the highest level of need in Maslow's hierarchy.

McClelland's theory understands that entrepreneurs have in common a high need for self-realization (SEGAL et al., 2005) and, consequently, tend to dedicate themselves to more challenging activities that involve greater persistence (SHANE et al., 2003) . Corroborating this theory, the social entrepreneurs interviewed demonstrated that self-realization is a motivational factor in the process of creating the social business.

In the push / pull theory, the push factor is characterized by external or personal factors, such as divorce or job dissatisfaction, and has a negative connotation (KIRKWOOD;

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WALTON, 2010) and the pull factors are those that “attract” a person to starting a business in search of autonomy and self-realization (KIRKWOOD; WALTON, 2010). In comparison to the results obtained in the research, the motivations for creating a social business are more focused on pull factors, where individuals opted for entrepreneurship out of opportunity and not out of necessity.

Still within the group of content theories, the passion factor in literature is related to “an 'egoistic' passion for work and for serving society, [...] where people like what they do and are happy to build something new and make it profitable ”(SHANE et al., 2003, p. 13-14). According to Baum, Locke and Smith (2001), it is already possible to see that passion directly impacts the growth of the company. This type of motivation was mentioned by specialists in the field of social entrepreneurship and, although it is not explicit in the speech of social entrepreneurs, after a certain period of existence of the social business, it is perceived that it is present, contributing to the maintenance of actions.

Secondly, theories of process or cognitive are presented, which, according to Segalet al. (2005), seek to explain how a behavior is initiated, directed, sustained and interrupted. In this research, no motivations were identified according to the theory of process, as all mentioned in the interviews are linked to the reason for the action itself and not to how. In addition, the genuine and intrinsic desire to contribute to social transformation indicates that social entrepreneurs were not so concerned with the more rational part, that is, in understanding whether they would be able to develop such activities - so much so that two of the three social entrepreneurs act in different areas of their training - and whether the efforts spent would be rewarded.

Finally, we sought to understand the relationship between three aspects: context of the social entrepreneur, motivation to create a social business and area of action of the social business. The main results indicate that the experiences, family influences, training, among other particularities in the context of the social entrepreneurs interviewed influenced the motivation to create a social business. This relationship is also presented by the authors Barendsen and Gardner (2004), who report that when it comes to the context and lived experiences that contributed to these entrepreneurs working in the social area, they may have had some traumatic experience, such as the suicide of a family member or parental divorce. In the case of those who have not had a traumatic experience, they may have had a very transformative experience, as the experience in a foreign country that generated a new perspective, the fight against depression, alcohol or the use of drugs and the participation in

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work developed with problematic young people. Thus, they use these impactful experiences as a way of growth and differ by their beliefs, context and personal trajectory.

Regarding the relationship between the context in which social entrepreneurs are inserted and the choice of the area in which the social business operates, it is possible to infer that there is a relationship between these aspects, in the sense that the conception of the idea of which problem the social business seek to solve may arise from the experiences of the social entrepreneur, however, this is not necessarily directly linked, as there are cases where motivation exists, but there is no previously conceived idea, which is the result of a collaborative and tests with the community that will benefit.

5. FINAL CONSIDERATIONS

The social business brings the idea that there is not only one type of successful business, historically characterized by one that aims at profit. It brings a broad reflection about the role of work in people's lives and the need to create a positive social impact with a business, whether that impact is focused on the lower classes, who often live in a precarious way, or is focused on the reintegration of parts of the population that are not fully inserted in society, such as visually impaired, mentally disabled, dumb, deaf, among others.

In addition, a trend has been identified for new generations to seek work that sees meaning and purpose. Possibly, in the future, companies, in general, will need to reformulate their businesses, in order to be attractive to professionals and admired by consumers.

It is still a recent reality, facing resistance and prejudice, in addition to having many obstacles in its creation and development, among which stand out (1) the creation of a profitable business model and at the same time with the objective main objective of impacting society, (2) being able to generate value through communication with stakeholders and (3) achieving a balance between the standardization of business processes and the peculiarities of the local context.

Therefore, this study aimed to analyze the motivations in the creation of a social business and how the context in which the social entrepreneur is inserted influences this process and other related aspects. The results show that the main motivations refer to non-conformity and disenchantment with the country's reality; the desire to make a difference in society, contribute to a more just and humane place and be part of the solution; personal satisfaction and self-realization and passion. It is important to note that the first two motivations listed are directly linked to the current context of Brazil, so that, in other places

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with different socioeconomic realities, possibly the motivations and the problems to be solved may vary.

Such motivations come from the context of each entrepreneur, that is, their previous experiences, their influences along the trajectory and their learnings. These experiences can encompass traumatic ones, such as the loss of a family member, as well as transformative ones, such as living in a foreign country. In addition, there is not necessarily a direct relationship between creating a social business and being close to the problem it seeks to solve, and it is possible for the social entrepreneur to have been so motivated by having access to many opportunities and wanting to give back in some way, for being part of the group of people affected by the problem.

With regard to the choice of the area of activity of the social business, it can be influenced by the context of the social entrepreneur and by its proximity to the problem, these issues not being prerequisites for the creation of the business. In the event that there is no relationship, the problems that the social business will solve are not pre-conceived in a “clear and objective” way, but are part of a process of joint construction with the beneficiaries to identify which type of solution makes the most sense to that one certain context.

It is also concluded that the generation of profit is not a primary factor for the social entrepreneur, although there is the challenge of guaranteeing the financial sustainability of the business. In this sense, motivation and its feedback, which also result from the perception of social impact that the business is causing, demonstrate to have a relevant role in the persistence of the objectives that the social business has and, associated with the fact of finding purpose, makes that, even with the barriers and difficulties, engagement and commitment remain and contribute to the success of the initiatives. It is worth mentioning that, after two years of existence, two of the three social businesses in this study still do not actually have a profit, which implies the need for social entrepreneurs to have other sources of income for sustenance.

In short, from the results of this research, we sought to bring practical and theoretical contributions. In terms of practical contributions, the identification of the main motivations in the creation of a social business is capable of inspiring and serving as a reference to those who identify with these social entrepreneurs, driving the expansion of this area of activity. In addition, the exposure, albeit brief, of some of the difficulties faced by social entrepreneurs contributes so that potential stakeholders are better prepared to start their social businesses.

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With regard to theoretical contributions, this field of knowledge is still quite incipient, so that this study contributes to expanding the literature on social business.

Regarding the limitations of this research, being of a qualitative scope, the method of data collection was to conduct in-depth interviews, which does not allow drawing generalist and representative conclusions from a statistical point of view. In addition, as it focused only on social entrepreneurs in the city of Porto Alegre, the local context and its resources can influence the results obtained.

Given the growing importance that social entrepreneurship has had, other topics also deserve further study, such as the social impact that social entrepreneurship practices have had on society and how they are measured. In addition, it would be interesting to use a larger sample of research, with a quantitative approach, on the motivations for creating a social business, allowing generalizations to be made and validating the conclusions obtained here. Finally, it is also suggested that future investigations make a comparison of the different motivations in different locations, in order to analyze the influence of the socioeconomic context on the motivation.

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