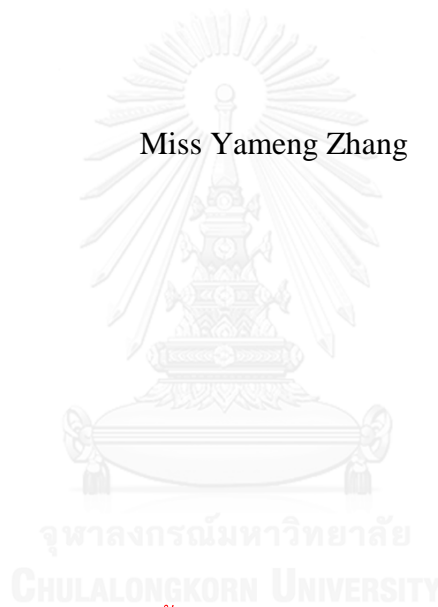


THE RISE OF SOCIAL ENTREPRENEURSHIP IN THAILAND: A STUDY OF
YOUNG THAI SOCIAL ENTREPRENEURS

Miss Yameng Zhang



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วิทยานิพนธ์ฉบับนี้มุ่งศึกษากระแสการเป็นผู้ประกอบการเพื่อสังคมที่เพิ่มสูงขึ้นในประเทศไทยโดยเน้นที่ผู้ประกอบการเพื่อสังคมชาวไทยรุ่นเยาว์เพื่อเข้าใจถึงปัจจัยที่นำพวกเขาเข้าสู่การเป็นผู้ประกอบการเพื่อสังคม และมีอิทธิพลต่อพฤติกรรมด้านการประกอบการเพื่อสังคมของพวกเขา

วิทยานิพนธ์ฉบับนี้ใช้วิธีการทำวิจัยทั้งแบบเชิงคุณภาพ และเชิงปริมาณ โดยใช้แบบสอบถาม และการสัมภาษณ์ตั้งแต่เดือนสิงหาคม พ.ศ. 2557 ถึงเดือนกุมภาพันธ์ พ.ศ. 2558 ข้อมูลได้จากเอกสารต่างๆ แบบสอบถามกลุ่มตัวอย่างจำนวน 31 ราย โดยใช้เทคนิคการสุ่มตัวอย่างแบบการอ้างอิงต่อเนื่องปากต่อปาก (Snowball Sampling Technique) และการสัมภาษณ์ผู้ประกอบการเพื่อสังคมชาวไทยรุ่นเยาว์รวมถึงบุคคลที่เกี่ยวข้องในฐานะผู้ให้ข้อมูลสำคัญ การทำวิจัยนี้ทำทั้งวิธีการเข้าพบบุคคลจริง และทำผ่านระบบออนไลน์ โดยส่งลิงค์แบบสอบถามออนไลน์ไปยังกลุ่มผู้ประกอบการเพื่อสังคมชาวไทยรุ่นเยาว์ผ่านทางอีเมลล์และระบบสื่อสังคมออนไลน์

ผลการวิจัยแสดงให้เห็นถึงข้อมูลในด้านประชากรศาสตร์ และคุณลักษณะเฉพาะของกลุ่มผู้ประกอบการเพื่อสังคมชาวไทยรุ่นเยาว์ พวกเขามีความสามารถเฉพาะตนทั้งในด้านการประกอบการ และความเข้าใจต่อคนรอบข้างอยู่ในระดับสูงซึ่งนำไปสู่ความตั้งใจในการเป็นผู้ประกอบการเพื่อสังคม อย่างไรก็ตาม บุคคลต้นแบบไม่ได้มีอิทธิพลต่อความตั้งใจนี้มากนัก ความตั้งใจที่จะเป็นผู้ประกอบการทางสังคมเกิดขึ้นตอนที่พวกเขาเป็นนักเรียนในระดับอุดมศึกษาหรือตอนที่他们是พนักงาน นอกจากนี้ ความต้องการในลำดับสูง เช่น ความต้องการความสมบูรณ์ของชีวิตเป็นแรงกระตุ้นให้พวกเขาก่อตั้งกิจการเพื่อสังคมของตนเองในที่สุด

เพื่อนๆ และ ผู้ร่วมวิชาชีพมีบทบาทสำคัญต่อกิจกรรมต่างๆ ที่เกี่ยวกับการประกอบการเพื่อสังคมของกลุ่มผู้ใหญ่ชาวไทยรุ่นเยาว์ ในขณะนี้ พวกเขากำลังจัดการกับปัญหาสังคมมากมาย เช่น เรื่องความไม่เท่าเทียมกันทางการศึกษา การเตรียมความพร้อมเพื่อการทำงาน ความยากจน ฯลฯ ซึ่งเกิดขึ้นในภาคส่วนต่างๆ โดยใช้กลยุทธ์ที่มุ่งเน้นการตอบสนองตลาดเฉพาะส่วนของกิจการเพื่อสังคมของพวกเขาเอง ผลการวิจัยยังได้แสดงให้เห็นว่าการที่กลุ่มผู้ใหญ่ชาวไทยรุ่นเยาว์ได้เผชิญ และใกล้ชิดกับปัญหาสังคมนั้นมีความสัมพันธ์อย่างใกล้ชิดกับการระบุถึงโอกาสของกิจการเพื่อสังคมของพวกเขา และแม้ว่าจะต้องเผชิญกับอุปสรรคต่างๆ มากมาย ผู้ประกอบการเพื่อสังคมชาวไทยรุ่นเยาว์ก็ยังมีคามพึงพอใจในงานอยู่ในระดับสูง ท้ายที่สุด การแข่งขันหรือการประกวดที่เกี่ยวข้องมีความสำคัญอย่างมากต่อการส่งเสริมสร้างการรับรู้เกี่ยวกับการเป็นผู้ประกอบการเพื่อสังคมในประเทศไทยต่อสาธารณชน

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YAMENG ZHANG: THE RISE OF SOCIAL ENTREPRENEURSHIP IN THAILAND: A STUDY OF YOUNG THAI SOCIAL ENTREPRENEURS. ADVISOR: SANTHAYA KITTIKOWIT, Ph.D., pp.

This thesis aims to study the rising trend of social entrepreneurship in Thailand and particularly draw attention to young Thai social entrepreneurs to understand factors that drive and influence them into the social entrepreneurship sector and their social entrepreneurial behaviors.

The thesis uses both qualitative and quantitative research methods by conducting questionnaire survey and interview from August 2014 – February 2015. The data was obtained from documents, questionnaire survey with a sample size of 31 by snowball sampling technique, and interview of young Thai social entrepreneurs and related people as key informants. The survey was conducted both in person and online. The online questionnaire links were distributed to young Thai social entrepreneurs via electronic mail and social media.

Findings of the research reveal the demographic information and featured characteristics of young Thai social entrepreneurs. They have both high levels of entrepreneurial self-efficacy and empathy self-efficacy, which lead to their social entrepreneurial intention. However, the effect of role model on their intention is not significant. Their intention to be social entrepreneurs emerged when they were college students or employees and the high level of needs such as self-actualization motivated them to finally establish their own social enterprises.

Their friends and peers play important role in young Thai adults' social entrepreneurial activities. They are dealing with various social problems such as education inequality, career preparation, poverty and so on across diverse sectors with the use of focus strategy of their social enterprises. According to the findings, the exposure and closeness to the social problem of young Thai adults have a close relationship with the identification of their social enterprises' opportunities. Furthermore, although facing many barriers, young Thai social entrepreneurs have high level of job satisfaction. Lastly, related competition or contest is very important to promote the public awareness of social entrepreneurship in Thailand.

Field of Study: Thai Studies

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Student's Signature

Advisor's Signature

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Chapter 1: Introduction

1.1 Background of the Study

Over the past several decades, Non-profit organizations (NGO) have become major players in the field of international development, both in developed and developing countries. Thanks to their contribution, many gaps have been discovered and filled. However, within recent years, the world has changed politically, economically and socially at a very fast pace. During the same period, the aid sector is undergoing major changes and many NGOs are thinking of updating or adapting the way they work. Firstly, it is because that a high dependency on only a few large donors makes NGOs financially vulnerable as well as less of a charity, changing its culture and the way NGO works. Secondly, the overall reduction in foreign aid and development funds requires a need for diversity and additions to the existing funding base (Natrup 2014). These changes make people embrace social entrepreneurship as a more effective and efficient approach to solve social problems, especially in the long run.

The term “social entrepreneurship” is used to refer to the rapidly growing number of business that trade to tackle social problems, improve communities, people’s life chances, or the environment (UK). It is an elaboration of the entrepreneurial model in the private for profit sector, adjusted to meet the needs of nonprofit organizations. Social enterprise model can be leveraged as a tool to potentially reverse the destructive impact of inequality, especially in emerging market countries.

According to Global Entrepreneurship Monitor, entrepreneurship plays a significant role in a country’s economy (Bosma et al. 2007). It bears a collection of advantages for the countries or regions such as the creation of new businesses that generate more investments in the local economy, generating new jobs, and increasing competitiveness by developing innovative working tools. This way, this phenomenon

is considered a major element in fostering the dynamics of an economy and bringing new types of competitive business (Bosma et al. 2008).

In Southeast Asia, Thailand has become a pioneering nation in the development of Social Enterprises. The 1998 Thai Constitution strongly encouraged the participation of civil society and the promotion of social initiatives (social innovation). It became a foundation on which to develop a creative economy and minimize negative impacts (direct or indirect) of traditional enterprises to society and the environment. From that point of view, many businesses with special interest in social expenses and the environment were established. These businesses were designed creatively by social entrepreneurs in order to balance the economic and social benefits (Cung et al. 2012).

As its awareness and interest started to increase in Thai society, there has been a specific group of people---Young Thai Adults emerging to become involved in this trend. They have been very active in social entrepreneurship related activities and events, both in the real world and on the Internet. Some of them established their own social enterprises becoming social entrepreneurs and have already generated social impact through their enterprises. This young generation of social entrepreneurs in Thailand is credited with the expansion of social entrepreneurship. Therefore, the need to understand the trend and factors that drive young Thai people to be social entrepreneurs is highly demanded.

1.2 Objectives of the Study

- To study the rising trend of social entrepreneurship in Thailand.
- To analyze the factors driving and influencing young Thai people into the social entrepreneurship sector.
- To answer “who, where, when, what and why” questions about social entrepreneurs.

1.3 Major Arguments and Hypothesis

- Personal characteristics of the entrepreneur (individual), competitive entry strategies (organization), push and pull factors (environment), and the actions taken by the entrepreneur to bring the enterprise into existence (process) interacted during the process of social entrepreneurship.
- Entrepreneurial self-efficacy and entrepreneurial role model, combining with empathy self-efficacy and pro-social role model may influence young Thai social entrepreneurs' intention to set up their social enterprises.
- Prior knowledge, social networks, accidental discovery, and previous life experiences are factors that contribute to the identification of opportunity that young Thai social entrepreneurs are working on.
- Motivators like financial independency and passion to serve the public play important roles in young Thai social entrepreneurs' decision to exploit opportunities.
- Throughout the process of creating the social venture, young Thai social entrepreneurs may be satisfied with their jobs, even though facing a lot of barriers.

1.4 Scope of the Study

The research target of the study is Thai nationals aged from 18-40 years old who have established their own social enterprises. The questionnaire and interview surveys are to be conducted in Bangkok, either in person or online.

1.5 Contributions of the Study

The outcomes of this study will provide a better understanding of the rising trend of social entrepreneurship in Thailand, particularly a comprehension towards young Thai adults who participate in this movement.

1.6 Organization of the Thesis

- Chapter 1 presents the background, as well as the objectives, main arguments, the scope of the study and contribution of the study.
- Chapter 2 provides a literature review of related theories of the study.
- Chapter 3 describes the research methodology.
- Chapter 4 presents the research findings drawn from the questionnaire survey and interviews.
- Chapter 5 concludes the findings in terms of the answers to the research question and the objectives of the study, discussions and recommendations.



Chapter 2: Literature Reviews

2.1 Social Entrepreneurship and Social Entrepreneur

Social enterprises in Thailand, especially the ones that are founded by young Thai adults are mostly in their startup stage which can be defined as a process beginning with the first intentions or actions of the nascent entrepreneur and ends with the first business activities of the new venture (e.g., launching a product or service) (Korunka et al. 2003). This entrepreneurial process which is the core of entrepreneurship involves activities that include the formation of entrepreneurial intent, opportunity search and discovery, the decision to exploit and the activities involved in exploitation (Shook, Priem, and McGee 2003). The most significant difference between entrepreneurs and non-entrepreneurs is that the entrepreneurs create organizations, while the latter do not. The creation of an organization is not instantaneous; it is evolutionary (Gartner 1985). In Shook and his colleagues' paper, they argue that it is a process of conceptualization and execution (Shook, Priem, and McGee 2003). In this study, they place the emphasis on the role of individual in the formation of entrepreneurial intent, opportunity search and discovery, the decision to exploit and the activities involved in such exploitation.

Social entrepreneurship is an emerging yet attracting field of study; it includes an extensive range of personal initiatives, trends and social organizational structures (Lenssen et al. 2005). This phenomenon is broadly conceptualized as a two-sided entity, which includes 'social' and 'entrepreneurial' aspects (Peredo and McLean 2006). In order to define this phenomenon, Salamzadeh and colleagues define entrepreneurship as the process of identification (or creation), evaluation and exploitation of opportunities (Shane and Venkataraman 2000). Besides, they also consider that the social aspect of the concept is very significant. Combining the views of other researchers, they believe that social entrepreneurs are change agents of a society, but their change is mainly in line with social needs and problems, not necessarily market (Salamzadeh, Salamzadeh, and Nejadi 2011).

While the term social entrepreneur in an academic sense may be new, individuals using entrepreneurial strategies to create lasting social change are not a new phenomenon. Social entrepreneurship practitioners have existed for a long time, everywhere around the world. Bill Drayton, Asohka founder, first used the term “social entrepreneurship” in the early 1980s as a term to inspire images of social change by confronting old approaches to solving social problems, such as disease, hunger and poverty (Light 2009)

Mair and Marti (Mair and Marti 2006) believe that social entrepreneurship covers a wide range of activities including: enterprising individuals, social purpose business ventures, new types of philanthropists, and non-profit organizations. It involves the innovative use and combination of resources to pursue opportunities to capitalize on social change or address a social need.

In their analysis of the various popular and academic definitions of social entrepreneurship, Brouard and Larivet (Brouard and Larivet 2010) define social entrepreneurship as, “a concept that represents a variety of activities and processes to create and sustain social value by using more entrepreneurial innovative approaches and constrained by external environment”. Social entrepreneurship stresses on the ways in which organizations can create social values that attract many scholars’ attention (Dempsey and Sanders 2010). In *The Rise of the Social Entrepreneur*, Leadbeater concludes that the UK welfare system is in need of radical reform if it is to deal effectively with the social and other demands of the late 1990s, and a major contribution to this can be made by social innovations---new, creative and imaginative community initiatives. In order to respond to this demand, individuals who can make a difference by seeing an opportunity to do good and getting on with it are required and these individuals are recognized as social entrepreneurs (Leadbeater 1997).

As for social entrepreneurs, they are defined as individuals who play the role of change agents in the social sector by, “adopting a mission to create and sustain social value; recognizing and relentlessly pursuing new opportunities to serve that mission; engaging in a process of continuous innovation, adaptation, and learning; acting boldly without being limited by resources currently in hand; and exhibiting a heightened sense of accountability to the constituents served and for the outcomes created” (Dees 1998). The closer a person gets to satisfying all these conditions, the more the person fits the portrait of a social entrepreneur. Ashoka describes social entrepreneurs as:

Individuals with innovative solutions to society’s most pressing social problems. They are ambitious and persistent, tackling major social issues and offering new ideas for wide-scale change. Rather than leaving societal needs to the government or business sectors, social entrepreneurs find what is not working and solve the problem by changing the system, spreading the solution, and persuading entire societies to move in different directions.

Social entrepreneurs often seem to be possessed by their ideas, committing their lives to changing the direction of their field. They are visionaries, but also realists, and are ultimately concerned with the practical implementation of their vision above all else.

Social entrepreneurs present user-friendly, understandable, and ethical ideas that engage widespread support in order to maximize the number of citizens that will stand up, seize their idea, and implement it. Leading social entrepreneurs are mass recruiters of local changemakers— role models proving that citizens who channel their ideas into action can do almost anything.” (Ashoka)

2.2 Social Entrepreneurial Intention

2.2.1 Entrepreneurial Self-efficacy and Entrepreneurial Intention

Evidence that personal cognitions influence the instigation, direction and persistence of behaviors is growing. Self-efficacy is an individual's cognitive estimate of his or her "capabilities to mobilize the motivation, cognitive resources, and courses of action needed to exercise control over events in their lives" (Wood and Bandura 1989). People who hold a low sense of efficacy for accomplishing a task may avoid it; those who believe they are capable should participate more eagerly. Especially when facing obstacles, individuals who feel efficacious ought to work harder and persist longer than those who doubt their capabilities (Schunk 1989). It is a useful concept for explaining human behavior since much of the research has found that it plays an influential role in determining an individual's choice, level of effort, and perseverance.

In the entrepreneurship study field, numerous researches have emerged showing that self-efficacy of entrepreneurs is one key dimension to understand entrepreneurs. For example, Krueger et al. find self-efficacy to be a good predictor of start-up intentions (Krueger, Reilly, and Carsrud 2000), Markman et al. describe self-efficacy as a key determinant of new venture growth and personal success (Markman, Balkin, and Baron 2002), and Shane et al. cite Baum's (1994) research to highlight that self-efficacy is the "single best predictor in the entire array of variables" utilized to study entrepreneurial outcomes for a group of founders in the architectural woodworking industry (Shane, Locke, and Collins 2003). Based on the previous research and their only study, Drnovšek et al. state that entrepreneurial self-efficacy involves individuals' beliefs regarding their capabilities for attaining success and controlling cognitions for successfully tackling challenging goals during the business start-up process (Drnovšek, Wincent, and Cardon 2010). Previous studies show that entrepreneurial self-efficacy involved its role in the entrepreneurial intention formation. Boyd and Vozikis (Boyd and Vozikis 1994) extend Bird's model of entrepreneurial intentions where they proposed that self-efficacy is an important mediator in determining both the strength of entrepreneurial intentions, and the likelihood that those intentions would result in entrepreneurial actions.

Summarizing the state of the field in a meta-analysis, Rauch and Frese (Rauch and Frese) demonstrate that entrepreneurial self-efficacy for starting a new business is a crucial factor in increasing the likelihood of business start-up activity. An overall finding from studies that examined direct impacts of self-efficacy on formation of entrepreneurial intentions accumulated to an observation that individuals with higher entrepreneurial self-efficacy have higher entrepreneurial intentions and are consequently more likely to believe they also have an actionable idea.

2.2.2 Entrepreneurial Intention and Entrepreneurial Role Model

Individuals can be inspired to pursue similar achievements by his or her role models. Following the same logic, those who have role models who own or run their own business may be inspired to start and run their businesses successfully. Studies have shown that between 35–70 percent of entrepreneurs have entrepreneurial role models (Scherer et al. 1989). Fayolle et al. declared that intentions of creation of businesses are stronger when the degree of self-efficacy grows because of the presence of entrepreneurial role models and when the influences come from several close relatives (Fayolle, Gailly, and Lassas-Clerc 2006).

Parental role models can also play a role in influencing children in the family to become entrepreneurs. Children of entrepreneurial mothers who perceive their role models as both positive and successful are like to imitate those role models (Schindehutte, Morris, and Brennan 2003). According to social learning theory (Bandura 1977), which emphasizes the importance of observing and modeling the behaviors, attitudes, and emotional reactions of others, individuals who perceive that an entrepreneurial parent has been successful express a greater preference for an entrepreneurial career than those who have not had his kind of role model performance effect (Schindehutte, Morris, and Brennan 2003).

In 2006, Van Auken, Fry and Stephens examined the impact of role model activities on potential entrepreneurs' desire to own business. In their study, they asked students whose role models owned businesses to rank the influence on career intentions of twenty specific activities in which role models and potential entrepreneurs might engage. The study looked at the relationship between those activities and the desire to own businesses and discussions about the business were found to be significantly related with interest in starting businesses (Auken, Fry, and Stephens 2006). However, in their quantitative study, Scott and Twomey express different views toward the influence of role models. They found that the existence of entrepreneurial role models only weakly predicts future entrepreneurial activity (Scott and Twomey 1988).

2.2.3 Pro-social Intention and Empathy Self-efficacy

For the purpose of this paper to study young Thai social entrepreneurs and social entrepreneurship in Thailand as a whole, the “social” side, besides the “entrepreneurial” side, need to be considered.

Traditionally, theories of entrepreneurship mostly focused on risk-oriented profit-seeking individuals who identify market opportunities and exploit them to earn profits. However, Wankhade argues that specifically another vast set of social entrepreneurs is not taken into enough consideration. In the article, he claims that pro-social behavior leads to social entrepreneurship. Social entrepreneurs create new organizations by changing socio-economic structure into more viable and sustainable institutional entities. The most significant impact of social entrepreneurs on the society is sustainable social benefits to less privileged sections of society and enormous “economic, psychological, and social consequences for the society as a whole” (Wankhade 2009).

Why do people donate blood, join volunteer activities, and donate money to charity, even when these behaviors sometime lead to high individual costs or discomfort? Acts like these are examples of pro-social behavior, in other words, they are acts that benefit another person or other persons (Aronson, Wilson, and Akert 2013). As stated by Hastings, Rubin and DeRose, pro-social behavior is sympathetic, helpful and considerate behavior toward other people with the intention of actively establishing and maintaining positive relationships among members of a social group (Hastings, Rubin, and DeRose 2005). Motivations behind these kinds of behaviors are different. They can be either egoistic or altruistic. Altruistic motivation considers another person's welfare as its ultimate goal. For instance, in 1981, Batson and colleagues found that people who hold a high degree of empathy are more willing to help a person who is in need regardless of whether it was easy or difficult to escape helping (Batson et al. 1981). The vicarious experience of another person's emotions, that is, the experience of some emotion because another person experiences it, has been regarded as a motivator of pro-social behavior. Either experiencing or anticipation another's distress can motivate action aimed at eliminating the distress. Anticipating another person's positive emotions can lead to behavior that will promote their welfare.

In 2009, Alessandri, Caprara, Eisenberg and Steca stated that certain people are more prone than others to perform behaviors that benefit others. For example, people who believe they can both master the emotions associated with the recognition of others' needs and establish suitable relationship and actions favorable to meet those needs (Alessandri et al. 2009). Concluding previous studies, Eklund indicates that among behaviorally oriented self-efficacy beliefs, the perceived capability to sense another person's feelings and to respond empathetically to others' distress and misfortune (empathic self-efficacy) has shown the highest correlation with prosociality and is clearly critical for promoting successful adaptation and well-being (Eklund et al. 2012). They conducted a study that tested associations among self-efficacy and pro-social behavior. As expected, they found that empathic self-efficacy had a positive association with pro-social behavior and it appears to be an important, largely overlooked antecedent to pro-social intention.

2.2.4 Pro-social Intention and Pro-social Role Model

There are extensive studies which show that modeling does influence behavior, both pro-social and other kinds. From these studies we can see that the exposure to the positive or negative example of someone, followed by the opportunity to behave pro-socially (Staub 1978). There have been many demonstrations that exposing a child to an altruistic model can enhance that child's subsequent altruistic behavior (Hartup and Coates 1967) (Grusec and Skubiski 1970) (Bryan and Walbek 1970) (Grusec 1971) (Presbie and Coiteux 1971) (Grusec 1972). In 1970s, Harris found that 10 and 11 year old children would share with the model if the model had shared with them, would donate to a charity if the model had done so, or would retain their winnings if that were the example they had witnessed. By discussing many studies related to role models' influence on people's pro-social behaviors, they concluded, "It would appear that relatively brief exposure to highly salient models could produce durable and generalizable behavior change in observers" and hence influence his or her pro-social intention when the models present pro-social behaviors (Harris and Smith 1975).

2.3 Michael Porter's Generic Strategy Theory

Business strategy is critical to business success. In order to formulate the best strategy that could help the company to gain a competitive advantage in the market, organization should perform both external and internal analysis. One of the classical strategy approaches is Porter's (Porter 2014) generic strategy framework, which consists of cost leadership, and differentiation and focus strategies. Many studies have demonstrated the usefulness of Porter's approach (Harris and Smith 1975) (Hambrick 1983) (Dess and Davis 1984).

According to Porter, a business can augment its performance either by lower cost of production or by differentiating its line of products or services from competitors; either by combining these two approaches to focus on a given segment of the market. Companies following cost leadership strategy concentrate on cost reductions in every activity of the value chain. Differentiation strategy is compromised of offering unique products and services in various forms, such as design, brand image, customer service or experience and technology. As for the focus strategy, with the aim of targeting on a niche market, a firm following this strategy develops uniquely low-cost or well-specified products for the market. The scope of the business is hence smaller for a company pursuing this strategy. Whether pursuing a cost focus or differentiation focus, the focus strategy provides a defense against competitors (Porter 2014).

2.4 Theories of Opportunity Search and Discovery

Opportunity is a core concept in the entrepreneurship field. A born-to-be entrepreneur can be extremely innovative and diligent, yet without an opportunity to target these characteristics, entrepreneurial activities cannot take place. Ardichvili, Cardozo and Ray cited Stevenson and colleagues' opinion asserting that identifying and selecting right opportunities for new business are among the most important abilities of a successful entrepreneur (Ardichvili, Cardozo, and Ray 2003). They also argue:

“The creation of successful businesses follows a successful opportunity development process. This includes recognition of an opportunity, its evaluation, and development per se. The development process is cyclical and iterative: an entrepreneur is likely to conduct evaluations several times at different stages of development; evaluation could also lead to recognition of additional opportunities or adjustments to the initial vision.

Major factors that influence this core process of opportunity recognition and development leading to business formation include:

- *Entrepreneurial alertness;*
- *Information asymmetry and prior knowledge;*
- *Social networks;*
- *Personality traits, including optimism, self-efficacy, and creativity;*
- *Type of opportunity itself.*

In spite of the emergence of opportunity research as a central topic among entrepreneurship researchers, little agreement exists about the definition and nature of opportunities. Shane and Venkataraman assert that the entrepreneurship field should be defined by the individuals and processes that lead to the discovery, evaluation, and exploitation of opportunities (Shane and Venkataraman 2000). Jeremy and colleagues separate the existing studies into two popular schools of thought—one asserting that opportunities are discovered and another contending that they are created (Alvarez and Barney 2007). Others view opportunities as products of a creative process that is more gradual, involving a synthesis of ideas over time (Dimov 2010). Whereas some definitions focus on the chance to introduce innovative goods, services, or processes (Gaglio 2004) others are primarily concerned with the role of opportunities in creating new ventures (Baron 2008).

For social entrepreneurs, Dees claims that the social mission is explicit and central and this clearly has an effect on how social entrepreneurs perceive and assess opportunities. He says, “Mission related impact becomes the central criterion, not wealth creation. Wealth is just a means to an end for social entrepreneurs,” and that “social entrepreneurs play the role of change agents in the social sector, by recognizing and relentlessly pursuing new opportunities to serve that mission: Where others see problems, entrepreneurs see opportunity.” (Dees 1998)

In recent years, social entrepreneurship has become a rising stream of entrepreneurship research and entrepreneurial opportunities in this field appear to stand up as a response to social issue such as injustice, poverty and so on. Short and Ketchen indicate that opportunities in this context are more focused on discovery than those that concentrate on creation (Short et al. 2009).

2.5 Theories of Entrepreneurial Motivations

In order to develop entrepreneurship theory, Shane and colleagues believe that motivations of people making entrepreneurial decisions must be considered. They argue that “the pursuit of entrepreneurial opportunity is an evolutionary process in which people select out at many steps along the way, decisions made after the discovery of opportunities---to positively evaluate opportunities, to pursue resources, and to design the mechanisms of exploitation.” They contend that human motivations effects these decisions, and the difference among different people in these motivations will influence who pursues entrepreneurial opportunities, who assembles resources, and how people undertake the entrepreneurial process (Shane, Locke, and Collins 2003).

In 1986, Gilad and Levine suggested the “push” and the “pull” theories to explain entrepreneurial motivation. The “push” theory proposes that negative external forces, such as job dissatisfaction, difficulties in finding employment, insufficient salary, or inflexible work schedule are the main factors that push individuals into entrepreneurship. On the other hand, the “pull” theory contends that individuals are attracted into entrepreneurial activities seeking independence, self-fulfillment, wealth, and other desirable outcomes (Gilad and Levine 1986).

Various researches (Keeble, Bryson, and Wood 1992) (Orhan and Scott 2001) indicate that individuals decide to be entrepreneurs primarily due to “pull” factors rather than “push” factors. Entrepreneurship involves human activities. The entrepreneurial process takes place because people take actions to strive for opportunities. Different people have different level of willingness and abilities to act

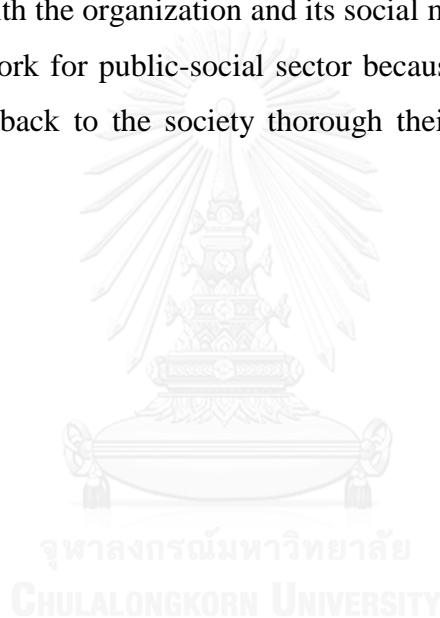
on these opportunities. Motivational differences are one of these differences and it has very important effects on the entrepreneurial process.

Many researchers have noticed that the entrepreneurial role entails independence and entrepreneurs are motivated by this eagerness to be independent. Firstly, the entrepreneur is responsible for pursuing an opportunity, which did not exist before. Second, eventually, entrepreneurs take responsibility for results, whether succeed or not succeed. Further, individuals may pursue entrepreneurial careers because they desire independence. For example, in Hirsch's study (1985), it shows that the desire for independence is one of the prime motivations for female firm founders to start a business. For many young entrepreneurs, to be financially independent is one of the key factors influencing their career selection. In Shane et al.'s study, he points out that ambition, goals, energy, and persistence are aspects that influence people's decision to become an entrepreneur. Furthermore, egoistic passion, particularly true or rational egoist passion contributes a lot to entrepreneurs' motives to pursue entrepreneurship. They love the work they do and love the process of building an organization and making it profitable (Shane, Locke, and Collins 2003).

Various researchers have developed needs theories from different dimensions as motivations of people's behaviors. David McClelland developed the acquired-needs theory. He proposed that an individual's specific needs are acquired over time and are shaped by one's life experiences. Most of these needs can be classified as achievement, affiliation, or power. A person's motivation and effectiveness in certain job functions are influenced by these three needs. Among these three needs, the need for achievement (nAch) is the highest level. People who possess this kind of need are motivated to perform their work due to a need to accomplish a significant achievement and get some kind of recognition for it. They are achievers and avoid low-risk situations because the easily attained success is not a genuine achievement (McClelland 1987) (McClelland et al. 1976). Maslow (1943) stated that people are motivated to achieve certain needs. When one need is fulfilled a person seeks to fulfill the next one, and so on. He developed a five-stage model that can be divided into basic (or deficiency) needs (e.g. physiological, safety, love, and esteem) and growth

needs (self-actualization). The highest level need is self-actualization needs-realizing personal potential, self-fulfillment, seeking personal growth and peak experiences. People with this level of need seem to be fulfilling themselves and to be doing the best that they are capable of doing. They are people who have developed or are developing to the full stature of which they are capable (Abraham Harold 1970).

As for people who work for the public-social sector, including public-social sector managers and leaders, they are always motivated in their work, although lack of financial rewards comparing to jobs in the private sector. They did so because they are highly engaged with the organization and its social mission. Some researchers find that certain people work for public-social sector because that they felt driven by the sense that they give back to the society thorough their work (Lewis, Packard, and Lewis 2012).



Chapter 3: Methodology

For this thesis, the researcher's intention is to set the goal for studying the emerging phenomenon of social entrepreneurship in Thailand, particular among young Thai people to get the first hand data about "who, where, when, what and why" they take part in this trend. Furthermore, to analyze factors that driving and influencing young Thai people's decisions into social entrepreneurship sector and experiences and feelings that they gain during the period of creating and operating their organizations.

3.1 The Research Method

This research mainly relies on qualitative methods and secondarily on quantitative approaches to study the general demographic backgrounds, motivations, level of entrepreneurial and pro-social self-efficacy of young Thai social entrepreneurs and their opinions and attitudes toward their work and social entrepreneurship in Thailand as a whole during the entire venture creation process.

3.1.1 Why use survey strategy?

In order to gain an understanding of a particular population which is Young Thai Social Entrepreneurs, the research apply survey strategy. The essence of survey method allows the researcher not only to reach its descriptive purposes but also understand the phenomena by identifying influencing factors of young Thai social entrepreneurs' entrepreneurial behaviors. In this research, survey methodology employs both questionnaires and interview approaches.

3.2 Collecting of Data

3.2.1 Preparations

In March 2014, there was a big event of social entrepreneurship in Thailand called Social Enterprise Week, which was organized by Thai Social Enterprise Office (TSEO). A lot of Thai social entrepreneurs attended this event. During this week, I had a chance to meet some key informants and related governmental employees from TSEO and other organizations. I introduced myself together with my study to them. Most of them presented the interests and willingness to join the research. However, since these social entrepreneurs were very busy during the event, I failed to take even one quick interview with any of them. Yet, personal connections with some social entrepreneurs were built. However, later on, I found that these connections did not work very well. When I tried to keep in touch with them by sending them some greeting message, only a few of them gave me feedback. I had to think of another way to build connections that are more firm and reliable. Eventually, I got the opportunity to know three key informants from whom I was able to reach to many more young Thai social entrepreneurs.

In August 2014, at a meeting, one of the participants introduced me to a social enterprise, which is set up by a team of young Thai people. The most valuable thing about this organization for me is that it is a core of Thailand's social entrepreneurs' networking. From this organization, I got the chance to get to know and meet many more Thai social entrepreneurs, some of them I had already met during the conference week. The social enterprise is newly created and is right in its infancy stage. The mission of it back then was to create a working space and community for people who really want to be social entrepreneurs in Thailand, yet now the mission of it is switching to a broader one including to offer seed funding to young and inexperienced Thai social entrepreneurs. At the workplace of that social enterprise, there are many activities and events related to social entrepreneurship which make it a perfect place to visit frequently for my study. In order to show my sincerity, support and respect to this project, I paid for a membership so that I could also observe how they worked. I also brought some Chinese featured snacks to the co-working space to share with

other social entrepreneurs with the aim of becoming familiarizing with them as soon as possible.

Aside from the founder of the social enterprise mentioned above, I happened to know another key person who plays an active and important role in social entrepreneurship field in Thailand. He is a founder of a social-oriented innovative design agency. He also introduced me to some young Thai social entrepreneurs. I first knew him from the preliminary study, and later, I occasionally read his personal story from a Chinese magazine. The magazine is famous for its focuses on Chinese youth culture and city lifestyle in China. In that issue, a report on social entrepreneurship and social innovation around several Asian countries including China, Thailand, Korea, Malaysia and so on was published. This male social entrepreneur represented Thailand. In order to build a close connection, I brought the magazine directly to his office with the assumption that he hadn't received the book from the publisher yet. Luckily, my expectation turned out to be true. It was his first read of the article, although it was all in Chinese. I helped him with translating the entire report into English so that he was able to decipher what was in the article. I also conducted a semi-structured interview with him that afternoon and from then on, we became friends and he promised to introduce other young Thai social entrepreneurs to me.

Lastly, I met the director of a non-profit institute. He is believed to be one of the most respectable pioneers among social entrepreneurs in Thailand. I had a short interview with him. I was able to get more contacts of young Thai social entrepreneurs with his help, especially those who are not based in Bangkok.

3.2.2 Interviews

At the beginning of the survey, both non-structured and semi-structured interviews were conducted to gather some basic information. The interview of the study started with the question "tell me about your project". By answering this question, the informants were able to talk causally and felt comfortable to share every detail of their projects. And then, in order to understand their motives to work for social entrepreneurship sector, the researcher asked the informants directly "what

makes you want to be a social entrepreneur?” Most of the social entrepreneurs were very pleased to share their own stories. In addition, I also carefully noticed their behaviors and reactions when joining their activities and events to make sure that what they say to me was accurate.

3.2.3 Questionnaire Design

The questionnaire survey design was based on the preliminary interviews with key informants. A pilot test was conducted on a small scale of social entrepreneurs. Integrating with the objectives and the conceptual model of the research, the questionnaire was consisted by 6 main topics and there are 32 questions in total.

No	Topics	Objectives
1	Demographic information of young Thai social entrepreneurs	To find out respondents' basic demographic information which includes age, gender, ethnicity, religion, hometown, education, family-of-origin's annual income, birth order in family, entrepreneurs among family members

No	Topics	Objectives
2	<p>Basic information about young Thai social entrepreneurs' social-oriented enterprises and their behaviors in regard to social entrepreneurships</p>	<p>To figure out how exactly young Thai social entrepreneurs conduct social entrepreneurship. Questions of this part is comprised of how and when they known the concept of social entrepreneurship, their previous work experiences, their social enterprises' missions and launching year, how they identify the social problems that their organizations are tackling with.</p>
3	<p>Young Thai social entrepreneurs' intention and motivations</p>	<p>To measure young Thai social entrepreneurs' entrepreneurial and empathy self-efficacy, to find out when they started to think of being entrepreneurs and working for social sectors, and whether they have role models who affect their intention. Moreover, open-ended questions in this part were asked to deeply understand their motivations to be social entrepreneurs.</p>

No	Topics	Objectives
4	Young Thai social entrepreneurs' beliefs/opinions/attitudes with regard to their own work and social entrepreneurship related issues in Thailand as a whole	To investigate these young people's beliefs/opinions/attitudes towards their working condition with specific focus on the context of Thai society.

Table 1: Questions Guide

3.2.4 Working Language

The working language for interviewing the young social entrepreneurs was mainly in English, yet the questionnaire survey is in Thai.

In the beginning of the research, the questionnaire was in English, because from preliminary study, it is found that most of the social entrepreneurs had rather good a education background and they could speak very good English. However, after conducting it for a while, I found that although they are good English speakers, reading all 32 questions and filling out the questionnaire totally in English took them too much time. Consequently, I translated the questionnaire into Thai. The Thai version questionnaire worked much better than the English one.

3.2.5 Sampling

Since those we might identify as social entrepreneurs in Thailand are scattered nationwide and most of them are very busy, it is rather difficult to reach them. Besides, there is no formal population statistics of Thai social entrepreneurs and no list of social enterprises exists either from government or any other organizations. All the information about young Thai social entrepreneurs is first-hand.

Under this situation, the snowball sampling method is applied to get in touch with these hard-to-reach social entrepreneurs. I started from the three key informants who were mentioned previously in 3.2.1. Based on their estimated information, the total number of population that fit into the research target is approximate 50 people. Initially, the three key informants introduced me to some young Thai social entrepreneurs. Subsequently, when communicating and interviewing with these young social entrepreneurs, they recommended me some other social entrepreneurs. However, it is impossible to get all the contacts of these young Thai social entrepreneurs. Eventually, I acquired around thirty-six social enterprises in hand, which are very likely set up by Thai nationals aged from 18-40.

Using snow-sampling technique, on one hand, it is because there is no obvious list of the population of social entrepreneurs in Thailand. On the other hand, by using this method, the overall response rate can be guaranteed, because those social entrepreneurs who were introduced to me had a close relationship with the persons who introduced them to me.

3.2.6 Distributing the questionnaire

The entire data-collecting period basically lasted from August 2014 to the beginning of February 2015. There were three main channels to make the questionnaires reach the research target. The first way is to meet the social entrepreneurs in person and let them fill out the paper questionnaire during the meeting. Second, sending out the online questionnaire link directly to the young Thai social entrepreneurs via email. Lastly, two key informants mentioned above who introduced me to many social entrepreneurs posted the online questionnaire link in two significant Facebook group page among social entrepreneurs community in Thailand. They added some persuasive words to attract young social entrepreneurs fill out the questions and it worked very well. In addition, the researcher stressed that all the information would be kept confidential and for research purposes only. Eventually, the number of valid questionnaire is thirty-one.

3.3 Data analysis

The research combines the quantitative and qualitative methods. Responses related to demographic information of young Thai social entrepreneurs and the effects of social entrepreneurial self-efficacy's level on their intention were analyzed in a quantitative manner. Responses to questions that help to understand young Thai social entrepreneurs' motivations and their beliefs, opinions, attitudes with regard to their own work and social entrepreneurship in Thailand as a whole were analyzed using a qualitative method. Qualitative data analysis's presentations are described in narrative and quotation of some young Thai social entrepreneurs.



Chapter 4: Research Findings

The purpose of this chapter is to present the findings from the survey.

4.1 Demographical information of young Thai social entrepreneurs

The study has a sampled population of 31 respondents who have established their social organizations or have launched their social projects. Based on the interview from the key informants, the total number of population that fits into the research target is estimated at around 50 people, however because of the constraints such as time and space, the researcher failed to get all the contacts of these young Thai social entrepreneurs. The average age of the sample is 31 years old. 45.2% of respondents are in the 26-30 group, 25.81% of them are 31-35 years old, 19.35% are in 36-40 age group, and the rest 9.68% are around 18-25 years old (Figure1). Male social entrepreneurs are larger in number than female ones, which is 62% versus 38% (Figure 2).

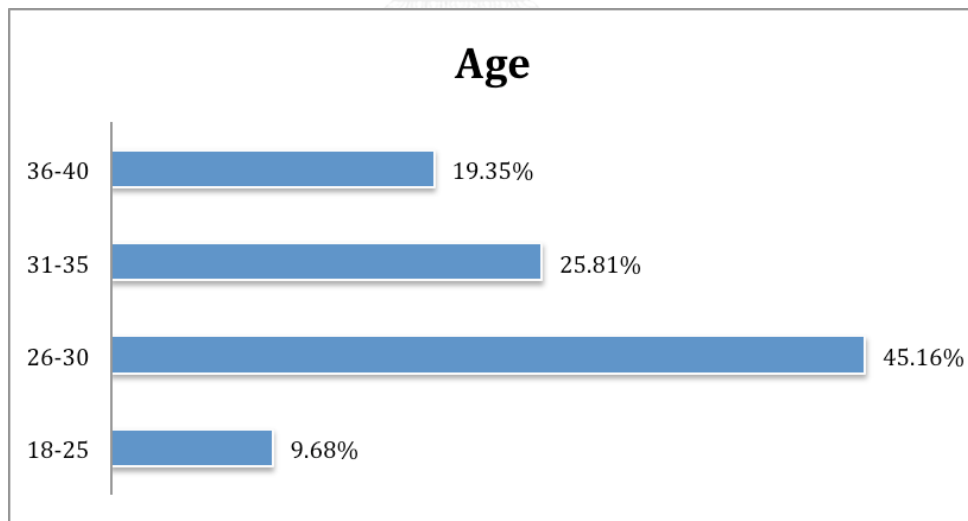


Figure 1: The age of respondents in the sample

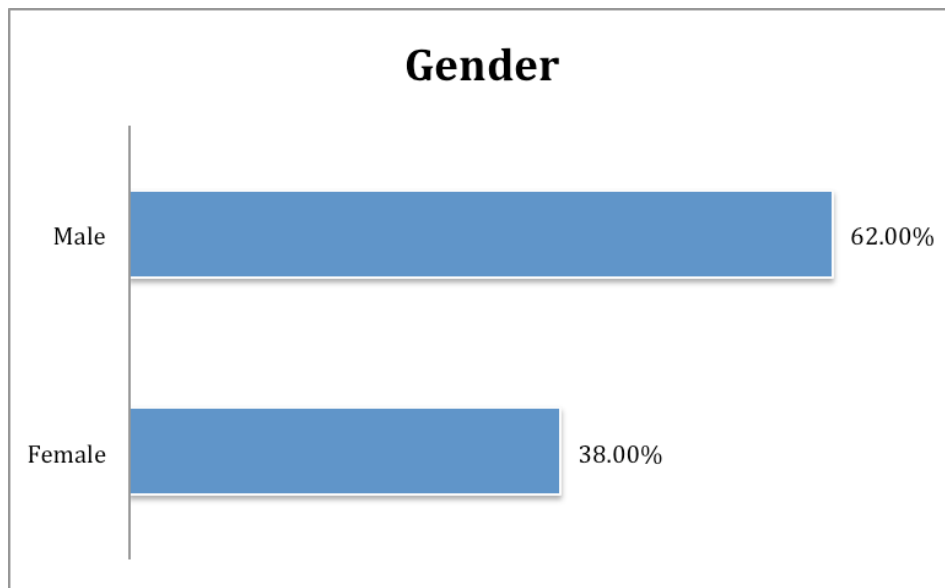


Figure 2: Gender of respondents in the sample

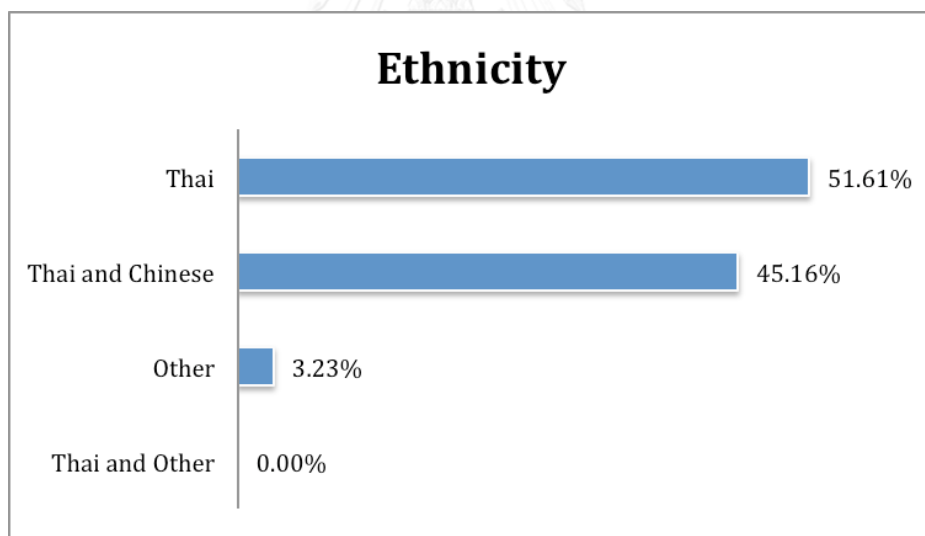


Figure 3: Ethnicity of respondents in the sample

With regards to religion, nearly 84% of respondents recognize themselves as Buddhist followed by Christian which is around 6.45% in the sample. Nearly 10% of the respondents don't have any religious affiliation (Figure 4).

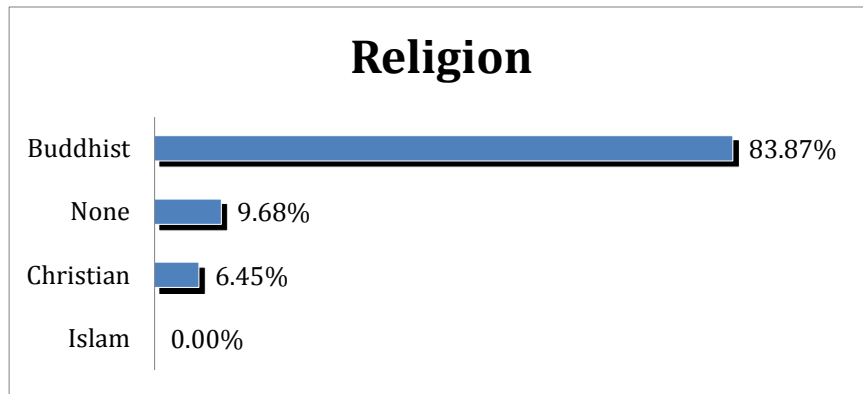


Figure 4: Religion of respondents in the sample

As for hometown of respondents, around 65% of them are Bangkokians, 16% among them come from the Northern part of Thailand. 13% are from the Central part. The rest, which is about 6% come from the Northeast. None of the young Thai social entrepreneurs in the sample are from the southern part of Thailand (Figure 5)

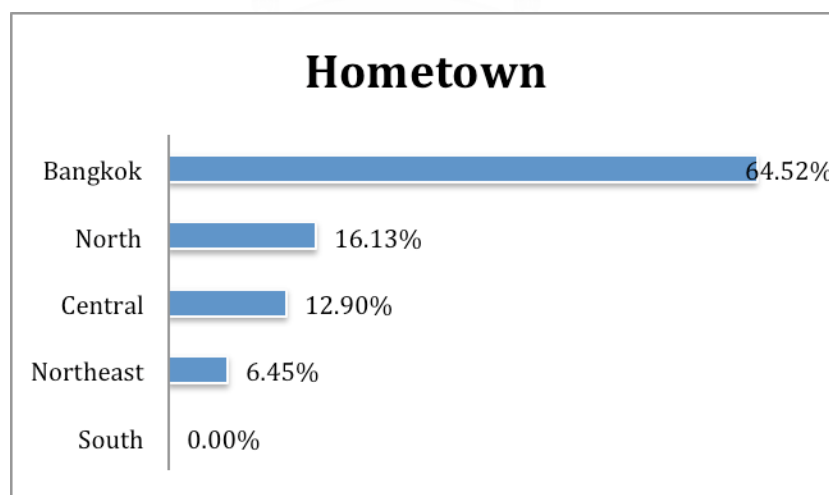


Figure 5: Hometown of respondents in the sample

In regard to family of origin's annual income, the responses distribute almost evenly, except for option of family annual income over 1,000,000Baht per year and above, which is slightly fewer than the other three answers. 25.81% of the respondents reported that their family of origin received an income of about less than 200,000Baht per year, 25.81% of them earned between 200,001-500,000Baht per year, 25.81% of their families earned between 500,001-1,000,000Baht per year and 22.58% of their families earned more than 1,000,000Baht per year (Figure 6).

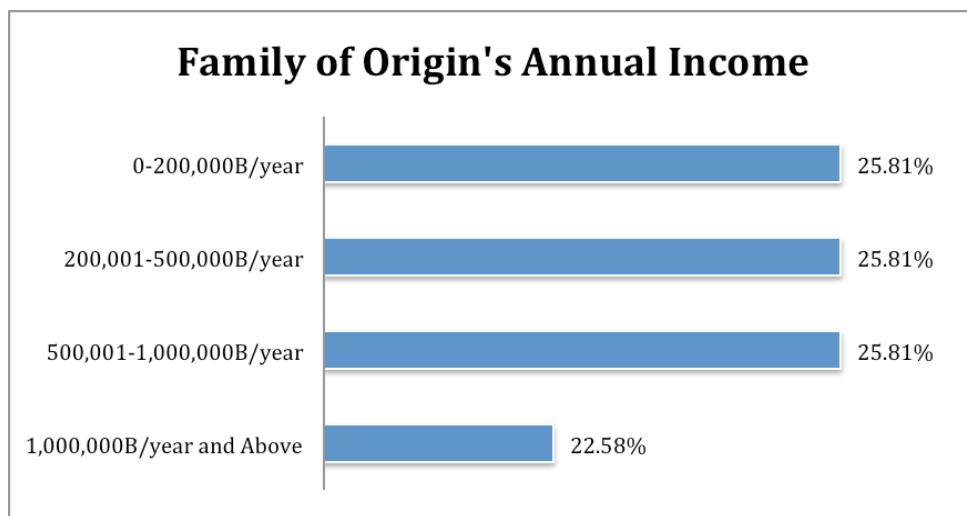


Figure 6: Family of origin's annual income of respondents in the sample

With regard to birth order in family, nearly 10% of respondents in the sample have no siblings. 36% of them are the oldest in the family and 38% are the youngest. The other 16% are the middle children in their families (Figure 7).

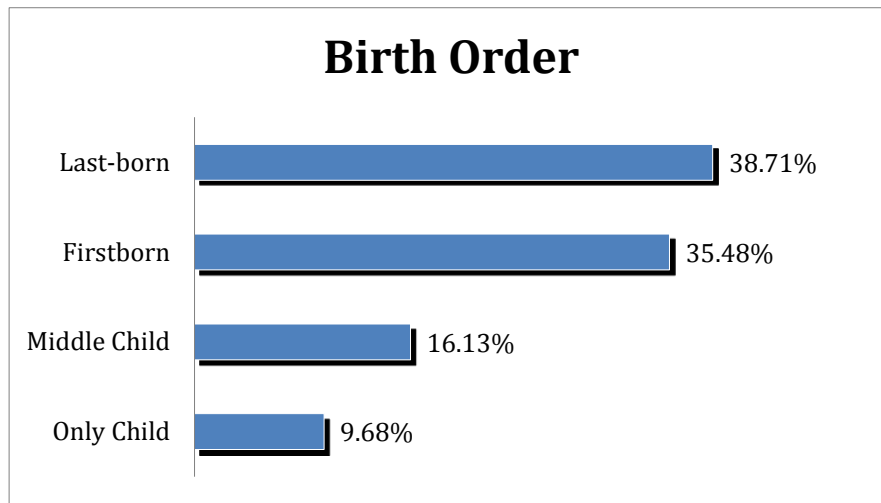


Figure 7: Birth order of respondents in the sample

When being asked whether they have family members who are entrepreneurs, 17.5% of the respondents have no parents or relatives who are entrepreneurs and among those who have entrepreneur family members, nearly 29% of them are fathers and 17.3% are mothers (Figure 8).

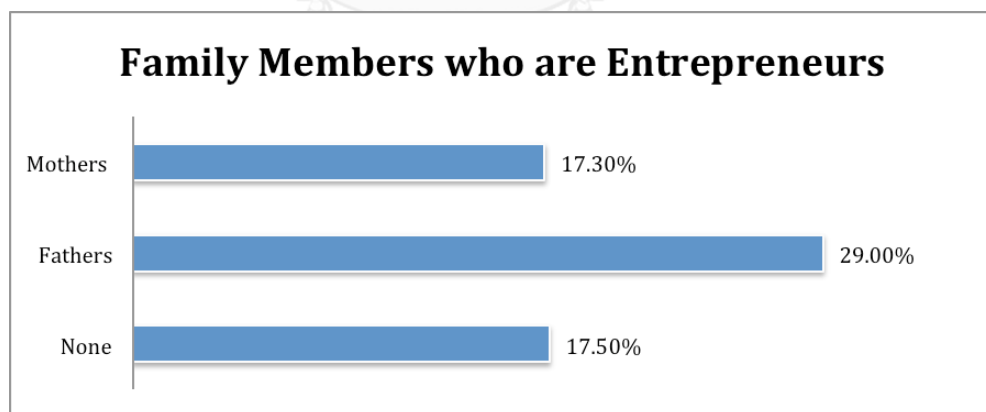


Figure 8: Family members who are entrepreneurs of respondents in the sample

In terms of the education background, all of the social entrepreneurs in the sample received Bachelor and above degree. 59% of them received Bachelor's Degree. The following group is respondents with Master's Degree, accounted for 41%. Moreover, 35% of the respondents had experiences of studying abroad (Figure 9).

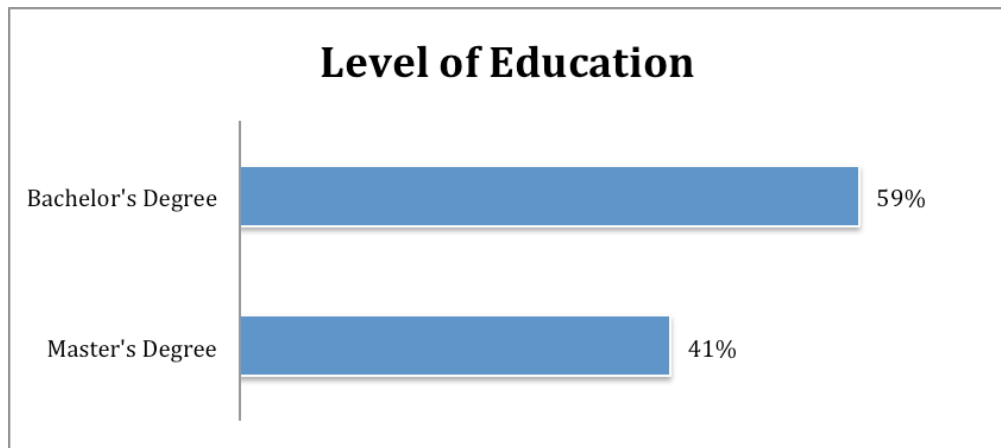


Figure 9: Level of education of respondents in the sample

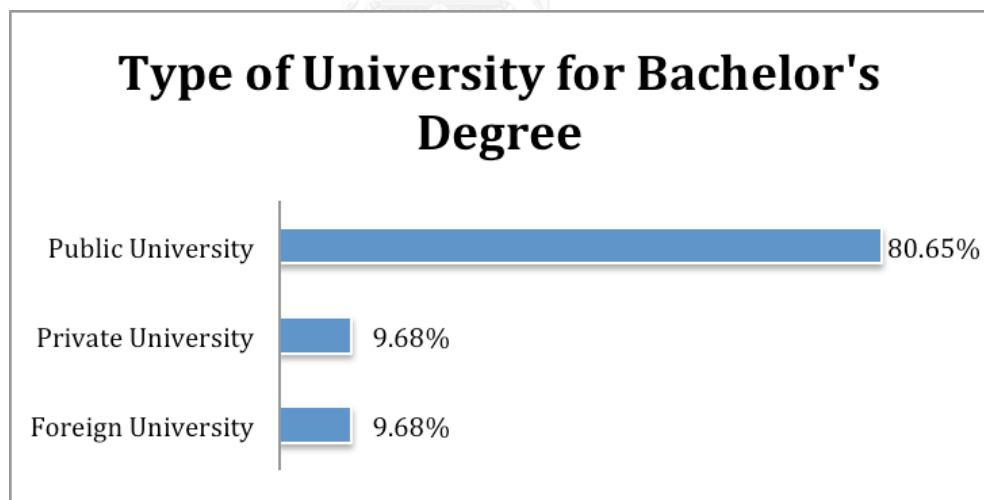


Figure 10: Type of university that respondents graduate from for Bachelor's Degree in the sample

The most attended two universities are Thammasat and Chulalongkorn University. There are 29% of the respondents graduated from Thammasat University and 16% graduated from Chulalongkorn University.

The majority of them studied Business and Economics related majors for their Bachelor's Degree. Other majors are quite diverse including education, computer science, law, sociology, environmental science and so on.

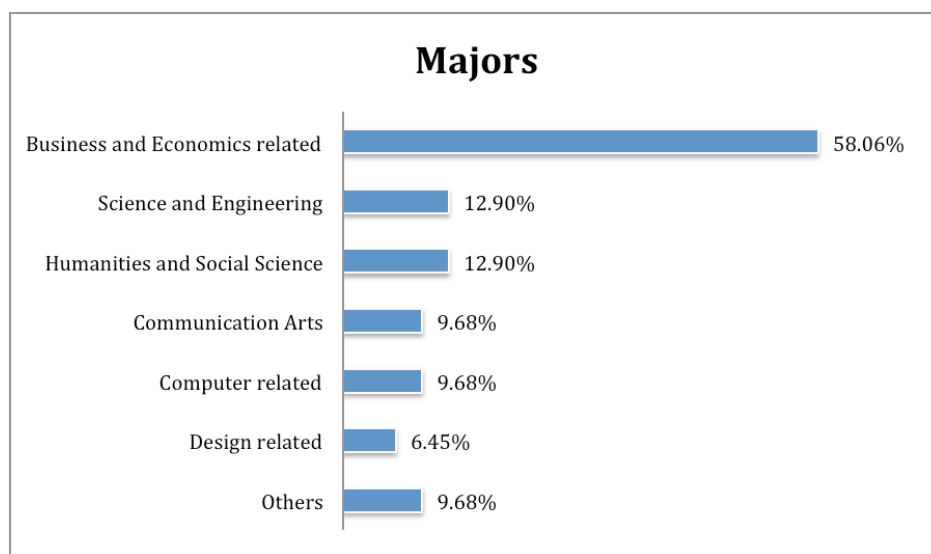


Figure 11: Bachelor's Degree Majors of respondents in the sample

4.2 Basic information about young Thai social entrepreneurs' social-oriented enterprises and their behaviors in regard to social entrepreneurship

The sectors of young Thai social entrepreneurs that are working on are quite diverse, including education, communication, agriculture and environment protection, clothing, tourism, public health and consulting services (Figure12). They are dealing with different social problems such as education inequality, career preparation, environment protection, poverty, traditional art preservation, information inequality, elderly care, and so on. In terms of business strategy, all of the social enterprises in

the sample are in their infancy stage meaning that they are rather small hence that they use focus strategy, including cost focus strategy, differentiation focus strategy and mix of both cost focus and differentiation strategy.

There are two types of social enterprises in the sample. One is that the customers of the social enterprise are also the beneficiaries of the organization at the same time. For example, one social enterprise provides low-cost quality online physics tuition to underprivileged children. The beneficiaries and the customers of this organization are the same group. In this case, the strategy used is “*cost focus strategy*”. Another type of social enterprises in the sample is that the customers and the beneficiaries are different groups of people. Examples of this case are those social enterprises help producers who have less power in the market such as farmers or traditional artists to sell their products to customers in a reasonable or even higher price with an added social value. The attached social value of their products makes this kind of social enterprises different from competitors. Customers buy this kind of product with the hope of helping society in the meantime. Therefore, this type of social enterprises normally uses differentiation focus strategy.

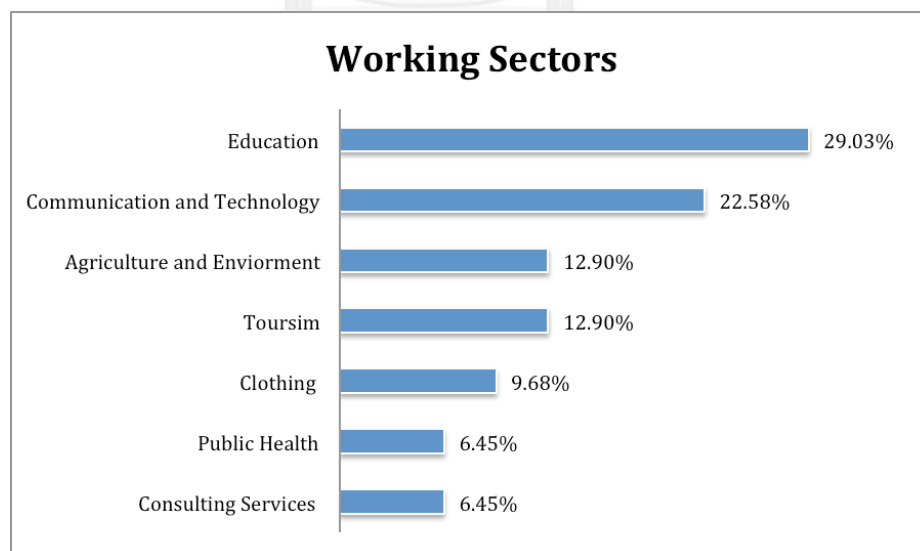


Figure 12: Sectors of respondents' social enterprises that are working on in the sample

As for the launching, year of these social projects, in the sample, the earliest project launched in 2007. There are two projects in 2007 in total, followed by 2009 and 2010, there are two social projects launched separately each year. And then in 2012, there is a remarkable increase and the number is eight. Yet, in 2013, the number decreased sharply to two. However, again in 2014, the number bounced back rapidly to twelve (Table 2).

Launching Year	Frequency
2007	2
2009	2
2010	2
2011	3
2012	8
2013	2
2014	12
Total	31

Table 2: Launching Year of respondents' social enterprises in the sample

With regards to how long they have known this concept, all of the respondents replied that they have learnt about social entrepreneurship over 1 year and around 81% of them have known it over 2 years (Figure 13).

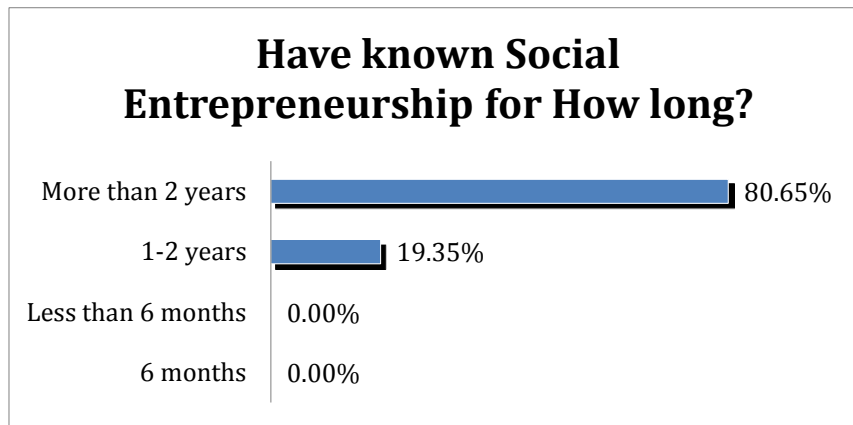


Figure 13: How long respondents have known the concept of social entrepreneurship in the sample

In terms of the way they've first learnt about social entrepreneurship, the result reveals that young Thai social entrepreneurs known this term from various channels. 19.35% of them from competition or contest, 29.03% from media including TV shows, magazines and so on, 22.58% from class at school, 25.81% are from friends or other people and the rest which is about 3.23% is from previous work experiences (Figure 14).

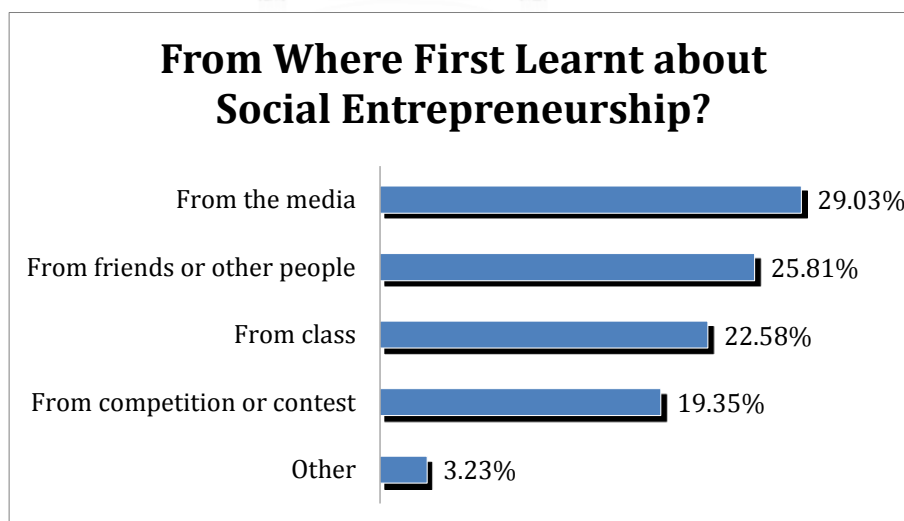


Figure 14: How respondents first learnt about social entrepreneurship in the sample

In the questionnaire, the researcher asked the respondents whether operating the current social projects is their first job. The percentage of respondents who replied NO is significantly high which is computed at 84%. There are only 16% of them are newcomers to workforce. However, being asked whether the current social projects is their first social-oriented projects, 68% responded YES and the rest 32% of them have involved in some other social projects before the current one. (Figure 15 and 16)

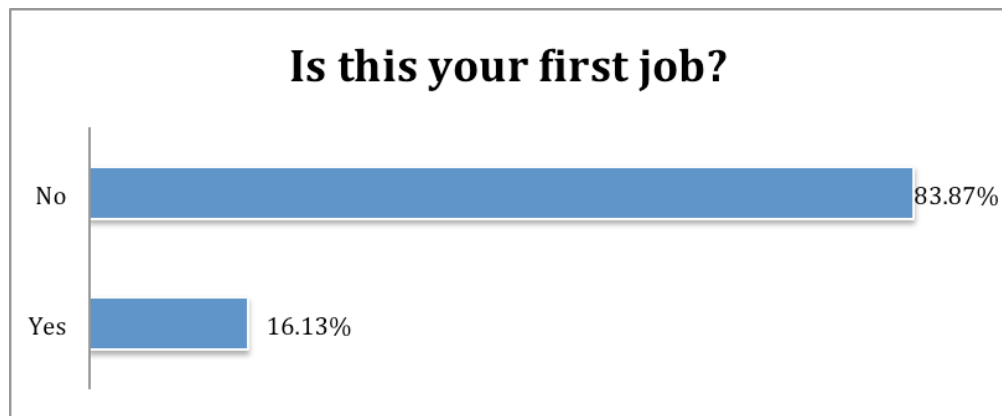


Figure 15: Whether the current work is their first job of respondents in the sample

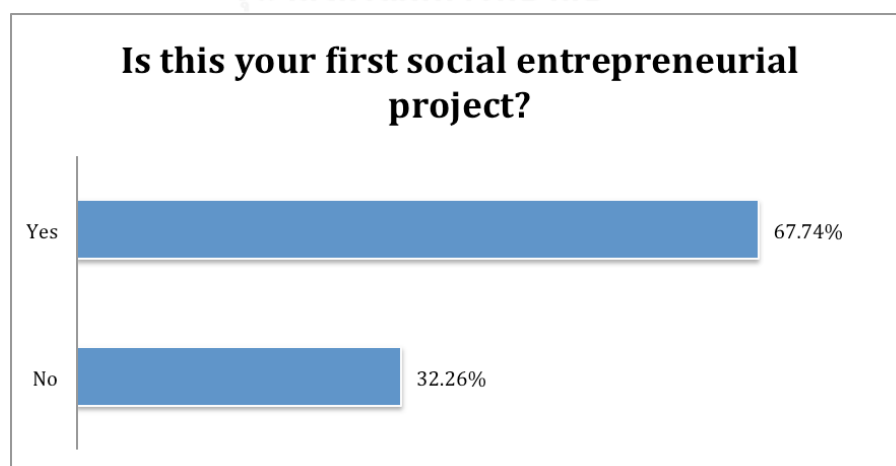


Figure 16: Whether the current project is their first social entrepreneurial Project of respondents in the sample

The last question in this section is how they identify the specific social problem that their social enterprises are tackling with. According to the responses, the most selected option of this question is “Used to have a job about related issue” which is around 34%. The second one is “Borrowed the idea abroad and wanted to try it in Thailand to tackle the similar problem” which is around 18%. The following groups of respondents informed that their ideas are from “family members, friends or other people”, “Used to join in related activities in nonprofit organizations” and “Others”. These three groups share the same proportion, which is computed at 12.5%. The last one is “Find it on domestic media”, accounted for 9.38% (Figure 17).

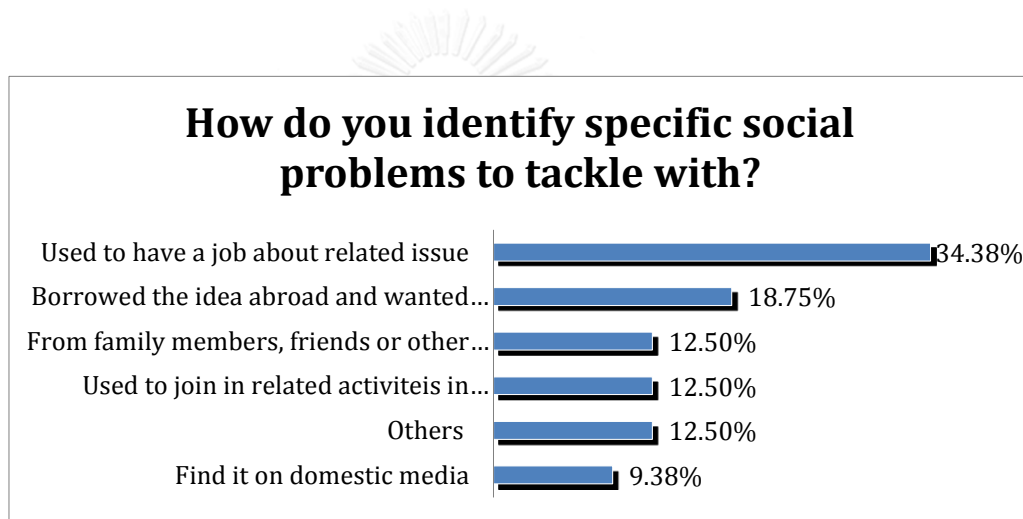


Figure 17: How respondents in the sample identify specific social problems to tackle with

Besides, as for the way they identify the social problem as an opportunity to seize, based on the interview and open-ended questions, the theme “Exposure and Closeness to Social Problem” emerges to describe the mode.

The first group includes people who are able to have exposure to social problems from a very young age. The following quotations are two typical cases.

“None of my family members had ever worked at the social sector. I think the reason why I am eager to help the poor may be because of the location of my house. I live on Sathorn road which is one community that has both the super poor and super rich people living together. And my house sits in a neighborhood that has a small Thai-Chinese community, Muslim people, and Christian. May be this diverse community made me pay attention to care about social issue. The other reason is when I was very young, my parents were not very strict, they allowed me walk home. I passed through the poor community daily. I’ve seen so closely how they had suffered.”

“I have seen various social problems with my parents who joined a lot of volunteer activities and been questioning a lot of them. I believe that my contribution would help more or less for this society.”

The second group of social entrepreneurs is those who came from underprivileged communities. “My community” and “hometown” are two most mentioned words by these young adults. Two social entrepreneurs of this group stated the following quotations:

“I came from a mountain tribe in northern Thailand. I’m the only person from my village that had the opportunity to go to college. On my early days at school, I kind of felt guilty that others could not make it. So I started to think of doing something to give back to our community. Then I launched this project. My passion and motivation are to improve the quality of my tribe people’s life in the village. Now I’m really happy that I’ve seen some positive changes.”

“I’m a PhD student now; it’s very rare for kids from our community. My hometown is in the central area of Thailand. Most of the students in my hometown cannot get a good education. I’m very lucky because I met a very good teacher when I was in high school. She inspired me to do something good particularly in education-related to children who have the same problem like those in my community.”

The last group of young Thai social entrepreneurs is those who previously had a job about related social issues as evidenced by the following quotations from two separate individuals:

“I underwent an internship at an NGO that was eye opening for me and I was able to get to know people in non-profit organizations. Their work really inspired me. I admire them very much. After finishing the internship, I suddenly realized that why not do something great like them on my own. I invited two friends to establish this enterprise. Our business’s mission is to make toys for disabled children and is trying to make some money by doing this. It is when I was an intern at that NGO that I got the opportunity to interact with those kids very closely. I found them very cute ever since and have been thinking about doing something for them.”

“Prior to starting my own business, I worked with many social entrepreneurs when I worked for an NGO, I realized the gap between reality and what young social entrepreneurs really need. Then I started to think of quitting my job and start my own business to meet those social entrepreneurs’ needs. By helping social entrepreneurs, solving problems they had when running their social businesses, I’m able to help the beneficiaries indirectly.”

4.3 Young Thai social entrepreneurs’ intention and motivations

In order to comprehend young Thai social entrepreneurs’ intentions to be entrepreneurs, the researcher asked questions like “when did you start to think of being an entrepreneur” and “do you have a role model or people you admire very much who are entrepreneurs”. 38.71% of respondents replied that they had the

intention to be entrepreneurs when they were employees and 32.36% had it when they were in college or university. The rest 29% said they wanted to be entrepreneurs when they were new graduates and even were children or teenagers (Figure 18). In terms of role models, responses of YES and NO to question whether they have it or not share the charts almost evenly, which are 48.39% and 51.61%. The results are displayed in the following charts (Figure 19).

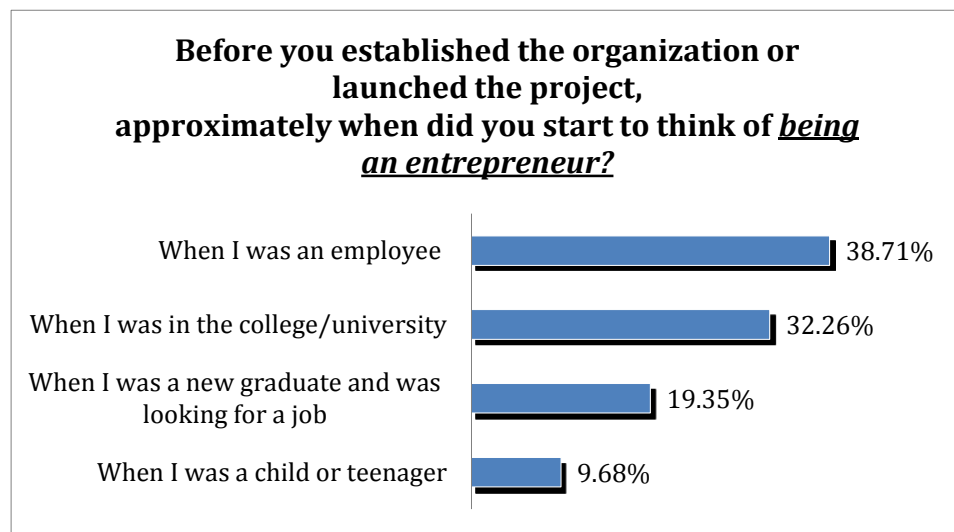


Figure 18: When respondents in the sample started to think of being an entrepreneur

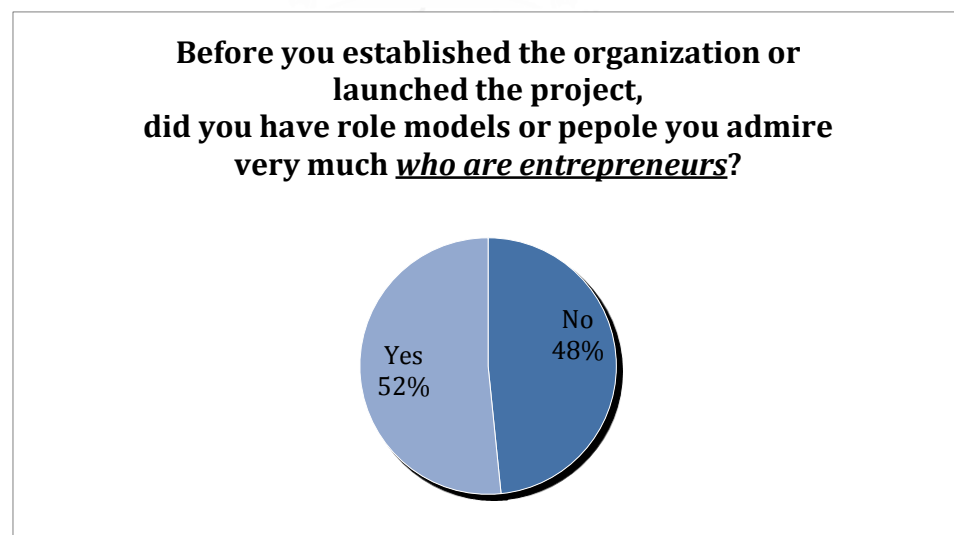


Figure 19: Whether respondents in the sample have entrepreneurial role models

Similar questions were asked about their intentions to work for the social sector. 48.39% and 29.03% of them said that they wanted to work for the social sector when they were in college or university and when they were employees, separately. 12.9% replied that they had the intention when they were newly graduates and were looking for a job. The rest 9.68% of them recalled that they were eager to do so when they were children or teenagers (Figure 20). As for their social-minded role model, like that in the entrepreneurial role model part, the difference is not obvious either. The responses of “Have” and “Not Have” are accounted at 45% and 55%, separately (Figure 21).

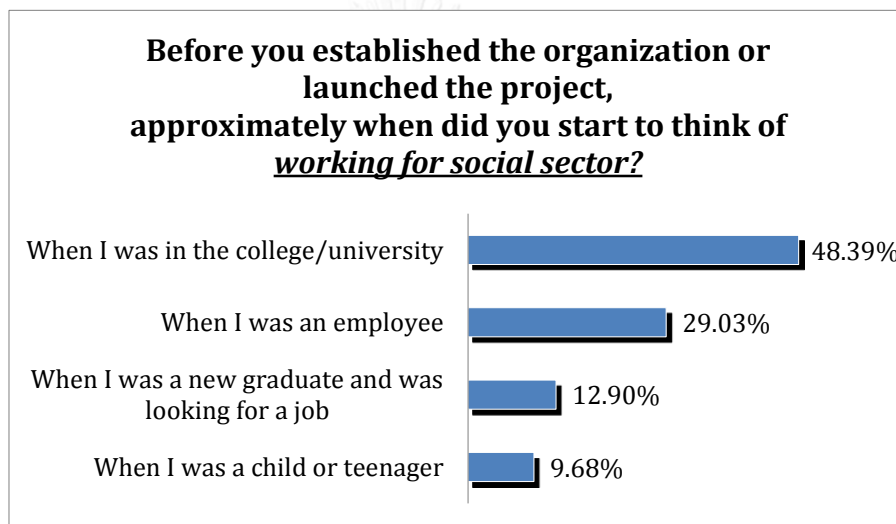


Figure 20: When respondents in the sample started to think of working for the social sector

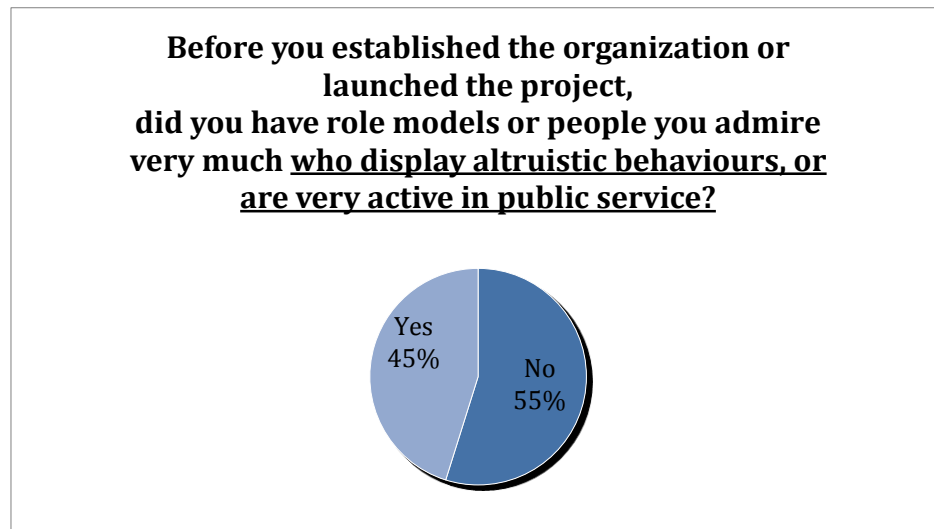


Figure 21: Whether respondents in the sample have pro-social role models

From the literature, it indicates that people's entrepreneurial self-efficacy level has influence on his or her entrepreneurial behaviors and so does empathy self-efficacy of one on his or her social-oriented behaviors. The questionnaire in this section applied two 5-point Likert Scale to measure one's entrepreneurial self-efficacy and empathy self-efficacy level.

For entrepreneurial self-efficacy, the subjects were asked how confident they were in successfully:

- *Identifying new business opportunities,*
- *Creating new products,*
- *Thinking creatively, and*
- *Commercializing an idea or new product or service development.*

Respondents would rate each item ranged from ranged from Extremely Confident (5) to Not Confident (1)

Extremely Confident	assigned	5 points
Very Confident	assigned	4 points
Confident	assigned	3 points
Fairly Confident	assigned	2 points
Not Confident	assigned	1 point

The final results showed that for each item, 5 and 4 points are most selected levels. The following chart displays that the sum of frequency of point 5 and point 4 for each item.



**Figure 22: Level of Entrepreneurial Self-efficacy of respondents in the sample:
Sum of frequency of point 5 and point 4 for each item**

Similarly, to measure young Thai social entrepreneurs' empathy self-efficacy, the researcher asked the subjects to self-report the level of the the following items:

- *How well can you perceive the needs of others?*
- *How well can you recognize when someone wants comfort and emotional support, even if she/he does not obviously exhibit it?*

- *How well can you recognize whether or not a person is annoyed or displeased with you? How well can you recognize when a person is inhibited by fear?*
- *How well can you recognize when a companion needs your help?*
- *How well can you recognize when a person is experiencing depression?*

Respondents would rate each item ranged from ranged from Extremely Confident (5) to Not Confident (1)

Very Well	assigned	5 points
Somewhat Well	assigned	4 points
Neutral	assigned	3 points
Somewhat Not Well	assigned	2 points
Not Well At All	assigned	1 point

Likewise, the final results revealed that for each item, 5 and 4 points are most selected ones. The following chart displays the sum of frequency of 5 and 4 for each item.

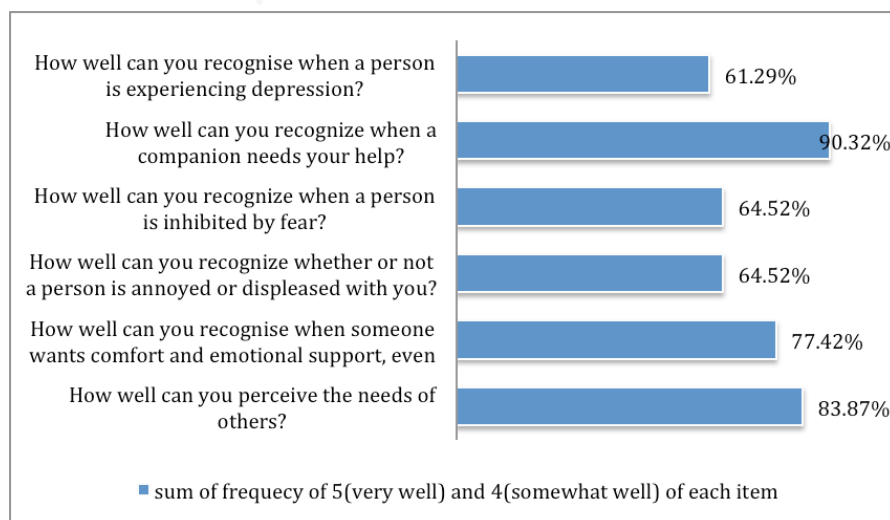


Figure 23: Level of Empathy Self-efficacy of respondents in the sample: Sum of frequency of point 5 and point 4 for each item

With the aim to comprehend the motivations of young Thai social entrepreneurs deeply, both in the interview and questionnaire, the researcher asked the respondents questions that refer to this issue. Those questions are as follows.

- *“What makes you want to be a social entrepreneur?”*
- *“Before you established the organization or launched the project, approximately when did you start to think or being an entrepreneur and what made you do so at that time?”*
- *“Before you established the organization or launched the project, approximately when did you start to think of working for social sector and what made you do so at that time?”*

By analyzing the data, four themes related to social entrepreneurial motivations emerged: (1) helping society, (2) nonmonetary focus, (3) personal fulfillment, and (4) pursuing a new lifestyle. Each theme is independently presented in the following sections. Furthermore, each section is supported by qualitative data from the responses. Quotations cited are verbatim and may contain grammatical errors.

Helping Society

It is not surprisingly that Helping Society is the most mentioned phrase in the interviews. Young Thai social entrepreneurs show a strong desire to do good things for the society. Being asked if he doesn't work on the current project whether there is any other alternative, one respondent stated, “I would definitely try some other social-oriented project. I'm always looking for opportunities to create something valuable for the society.”

Not only are those young Thai social entrepreneurs with a public-social sector background expressing strong interests to help society, but also did those with business backgrounds. The following quotations are from two separate informants with business background:

“I’m not sure why I’m passionate about social entrepreneurship. Most of my family members are doctors and businessmen and no one ever worked at social sector. But I do have a passion to give back to the society after working as a technology expert in a big company in North America. I can see its impact in our society in the long term. So that’s why I decide to work here.”

“All of a sudden, I realized that I was not doing good for the earth and future generation. No matter how much I’ve earned, I felt guilty. I wanted to use my skill to shift our society to be a better one. I feel like my community is sick and I wanted to fix it. The project that I’m working on right now is sustainable.”

Meanwhile, young Thai social entrepreneurs from the public-social sector background share similar views with their counterparts. The following quotations are from different respondents:

“I started to work with a NGO first with a lot of young social entrepreneurs. We worked together. I got inspired by them. I started to always keep society in my mind. Finally I launched my own project. I worked with those underprivileged people. I tried to keep their interests in mind. I feel so good when helping them.”

“In the past, we young people were seen to be screwing up the society, but now they don’t want to be part of the vicious cycle. We want to help the society; we rather build something our own that is good for society. Social problems such as poverty form bad business, politic ethic and education. All youths today tend to suffer less so we want to give as much as we could.”

“I’ve always wanted to make social impact myself for a long time. I find the problem I want to solve. Then I think it’s a better use of my skill. Actually, it’s not so much about being entrepreneur at the beginning. But social entrepreneurship does push you to grow and achieve your goal in so many different ways.”

Nonmonetary Focus

Running a business, either a traditional commercial enterprise with a pure goal of pursuing profit or a social venture with a priority of creating social impact within the society, requires a focus on financial management and profit-gaining activities. In the research, it is shown that almost none of the respondents, including those with a business background and a low-income family background, put too much attention on finances or profit. Like one of the respondents stated:

“For regular entrepreneurs, they would think mainly of profit. They focus on profit generating. For me, the reason of existence, it’s not to make just profit, the reason of existence is to create impact.”

“I feel that my skills are better used this way as in creating impact rather than only making money.”

Although the researcher did hold a hypothesis before that people who started a social venture might not take profit very seriously, the general absence of financial focus in all of the interviews was unexpected.

Personal Fulfillment

In the qualitative data, many respondents described the need for personal fulfillment as a motivation factor in their work. The analysis of data was informed by the term self-actualization or personal fulfillment. One of the respondents even uses the term herself. The following quotation is from her.

“Have you heard of Maslow's hierarchy of needs? I feel like in my case. I’ve already reached the self-actualization level. I got a job as an oil-fuel engineer. I got financial independency since I was at a very early age. For my friends, it might take them years to earn that first million Baht, but it took me like several months. The life in Canada is so good and very cozy. But when I got everything in my life, I started to

question what is the MEANING of life. Is it like this? I think may be if I find it hard to get a job, I might appreciate it more. But I think may be there is more to life, and then I started to volunteer. I feel very good for being able to help and create impact on the society. I think it might not be because I'm a better person. It's just like the act of being charitable making me feel good about myself. I really think I should join and make myself useful.”

The data has shown that young Thai social entrepreneurs possess a strong desire to become their own bosses as a means to fulfill their self-actualization needs by starting a social venture. As predicted, the social entrepreneurs in the sample were not motivated to fulfill only basic needs which is seen with necessity-based entrepreneurship (Hechavarría and Reynolds 2009); rather they had a higher level of personal fulfillment. One participant came from a rather wealthy family; she started a social business with the goal of lifting local farmers' quality of life through promotion of organic rice cropping practices and sustainable agriculture. She said that *“I don't want to be somebody else's employee. I quit my previous job because I want to pursue my dream of being a smart farmer, promoting organic and sustainable agriculture.”*

Pursuing a New Lifestyle

Thailand has been known as the “Land of Smiles”, a stereotypical image that comes along with one typical trait of Thais that they are fun-leisure loving. From the data, when talking about why some young Thai people are inclined to be social entrepreneurs, the word “Fun” (sanuk) does appear several times. They said that creating a social enterprise with their co-founders meant that they could have fun with friends and it is a fun working and lifestyle. They consider social entrepreneurship as a new alternative for those who are interested in social aspects and at the same time may offer quite a great deal of income. One respondent stated that:

“The young generation people are independent because of the opportunities they have to exchange new knowledge, cultures, and consuming behaviors. They tend to make a different living, such as following a slow-life style or adopting New Age

practices. Moreover, they are considerate to externalities for development as they aim at making a living with value rather than cost.”

4.4 Young Thai Social Entrepreneurs’ beliefs/opinions/attitudes with regard to their own work and social entrepreneurship related issues in Thailand as a whole

In terms of promoting social entrepreneurship in Thailand, the contest or competition of social entrepreneurship plays a significant role. From the data, both from interview and questionnaire survey, it shows that most of the young Thai social entrepreneurs have attended social entrepreneurship related contests or competitions and it brought them various benefits such as knowledge about social entrepreneurship, network with other social entrepreneurs and so on. There are only 16.13% of them who haven’t joined any contest. The following chart displays what they value the most as regard to benefits of the contest.

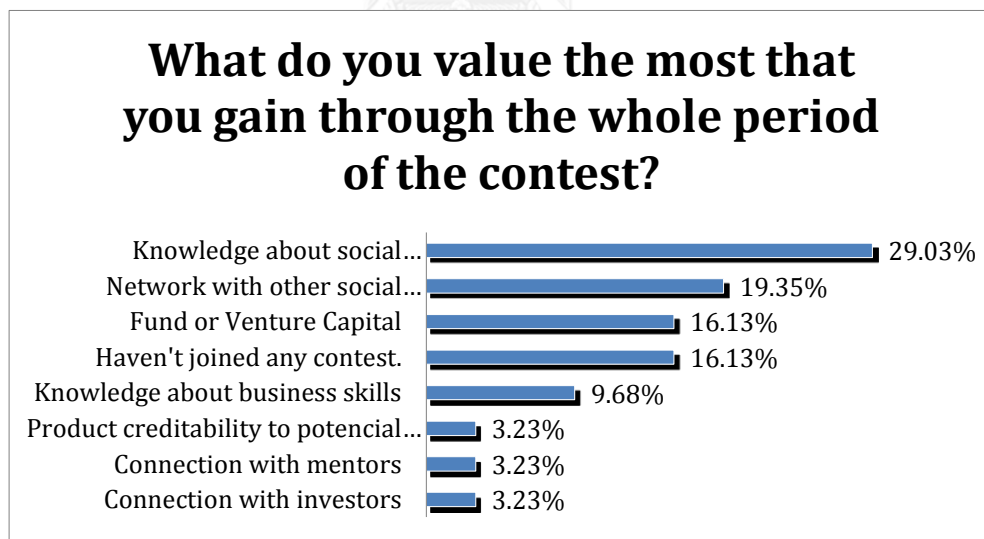


Figure 24: Most valuable gain from joining social entrepreneurship related contest or competition for respondents in the sample

Another outstanding characteristic of social enterprises set up by young Thai adults is that many of them have more than one founder. In the sample, over half of the social entrepreneurs created the social ventures together with their friends. By doing this, on one hand, it helps to 1) integrate resources, knowledge and ideas, 2) split risks and separate responsibilities, 3) create a fun and energetic working style. The following are quotations from different social entrepreneurs when being asked what are the advantages of having a co-founder.

“Many differences of ideas can be seen. We can separate tasks according to individual’s capability. We can work in a group, have fun with friends, and succeed together.”

“Some team-work strategies are accumulated between co-founder/s when they separate their own responsibilities under the same objectives, which leads to fewer burdens on each individual and more proficiency.”

“Get more ideas, more capacity to expand the market.”

“Fill in your weakness, double your confidence, great fun working and lifestyle”

“We can help one another by sharing comments or criticism, as well as collecting data, resource and connections in order to sustain our standpoint.”

However, on the other hand, sometimes having a co-founder may bring about problems. It causes 1) conflicts due to contradict opinions, different attitudes, misunderstandings and so on, 2) financial burden because of insufficient income, 3) less efficiency owing to more procedures and communication problems. Statements as following from respective informants affirm this observation.

“Due to difference in opinions, co-working can become more stressful. Sometimes, someone will be sensitive to criticism, which leads to discouragement.”

“More ideas are accumulated, which sometimes lead to conflicts if the co-founder/s do not open to one another.”

“Necessary income for each business owner is demanded in any procedure, which sometimes is not enough.”

“It is a waste of time due to over-thinking.”

“Have a conflict sometimes and situations where some decisions cannot be taken action immediately.”

To measure young Thai social entrepreneurs’ satisfaction level on their current work, the researcher put the statement: “I’m satisfied with my current work” in the questionnaire and asked them to self-report to which extent they agree or disagree with it. 61.29% of them strongly agreed with the statement, 29.03% selected agree and the rest 9.68% felt neutral about it.

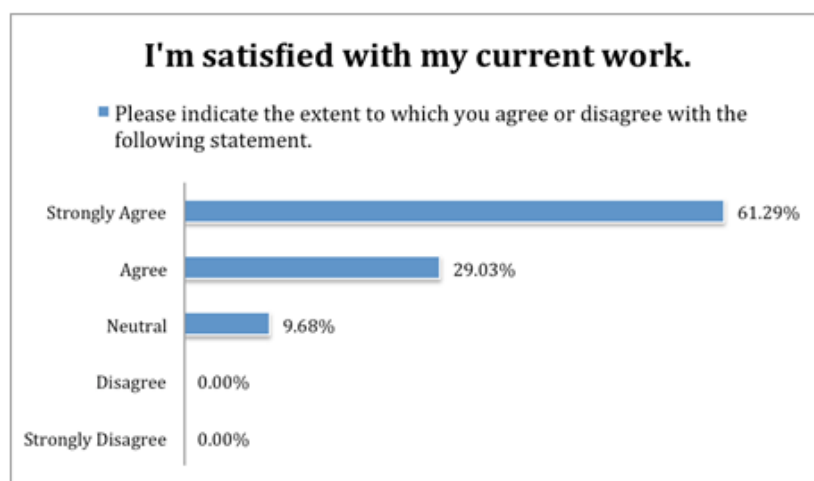


Figure 25: Level of job satisfaction of respondents in the sample

4.5 Cases of Social Enterprises Established by Young Thai Adults

The following are cases of Thai social enterprises from various sectors. Some of the founders are from low-income families such as in Case A, Case B and Case C. They lived a low standard life in the past and had been watching how their neighbors were experiencing the same problems as they did. When they are capable to help their neighbors and even more people who are struggling as they were, they establish their social enterprises.

Case A is an online educational platform helps students who cannot get quality education. It starts from offering Physics lessons to students. All the lessons are presented through video games in order to attract students. Case B was established in 2010 with the motivation of supporting local community by focusing on coffee production from cultivation to brewing. The coffee bean was grown by smallholders of the community. By coordinating with the social enterprise, villagers are able to live a better life. Case C is a Thai-based social enterprise focused in creating solutions for local villages. It assists the locals set up their community-based tourism business and helps them achieve their development goals. The founder of Case A is from an underdeveloped neighborhood in the central region of Thailand. The ones of Case B and Case C were born in a remote mountain village of the country's Northern and Northwestern part. They used to struggle to live a better life from a very early age but luckily got their doctor's, master's and bachelor's degree separately in the end. For the social entrepreneur of Case A and Case C, they knew the concept of social entrepreneurship from related contest and have win a small amount of money to start their businesses. For Case B, the founder knew the concept from his previous work experience as a NGO employee. The exposure to social problems from a very young age and coming from underprivileged communities affected their intention to be social entrepreneurs. The strong desire to help people who have the same problems as they did finally motivated them to make the decisions to start their own social businesses.

The other founders of Thai social enterprises are from high-income family or ordinary family who has no living problems related to poverty. For example in Case D, the founder's family has a rather success business with which she was able to study in the US and got her master's degree. During the period of working in the North America for a few years, she started to think about the meaning of her life. After joining a few volunteer activities, she found out what she wants to live for. The exposure to the social problems inspired her to start social business to get personal fulfillment and help the society at the same time. The founder of Case E is from an ordinary family in Thai society. After graduating from university with a bachelor's degree, she got the opportunity to work in an NGO that is working on social entrepreneurship related issues in Thailand. With her long-term eagerness to help the society and the previous job experiences, she established her social enterprises with the aim of helping all social-minded people in Thailand.

All of these five social entrepreneurs are experiencing either big or small barriers during the period of running their enterprises, however overall they possess a positive attitude toward their works and the development of social entrepreneurship in Thailand.

Case A

Case A is a website for teaching Physics through an online game. From this website, students can study Physics lessons through videos before starting to play a game to kill monsters which requires knowledge of Physics. All the lessons are designed based on international standards.

The founder of the project is a Ph.D. student. He was born and raised in a poor region of Thailand where students normally could not get quality education. However, he was very lucky to have a very good Physics teacher when he was in high school. The teacher's kindness and enthusiasm to pass knowledge to the next generation deeply inspired him. From then on, he has been always eager to help children in remote area like him get quality education. After graduating from high school, he was

able to study at the top university of the country. But he never forgets his dream to contribute to the decrease of educational inequality of Thailand. He started his project with the money that he made as a private tutor. Later on, he attended some social entrepreneurship related contest with his idea of generating a online education platform from which children from everywhere in the country can get access to fun game-based quality Physics lessons. He attained support from the contests. The online platform has already launched and for the time being, it is cooperating with several schools to attract students to study Physics.

Case B

The social enterprise of Case B was established in 2010 with the motivation of supporting local community by focusing on coffee production from cultivation to brewing. The coffee beans are grown by smallholders around the village in the highland region of Northern Thailand. The social enterprise operates in accordance with the highest standards in all relationships with customers, suppliers, environment and the community.

The founder of the enterprise is originally a villager from the village where the limitations are very high for education. However, he was very lucky to get an open spot from a university in a big city of Thailand without taking the entrance exam. But in order to finally accept him as a fulltime student, the university asked professors evaluate him whether he was capable enough to study there after a one-week trial. Eventually, the professor agreed to let him attend the university where he achieved a bachelor's degree. He thought he was really lucky but meanwhile felt guilty for other children in the village who can never get a chance like him who was the first one got to the university. He started to think of some ideas to help them and then he found out that he could help the coffee bean farmers reach market. When he first talked to the families in the village and tried to convince them, almost all the farmers hesitated. However, after years of good performance, the farmers are having more courage and willingness to cooperate with him. The positive impact has been brought about through his projects. The village used to be one of the least educated villages in Thailand, but now is one of the highest quality, highest educated villages in that area.

Case C

Case C is a Thai-based social enterprise focused in creating solutions for local villages. It assists the locals set up their community-based tourism business and helps them achieve their development goals. The company has built a tourism marketplace platform where anyone in the world can find and book unique experiences at local villages. The tourists can gain valuable experience from exposing themselves to different cultures in the village. Meanwhile, their contribution goes into improving the local livelihoods. They make a responsible decision to manage their carrying capacity, ensuring that their livelihoods are undisturbed. The methodology is very clear, 1) conduct field inspection, 2) know the locals and set expectations, 3) bring out their best and help them shine, 4) generate interest and soft launch, and 5) lift off onto online platform. 5% of its net income will become 5% of village's net income.

The founder of this social enterprise was growing up in a remote village of Northern Thailand. From a very early age, he knew he had to pursue education to escape poverty. At age 8, his parents managed to gather enough money to send him to a good high school. From there, he studied his way to university. After working at a foreign company for three and a half years, with the money he saved during the period, he took time off to travel through several Asian countries. He saw a lot of inequality and poverty and he realized that as an engineer, he could do something to solve these problems. He then quit his job and pursued further education in America. With a new degree from the US, he returned to Thailand and worked for a NGO project that is supported by the Thai royal family. He spent time with two villages to help them develop home stay plans. He learnt very much during the time there for example that tourism is a big source of income for Thailand but only 15% or less of that go towards the local communities and that villagers rely on agencies but travel agencies do not want to spend too much time on developing the communities to be ready for tourism. He saw the need for a platform like Local Alike to connect these communities throughout Thailand directly with travelers, as well as prepare them for welcoming visitors to their villages. Currently, the website sees transactions from markets such as Norway, Germany, France and Singapore, and the social

enterprise also has been working partnerships with some hotel brands who are keen to introduce local experiences to their guests.

Case D

Case D is a mobile phone app designed to help people calculate and record total daily consumption of Calorie, Sugar, Fat and Sodium. Since heart diseases, stroke and diabetes have become three out of ten most serious health problems that cause death to Thai people, it is urgent to reduce the daily consumption of unhealthy food such as deep-fried food. With the aim to help people have a healthier eating habit, the founder created this app to remind people the total amount of consumption of those five ingredients.

The founder of this project came back from North America where she was enjoying a cozy life back then. But years later, especially after joining some volunteer activities and feeling good for being able to help, she started to question the meaning of her life. She felt like that she had already reached the self-actualization level and needed to do something to make her life more meaningful. Her own experiences triggered her to be back to Thailand where the public awareness about healthy lifestyle is not that high. She thought it is a good place to begin with and then created this social enterprise to promote the healthy eating habit in this country.

Case E

Case E is a social enterprise where social-minded people can get closer to connect, exchange ideas and collaborate to generate positive social impact to the society together. It not only provides real work and communication place for social entrepreneurs or social-minded people in general with a competitive price, but also offers consulting services for those who want to start their own social enterprises.

The founder of this social enterprise has become involved in social entrepreneurship for a long time. She was inspired by her alumni of college who is a highly respected pioneer in the field of social entrepreneurship in Thailand. After graduated from the university, she joined the organization, which is founded by that alumni. It is from there she got the chance to meet many young Thai social entrepreneurs and started to be familiar with the difficulties those young people were experiencing and gap between their willingness and the reality. On one hand, she took this as a business opportunity to pursue; most importantly, on the other hand, by helping social entrepreneurs directly to solve various social problems, it can help the society to be a better one indirectly. Finally, she cooperated with another friend to create this social enterprise.



Chapter 5: Conclusion, Discussion and Recommendation

5.1 Conclusions and Discussion

5.1.1 Social Entrepreneurship Trends in Thailand

Social enterprises have existed in Thailand for many decades. It is considered that Thailand is a regional leader (Erker 2012), especially as the government is formally engaged in creating opportunities a financing to grow the sector, which is a critical factor in determining the pace of eco-system development. However, this term recently came into formal identification in 2010. In 2010, the Social Enterprises Master Plan 2010-2014 was approved and the Social Enterprise Promotion Commission was appointed by the Thai government as a mechanism to give the private and third sectors a new role (Sookyuen Tepthong 2014). In 2011, under the Thai Health Promotion Foundation Act, the Thai Social Enterprise Office (TSEO) was established. Its visions are: to support social enterprises as a model for sustainable economic development, to construct a more equal, just, and wise society, and to initiate a social innovation network. The TSEO has the mission to support social enterprises through intermediary organizations and to connect their networks to improve the capacity of social enterprises and to help them smoothly enter the market. The TSEO also supports the initiative of creating innovation with effective and sustainable outcomes by supporting both new and existing social enterprises. Therefore, the TSEO plays an important role in building a suitable eco-system for facilitating the social enterprise sector in Thailand in three core strategic areas:

- (1) to build a learning environment for social enterprises in Thailand
 - (2) to develop a new form and the capacity of social enterprises
 - (3) to develop a path to capital and resources for social enterprises
- ((TSEO) 2011)

Besides TSEO, other organizations such as Change Fusion, UnLtd and Asoka Thailand also have important roles in prompting social entrepreneurship in Thailand. Change Fusion, started by a group of students who wanted to do social work under the name TRN (Thai Rural Net) which was founded over fourteen years ago, is a non-profit institute today with the mission of “supporting social entrepreneurs and social enterprises; providing network and resource linkages for social enterprises” (Fusion 2014). Change Fusion and TSEO partnered to create UnLtd, a civil society organization that provides seed funding and incubation services to emerging social enterprises in Thailand. In addition, Ashoka, an international network-based non-profit organization has collaborated with social entrepreneurs in Thailand since 1989. The organization works with leading social entrepreneurs who are elected as “Ashoka Fellow” after meeting specific criteria. The fellow should operate at the level of changing society systems, paradigms and patterns with innovative and practical ideas (Koo 2013). Currently, there have been over 100 Thai nationals selected as Ashoka Fellows. The Bangkok based Ashoka Thailand office is operating innovative national initiatives such as “School of Changemakers” workshops and the “CBI”(Citizen Based Initiative), a social change plan competition designed to source ideas from grassroots communities. In April 2013, they co-hosted a “Young Social Entrepreneurs” Camp with the TSEO. Within two weeks, applications exceeded 100, and only 50% were admitted to the program. In Thailand, there is clear and demand, especially among young people, to establish one’s own business that contribute to society while considering the market dynamics(Worrawan Jirathanapiwat and Lawrence 2014). These institutions work closely and have cooperated together hosting many social entrepreneurship related events and activities such as the widely appreciated Social Enterprise Week Thailand.

Moreover, several big corporations have also joined this trend in responding to take social responsibility such as Banpu Public Company. Since 2011, Banpu has hosted the “BANPU Champions for Change” consecutively in four years. The program aims to allow young people with potential and creativity to drive social change by implementing their own social enterprise-based initiatives. Under the program, the young generation (aged between 20 to 30 years) nationwide is invited to

form a team and propose a social enterprise project that aims to solve a problem or contribute to the development of society, community, or the environment. The selected projects receive initial funding, mentoring and counseling (Banpu Public Company Limited 2013). This program has triggered the passion and enthusiasm of young Thai people to embrace the social entrepreneurship trend. Many social enterprises in the sample of the research started from this program and they have already generated positive impact to society.

According to the TSEO, the social enterprise is a business, which has a clear objective to develop a community by solving its social or environmental problems. However, Kanjanapaibul points out that the “social enterprise” is not an accepted legal expression in Thailand:

There is no specific law that defines it or gives it a specific legal entity. There is no concept or legal entity that combines the benefits of both the for-profit and nonprofit sector. Instead, social enterprises in Thailand can take a variety of organizational forms. They can be formed as a foundation or even a public limited company. Thus, the founders must carefully consider the current legal environment and existing legal entities before establishing a social enterprise (Park Kanjanapaibul 2011)

The TESO classifies social enterprises into six categories based on individual or founded organizations. Examples of social enterprises are shown in Table 3.

Founder	Types of Social Enterprise	Examples in Thailand
Community Network and Organization	Community enterprise, Community tourism, Cooperatives and Community Finance Organization	Khlung Pia Saving Cooperatives, Sajja Saving Group of Teachers Sob Yodkeaw

Founder	Types of Social Enterprise	Examples in Thailand
Charitable Organization	Established business and/or its shares are held by charitable organizations	Doi Tung, Mae Fa Luang Foundation Project, Cabbages & Condoms Shop
Government and State Enterprise	Established business and/or its shares are held by government and state enterprises	Abhaiphubet Chaopraya Hospital Foundation
New Entrepreneur	New pioneering business by socially- conscious businessmen	OpenDream Co., Ltd., BE Magazine.
Private Sector Other	Business set up by corporation, Established business and/or its shares is held by religious organizations, educational institutes, other institutes, etc.	Lemon Farm, Health Society Roong Aroon School

Table 3: Examples of Social Enterprises in Thailand

Source: (Sookyuen Tepthong 2014)

5.1.2 Demographic Information of Young Thai Social Entrepreneurs

From the survey results, it shows that the average age of young Thai social entrepreneurs is thirty-one and male social entrepreneurs are found slightly more than their female counterparts. As for ethnicity, nearly half of them identify themselves as Thai and the other half are Thai and Chinese. Almost all of them recognize themselves as Buddhist. Furthermore, two-third of them are Bangkokians, and the rest are from Northern, Central and Northeastern part of the country. Most of them have siblings, one-third of them are first born and one-third of them are the last-born.

One notable finding is that their family backgrounds are quite diverse which is totally opposite to the hypothesis that was held by the researcher after the pilot test. From the pilot test, it reveals that most of the interviewees are from wealthy family backgrounds. Their families normally have entrepreneurial backgrounds. The results

from the research uncover that in fact these young Thai social entrepreneurs are from distinctive social classes in terms of family-of-origin's annual income, from non-wealthy family which earn below 200,000Baht per year to very wealthy family that earn over 1,000,000Baht per year. Therefore, the conclusion can be drawn that family backgrounds no matter rich or poor have little effect on young Thai adults' decisions to be social entrepreneurs.

Another outstanding point is that public university graduates take up 81% of the chart of universities and colleges where these young Thai adults graduated. It is worth drawing attention to it for future study to dig deeply why public university graduates are more interested in social entrepreneurship than the private university ones. Is it because of the curriculum design, students' backgrounds, government support or anything else? Furthermore, among these public universities, Thammasat and Chulalongkorn University are two most attended ones. Moreover, most Thammasat University graduates majored in business and economy. In the interview and questionnaire, many social entrepreneurs stressed that they are lack of business skills and knowledge about social entrepreneurship and one of them even mentioned that there should be a faculty teach social entrepreneurship specifically in Thailand. Yet in fact there is one. With the aim of promoting social entrepreneurship in Thailand, Thammasat University launched a bachelor's degree program in Global Studies and Social Entrepreneurship (GSSE). It is a new international program with no graduates so far, but it is worth paying a close attention to students in this program and especially their future actions after they graduate.

Demographic Factors	Findings
Age	The average age is 31. The majority of them are 26-30 years old, followed by 31-35 and 36-40 years old. There are only a few of them are 18-25 years old.
Gender	Male young social entrepreneurs are a bit more than their female peers.

Demographic Factors	Findings
Ethnicity	Nearly 3half are Thai and the other half are Thai and Chinese
Religion	Almost all of them recognize themselves as Buddhist.
Hometown	Two-third of them are Bangkokians, and the rest are from North, Central and Northeastern part of the country.
Birth Order	Most of them have siblings and one-third of them are first born and one-third of them are last born.
Family of Origin's Annual Income	Their family backgrounds are quite diverse. Number of respondents fell into different annual income groups, including less than 200,000Baht per year, 200,001-500,000Baht per year, 500,001-1,000,000 Bath per year, are almost even, expect for the group of over 1,000,000Baht per year.
Education	All of the social entrepreneurs in the sample received a Bachelor's Degree and above. Nearly half of them received a Master's Degree and a few of them had the experience of studying abroad. For their Bachelor's Degree, the majority of them graduated from public university; very few of them are private university graduates. In the sample, the two most attended universities are Thammasat and Chulalongkorn University. The majority of them studied Business and Economics related majors for their bachelor's degree.

Table 4: Demographic Information of Young Thai Social Entrepreneurs

5.1.3 Basic Information about Young Thai Social Entrepreneurs' Social Enterprises

Young Thai social entrepreneurs are dealing with various social problems across diverse sectors with the use of focus strategy

The sectors that these social entrepreneurs and their organizations are working on are varied, including education, communication, agriculture and environment protection, tourism, clothing, public health and consulting services. They are working in these sectors dealing with different social problems such as education inequality, career preparation, environment protection, poverty, information inequality, elderly care, and so on. Evidently, these are the most severe problems in Thai society nowadays. For instance, shortcomings of Thai education system require urgent attention. As Yongyuth Chalamwong, a labor expert with the Thailand Development and Research Institute (TDRI) said, "Employers report having difficulty hiring people with problem-solving skills and good work habits and finding applicants with even basic reading skills (Fernquest 2012). High school students and even college do not have enough skill-based education. In order to help to solve this problem, three young people gathered and established a social enterprise with the mission to prepare students to start their career journey to achieve their long-term career goal. They invite skilled and experienced people to share their knowledge in specific areas such as marketing, directly to the students and meanwhile provide internship programs to them.

All of the social enterprises in the sample are in the startup stage and they use focus strategy to compete in the market, including cost focus strategy, differentiation focus strategy and the mix of both cost focus and differentiation strategy.

Starting from year 2012, the number of social enterprises established by young Thai adults has increased quickly, except for 2013 due to the political situation

With respect to launching year of the social enterprise, the earliest one is established in 2007. In the following years until 2012, the number of enterprises is still relative few. In 2012, the number started to increase quickly. However, it slowed down sharply in 2013. Part of the reason is because of the volatile political situations in Thailand at that time. During the period of the military coup, many activities and events are cancelled which indirectly slow down the increase of social entrepreneurship in Thailand. But again in 2014, the rise of social enterprises returned. By the time of the survey, there are twelve newly established social enterprises. It is a dramatically growth comparing to 2013 in which only two new social enterprises came into existence during the whole year.

Launching Year	The majority of the social enterprises in the sample established in 2014 and 2012. The others are scattered in years 2007, 2009, 2010, 2011 and 2013.
Missions	They are working in these sectors dealing with different social problems such as education inequality, career preparation, environment protection, poverty, information inequality, elderly care, and so on. In the sample, several social enterprises do not deal with social problem directly themselves, but provide services and products to other social enterprises in a way to help the society indirectly.
Business Strategy	All of the social enterprises in the sample are in the startup stage and they use focus strategy to compete in the market, including cost focus strategy, differentiation focus strategies and the mix of both cost focus and differentiation strategy.
Working Sectors	The sectors that these social entrepreneurs and their organizations are working on are varied, including education, communication, agriculture and environment protection, tourism, clothing, public health and consulting services.

Table 5: Basic information of Young Thai Social Entrepreneurs' Social Enterprises

5.1.4 Young Thai Social Entrepreneurs' Intention, Motivations and Social Entrepreneurial Activities

High level of entrepreneurial self-efficacy and empathy self-efficacy result in social entrepreneurial intention

As for the impact of entrepreneurial self-efficacy and empathy self-efficacy on the intention of young Thai adults to be social entrepreneurs, the finding demonstrates that they all have high level of entrepreneurial self-efficacy and empathy self-efficacy which leads to high level intention on their social entrepreneurial behaviors.

The effect of entrepreneurial and pro-social role model on young Thai adults' social entrepreneurial intention is not significant

With regard to role models before they launched their project, the questionnaire survey result shows that the numbers of social entrepreneurs who have entrepreneurial and pro-social role models and who have not are almost even. This implies that the impact of role models on social entrepreneurs' intentions is not noteworthy.

Entrepreneurial family member moderately affect young Thai social entrepreneurs' entrepreneurial intention

The qualitative data indicates that their family members may have a impact on young Thai social entrepreneurs' entrepreneurial intention. Most of young Thai social entrepreneurs have not only one family member who is entrepreneur. According to the survey, there are only 17.5% of them don't have any entrepreneurial family members. Although they may not admire these family members very much as their role models, this background should influence their intentions to be entrepreneurs to some extent because they may experience or at least get a sense of business from an early age. For example, one social entrepreneur stated that:

“My grandfather succeeded pretty much in business. My father inherits his business, and my aunts and uncles are all working on the business still. My grandfather is a really successful businessman. I heard a lot of good things of him, for example, it is said that when people came to the factory and they asked if you could make this model, he would always say yes, because it’s good to have a business relationship even though you have to go and buy those kinds of bottles, so he is very entrepreneurial. But comparing to him, I’m much more educated than him and I have a family here, I was born here, but unlike him, he emigrated from China with nothing, So I feel like, if he could make it, I should be able to make it too.”

For most of them, the current project is their first social entrepreneurial projects. Their intention particularly to be social entrepreneurs emerged when they were college students and employees

From the result of the survey, it reveals that for most of the social entrepreneurs, this current work is not their first job, but their first social-oriented projects. Most of them wanted to either work for social sector or to be entrepreneurs when they were college students and when they were employees.

High level of needs leads to social entrepreneurial activities

In terms of the motivations to be social entrepreneurs, compatible with the theory of needs both from Maslow (self-actualization theory) and McClelland (need for achievement theory), young Thai social entrepreneurs convey a strong desire to fulfill their high level needs. They have the goals to generate social impact to the society and they want to attain those goals. They are eager to self-actualize. Through their social projects, they would like to gain more beyond money and pursue a new lifestyle. Their social entrepreneurial intention eventually brings about activities in the real world by these motivators.

To be specific, this finding confirms the hypothesis that young Thai social entrepreneurs are motivated by the “passion to serve the public.” On the contrary, it rejects the hypothesis of the research that “motivators like financial independency

plays an important role in young Thai social entrepreneurs' decision to exploit opportunities". Very few of them treat financial independency as a motivator for them to be social entrepreneurs, but all of them express that they had the passion to generate social impact, which led them to join the social entrepreneurship movement.

Exposure and closeness to the social problem of young Thai adults has a close relationship with the identification of their social enterprises' opportunities

According to the survey, when asked how they identify the social problem to tackle with, the most selected option is "used to have a job about related issue". Besides, as for the way they identify the social problem as opportunity to seize, based on the interview and open-ended questions, the theme "Exposure and Closeness to Social Problem" emerges to describe the mode. Therefore, this finding partly confirms the hypothesis that "Prior knowledge, social networks, accidentally discovery, previous life experiences are factors that contribute to the identification of opportunity that young Thai social entrepreneurs are working on."

Friends and peers play important role in young Thai adults' social entrepreneurial activities

All of these young Thai social entrepreneurs have known the concept of social entrepreneurship over two years. And in terms of how they know it, there were five main channels: from competition or contest, from media, from class, from friends or other people and from previous work experiences respectively. Following media, friends or other people are the second listed channel. The role of friends or peers is very important to young Thai social entrepreneurs. Not only because they first know the concept of social entrepreneurship from their friends but also, according to the survey, many of them co-founded their social enterprises with friends. On one hand, having friends with them to set up the enterprise together helps to 1) integrate resources, knowledge and ideas, 2) split risks and separate responsibilities, 3) create a fun and energetic working style. On the other hand, it may easily cause 1) conflicts due to contradictory opinions, different attitudes, misunderstandings and so on, 2)

financial burden because of insufficient income, 3) less efficiency owing to increased procedures and communication problems.

5.1.5 Characteristics of young Thai social entrepreneurs and the development of social entrepreneurship in Thailand

Young Thai social entrepreneurs are particularly collaborative combining with other common characteristics of young people

As for being a young social entrepreneur particularly, the characteristics of young people also play a part in their behaviors. They are creative, innovative and inclined to think out of the box, which are widely recognized personality traits of social entrepreneurs. They are quick learners and open-minded to new information, technology and knowledge. They have high spirits and are very enthusiastic to generate social impact to the society. They have less experience meaning that they have fewer limits. They are young so that they have more time and chances for trial and error. In the meantime, there more and more experienced advisors and mentors have appeared in the social entrepreneurship field of Thailand. All these factors combined together drive many more young Thai adults into social entrepreneurship development.

When talking about their attitudes toward other social entrepreneurs in Thailand, one conspicuous point emerging from the interview which is they are of a highly collaborative nature. Through the whole research period, the researcher attended many activities and events. It is obvious to tell that these young Thai social entrepreneurs are very close and supportive toward each other. Although many young Thai social entrepreneurs refer to pure business items like “competitor” to describe their counterparts in the country, especially those who work in the similar sectors as they do, the small community among young Thai social entrepreneurs is quite tight-knit. Within this small network of social entrepreneurs, like one of the interviewees said, “everyone knows everyone and helping each other out. There’s not much of competition but more of collaboration.” The list of what they value the most in terms of what they gained from joining the social entrepreneurship related contest or

championship also could be evidence to this point. Nearly 20% of them select “network with other social entrepreneurs” as the most precious benefit.

Despite having high levels of job satisfaction and the development of social entrepreneurship in Thailand, young Thai social entrepreneurs are facing many barriers which bring about challenges and opportunities

During the period of running their social projects, although young Thai social entrepreneurs enjoy a high level of job satisfaction in general, there do exist many barriers for them. From the survey, when being asked what is the most difficult part for them, the three most mentioned items are: 1) lack of financial resources, 2) lack of labors for the organization or project, and 3) difficulty in reaching target market and gaining profit. However, they hold a positive attitude toward their work and the development of social entrepreneurship in Thailand as a whole. Reasons of this are that 1) there are more funds available from various organizations these days, 2) media started to pay attention to this sector, and 3) it is more recognized and accepted by Thai society then before.

Yet, this is not enough. According to the interviews, specifically for young Thai social entrepreneurs, they are hindered by, first of all, insufficient support, despite the fact that there are some. Compared to traditional business holders who receive more beneficial supports from the government such as BOI policies or supports in investment and operational funds from SME or commercial banks, and also those pure non-profit organizations, the support for social enterprises is insufficient. One of the reasons is that there is still no such standard criteria for identifying social enterprises in Thailand. From the government side, the description or definition of social enterprise needs to be clear. Secondly, public awareness of social entrepreneurship is inadequate. Several young social entrepreneurs state that pressure from their family upset them greatly, because family members fail to see their efforts as worthwhile. The majority of Thai people have no idea about this term and some of them even have the misunderstanding that social entrepreneurs are taking advantage from underprivileged people.

However, a new concept means opportunities. Together with the social status quo of Thai society that there exist many social problems, it provides many opportunities for young Thai people to exploit. For them as entrepreneurs, it is fresh to Thai people implying that the market doesn't have too many players and it is wide open. There is also the advantage that there are not too many competitors.

Competition or contest with regard to social entrepreneurship is very important to promote social entrepreneurship awareness in Thailand

As regard to promoting the awareness of social entrepreneurship, contest and competition play an irreplaceable role in Thailand. As the influences of friends, many young Thai social entrepreneurs firstly knew the concept from contest and competition. Moreover, many young Thai adults were attracted to join the contest and they gained many valuable things. According to the survey, as the chart shows that (Figure 23), for many of them, the most valuable gain from the contest is "knowledge about social entrepreneurship". In Thailand, ChangeFusion, Ashoka, Banpu Group, and Thailand Social Enterprise Office (TSEO) are four leading organizations that support social entrepreneurship. They organize and support many social entrepreneurship related activities, events and championships. Many young contestants and champions continued their work after the contest and some of them eventually established their own social enterprises.

Factors	Findings
Entrepreneurial Self-efficacy and Empathy Self-efficacy	Young Thai social entrepreneurs have a high level of both entrepreneurial and empathy self-efficacy, which leads to high levels of intention to create social ventures.
Entrepreneurial and Pro-social Role Models	Role models don't play a significant part on young Thai social entrepreneurs' intention. The percentage of those who have entrepreneurial and pro-social role model is not very high.

Factors	Findings
Entrepreneurial Family Members	The majority of them have family members who are entrepreneurs. The qualitative data show that young Thai social entrepreneurs' entrepreneurial family members indirectly influence their entrepreneurial behaviors more or less.
How long have they known the concept of social entrepreneurship?	All the young Thai social entrepreneurs have known the concept of social entrepreneurs for over one year and most of them have learned about it over 2 years.
How they know the concept of social entrepreneurship	They learned about it from various channels: from competition or contest, from media, from class, from friends or other people and from previous work experiences respectively.
Whether the current work are their first jobs	For most of the young Thai social entrepreneurs, the current work is not their first job, but they are their first social-oriented entrepreneurial projects.
When they had the intention to be entrepreneur or to work for social sector	Most of them wanted to either work for the social sector or to be entrepreneurs when they were college students and when they were employees.
Co-founder	Most of them have co-founders. This brings both advantages and disadvantages. On one hand, having co-founders helps to 1) integrate resources, knowledge and ideas, 2) split risks and separate responsibilities, 3) create a fun and energetic working style. On the other hand, it may cause 1) conflicts due to difference in opinions, different attitudes, misunderstandings and so on, 2) financial burden because of insufficient income, 3) less efficiency owing to more procedures and communication problems.

Factors	Findings
Social Entrepreneurship related championships or contests	In Thailand, in terms of prompting social entrepreneurship, related championships or contests play a significant role. Many young Thai social entrepreneurs learned about the concept from the championships and have gained many valuable experiences from it. They said that “knowledge about social entrepreneurship” is the key.
Exposure and Closeness to Social Problems	According to the data, “exposure and closeness to social problems” has crucial impact on young Thai social entrepreneurs’ identification of specific social problems as opportunity of their social enterprises. There are three modes as regards to “exposure and closeness”: 1) exposure to social problems from a very young age, 2) coming from an underprivileged community, 3) previously had a job about related social issues.
Motivation	To fulfill their high level of needs is young Thai adults’ motivation to become social entrepreneurs. They want to attain self-actualization and fulfill their needs for achievements. They are eager to help society with nonmonetary focus and to pursue a new lifestyle with personal fulfillment.

Factors	Findings
Characteristics	They are creative, innovative and inclined to think out of the box. They are quick learners and open-minded to new information, technology and knowledge. They have high spirit and are very enthusiastic to generate social impact to the society. They have less experience meaning that they have fewer limits. The majority of young Thai social entrepreneurs are rather collaborative.
High Level of Job Satisfaction and positive attitudes toward social entrepreneurship in Thailand even though facing barriers	Generally speaking, young Thai social entrepreneurs have a high level of job satisfaction, despite facing many barriers such as 1) lack of financial resources, 2) lack of labors for the organization or project, and 3) difficulty in reaching to target market and gaining profit. However, they still hold positive attitude toward social entrepreneurship in Thailand because that, 1) there are more funds available from various organizations these days, 2) media started to pay attention to this sector, and 3) it is more recognized and accepted by Thai society then before.

Table 6: Overview of Factors related to Young Thai Adults Social Entrepreneurial Activities

5.2 Limitation of the Study

- The significant limitation in the methodology part is the working language. The researcher is neither a Thai nor an English native speaker. However most of the face-to-face interviews were conducted in English. Although all of the respondents of interviews can speak very good English, there are still some language barriers standing there between the interviewer and interviewees that may cause some misinterpretations. As for respondents who took the

questionnaire and answered the open-ended questions, although the questions are asked in Thai and respondents can answer them in Thai, the loss of information might happen when translating them into English. Moreover, it is important to emphasize that the findings of this qualitative study can only be generalized to the sample of this study.

- The sample size is not that large. Due to the constraints of time and space, it is rather difficult to reach to all young Thai social entrepreneurs. In addition, it is also because, for the time being, the population of young Thai social entrepreneurs is not sizeable.
- Almost all the social enterprises in the sample are recognized as in its infancy stage by their founders. It has not generated considerable social impact yet, consequently, the research lack of study on the operation of those organizations.
- There is no comparing group. Especially for the quantitative study in measuring the effect of entrepreneurial and empathy self-efficacy's level on young Thai social entrepreneurs' intention, the conclusion is less concrete without comparison.

5.3 Recommendation for further research

- Governmental organization should offer more support, especially for social entrepreneurship related championship and contest. Meanwhile, it should enhance the ecosystem of social entrepreneurship in Thailand by being an efficient coordinator among different parties and stakeholders.
- For educators, in order to trigger young Thai adults intension and motivation to be social entrepreneurs, they should increase the chances for students to be related to social entrepreneurs, because the exposure and closes to social problems play an very important role in young Thai social entrepreneurs' behaviors. Colleges and universities should offer more extra social-related curriculums and provide more opportunities of internship at social sectors and increase students' entrepreneurial and empathy self-efficacy level.

- Future research to conduct studies related to young social entrepreneurs, first of all, should be done with particular attention to the comparison of attitudes of social entrepreneurs and performances of their organizations at different time points and different stages of the organization, with a larger sample size as the social entrepreneurship sector growing up in Thailand. For example, as time goes by, some of the young Thai social entrepreneurs might get married, there is possibility that the attitudes toward their work change, as they will burden more responsibilities so that tend to be more serious about what they do. Research of this will contribute to comprehend them deeply in order to keep them in the sector.
- Secondly, future study should place a specific concentration on the relationship between the characteristics of Thainess and social entrepreneurship. For instance, from the interviews, in terms of the reasons of being social entrepreneurs, many young Thai adults stress that the fun-working style is a very important factor that is in line with one widely accepted characteristic of Thai people that they are fun-seekers. Besides, there might be some other aspects of Thai culture contribute to the booming of social entrepreneurship in Thailand which deserve a profound study.
- Thirdly, future study should investigate deeply from various dimensions such as students' backgrounds, curriculum design or campus activities that why public universities graduates, especially those from Thammasat and Chulalongkorn University have become highly actively involved in this movement.
- Fourthly, future study should plan to do comparison study between social entrepreneurs and traditional entrepreneurs, especially with regard to personality traits.
- Lastly, specific attention should be drawn upon students of GSSE at Thammasat University. This initial social entrepreneurship study program in Thailand has produced no graduates so far, but it is worthwhile to track the students from now on and their future actions after they graduate.

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APPENDIX



จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

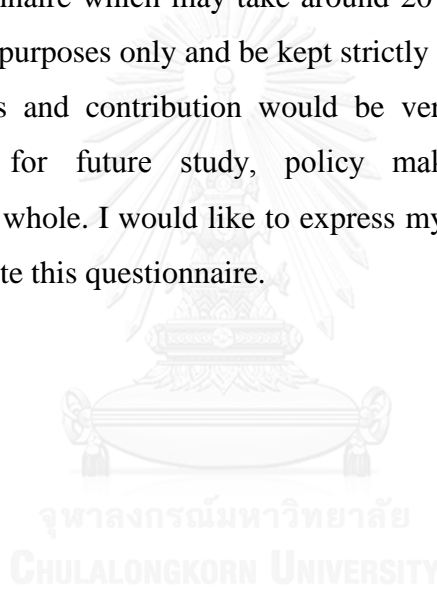
Appendix A
The Questionnaire of Research in English

Dear Sir or Madam,

My name is Zhang Yameng. I am a Chinese student of the Master's Degree Program in Thai Studies (International Program), Faculty of Arts, Chulalongkorn University. I am in the process of gathering information for doing a thesis entitled "*The Rise of Social Entrepreneurship in Thailand: A Study of Young Thai Social Entrepreneurs*". I, therefore, would like to ask for your kind cooperation in completing a questionnaire which may take around 20 minutes. Your responses will be used for academic purposes only and be kept strictly confidential.

Your opinions and contribution would be very valuable not only for this research, but also for future study, policy makers and Thailand's social entrepreneurship as a whole. I would like to express my sincere appreciation for your willingness to complete this questionnaire.

Best regards,
Ms. Zhang Yameng



1. Age
.....
2. Gender
 Male Female
3. Social Enterprise or Project's Name
.....
4. Social Enterprise or Project's Mission
.....
5. Which year did your launch your project or establishes your enterprise?
.....
6. Ethnicity

- Thai
- Thai and Chinese
- Thai and other
- Other

7. Religion

- Buddhist
- Islam
- Christian
- None
- Other

8. Hometown

- Bangkok
- North
- Northeast
- Central
- South

9. Education Background *(If you got bachelor and above degree, you can skip the first 2 options and start from the 3rd one.)*

1). High School (Please specify the name of school)

.....

2). Technical Diploma (Please specify the name of school)

.....

3). Undergraduate Degree (Please specify name of university or college and your major):

.....

4). M.A (Please specify name of university and field of study):

.....

5). Ph.D. (Please specify name of university and field of study):

.....

10. Family of Origin's annual income *(Parents' family's annual household income)*

- 0-200,000Baht/year
- 200,001-500,000Baht/year
- 500,001-1,000,000Baht/year
- 1,000,000Baht/year and Above

11. Birth Order in Family

- Only Child
- Firstborn
- Middle Child
- Last-born

12. If you have family members who are entrepreneurs, please specify who (*You can choose more than one answer.*)

- Grandfather
- Grandmother
- Father
- Mother
- Siblings
- Uncle
- Aunt
- Cousin
- None

13. How long have you known the concept of Social Entrepreneurship?

- Less than 6 months
- 6 months
- 1-2 years
- More than 2 years

14. How did you learn about the concept of Social Entrepreneurship?

- From competition or contest
- From the media
- From class
- From friends or other people
- Other

15. Is this your first job?

- Yes.
 - No. Then, why did you quit your previous job and decided to be a social entrepreneur?
-

16. Is this your first social-oriented project?

- Yes
 No. Then, what did you learn from the previous one?

17. (Please indicate the extent that fit your situation by selecting the appropriate level):

Before you established the organization or launched the project, how confident were you in successfully...

	Extremely Confident 5	Confident 4	Confident 3	Fairly Confident 2	Not Confident 1
1). identifying new business opportunities?					
2). creating new products and services?					
3). thinking creatively?					
4). commercializing an idea or new product /service development?					

18. Please rate your level of ability for the following statements.

	Very Well 5	Somewhat Well 4	Neutral 3	Somewhat Not Well 2	Not Well At All 1
1). How well can you perceive the needs of others?					
2). How well can you recognise when someone wants comfort and emotional support, even if she/he does not obviously exhibit it?					
3). How well can you recognize whether or not a person is annoyed or displeased with you?					
4). How well can you recognize when a person is inhibited by fear?					

5). How well can you recognize when a companion needs your help?					
6). How well can you recognise when a person is experiencing depression?					

19. Before you established the organization or launched the project, approximately when did you start to think of being an entrepreneur?

- When I was a child or teenager
- When I was in college/university
- When I was a newly graduate and was looking for a job
- When I was an employee

What made you want to be an entrepreneur at that time?

.....

20. Before you established the organization or launched the project, do you have role models or people you admire very much who are entrepreneurs?

- No
- Yes (*please specify who is he/she (are) (they) (Could be anyone, for example family members, public figures, friends or teachers.)*)

.....

21. Before you established the organization or launched the project, approximately when did you start to think of working for social sector?

- When I was a child or teenager
- When I was in college/university
- When I was a newly graduate and was looking for a job
- When I was an employee

What made you want to work for social sector at that time?

.....

23. Before you established the organization or launched the project, do you have role models or people you admire very much who display altruistic behaviors, or very active in public service?

- No
- Yes (please specify who is he/she (are) (they) (*Could be anyone, for example family members, public figures, friends or teachers.*)
-

24. How did you identify the social problem that your organization is tackling with?

- Used to join in related activities in nonprofit organization
- Used to have a job about related issue
- Borrowed the idea abroad and wanted to try it in Thailand to tackle the similar problem
- Find it on domestic media
- From family members, friends or other people
- Related to family business
- Other, please specify
-

24. If you have joined any contest or competition about social entrepreneurship, which one do you value the most that you gain through the whole period of the contest?

- None. I haven't joined any contest about social entrepreneurship.
- Knowledge about social entrepreneurship
- Knowledge about business skills
- Fund or Venture Capital
- Network with other social entrepreneurs
- Connection with investors
- Connection with mentors
- Others, please specify.
-

25. What made you decide to tackle this social problem *as an entrepreneur*?
(Please drag and drop three most important ones to the right box, and rank them in order.)

- I had a passion for doing good things for the society.
- I wanted to be financially independent.
- I wanted to upgrade my social status.
- I wanted to provide qualified products and services to public.
- I had the desire to prove my idea to others.

- I wanted to continue learning.
 - I wanted to improve my project’s beneficiaries’ life or work situation.
 - I wanted to gain prestige.
 - Other, please specify:
-

26. Please indicate the extent to which you agree or disagree with the following statement by selecting the appropriate level.

	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
I'm satisfied with my current work.					

27. In your opinion, what are the advantages and disadvantages of being a SOCIAL ENTREPRENEUR *in the context of Thailand* ?

Advantages:

.....

Disadvantages:

.....

28. In your opinion, what are the advantages and disadvantages of being a YOUNG ENTREPRENEUR *in the context of Thailand*?

Advantages:

.....

Disadvantages:

.....

29. If you have one more co-founder (or more than one), please specify what are the advantages and disadvantages of having him/ her (them) in the team? *(If you don't have any co-founder, please skip to the next question.)*

Advantages:

.....

Disadvantages:

.....

30. Right now, what is the most difficult part for you in terms of running the organization or project? (Please drag and drop three most important ones to the right box, and rank them in order.)

- Lack of labors for the organization or project
- Lack of business skills
- Hard to find mentors
- Lack of business networks
- Lack of financial resources
- Pressure from yourself because of spending less time and money with family
- Immature ecosystem for social entrepreneurship in Thailand
- Lack of public awareness about social entrepreneurship
- Hard to reach to target market and get profit
- Pressure from family
- Other, please specify

37. In your opinion, why is social entrepreneurship emerging among young Thai people nowadays?

.....

***Thank you very much for filling out the questionnaire.
Your cooperation is highly appreciated.***

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Appendix B

The Questionnaire of Research in Thai

เรียน ผู้ตอบแบบสอบถาม

ดิฉันชื่อ นางสาว หยาเหมิง จาง นิสิตชาวจีนระดับปริญญาโทหลักสูตรอักษรศาสตรมหาบัณฑิต สาขาวิชาไทยศึกษา (นานาชาติ) คณะอักษรศาสตร์ จุฬาลงกรณ์มหาวิทยาลัย ขณะนี้ดิฉันกำลังอยู่ระหว่างการเก็บข้อมูลเพื่อทำวิทยานิพนธ์หัวข้อ “การก่อตัวของการประกอบการเพื่อสังคมในประเทศไทย: การศึกษาผู้ประกอบการเพื่อสังคมชาวไทย” ดิฉันจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามซึ่งจะใช้เวลาประมาณ 20 นาที ดิฉันขอรับรองว่าข้อมูลในแบบสอบถามจะใช้เพื่อจุดประสงค์ด้านวิชาการเท่านั้นและจะเก็บข้อมูลเหล่านี้ไว้เป็นความลับ

ความคิดเห็นของคุณไม่เพียงแต่จะเป็นประโยชน์ต่องานวิจัยชิ้นนี้เท่านั้น แต่ยังเป็นประโยชน์ต่อการวิจัยในอนาคตโดยจะเป็นแนวทางสำหรับผู้กำหนดนโยบาย และภาพรวมของผู้ประกอบการเพื่อสังคมของประเทศไทย ดิฉันขอขอบคุณทุกท่านที่ได้สละเวลาตอบแบบสอบถามมา ณ ที่นี้

ด้วยความเคารพ

นางสาว หยาเหมิง จาง

จุฬาลงกรณ์มหาวิทยาลัย
CHULALONGKORN UNIVERSITY

1. อายุ

.....

2. เพศ

ชาย หญิง

3. ชื่อโครงการ หรือชื่อกิจการเพื่อสังคม

.....

4. พันธกิจ/ภารกิจของโครงการ หรือของกิจการเพื่อสังคม

.....

5. ท่านเปิดตัวโครงการหรือตั้งบริษัทในปี พ.ศ. ไต

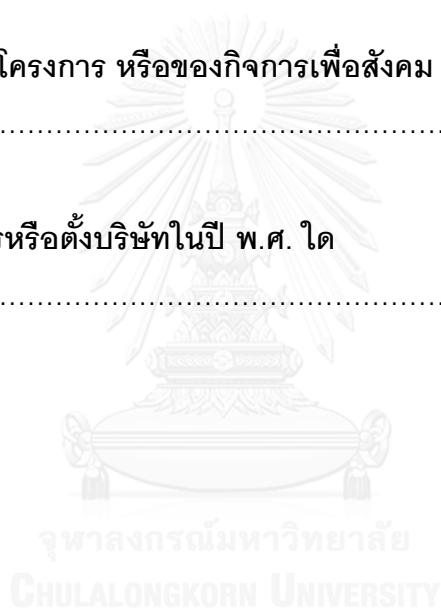
.....

6. เชื้อชาติ

- ไทย
- ไทย เชื้อสายจีน
- ไทย เชื้อสายอื่น
- เชื้อชาติอื่น

7. ศาสนา

- พุทธ
- อิสลาม
- คริสเตียน
- ไม่มี
- อื่นๆ



8. ภูมิลำเนา

- กรุงเทพมหานคร
- ภาคเหนือ
- ภาคตะวันออกเฉียงเหนือ
- ภาคกลาง
- ภาคใต้

9. ประวัติการศึกษา (ถ้าคุณจบการศึกษาระดับปริญญาตรีหรือสูงกว่า ขอให้ข้าม 2 ตัวเลือกแรก และเริ่มทำตัวเลือกที่ 3)

1) มัธยมศึกษา (โปรดระบุชื่อโรงเรียน)

.....

2) ประกาศนียบัตรวิชาชีพ (โปรดระบุชื่อโรงเรียน)

.....

3) ปริญญาตรี (กรุณาระบุชื่อมหาวิทยาลัยหรือวิทยาลัย และวิชาเอก)

.....

4) ปริญญาโท (กรุณาระบุชื่อมหาวิทยาลัย และสาขาวิชา)

.....

5) ปริญญาเอก (กรุณาระบุชื่อมหาวิทยาลัย และสาขาวิชา)

.....

10. รายได้ต่อปีคร่าว ๆ ของครอบครัว (รายได้รวมในครอบครัว)

- 0-200,000บาท/ปี
- 200,001-500,000บาท/ปี
- 500,001-1,000,000บาท/ปี
- 1,000,000บาท ขึ้นไป

11. ลำดับการเกิดในครอบครัว

- ลูกคนเดียว
- ลูกคนแรก
- ลูกคนกลาง
- ลูกคนสุดท้าย

12. หากท่านมีสมาชิกในครอบครัวที่เป็นผู้ประกอบการ โปรดระบุ ว่าเป็นท่านใดบ้าง
(สามารถเลือกมากกว่าหนึ่งข้อ)

- ปู่ ตา
- ย่า ยาย
- พ่อ
- แม่
- พี่น้อง
- ลูก อา
- ป้า น้า
- ญาติพี่น้อง
- ไม่มี



จุฬาลงกรณ์มหาวิทยาลัย

CHULALONGKORN UNIVERSITY

13. คุณรู้จักแนวคิดเรื่อง“การประกอบการเพื่อสังคม”(Social Entrepreneurship) มานาน
เท่าไร

- น้อยกว่า 6เดือน
- 6เดือน
- 1-2ปี
- มากกว่า 2ปี

14. คุณรู้จักแนวคิดเรื่อง“การประกอบการเพื่อสังคม”(Social Entrepreneurship)จากที่ไหน

- จากการแข่งขันหรือประกวด
- จากสื่อ
- จากชั้นเรียน
- จากเพื่อนหรือผู้อื่น
- ผู้อื่น

15. งานนี้เป็นงานแรกของคุณหรือไม่

- ใช่
- ไม่ใช่ ทำไมคุณถึงลาออกจางานเก่าและตัดสินใจที่จะเป็นผู้ประกอบการเพื่อสังคม
-

16. นี่คือโครงการที่มุ่งเน้นสังคมโครงการแรกของคุณใช่หรือไม่

- ใช่
- ไม่ใช่ ,ท่านได้เรียนรู้อะไรบ้างจากโครงการก่อนหน้านี้ โปรดระบุ
-

17. (โปรดระบุปัจจัยที่ตรงกับสถานการณ์ของคุณ โดยเลือกระดับที่เหมาะสมในกรอบด้านล่างนี้)

ก่อนที่คุณจะตั้งบริษัทหรือเปิดตัวโครงการ คุณมั่นใจแค่ไหนว่าคุณจะประสบความสำเร็จที่จะ...

	มั่นใจ ที่สุด 5	มั่นใจ มาก 4	มั่นใจ 3	ค่อนข้าง มั่นใจ 2	ไม่ มั่นใจ 1
1. พบโอกาสใหม่ทางธุรกิจ					
2. สร้างสรรค์ ผลิตภัณฑ์และบริการใหม่ๆ					
3. คิดอย่างสร้างสรรค์					
4. สร้างผลเชิงพาณิชย์จากความคิดหรือพัฒนาผลิตภัณฑ์/บริการใหม่ๆ					

18. โปรดระบุระดับความสามารถของคุณต่อไปนี้

	ดี ที่สุด 5	ดี 4	พอใช้ 3	ไม่ค่อยดี 2	ไม่ดี 1
1. คุณเข้าใจความต้องการของผู้อื่นดีแค่ไหน					
2. คุณรับรู้ได้ดีแค่ไหนเมื่อมีคนต้องการการปลอบโยนและกำลังใจ แม้ว่าเขา/ เธอไม่ได้แสดงออกให้เห็นอย่างชัดเจน					
3. คุณรับรู้ได้ดีแค่ไหนเมื่อคนๆ หนึ่งรู้สึกรำคาญหรือไม่พอใจคุณ					
4. คุณรับรู้ได้ดีแค่ไหนเมื่อคนๆ หนึ่งรู้สึกวิตกกังวลเพราะความกลัว					
5. คุณรับรู้ได้ดีแค่ไหนว่าเพื่อนคนหนึ่งกำลังต้องการความช่วยเหลือจากคุณ					
6. คุณรับรู้ได้ดีแค่ไหนว่าคนๆ หนึ่งกำลังเผชิญกับภาวะซึมเศร้า					

19. ก่อนที่คุณจะตั้งบริษัทหรือเปิดตัวโครงการ คุณคิดที่จะเป็นผู้ประกอบการตั้งแต่เมื่อไร

- ตอนเป็นเด็ก/วัยรุ่น
 ตอนที่ยังเรียนอยู่มหาวิทยาลัย
 ตอนที่ยังจบมหาวิทยาลัยและกำลังหางานทำ
 ตอนที่เริ่มทำงาน

อะไรที่ทำให้ท่านอยากเป็นผู้ประกอบการในตอนนั้น

.....

20. ก่อนที่ท่านจะจัดตั้งบริษัท หรือทำโครงการ ท่านมีต้นแบบ หรือผู้ที่ท่านชื่นชมเป็น
 อย่างมากหรือไม่ ถ้ามีใครคือผู้ประกอบการคนที่ท่านชื่นชม

ไม่มี

มี (โปรดระบุ) (เป็นใครก็ได้ เช่น สมาชิกในครอบครัว, บุคคลสาธารณะหรืออาจารย์ ฯลฯ)

.....

21. ก่อนที่ท่านจะตั้งบริษัทหรือเปิดตัวโครงการคุณคิดจะทำงานเพื่อสังคมตั้งแต่เมื่อไหร่

ตอนเป็นเด็ก/วัยรุ่น

ตอนที่ยังเรียนอยู่มหาวิทยาลัย

ตอนที่เพิ่งจบมหาวิทยาลัยและกำลังหางานทำ

ตอนที่เริ่มเป็นพนักงาน

อะไรที่ทำให้ท่านต้องการที่จะทำงาน เพื่อสังคม ในตอนนั้น

.....

22. ก่อนที่คุณจะตั้งบริษัท หรือเปิดตัวโครงการคุณมี บุคคลที่ถือเป็นบุคคลต้นแบบของ
 คุณ หรือที่คุณชื่นชมเพราะเป็นผู้ที่อุทิศตนเพื่อประโยชน์ ส่วนรวมหรือไม่

ไม่มี

มี (โปรดระบุ) (เป็นใครก็ได้ เช่น สมาชิกในครอบครัว, บุคคลสาธารณะหรืออาจารย์ ฯลฯ)

.....

23. คุณพบปัญหาสังคมที่องค์กรของคุณกำลังแก้ไขอยู่ได้อย่างไร

เคยเข้าร่วมกิจกรรมที่คล้ายคลึงกันในองค์กรที่ไม่หวังผลกำไร

เคยทำงานที่เกี่ยวข้องกับประเด็นนี้มาก่อน

ต้องการลองใช้แนวคิดที่นำมาจากต่างประเทศนี้ในประเทศไทยเพื่อจัดการกับปัญหาที่
 คล้ายคลึงกัน

รู้จักผ่านสื่อในประเทศ

จากสมาชิกในครอบครัว เพื่อน หรือ บุคคลอื่น

เกี่ยวข้องกับธุรกิจของครอบครัว

อื่นๆ โปรดระบุ

24. หากคุณเคยเข้าร่วมการประกวดหรือการแข่งขันที่เกี่ยวกับการประกอบการเพื่อสังคม
สิ่งใดที่มีค่ามากที่สุดที่คุณได้รับตลอดระยะเวลาการแข่งขัน

ไม่ ฉันไม่เคยเข้าร่วมการประกวดใดๆ ที่เกี่ยวกับการประกอบการเพื่อสังคม

ความรู้เกี่ยวกับการเป็นผู้ประกอบการทางสังคม

ความรู้เกี่ยวกับทักษะต่างๆ ทางธุรกิจ

การได้รับเงินทุน หรือการร่วมทุน

ได้สร้างเครือข่ายกับผู้ประกอบการทางสังคมอื่นๆ

ความสัมพันธ์กับเหล่านักลงทุน

ความสัมพันธ์กับเหล่าที่ปรึกษา

อื่นๆ โปรดระบุ

25. อะไรที่ทำให้คุณตัดสินใจจัดการกับปัญหาสังคมด้วยการเป็นผู้ประกอบการ
(โปรดใช้เมาส์ลากประโยคด้านซ้ายมือที่ท่านคิดว่าสำคัญมากที่สุด 3 ประโยคไปวางไว้
ในช่องด้านขวามือโดยเรียงตามลำดับความสำคัญจากมากไปหาน้อย)

ฉันมีความกระตือรือร้นที่จะทำสิ่งดีๆ เพื่อสังคม

ฉันต้องการมีอิสระทางการเงิน

ฉันต้องการเลื่อนสถานะทางสังคมของฉัน

ฉันต้องการเสนอสินค้า และบริการที่มีคุณภาพให้กับสาธารณชน

ฉันต้องการพิสูจน์ความคิดของฉันให้ผู้อื่นได้เห็น

ฉันต้องการเรียนรู้ต่อไปเรื่อยๆ

- ขั้นตอนการพัฒนาชีวิต หรือสถานการณ์การทำงานของผู้รับผลประโยชน์ใน โครงการของฉัน
- ขั้นตอนการซื้อเสียง
- อื่นๆ โปรดระบุ
-

26. ท่านเห็นด้วยกับข้อความด้านล่างนี้ในระดับใด

	เห็นด้วย อย่างยิ่ง 5	เห็นด้วย 4	ปานกลาง 3	ไม่เห็น ด้วย 2	ไม่เห็นด้วย อย่างยิ่ง 1
ฉันพอใจกับงานที่ทำอยู่ใน ขณะนี้					

27. คุณคิดว่าอะไรคือข้อได้เปรียบและข้อเสียเปรียบของการเป็นผู้ประกอบการเพื่อสังคม
ในบริบทของประเทศไทย

ข้อได้เปรียบ.....

ข้อเสียเปรียบ.....

28. ข้อได้เปรียบและข้อเสียเปรียบของการเป็นผู้ประกอบการรุ่นใหม่ในบริบทของ
ประเทศไทย

ข้อได้เปรียบ.....

ข้อเสียเปรียบ.....

29. หากคุณมีผู้ร่วมก่อตั้งอีก 1 คน (หรือมากกว่า) โปรดระบุว่าอะไรคือข้อได้เปรียบ และ
ข้อเสียเปรียบของการมีเขา/เธอ (เขาเหล่านั้น) อยู่ในทีม (หากท่านไม่มีผู้ร่วมก่อตั้ง
โปรดข้ามไปยังคำถามถัดไป)

ข้อได้เปรียบ.....

ข้อเสียเปรียบ.....

30. ขณะนี้คุณคิดว่าอะไรคือส่วนที่ยากที่สุดในการขับเคลื่อนองค์กรหรือโครงการ
(โปรดใช้ไม้สั้ลากประโยคด้านซ้ายมือที่ท่านคิดว่าสำคัญมากที่สุด 3 ประโยคไปวางไว้
ในช่องด้านขวามือโดยเรียงตามลำดับความสำคัญจากมากไปหาน้อย)

- ขาดแคลนแรงงานสำหรับองค์กรหรือโครงการ
- ขาดทักษะทางธุรกิจ
- หาที่ปรึกษาที่มีประสบการณ์ได้ยาก
- ขาดเครือข่ายทางธุรกิจ
- ขาดทรัพยากรด้านการเงิน
- ความกดดันจากตัวคุณเองเนื่องจากคุณไม่ค่อยให้เวลาและเงินกับครอบครัว
- ความสัมพันธ์กันของส่วนต่างๆ (ecosystem) ของการเป็นผู้ประกอบการเพื่อสังคมในประเทศไทยยังไม่เติบโตเท่าที่ควร
- ขาดการตื่นตัวจากสาธารณชนเกี่ยวกับการเป็นผู้ประกอบการเพื่อสังคม
- เข้าถึงกลุ่มเป้าหมายและสร้างผลกำไรได้ยาก
- ความกดดันจากครอบครัว
- อื่นๆ โปรดระบุ

31. คุณคิดว่าทำไมการเป็นผู้ประกอบการเพื่อสังคมถึงเป็นที่รู้จักและสนใจในหมู่คนไทย
รุ่นเยาว์ในปัจจุบัน

ขอขอบคุณทุกท่านทุกท่านที่สละเวลาในการตอบแบบสอบถาม มา ณ โอกาสนี้

Appendix C

Introduction of Global Studies and Social Entrepreneurship (GSSE) Program of Thammasat University

(Source: Website page of GSSE program <http://www.sgs.tu.ac.th/undergraduate-program>)

Why GSSE?

Since the mid-19th century, three successive waves of globalization have created an increasingly interconnected world, a process that has been accompanied by the emergence of complex problems such as rising inequality, human insecurity and environmental change. The world needs professionals who know how to effectively address these challenges. Many people, especially youth, want to make a difference, care about social issues and believe that, as a society, we can change. This needs to be encouraged in the leaders of tomorrow.

There is a large and growing Social Entrepreneurship sector globally, particularly in Thailand. However, limited human resources currently restrict the sector's growth. Our program strives to redress this imbalance. By combining academic study with practice and internships, graduates will be equipped with the practical competencies they need to become effective change agents in their future roles. Graduates can pursue careers in government, corporate, and civil society sectors; young leaders from this program will contribute to innovative and enterprising interventions that have a positive social impact.

Blending academic study, practical learning, and targeted reflection on personal and professional development goals, student-led ventures (on and off-campus) are integrated into the curriculum throughout the four-year program. Students will also be expected to intern with social enterprises, gain hands-on practical experience in community placements, and have opportunities to study with partner institutions overseas.

Curriculums

Requiring 136 credits to graduate, GSSE teaching and learning is divided into 4 years or 8 semesters with the following modules:

- Thammasat Foundation
- People & Communities
- Societies & Governance
- Globalization
- Social Innovation
- Managing Social Innovation
- Social Innovation Minor 1
- Social Innovation Minor 2

The three choices for Minors at GSSE are:

- Intervention & Social Innovation
- Advocacy & Social Innovation
- Technology & Social Innovation

<p><i>Year 1 Term 1: Foundation</i></p>	<p>Thai Usage Integrated Sciences and Technology Applied Critical Thinking Foundation of Academic Writing Understanding Human Communications English Course 2 Elementary Statistic</p>
<p><i>Year 1 Term 2: People & Communities</i></p>	<p>Case Study1: People & Communities Social Innovation Project 1 Integrated Social Sciences Social Science Elective People, Groups, and Networks Social Inquiry and Assessment</p>


<p><i>Year 2 Term 1: Societies & Governance</i></p>	<p>Case Study2: Societies & Governance Integrated Humanities Civic Education English Course 3 Economics Elective Elective Faculty AP</p>
<p><i>Year 2 Term 2: Globalization</i></p>	<p>Case Study 3: Globalization Social Innovation Project 2 Introduction to Global Studies Introduction to Human Security Globalization Flows 1, 2 Introduction to ASEAN or Storytelling and Visual Communication</p>
<p><i>Year 3 Term 1: Social Innovation</i></p>	<p>Introduction to Social Innovation and Social Enterprise Human Centered Design for SI Idea Generating Methods Communication as Innovation Corporate Social Responsibility Foundations of Leadership</p>
<p><i>Year 3 Term 2: Managing Social Innovation</i></p>	<p>Case Study 4: Managing Social Innovation Social Innovation Project 3 Planning and Management Integrated Accounting Principles Financial Management Social Enterprise Social Innovation and Venture Management</p>

<p><i>Year 4 Term 1: Social Innovation Minors</i></p>	<p>Minor 1 Minor 2 Minor 3 Free Elective or Special Topics Global Studies and SI 1 Elective Faculty AP</p> <p>Choices of minor tracks are:</p> <p>Interventions and Social Innovation Designing Organizations The Private Sector and Social Innovation Intro to Social Brands Sustainable Transformations Design Thinking for Public Services</p> <p>Advocacy and Social Innovation Power, Strategy, and Social Change Global Context of Advocacy Intro to Community Organizing Media Advocacy Advocacy in Government Relations</p> <p>Technology and Social Innovation Science, Technology, and Society Technology, Innovation, and Social Entrepreneurship Digital Economy and Social Innovation Technology for Developing Countries The Intersection of Design and Science</p>
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<p><i>Year 4 Term 2: Social Innovation Minors</i></p>	<p>Minor 4 Minor 5 Free Elective or Special Topics Global Studies and SI 2 Professional Development 4</p> <p>Choices of minor tracks are:</p> <p>Interventions and Social Innovation Designing Organizations The Private Sector and Social Innovation Intro to Social Brands Sustainable Transformations Design Thinking for Public Services</p> <p>Advocacy and Social Innovation Power, Strategy, and Social Change Global Context of Advocacy Intro to Community Organizing Media Advocacy Advocacy in Government Relations</p> <p>Technology and Social Innovation Science, Technology, and Society Technology, Innovation, and Social Entrepreneurship Digital Economy and Social Innovation Technology for Developing Countries The Intersection of Design and Science</p>
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Teaching Methodology: Learning by Doing

At GSSE they place a lot of importance on learning and teaching. Other than lectures, our classes are discussion based and project based. Moreover they emphasize learning by doing through community-based learning initiatives and internships.

Methods	Description
Glab	<p>The School of Global Studies provides students with the opportunity to work and grow together in a Social Innovation Lab, called GLab. Here students have access to trans-disciplinary feedback from peers, faculty, and other professionals. Additionally, they will benefit from workshops and events run by leading organizations in the field. GLab will serve as space for students to develop and execute their initiatives in a supportive environment.</p>
Community Based Learning Initiatives 	<p>It is important that students get a feel for vulnerable groups and communities in the real world. The Community-Based Learning Initiative (CBLI) connects students' academic work with their interest in and concern for communities, around the University and beyond. Living within communities and working with community based organisations, students explore, develop questions of enquiry, collect and analyse information, and share their insights; not just with their professors, but also with the community and organizations that can make use of the information.</p> <p>Participating in CBLIs as a summer internship, students not only get a feel for real world problems from community members' perspectives they can also generate ideas on potential solutions.</p>

Methods	Description
Social Innovation Projects	<p>One of the major advantages of project work is that it makes formal education more like real life. The curriculum includes four social innovation projects (one per academic year) offering learning experiences in creating solutions aiming at social change. These projects are selected and designed by students, not faculty! Faculty members and other resource persons act as mentors for student teams to work on their projects. The sole role of the curriculum is to provide a framework for project identification: e.g., scaling of projects from modest to more complex, or from local to global - whether as a series of standalone projects or a continuum of projects around a particular wicked problem.</p>
Case studies	<p>Case studies are the backbone for each of the modules, through which students are confronted with wicked problems. Understanding these problems calls for acquisition of knowledge and the development of skills, which are then catered for by the surrounding coursework within each module.</p>

VITA

Miss Yameng Zhang was born in Heilongjiang Province, China. She graduated from Yunnan University of Finance and Economics with a Bachelor's Degree in Advertising. During her study in the college, the professor showed her many absorbing Thai commercials which made her start to be curious about the modern and creative aspects of this traditional country. However, after graduated in 2009, she had not the chance to pursue her study about Thailand or even in this country. After nearly three years working at her hometown, she finally was able to continue her study in Thailand in 2012.

Her research at Thai Studies program started from the topic of creative economy of Thailand and during the research she came to know the concept of social entrepreneurship. To her, who has always been having a social interest, it is a fascinating idea which means that people can generate social impact with entrepreneurial approach. Meanwhile, she found that young Thai people have been very active in social entrepreneurship. This motivated her to explore the development of social entrepreneurship in Thailand and especially the role of young Thai people in this rising trend. Finally, she finished her thesis entitled "The Rise of Social Entrepreneurship in Thailand: A Study of Young Thai Social Entrepreneurs" which is already in your hand.