

Incorporating Business Models and Strategies into Social Entrepreneurship

Part of the Advances in Business Strategy and Competitive Advantage (ABSCA) Book Series

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Description:

The rise of unemployment across the globe has created a need for an increase in community-focused business plans and opportunities. Social enterprises have the ability to improve societies through altruistic work to create sustainable work environments for future entrepreneurs and their communities.

Incorporating Business Models and Strategies into Social Entrepreneurship combines the latest scholarly research on the challenges and solutions social entrepreneurs face as they address their corporate social responsibility in an effort to redefine the goals of today's enterprises and enhance the potential for growth and change in every community.

This publication features timely, research-based chapters focused on corporate social responsibility, the economy, marketing ventures, sustainable livelihood, millennium development, and legal empowerment.

Readers:

This publication is an essential reference source for policymakers, academicians, researchers, advanced-level students, entrepreneurs, and government officials interested in furthering their positive social impact in a business context.

ISBN: 9781466687486

Release Date: August, 2015

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Pages: 363

Topics Covered:

- Corporate Social Responsibility
- Legal Empowerment
- Marketing Ventures
- Millennium Development Goals
- Social Economy
- Social Value
- Sustainable Livelihood
- Unemployment

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