

Chapter 14

Towards Cooperative With Competitive Alliance: Insights Into Performance Value in Social Entrepreneurship

Miftachul Huda

Universiti Teknologi Malaysia, Malaysia

Sari Laelatul Qodriah

Universitas Muhammadiyah Cirebon, Indonesia

Budi Rismayadi

Universitas Buana Perjuangan, Indonesia

Aprilia Hananto

Universitas Buana Perjuangan, Indonesia

Endah Nurhawaeny Kardiyati

Universitas Muhammadiyah Cirebon, Indonesia

Aminuddin Ruskam

Universiti Teknologi Malaysia, Malaysia

Badlihisham Mohd Nasir

Universiti Teknologi Malaysia, Malaysia

ABSTRACT

The advantage of competitive atmosphere in business has a significant role in helping to enhance productivity. It is necessary to empower competitive awareness with cooperative engagement to give clear understanding for core guideline and insightful view on promoting social entrepreneurship. This chapter attempts to explore the initiated engagement between cooperative and competitive concern paid attention in the particular way among the firms along with increasing popularity to achieve certain objectives like growing the business with entrepreneurship. The finding reveals that attracting growing amounts of cooperative and competitive alliance should be strengthened to gain the feedback and insights into

DOI: 10.4018/978-1-5225-5687-9.ch014

performance value in social entrepreneurship where this is eventually integrated with the entrepreneurship in a way that underlies the value to run the potential business. This chapter is supposed to contribute significant insights into exploring the key role of strategies to give the beneficial feedback to perform continuous improvement in social entrepreneurship.

INTRODUCTION

The advantage of competitive awareness in the business has a significant role to help enhance the productivity (Chen, Kuo-Hsien & Tsai, 2007), where this is eventually integrated with the entrepreneurship in the way which underlies the value to run the potential business (Cardy, & Selvarajan, 2006). In order to concern the aims consolidated with engaging the beliefs in the variety of organizations, attempts to boost the attractive initiation to grow in both talent and attention with enhancing effectivity should be transformed to achieve the certain objectives. This includes motivating the sense to growing the business with entrepreneurship in terms of social and commercial basis. At this point of view, social entrepreneurship here refers to the techniques used by the companies to start-up their production process widely set out to develop by addressing social, cultural, and environmental issues in order to solve the solutions (Fish & Wood, 2017). With this regard, the extent of certainty on the activities and initiative program about what exactly social entrepreneurship would be contributed refers to enhance the competitive and cooperative basis. It aims to assure the practical result to be achieved through the program initiative associated with combining innovation and creativity integrated into creating the critical thinking way between social and environmental challenges (Perron, Côté & Duffy, 2006). Through incorporating the material resource as the entire opportunity in addressing the values with the sorts of social entrepreneurship, focusing on transforming systems and practices would result in the potential strength of performance to run the entrepreneurship.

However, although many has been employed about the significant essence of entrepreneurship (Bornstein & Davis, 2010; Cho, 2006; Choi & Majumdar, 2014; Dacin, Dacin & Matear, 2010; Smith & Stevens, 2010), there has been lack of scholarly attention to elaborate in the practical way in both cooperative and competitive alliance, which may become an insightful point of view to the potential performance in order to run the entrepreneurship. Thus, this chapter aims to explore the particular way about the cooperative and competitive alliance to achieve the feedback and insights into performance value in social entrepreneurship. The three core objectives will be dealing with developing the systematic approach to identifying cooperative with competitive alliance on strengthening an actual performance in action to encompass the great deal of social entrepreneurship. This initiative needs to elucidate the set of literature about the theories of the significant essence of the creative thinking with competitive alliance for envisioning the direction in social entrepreneurship. Moreover, this chapter aims to explore the key themes and concepts that underpin performing powerful decisions as an ability to empower the performance value in social entrepreneurship.

22 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/towards-cooperative-with-competitive-alliance/208413

Related Content

Business Blogging and Enterprise Strategy: Controversy and Evidences

Nan Hu, Yun Wan, Chen Yeand Ling Liu (2012). *International Journal of E-Entrepreneurship and Innovation* (pp. 1-13).

www.irma-international.org/article/business-blogging-enterprise-strategy/67539

Social Communities of Design and Makers and their Impact on Learning

Norman Gwangwava, Albert U. Ude, Enoch N. Ogunmuyiwaand Richard Addo-Tenkorang (2018). *International Journal of E-Entrepreneurship and Innovation* (pp. 42-61).

www.irma-international.org/article/social-communities-of-design-and-makers-and-their-impact-on-learning/210053

Customer Retention Programs of CRM and Customer Retention in E-Banking

Alireza Niliand Abbas Keramati (2012). *International Journal of E-Entrepreneurship and Innovation* (pp. 18-32).

www.irma-international.org/article/customer-retention-programs-crm-customer/63014

Decision-Making for Location of New Knowledge Intensive Businesses on ICT Sector: Portuguese Evidences

João J. Ferreira, Carla S. Marquesand Cristina Fernandes (2010). *International Journal of E-Entrepreneurship and Innovation* (pp. 60-82).

www.irma-international.org/article/decision-making-location-new-knowledge/40923

Impact of Entrepreneur's Environmental Attitudes on Corporate Environmental Responsibility

Vallari Chandna (2017). *International Journal of Sustainable Entrepreneurship and Corporate Social Responsibility* (pp. 23-38).

www.irma-international.org/article/impact-of-entrepreneurs-environmental-attitudes-on-corporate-environmental-responsibility/209680