

Chapter 29

When Music Changes, so Does the Dance: The Role of Social Entrepreneurship in Recovery Response to the COVID–19 Pandemic

Gözde Morgül

Beykent University, Turkey

Mine Afacan Fındıklı

Beykent University, Turkey

ABSTRACT

This chapter examines the role of social enterprises/entrepreneurs from the perspective of the COVID-19 outbreak and discussed the importance of social entrepreneurship. In this context, answers to the following questions are sought: Did social enterprises/entrepreneurs stand out during the COVID-19 era, particularly the social value they created? Do social enterprises/entrepreneurs perform studies especially for groups experiencing social exclusion during the COVID-19 era? The study based on qualitative research reveals that by producing innovative, fast, and effective solutions social initiatives have won the approval of society. The headlines of leading media outlets published between December 2019 and June 2020 and discourses from social actors confirm the rising critical value of social entrepreneurs.

INTRODUCTION

“When Music Changes, So Does The Dance” This world-famous African proverb expresses the importance of adapting to the dynamic nature of change for governments, for-profit and non-profit organizations, and humanity as a whole. With the Covid-19 outbreak, music changed for all the countries of the world simultaneously.

DOI: 10.4018/978-1-6684-4503-7.ch029

Emerged in Wuhan, China in December 2019 with a high spreading rate and contagiousness, the Coronavirus disease 2019 (Covid-19) affected the world in a short time (Gao, Tian, & Yang, 2020). On January 30, 2020, the World Health Organization (WHO, 2020) announced that the Covid-19 outbreak was declared an “international public health emergency”. Despite the emergence of Covid-19 as a health crisis, its socio-economic effects and possible post-corona scenarios began to be discussed in a short time (Bavel, 2020; Fernandes 2020; Nicola et. al., 2020). This crisis also brought up some of the hidden problems in societies. For example, in April, which coincided with the Corona-19 outbreak in England, government officials had a hard time due to the 50 percent increase in mortality in elderly care homes (Financial Times, 2020). The Covid-19 era also exposed other issues such as unemployed people with no permanent jobs, working mostly uninsured and in part-time or daily jobs (e.g. babysitters, cleaners, etc.) (CBS News, 2020) as well as the exclusion and otherization of migrant workers in Singapore (Financial Times, 2020). Thus, the gap between different segments of the society in terms of access to resources and living conditions became clearer. This outbreak demonstrated governments and policymakers the need to quickly implement measures and new practices to improve the well-being of society’s vulnerable and perhaps neglected segments (WEF, 2020). For example, in India, Omidyar officials called for a rapid response fund to overcome the challenges of the negative socio-economic impact brought by Covid-19, with the statement “We know that slowdown will affect the vulnerable segments of our population and small businesses the most”. (Economic times, 2020).

Providing aid packages to those who are liable to suffer more in society is a temporary solution for them to improve their lives. Creating new job opportunities and introducing sustainable new initiatives are the steps to be taken for the development of society. From this perspective, social entrepreneurs and social enterprises seem to have the capacity to offer new and diverse solutions through the networks they establish. The main motivation in writing this section was that social entrepreneurs, with their awareness of the specific needs of the society as they are embedded in it, can focus on the problems that are not in the spotlight. With their innovative problem-solving skills, their collaboration with different actors (governments, NGOs, universities, etc.), they can play a triggering role in increasing public welfare. In particular, they can offer constructive and permanent solutions in remedying the negative effects of the crisis caused worldwide in the Covid-19 era.

In this section, answers to the following questions are sought: Do social enterprises/entrepreneurs stand out during the Covid-19 era, particularly the social value they created? Do social enterprises/entrepreneurs perform studies especially for groups experiencing social exclusion during the Covid-19 era?

Written statements of social enterprises and secondary data related to Covid-19 were used to find answers to the research questions. For this purpose, reports from academic publications, news from important publications, and reports prepared by organizations such as WHO, IMF, UNESCO, UNDP, ILO, WIEGO were examined. The content of the section was planned to assess the socio-economic effects of the Covid-19 outbreak, the role and importance of social entrepreneurship in creating social value, how the groups experiencing “social exclusion” were affected by the Covid-19 process, and the studies conducted by the social entrepreneurs during this period

Evaluation Of The Socioeconomic Effects Of Covid-19

It is stated that the socioeconomic and political effects of the Covid-19 pandemic are different from previous pandemics, such as Global influenza (1918), Sars (2002), and Ebola (2013-2016) (Fernandes, 2020). Uncertainties about the spread and evolution of the Covid-19 virus and the greater integration of

20 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/when-music-changes-so-does-the-dance/297324

Related Content

21ST Century Democratic Capitalism: A Time for Action and a Time to Lead

Elias G. Carayannis and Aris Kaloudis (2010). *International Journal of Social Ecology and Sustainable Development* (pp. 1-13).

www.irma-international.org/article/21st-century-democratic-capitalism/41955

Foreign Direct Investment Operations of International Businesses and Their Impact in Turkey

Omer Yurtseven, Dilek Temiz Dinçand Aytaç Gökmen (2020). *International Journal of Sustainable Economies Management* (pp. 1-11).

www.irma-international.org/article/foreign-direct-investment-operations-of-international-businesses-and-their-impact-in-turkey/256223

Eco-Responsibility and Circular Economy in the Green (Sustainable) Built Environment

Radu Muntean, Raluca-Andreea Felseghiand Nicoleta Cobirzan (2023). *Circular Economy Implementation for Sustainability in the Built Environment* (pp. 57-83).

www.irma-international.org/chapter/eco-responsibility-and-circular-economy-in-the-green-sustainable-built-environment/331783

Environment is Not My Only Motivation for Anti-Consumption in Fashion Brands

Jaspreet Kaur (2022). *International Journal of Social Ecology and Sustainable Development* (pp. 1-12).

www.irma-international.org/article/environment-is-not-my-only-motivation-for-anti-consumption-in-fashion-brands/289215

Do we Need a Sustainable Development or Do We Have To Avoid a Sustainable Degrowth

Fakhri Issaoui, Mohamed Ben Abdelghaffar, Boussif Torkia and Bilel Ammouri (2019). *International Journal of Green Computing* (pp. 22-42).

www.irma-international.org/article/do-we-need-a-sustainable-development-or-do-we-have-to-avoid-a-sustainable-degrowth/232693