

Chapter 2

Mirror, Mirror on the Wall, Who Has the Most Altruistic Motivation? A Social Entrepreneurship and Gender Comparison Study

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ABSTRACT

The primary purpose of this study was to identify gender-related differences in the interrelationships among altruism, social support, and cognitive ability in social entrepreneurship. Specifically, this paper examines the roles of social support and cognitive ability in determining youth entrepreneurial intention through the mediation of altruism. Cross-sectional data were collected from 433 youth using multi-stage sampling. Confirmatory factor analysis assessed the model fitness, while hypotheses were tested using Structural Equation Modelling (SEM). The study data provide evidence of three significant results: (i) both female and male intention to become social entrepreneurs are influenced by cognitive ability and social support; (ii) females are expected to be more altruistic than males; (iii) men do not need altruism personality to become social entrepreneurs. The findings provide practical support for framing new entrepreneurship policies and strategies to assist the government and relevant agencies in their existing and future entrepreneurial projects and programs.

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INTRODUCTION

Entrepreneurial activities contribute to various positive outcomes such as economic stability, reduction in the unemployment rate, overcoming the imbalance in economic distribution, support of social welfare efforts, and improvement in the country's growth and productivity (Corrêa et al., 2022; Urbano et al., 2019; Wei et al., 2023). Every country needs as many entrepreneurs as possible who can join hands with the government to support the country's agendas. Based on the statistics released by the Department of Statistics of Malaysia (DOSM) 2020, in November 2022, the unemployment rate in Malaysia was 3.6 percent (%), with 488,000 unemployed individuals, and this is critical since public and private universities produce around a hundred thousand graduates yearly. Entrepreneurship can provide the community with job opportunities and help to reduce the country's unemployment rate (Chege & Wang, 2020).

Conventionally, entrepreneurship is defined as identifying opportunities in the market, organizing resources to achieve objectives and actions, and exploiting the needs of resources for business interests (Dasmit et al., 2021). In contrast, social entrepreneurship is the solution where social welfare activities can be conducted based on market mechanisms by resembling the behavior of private entities (Wu et al., 2020). Social entrepreneurship is an approach that combines the roles and responsibilities of the government, private sector, and charities. As a result, social entrepreneurship is expected to be more capable of achieving social goals and increasing the competitiveness and sustainability of social entities or target groups (Canestrino et al., 2020; Finlayson & Roy, 2019; Sparviero, 2019).

Conventional entrepreneurship and social entrepreneurship have different goals. The main goal of social entrepreneurship is to create social value (Roy et al., 2013). Commercial value is only an instrument for pursuing social goals. According to Hota et al. (2020), the value prioritized by social entrepreneurship cannot be measured based on profit or customer satisfaction. Instead, it should be measured through social impact. Gupta et al. (2020) have outlined several dimensions that make up the concept of social value, namely, 1) social value-added, 2) empowerment and social change, 3) social innovation, and 4) system changes.

The Malaysian government aims to increase Malaysia's position in several International indices, such as the top 25 in the Global Entrepreneurship Index, the top 10 in the Global Competitiveness Index, the top 10 in World Bank Doing Business, and the top 20 in the Global Innovation Index (GII). The Ministry of Entrepreneur Development and Cooperative of Malaysia has established the first policy document to enact inclusive and competitive entrepreneurial development policies, particularly in the small and medium-sized enterprise (SME) sector (Rasyid & Bowen, 2021). The policy also aims to stimulate the development of social entrepreneurs. The

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