


Chapter 8

Internal Social Venture Creation Through Corporate Social Entrepreneurship

Nazanin Naderiadib Alpler

 <https://orcid.org/0000-0001-8508-8635>

Eastern Mediterranean University, Cyprus

ABSTRACT

This chapter examines how entrepreneurial strategy and social entrepreneurship intersect, showing how innovative business models can balance social impact with economic viability. Drawing on Yıldız Holding a leading Turkish food and beverage company as a case study, it analyzes initiatives such as Women Stars of Agriculture and Beyond Hazelnut, which empower women, strengthen supply chains, and promote inclusive rural development through the Women's Platform. The chapter highlights hybrid value creation, stakeholder engagement, and sustainable growth, while addressing challenges of impact measurement, scalability, and institutionalization. It offers managerial and policy insights for embedding social purpose into corporate strategy, illustrating how strategic social entrepreneurship aligns business objectives with societal goals to generate sustainable shared value and inclusive growth.

INTRODUCTION

Social entrepreneurship has become a potent paradigm that allows companies to pursue both societal impact and economic performance at the same time. The importance of companies as agents of systemic environmental and social change, rather than only as profit-generating enterprises, has been highlighted in recent years by professionals as well as scholars. This perspective is strongly related to the concept of corporate social entrepreneurship (CSE), in which companies integrate social objectives into their strategic operations to create hybridized value that combines financial, social, and environmental benefits. The integration of social purpose into corporate strategy is

DOI: 10.4018/979-8-3373-6466-7.ch008

particularly crucial in emerging nations, when social challenges such as gender inequality, rural underdevelopment, and supply chain vulnerabilities intersect with business potential.

This chapter uses a combined theoretical structure inspired by Hybrid Value Innovation, Stakeholder Collaboration, and Creating Shared Value (CSV) to better direct the reader. These three strategies provide the analytical framework through which Yıldız Holding uses corporate social entrepreneurship to create internal social initiatives.

In order to investigate how social entrepreneurship might be operationalized at scale inside a corporate framework, this chapter looks at Yıldız Holding, one of the biggest food and beverage conglomerates in Turkey. Through initiatives like Beyond Hazelnut and Women Stars of Agriculture, Yıldız Holding demonstrates how large corporations can integrate social innovation into their procurement processes, governance frameworks, and supplier networks. These programs, which empower women farmers, promote inclusive rural development, and advance sustainable agricultural practices, are excellent illustrations of the dual goal of enhancing operational resilience, brand value, and market competitiveness while simultaneously achieving social impact.

The chapter adopts a conceptual approach centered on developing a shared value strategy, involving stakeholders, and producing hybrid value. Businesses must balance the dual logics of profit and purpose in order to achieve hybrid value creation, which is the simultaneous pursuit of social and economic goals inside organizational processes. Stakeholder engagement demonstrates how different players actively participate in co-creating value, such as local communities, NGOs, governmental organizations, and cooperatives.

The collaborative value viewpoint defines social programs as strategic levers that improve business performance and societal well-being rather than as incidental corporate responsibility activities.

By performing this case study, the chapter contributes to ongoing conversations regarding the evolving role of corporations in fostering sustainable growth, particularly in the context of expanding economies. It gives executives who want to integrate social goals into their operation's helpful knowledge in addition to the legal ramifications for developing ecosystems that encourage social enterprise entrepreneurship.

This chapter offers a thorough framework for comprehending how big businesses can use their assets, scale, and experience to create systematic social and economic impact by emphasizing the convergence of strategic management, social innovation, and sustainability.

LITERATURE REVIEW

The following section offers a succinct overview of social innovation, social entrepreneurship, and hybrid business models, concentrating only on ideas that directly contribute to the chapter's conceptual framework.

The Evolution of Social Entrepreneurship

Over the course of the last three decades, the idea of social entrepreneurship has had a significant metamorphosis, developing from a peripheral collection of concepts based on philanthropy and non-profit activities to a developed, multidisciplinary area that connects business, economics, and social innovation. According to Dees (1998), early conceptualizations mostly

28 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/internal-social-venture-creation-through-corporate-social-entrepreneurship/401438

Related Content

Organizational Ecology and Its Implications on Organizational Ecological Innovation

José G. Vargas-Hernandez, Carlos Rodríguez-Maillard and Omar C. Vargas-González (2023). *Journal of Business Ecosystems* (pp. 1-16).

www.irma-international.org/article/organizational-ecology-and-its-implications-on-organizational-ecological-innovation/320482

The Relevance of Management 3.0 in the Development of Dynamic Capabilities in SMEs

Fernando Almeida, Domingos Oliveira and Joana Neves (2022). *Journal of Business Ecosystems* (pp. 1-13).

www.irma-international.org/article/the-relevance-of-management-30-in-the-development-of-dynamic-capabilities-in-smes/309125

A Knowledge Management Framework to Manage Intellectual Capital for Corporate Sustainability

Herbert Robinson (2012). *Organizational Learning and Knowledge: Concepts, Methodologies, Tools and Applications* (pp. 803-818).

www.irma-international.org/chapter/knowledge-management-framework-manage-intellectual/58125

Sustainable Advantages of Business Value of Information Technology

Jorge A. Romero (2019). *Advanced Methodologies and Technologies in Business Operations and Management* (pp. 547-554).

www.irma-international.org/chapter/sustainable-advantages-of-business-value-of-information-technology/212137

Nietzsche's Constructions of Power: Implications for International Business Ethics

Ross A. Jackson and Amanda M. Reboulet (2019). *International Journal of Responsible Leadership and Ethical Decision-Making* (pp. 27-43).

www.irma-international.org/article/nietzsches-constructions-of-power/264438