

Unraveling the Motivations, Challenges, and Success Indicators of Social Entrepre- neurs: A Comparative Study with Main- stream Entrepreneurs

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AFFIDAVIT

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ABSTRACT

Entrepreneurship represents a fundamental concept in the economic sector, as it drives innovation, economic growth, and job creation. While entrepreneurship has been extensively studied, the emergence of social entrepreneurship as a distinct field has gained a significant amount of attention in recent years. One of the significant fields of study is around entrepreneurial motivations, specifically with the growing interest in unraveling the motivations and reasons behind individuals taking on this entrepreneurial journey called social entrepreneurship.

This study aims to contribute to the existing literature on social entrepreneurship, by primarily investigating the motivations of social entrepreneurs in comparison to mainstream entrepreneurs. The study, which is Vienna-based, also sheds light on the differences in challenges as well as the success indicators of both groups of entrepreneurs, and how these relate to their motivations. Understanding the motivations that drive individuals to become entrepreneurs is crucial for comprehending their entrepreneurial journey and how to further support them. The research utilizes a qualitative approach method and examines data collected through semi structured in depth interviews. A thematic analysis is employed to identify key themes and patterns, shedding light on the motivations and factors that drive social and mainstream entrepreneurs, as well as their challenges and success indicators they strive for.

The findings reveal that social entrepreneurs share common motivations with mainstream entrepreneurs, as such the desire for autonomy and opportunity recognition. However, the findings indicated that personal passion and desire to make a social change are key personal motivators for social entrepreneurs in contrast to mainstream entrepreneurs who were found to have financial success as their main motivator. The study compares the results with the existing literature, highlighting areas of agreement.

This research provides valuable insights through proposed recommendations for policymakers, practitioners, and support networks in creating an enabling and supporting environment that promotes both social and mainstream entrepreneurs. The findings emphasize on the importance of tailored support systems and networks to foster social impact innovation and economic growth and well as tackling the challenges that entrepreneurs in Vienna are facing.

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LIST OF ABBREVIATIONS

SE – Social Entrepreneurship

SEs – Social Entrepreneurs

ME – Mainstream Entrepreneurship

MEs – Mainstream Entrepreneurs

1 INTRODUCTION

1.1 Background and Context of Research

Entrepreneurship, a fundamental concept within the economic sector, is becoming increasingly important and valuable in our society. The act of starting a business, with the aim of making profit and creating value to the lives of consumers, is what most people refer to when they talk about “entrepreneurship.” However, the phrase has a deep, rich history, and a significance that cannot be easily defined, as Dees (1998) claimed.

For starters, a little history behind the word itself should be provided. The word “Entrepreneur” comes from the French verb “entreprendre,” which means to “undertake something” and dates to the 17th century. In this case, we are implying that “undertaking something” refers to an activity. The term entrepreneur was later used to refer to people who “undertook” actions that stimulate the economy through implementing innovation, or to put it in simpler terms, new and quicker ways of doing things that are of use to the society and economy (Dees, 1998).

According to the research conducted by Jean Baptiste Say in the early 19th century, an undertaker is someone who: creates value, or shifts economic resources out of an area of lower and into an area of better productivity and larger yield" (Dees, 1998). When delving into the history of the business notion of entrepreneurship, it is essential to bring up one of the prominent economists of the 20th century who is strongly associated with the term, Joseph Schumpeter (Dees, 1998). Schumpeter stressed that entrepreneurs drive change and innovation in the economy. The essence of entrepreneurship is in creative destruction and the entrepreneur's capacity to transform various industries rather than just starting a business (J. Schumpeter, 1942).

"Starting a firm is not the essence of entrepreneurship," continued Dees (1998). Entrepreneurs are key to economic growth, job creation, and innovation because they bring fresh ideas, products, or services to the market (Stangler, 2011). Governments, organizations, and academic institutions have given entrepreneurship much attention to fostering economic growth and social change (Audretsch, 2014). The field of SE has gained a significant amount of momentum within recent years. It has developed into one of the critical areas of research thanks to the growing acknowledgement and recognition of policymakers and academics, as well as practitioners, who started understanding the significance and promise of SE in dealing with social and environmental issues. This emphasis can be related to the belief that efforts from the government and companies focused on making a profit alone are insufficient to address pressing global concerns (Alvord, Brown, & Letts, 2004).

As a result, social entrepreneurship has emerged, offering programs and solutions to address those problems (Seelos & Mair, 2005). As a result, the body of research on the subject is fast developing and expanding, with scholars examining the various facets, traits, and real-world applications of social entrepreneurship. In addition, authorities have paid close attention to social entrepreneurship to highlight the significance of stability, equity, and inclusivity in international markets. One of the examples to mention that is contributing to sustainable development is the European Commission which has done a fantastic job advocating for CSR (Corporate Social Responsibility). Several businesses, NGO's and UN agencies and further members of the GCN (Global Compact Network) have also taken part. This puts an emphasize on how much there is a need for social impact that is recognized and acknowledged by governments and big organizations around the world, as the world is a place which many social issues exist. Many people are still living and struggling with tricky situations, not to forget, the ongoing depletion of the planet's natural resources (Seelos & Mair, 2005). These efforts to raise awareness have helped to increase the interest of more business leaders, philanthropists, and practitioners in social entrepreneurship. They have also helped build a large, thriving ecosystem of impact enthusiasts and a support network for current and future social entrepreneurs (Martin & Osberg, 2007). Additionally, academic institutions have begun incorporating social entrepreneurship courses into their curricula, reflecting the growing interest in and need for people who can operate within the social entrepreneurship ecosystem.

Because of its role as a stimulant in the birth of new businesses and the creation of new employment opportunities, as well as its ability to increase competition, entrepreneurship has played a particularly key role and had a considerable impact on economic progress (Audretsch & Thurik, 2001). Even though the idea of entrepreneurship has received much attention from academics and scholars, it is still useful in producing positive social and environmental impacts.

Additionally, entrepreneurship is not just a principal factor for economic development. It also has the potential to be a changing power and improve the state of the world as a whole. The idea of SE enters the picture at this point in discussion. The term "social entrepreneurship" refers to a relatively new kind and business method that combines innovative problem-solving techniques with environmentally responsible practices to improve society (Mair & Marti, 2006). According to Dees (1998), there is still a lack of consensus on defining social entrepreneurship. It may imply different things to different persons and researchers, which can cause misunderstanding and disagreement about its precise meaning.

However, the idea didn't achieve popularity until the late 20th century, having its roots in writings of economists such as Jean-Baptiste Say, who was a French entrepreneur and an economist whose work we previously talked about, and Joseph Shumpeter. Around the 1980s, researchers and practitioners began acknowledging and appreciating the importance of the concept of taking social and environmental aspects into account within the business field. The term "social

entrepreneurship” became increasingly popular. According to our standards today, several historical figure, like St. Francis of Assisi, the founder of the Franciscan Order, would have been considered a Social Entrepreneur. However, in today’s time, social entrepreneurship is recognized as one of the chosen career paths (Bornstein,2004). Additionally, one of the most prominent entities worth noting in the SE world is Ashoka, founded by Bill Drayton in 1978 to support SEs around the world. This organization is recognized as one of the most influential and fundamental social entrepreneurship groups in the world. Bill Drayton, frequently called "the father of social entrepreneurship," is credited with popularizing the word. For over 25 years, he has worked to show how social business can have a good impact on society (Bornstein, 2004). Although the word is relatively new, social entrepreneurs had long operated in many industries before the name existed. They have created several institutions which are still working today (Dees, 1998), such as the American Red Cross which was established in 1881 by Clara Barton aiming to provide aid and relief and was motivated by impact rather than profit. Another important figure that needs to be mentioned is Muhammad Yunus, infamous for winning a Nobel Prize in Economics and who is the founder of Grameen Bank, wrote a popular book title “Creating a world without Poverty: Social Business and Future of Capitalism” which discusses SE and its emphasize on its role in achieving great Social Impact. He defined social entrepreneurs as persons who establish social businesses with the primary intention of alleviating social and environmental issues around the globe (Yunus,2007). Social entrepreneurs often start a business to address society's most serious issues, make a difference, and contribute value to it (Austin et al, 2006). They also have the aim to support and enhance the quality of life in their communities (Peredo & McLean, 2006).

As we previously discussed, there has been a growing interest in the acknowledgement and support for SE ecosystem in recent years. This can be seen in the proliferation of programs, networks, and opportunities for funding that are specifically geared toward social entrepreneurs (Dees et al, 2001) such as Ashoka, Skoll Foundation, Hult Prize Foundation, and Schwab Foundation as support systems that provide access to various resources (including impact investment funds, grants, competitions, etc.) and provide social entrepreneurs with the necessary support and tools to overcome difficult situations.

1.2 Research Problem and Research Questions

The lack of knowledge about the fundamental motivational distinctions between social and traditional entrepreneurs and the problem that served as the impetus for the research was the limited research regarding how the motivations of social entrepreneurs differ of those of Mainstream entrepreneurs. The motivations of traditional entrepreneurs, primarily concerned with financial success, have also been the subject of extensive research. However, social entrepreneurs, whose objectives are frequently seen to go beyond financial gain, have received less attention. Additionally, this study also further addresses the challenges and success perceptions

of SEs and how they differ from MEs, not as main research but as additional information and insight.

Studying the many motives influencing social and traditional entrepreneurs' choices to embark on their entrepreneurial journey makes it crucial to shed light on this research subject. This information gap can be filled by highlighting the entrepreneurs' entrepreneurial motives and what prompted them to go on this difficult road, which can help understand entrepreneurs. Furthermore, examining the entrepreneurs' challenges faced and success perception, can provide a comprehensive understanding of what kind of support is needed for the entrepreneurs and how we can keep them motivated. One of the goals of this study is to examine how organizations, educators, and policymakers can foster and promote those entrepreneurs and how to identify their requirements to support better and encourage them properly.

The purpose of this research is to gain a clearer and more in-depth understanding of the entrepreneurial motivations of SEs in comparison to those of MEs, and to determine if these motivations conform to the stereotype that SEs are motivated by their desire to have a social and environmental impact. This research is also expected to result in other outcomes, including a deeper understanding of the challenges and success perception of SEs brought on by the various motivations and goals they are pursuing.

1.3 Research Questions

The study's main research question is as follows: "How do the motivations of Social Entrepreneurs differ from those of mainstream entrepreneurs?"

Three other sub-questions have been developed to address the topic:

1. What challenges do social entrepreneurs face in comparison to mainstream entrepreneurs?
2. How do social entrepreneurs define and perceive success differently from mainstream entrepreneurs?
3. How do the challenges and success indicators relate to motivation?

The purpose of these study questions is to offer insight into the core motivations and components that differentiate social entrepreneurs from mainstream businesspeople. And how these distinctions correlate with the challenges they face and their perception of success. This study aims to help achieve the research goal of increasing our understanding of social entrepreneurs

and their unique characteristics and provide insight into potential future tactics and policies to encourage entrepreneurial activities that produce economic and social value.

1.4 Research aims and objectives

The main goal of this research is to dive deeper into the world of SEs and obtain an understanding of their motivations in comparison to MEs. The secondary aim of the research is to obtain an understanding of what kind of unique challenges social entrepreneurs are facing, as well as their success perception, and how it differs from mainstream entrepreneurs and if it correlated to their initial motivations for starting a social enterprise. We believe that by understanding these dynamics, we can offer meaningful recommendations to address these challenges and foster an enabling environment for social entrepreneurs to be able to thrive. We aspire, through this study, to contribute to the field of social entrepreneurship by deepening the understanding of the motivations, challenges faced and perception of success. We aim to inform policy and practices and help contribute to tailoring a support system and interventions that empower social entrepreneurs and harness their potential for creating positive change in society.

1.5 Important Findings of the Study and limitations

The significance of the study lies in its potential to contribute to the advancement of the knowledge surrounding social entrepreneurship. The study provides useful information that are directed to practitioners and policymakers as well as academics, to gain a better understanding of what brings individuals to social entrepreneurship specifically. It achieves this by contrasting the motives of social entrepreneurs to mainstream entrepreneurs' findings, in relation to the secondary objectives of this research, provides useful information on what challenges social entrepreneurs face, their success perception and how these contrast with mainstream entrepreneurs. The findings of this study may also help in developing targeted assistance programs, rules, and funding opportunities that might be tailored to the needs and motivations of mainstream and social entrepreneurs.

The scope of this study will be restricted to social and mainstream entrepreneurs in Vienna as this geographic concentration will allow for a more detailed and context-specific assessment of the motivations and challenges these entrepreneurs face (Bacq & Janssen, 2011). Because of the study's use to a qualitative research method and convenience sampling method, the results can not be applied to the wider population (Creswell, 2013, Ilkan,2015). However, this research can be considered as starting point for further investigations.

2 LITERATURE REVIEW

2.1 Introduction

This section of the literature review discusses the various theoretical frameworks that are relevant to the study, as well as the relevant topics in the literature around social entrepreneurship, mainstream entrepreneurship, and motivations.

2.2 Theoretical framework

This section will go into more detail on the various theoretical frameworks and models that can help us understand both mainstream and social entrepreneurship and support us in finding the answers to our research questions.

Self-determination theory is a broad theory of human motivation developed by Edward L. Deci and Richard M. Ryan, which represents an important framework in several fields of psychology, including organizational (Gagné et al,2018). According to Deci and Ryan (2012), SDT emphasizes the importance of intrinsic motivation and the fulfillment of three basic human needs; autonomy, competence, and relatedness in driving entrepreneurial behavior.

Achievement Motivation Theory, developed by David McClelland, is considered synonymous to entrepreneurial motivations (Raja, 2015). This theory concerns issues of excellence, competition, challenging goals and overcoming challenges (Raja, 2015). McClelland has conducted extensive research on motivations and has identified the need for achievement as the central drive for human behavior. This theory can provide a theoretical framework to understand the motivations of social entrepreneurs.

The resource-based approach introduced by Barney (1991) is one of entrepreneurship's most well-known and often-used theoretical frameworks. According to this strategy, a company's different assets and abilities that may produce long-term earnings are where its competitive advantage comes from. This approach supports the success of entrepreneurial enterprises by highlighting the significance of priceless, distinctive, and hard-to-obtain resources that enable entrepreneurs to generate and capture value (Alvarez & Barney, 2007). By examining this theory, researchers might be able to determine the resource-based motivations of social entrepreneurs and how they utilize their resources to create social value.

Another crucial paradigm for comprehending entrepreneurship in the context of social and economic systems is institutional theory. This theory emphasizes how the institutional environment shapes entrepreneurial behavior and contends that entrepreneurs must successfully negotiate

intricate webs of official and informal rules, conventions, and expectations (Scott, 2001). In other words, institutional theory highlights the significance of legitimacy or the perception that entrepreneurial activities are consistent with accepted norms and expectations. It contends that for businesses to survive and flourish, they must continuously adapt to changes in their institutional environment.

Furthermore, certain frameworks have been created to comprehend social entrepreneurship better. The social entrepreneurship ecosystem framework, which highlights the importance of comprehending the numerous actors and institutions that shape social entrepreneurship (governments, non-profits, and the corporate sector), is one such framework that we will discuss (Mair & Marti, 2006). The ecological framework for social entrepreneurship strongly emphasizes the value of cooperation and coordination among various ecosystem actors and the existence of institutions and policies that help, support, and promote social entrepreneurship.

As a result, the aforementioned theoretical frameworks and models can offer instruments and tools that can be used for better implementations and policies and to better facilitate the growth and sustainability of entrepreneurship. They can also be used to explain further entrepreneurship's influencing factors, processes, methods, and outcomes, including social entrepreneurship. While these frameworks offer valuable insights, it is crucial to remember that some models and ideas might not apply to all situations or business owners.

2.3 Relevant Topics within the literature

2.3.1 Definition and characteristics of Social Entrepreneurship

In recent years, the concept of social entrepreneurship and social firms have gained prominence, particularly in the United States. Although "social entrepreneurship" cannot be reduced to a single phrase, it is agreed upon that it entails applying entrepreneurial concepts and techniques to develop and deliver social benefits (Dees, 1998; Mair & Marti, 2006). Social entrepreneurs are people or groups that use innovative strategies and sustainable practices to pursue social or environmental goals (Bornstein, 2004; Peredo & McLean, 2006). When tackling social or environmental problems, management tactics are frequently used to bring about long-term structural change instead of only treating the symptoms of the issue (Austin et al, 2006).

According to the literature, many distinguishing characteristics set social entrepreneurship apart from typical forms of business ownership. The creation of social and environmental value is given a higher priority in social entrepreneurship than it is in mainstream entrepreneurship, which emphasizes creating commercial value and profit. Social entrepreneurs frequently work with stakeholders, including beneficiaries, donors, volunteers, and other social entrepreneurs

(Bacq & Janssen, 2011). Additionally, social entrepreneurs are frequently determined to make a difference in society and have a strong sense of purpose and social mission (Dacin et al., 2011).

Even though social entrepreneurship has become increasingly popular, several academics have expressed reservations about its efficacy and potential downsides. Critics contend that social entrepreneurship overemphasizes human demands while failing to sufficiently consider the larger social and environmental context (Battilana & Lee, 2014). There are also worries that market pressures may overwhelm local business owners, putting economic objectives ahead of social objectives (Gonin, Besharov, & Smith, 2013).

In contrast to the owners of mainstream businesses, those who engage in social entrepreneurship are less concerned with raising profits and more concerned with positively impacting society. This idea corresponds with the notion of producing shared value, which entails doing it in a way that helps society (Porter & Kramer, 2011). This implies that social entrepreneurs aim to address a critical social issue in addition to growing a successful business.

One such characteristic of social entrepreneurs is their willingness to employ various forms of technology to address various social problems. According to Dees (1998), social entrepreneurs are innovators who use their creative abilities to solve pressing social problems that the public or private sector has not adequately addressed. This frequently entails creating brand-new goods, services, or business plans that are tailored to the unique requirements of a given neighborhood or population. To establish communities and address problems, social entrepreneurs are never happy with the status quo (Peredo & McLean, 2006). This demands them to be prepared to take chances, try out innovative ideas, and learn from mistakes (Bornstein, 2004).

Social entrepreneurs excel at both innovation and having a strong entrepreneurial spirit. They frequently must discover innovative ways to employ partnerships and teamwork to achieve their goals because they may have to work with limited resources (Austin et al, 2006). Professionalism and in-depth knowledge of the social milieu they work for are both necessary for this.

As a rule, social entrepreneurs are dedicated to addressing the fundamental issues at the root of social issues. They are driven toward achieving a more far-reaching vision of social improvement. They are open to experimenting with modern technology and concepts and favor long-term solutions over quick fixes. Learning from both their triumphs and their setbacks is an essential component of their overall plan. In addition to this, social entrepreneurs are imbued with a profound sense of purpose, and they prioritize the achievement of their social objectives primarily (Bornstein, 2004).

Mainstream businesses often place the highest priority on maximizing shareholder profit (Dees, 1998). Societal entrepreneurs, on the other hand, are frequently inspired by subjective experiences and a profound grasp of the social concerns they seek to address (Mair & Marti, 2006). By

addressing the underlying causes of issues rather than merely offering band-aid solutions, they are dedicated to bringing about long-lasting social transformation (Bornstein, 2004).

According to the literature, social entrepreneurs are adept at forming alliances and networks and have great collaborative skills (Nicholls, 2010). They are aware that to resolve complicated societal problems, it is frequently necessary for the participation of many parties, including the public and private sectors and the government. Social entrepreneurs can bring these parties together to develop innovative solutions for each party's advantages (Mair & Marti, 2006).

Last but not least, a dedication to sustainability characterizes social business. Social entrepreneurs aim to develop long-term, financially sound business strategies that benefit society and the environment (Elkington & Hartigan, 2008). This necessitates focusing on effectiveness, professionalism, accountability, and readiness to modify and adapt when conditions change. Additionally, social entrepreneurs frequently thoroughly understand how the social, economic, and environmental systems interact and work to create solutions that tackle all three problems simultaneously (Nicholls, 2010). Social entrepreneurship is becoming more popular, although the idea is still a little hazy and contentious (Battilana & Lee, 2014). Particular academics criticize the social entrepreneurship strategy because they believe it is too individualistic and neglects to consider the larger social and environmental context (Battilana & Lee, 2014). Others have expressed worries that market dynamics may impact social entrepreneurship and that seeking social benefits is less important than doing it from an economic perspective.

To sum up, social entrepreneurship is a dynamic subject that combines business and humanitarian goals. It is driven by the aspiration to accomplish a social goal and places a high value on collaborative innovation, environmental responsibility, and social responsibility. Even though different people may have varied notions about what exactly constitutes social entrepreneurship, one thing that cannot be stressed is how vitally important it is to solve urgent social and environmental concerns through the practice of social entrepreneurship.

2.3.2 Definition and Characteristics of Mainstream Entrepreneurship

In recent years, mainstream entrepreneurship has received much attention and is often characterized as starting a new business to make a profit (Kuratko, 2009; Shane & Venkataraman, 2000). This description is consistent with mainstream business practices prioritizing financial gain as the primary goal of the enterprise. One of its distinguishing traits is the emphasis on innovation that traditional entrepreneurship places. Schumpeter (1934) defined an entrepreneur as establishing new markets for goods, services, or production techniques. Therefore, traditional business owners are always looking for new chances and prospects. Their desire to innovate and produce something fresh that will upend established markets drives them.

Risk-taking is a key component of mainstream entrepreneurship. Entrepreneurs must be willing to accept these risks to succeed because starting a new firm is risky (Kuratko, 2009). This means that those kinds of businesspeople need to be at ease with ambiguity and uncertainty and be capable of making decisions quickly and thoroughly. The emphasis on delivering value to clients is another characteristic of traditional entrepreneurship. Entrepreneurs that can recognize and satisfy their consumers' wants and wishes while producing high-quality goods or services are successful (Kuratko, 2009). Mainstream entrepreneurship is distinguished from other types of commercial operations by its emphasis on value creation.

Additionally, traditional entrepreneurship is frequently linked to risk-taking since business owners are prepared to confront the uncertainties and difficulties of launching a new enterprise (Shane & Venkataraman, 2000). This calls for a certain mix of imagination, zeal, and fortitude. Traditional business practices also stress the significance of spotting and seizing market opportunities (Kuratko, 2009). However, there is still disagreement regarding the definition and restrictions of mainstream entrepreneurship. Some academics contend that putting too much emphasis on financial success and other economic goals may cause people to ignore how corporate decisions impact society and the environment (Schaper et al, 2014). Others warn that the drivers of growth and innovation may have unfavorable effects, such as social inequality and environmental destruction.

In conclusion, the emphasis on profit, innovation, and risk-taking characterizes mainstream entrepreneurship. It is critical to distinguish between traditional entrepreneurship and small firms, even though they are frequently related. Despite continuous discussions regarding its Definition and ramifications, traditional entrepreneurship is vital in stimulating economic growth and innovation. (Shane and Venkataraman, 2000; Schaper et al., 2014; Kuratko, 2009; Schumpeter, 1934).

2.4 Literature on the motivations of Social and Mainstream Entrepreneurs

Understanding why people establish their enterprises requires understanding the motives behind entrepreneurship. According to the literature, it is crucial to comprehend these motivations, behaviors, decisions, and options. According to Ryan and Deci's (2000) research, entrepreneurs are motivated by inner and extrinsic motivations. Money, recognition, and social standing incentivize extrinsic motivation, while intrinsic motivation stems from fulfillment and enjoyment, as Amabile et al. found in their 1994 study.

Entrepreneurship has been studied extensively and various theories exist regarding the motivations behind it. Baumol (1993) found that financial gain and the opportunity to create wealth were common drivers. Schumpeter (1934), on the other hand, argued that entrepreneurs in capitalist economies are incentivized to establish new businesses that offer innovative goods,

services, or technologies that increase value in the market. Perceived self-efficacy is a key trait that successful entrepreneurs possess, according to Bandura (1986). He identified a strong belief in one's own ability to succeed as a predictor of business success. Finally, Shane and Venkataraman (2000) believed that personal autonomy and control over one's future were the root of the desire for financial security among entrepreneurs.

Entrepreneurs often have goals beyond financial gain in more traditional companies. Baumol (1990) observed that establishing a legacy and leaving a lasting impact on the world were important to human beings, which can also drive factors. The lure of developing something new, conquering obstacles, and taking risks draws these individuals, as noted by Shane & Venkataraman (2000). Along with vision fulfillment, family and legacy as found by Stephan et al (2015) in their research on understanding the motivations for entrepreneurship.

Social entrepreneurs are frequently driven by a great desire to improve society and deal with pressing environmental or social concerns that mainstream corporations or governments frequently disregard. According to Hoogendoorn et al.'s (2010) findings, social entrepreneurs are driven by a sense of duty rather than self-interest. Typically, these individuals derive inspiration from their unique encounters with issues like inequality, poverty, or environmental decline, which ignites their passion for the cause (Martin & Osberg, 2007).

Starting a company and making a profit often motivates mainstream business owners. Profitable business opportunities or creative ideas can spur their inspiration, as observed by Krueger et al. in 2000. Their primary focus lies in creating economic value, as opposed to social or environmental benefit, though they may still have positive goals, according to Nga & Shamuganathan in 2010.

Autonomy and independence are other reasons people become social entrepreneurs (Light & Dana, 2012). They might be tempted by the prospect of working for themselves and having control over their schedule, allowing them to pursue their passions and positively impact society (Hockerts, 2015). Hockerts (2015) also discussed the four constructs that have been often identified as antecedents of social entrepreneurial behavior which includes empathy with marginalized people and a feeling of moral obligation to help. Social entrepreneurs may have an especially strong need for autonomy since they frequently work in complex social situations requiring high flexibility and adaptability (Nicholls, 2008).

While mainstream entrepreneurs may likewise aspire to freedom and autonomy, their main concerns are frequently financial success and the potential rewards of entrepreneurship (Nga & Shamuganathan, 2010). Autonomy and independence are secondary drivers for them, with the chance of large financial gain and creating a successful firm serving as primary drivers.

Most individuals have the belief that social entrepreneurs are primarily driven by a desire to create change and take on difficult tasks and contribute to making the world a better place. Typically, social entrepreneurs view the world pressing issues as systematic problems that need fundamental solutions and changes in the society's functions (Martin & Osberg, 2007).

Mainstream entrepreneurs could also be motivated by their desire to bring change, but that is rarely a priority, their main priority is innovation and disruption within a certain industry or field (Krueger et al, 2000).

The publication by Christopoulos and Vogl is one study that has especially looked at the motivations of social entrepreneurs (2014). Through interviews conducted in Bristol, UK, the authors discovered that social entrepreneurs might have charitable and financial objectives, and these motivations may occasionally conflict. Some people who start businesses to have a beneficial social impact also have the objective of making enough money to keep those firms going. These individuals often state that these two objectives often conflict with one another. Others described feeling conflicted about their obligation to adhere to institutional standards, numerous restrictions, and their desire to develop novel solutions. According to Christopoulos and Vogl (2014), social entrepreneurship is a complex and diverse phenomenon, and the drivers behind these entrepreneurs' motives can be found internally and externally. It is important to note that hybrid motivation is not exclusive to social entrepreneurs. Some mainstream entrepreneurs may also be motivated by economic and social factors. The concept of hybrid motivation, which discusses pursuing both economic and social benefits, has been increasingly studied in the literature on social entrepreneurship (Christopoulos & Vogl, 2014) (Gielnik et al., 2015).

Some mainstream entrepreneurs desire financial success, personal fulfillment, and autonomy (Hmieleski & Baron, 2009). Contrary to popular assumption, some mainstream entrepreneurs may be driven by having a positive social or environmental impact, such as creating jobs or developing sustainable products (Kuckertz & Wagner, 2010). Personal values, life experiences, and the larger social and cultural milieu the entrepreneur operates can all impact their motives.

Compared to mainstream entrepreneurs, who might be more concerned with financial benefits, social entrepreneurs may be more driven to have a beneficial social or environmental impact (Christopoulos & Vogl, 2014). Social entrepreneurs are not a homogenous group; their motivations can change depending on the specific problem and setting they are addressing.

Despite the increased interest in traditional and social entrepreneurship, there are gaps in knowledge regarding what drives entrepreneurs. One drawback is the absence of precise and uniform definitions of social and traditional entrepreneurship, which makes it challenging to compare research results across studies (Light & Dana, 2012). Self-reporting measures to evaluate entrepreneurial motives is another drawback because they could be prone to social desirability bias and other measurement problems (Bae et al., 2014). Additionally, most research on

entrepreneurial motives has been done in industrialized nations, which can limit the applicability of findings in other situations. The motivations of entrepreneurs in various socioeconomic and cultural circumstances require further study. The focus on individual-level issues, with less attention paid to broader environmental and institutional elements that may influence entrepreneurial behavior, is another drawback of the research on entrepreneurial motives. Government policies, legal and regulatory frameworks, and access to capital and other resources are institutional variables that can significantly influence entrepreneurs' opportunities and limitations (Gnyawali & Fogel, 1994). Policymakers and practitioners can better support entrepreneurs by grasping how these factors affect entrepreneurial inclinations. The influence of social and environmental elements on entrepreneurial motives should be the main topic of future research. Since issues like income inequality and climate change have taken on more significance in recent years, there is growing interest in how entrepreneurship may help to address these issues. However, most existing research on entrepreneurial motives focuses on individual-level elements, ignoring larger societal and environmental issues. Additional research is required to understand how social and environmental factors affect entrepreneurial incentives and how to encourage entrepreneurs to pursue possibilities that benefit society and the environment.

Many of the literature reviewed has covered the concept of the push and pull factors when it comes to entrepreneurial motivations. The research will address the motivations of SEs and MEs from the perspective of the Push and Pull factors of Motivation. Buttner and Moore (1997) have identified two main broad categories of motivations when it comes to starting a venture. Pull factor refers to the motivations of starting a business for “desirable” reasons, while the Push factor refers to the motivations of starting a venture for “undesirable” reasons where the entrepreneur is Pushed out of an undesirable situation in order to start their own venture (Yitshaki & Kropp, 2016). Drive theories correspond to the push approach while incentive theories correspond to the pull approach (Carsrud and Brannback, 2011). The concern of this model is that there could be a possible bias of interpretation of motivation (Gabarret et al, 2017). For example, the desire for independence can be interpreted as pull factor when we consider it as a positive attraction to entrepreneurship. However, it could also be interpreted as a push factor if it was coming out of a lack of independence in a previous job, as argued by Hughes (2003).

TABLE 1: PUSH AND PULL MODEL

Push	Pull
Pull Necessity/Dissatisfaction	Opportunity/Independence

(Source: Gabarret et al, 2017)

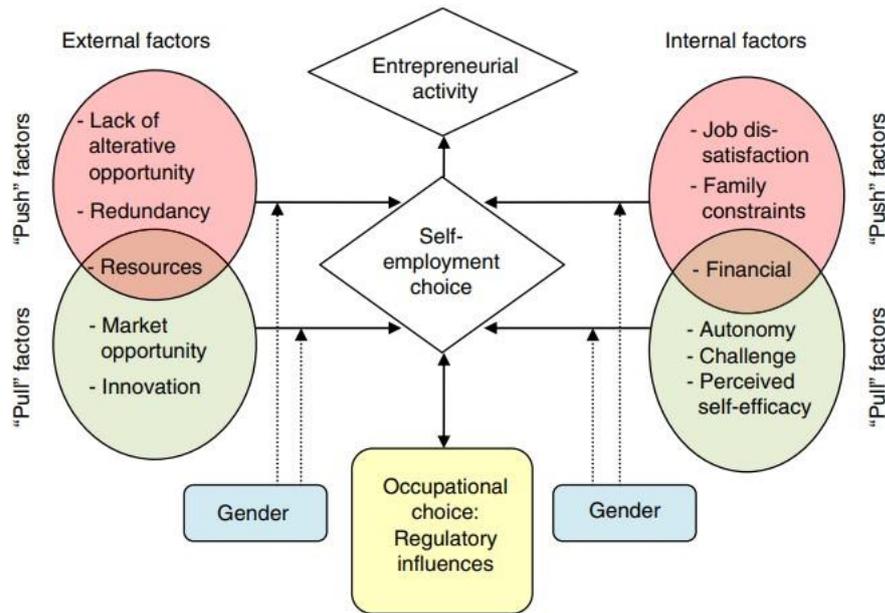


FIGURE 1: PUSH AND PULL FACTORS IN ENTREPRENEURIAL MOTIVATIONS

Source: (Dawson & Henley, 2011)

In conclusion, the literature on entrepreneurial motivations has identified various personal-level factors that can affect a person's decision to start a business. These factors can include, as previously mentioned, the desire for autonomy, the pursuit of profit and financial success, and the desire to make a difference and an impact. However, social entrepreneurs and mainstream entrepreneurs have different motives in some significant ways, which can represent their different ideals and objectives. Although literature has come a long way in identifying and comprehending these variations, there is still much to learn about the intricate interactions of personal, environmental, and institutional elements that influence entrepreneurial motives. The lack of studies that can take place in various socioeconomic and cultural contexts and the absence of larger environmental and social aspects restricts the study in this field. Further research should focus on addressing these constraints.

3 METHODOLOGY

3.1 Scope of Study

As we previously discussed, there is not much understanding in the literature regarding the key differences between SEs and MEs motivations as well as the varying challenges and success perceptions and their connection to motivations. From what we gathered from the literature; financial success represents the prime driving force MEs while the assumption is that SEs differ in that sense due to them being motivated primarily by a desire to have a social impact. The scope of the study is to analyze the motivations of social entrepreneurs and contrast them with mainstream entrepreneurs in Vienna. The study also investigates the contrast in the challenges and success perceptions of both groups, as a secondary research goal, to allow for a more in-depth understanding of social entrepreneurs.

3.2 Selection of methodology

A qualitative research approach will be used in this research and semi-structured interviews will be used to gather data (Chandra et al. 2019). A sample of social and conventional entrepreneurs from diverse sectors in Vienna will be conducted. The scope of the study will be limited to the research questions. The research questions and objectives of this research call for deep comprehension of the motivators for both social and conventional entrepreneurs, hence, the use of the qualitative research method.

The main research question for this research is: How do the motivations of Social Entrepreneurs differ from those of mainstream entrepreneurs?

Three sub-questions have been also formulated:

1. What challenges do social entrepreneurs face in comparison to mainstream entrepreneurs?
2. How do social entrepreneurs define and perceive success differently from mainstream entrepreneurs?
3. How do the challenges and success indicators relate to motivation?

To answer these research questions, the study will employ a theoretical framework that is based on literature on entrepreneurship, social entrepreneurship, and primarily, the theory of motivation. The theory will be a source of understanding the factors that motivate entrepreneurs and

will guide the development of data as well as the analysis. Moreover, the theoretical framework will inform the development of targeted support programs, policies, and funding opportunities which can be tailored to the specific needs and motivations of social and mainstream entrepreneurs.

As mentioned above, this study will employ a qualitative research design which is an appropriate choice for this study as it provides a detailed and in-depth understanding of the motivations and experiences of social and mainstream entrepreneurs participants (Busetto et al, 2020). The study has a motive of exploring the subjective experiences and perspectives of entrepreneurs, and qualitative research is the most essential tool to capture these experiences. Semi-structured interviews allow for participants to elaborate on their experiences and perspectives in their own words. Moreover, it is important in the generation of new insights and understanding regarding the research topic.

The qualitative research approach is essential in the exploration of motivations and experiences of SEs and MEs for assorted reasons. This approach enables us to obtain an in-depth understanding of the complex motivations and experiences of both mainstream and social entrepreneurs (Hennink et al, 2020). Qualitative research integrates deep and detailed exploration of the research topic, therefore, a rich description of the content of the research topic which would help us gather sufficient information on the numerous factors that motivate both groups of entrepreneurs.

Qualitative research method is flexible as it allows the researcher to explore new concepts and ideas that may not have been previously exposed. Conventional and social entrepreneurs work from different environments; hence, the use of qualitative research method helps in unfolding information that had not be previously documented (Hennink et al, 2020). Additionally, semi-structured interviews in a qualitative research approach ensure that the voices of the participants are heard, and their experiences are not influenced by the researcher's preconceptions or assumptions. Therefore, through the qualitative research approach, the experiences of the participants are not overlooked and are not influenced by the researcher. Lastly, qualitative data is detailed, contextualized, and leaves sufficient room for data analysis and interpretation (Hennink et al, 2020). Therefore, the complex motivations of SEs and MEs can be interpreted and understood regardless of their complexities.

This research approach is not without limitations, despite the many advantages and strengths of using a qualitative research approach for this research, there are various drawbacks associated with this study. Potential bias, subjectivity, and lack of generalizability are some of the limitations associated with using a qualitative research approach (Hennink et al, 2020). Qualitative research is subjective; hence, it is possible for the researcher's own biases to influence the interpretation of data. Furthermore, the small sample size used in qualitative research means that the results can not apply to a larger population (Hennink et al, 2020). Data and information

gathered from qualitative research is usually complex to quantify, therefore, it makes it challenging to draw statistical conclusions from this data.

3.3 Sampling Strategy and Participant Selection

In this research, both convenience sampling and snowball sampling were the sampling strategies employed. Convenience sampling was used in the selection of participants who have experience as either social or mainstream entrepreneurs. Snowball sampling was used to identify additional participants through referrals from initial participants. Ilker et al (2015) explained that convenience sampling is a type of non-probability sampling where members of the target population that meet certain criteria, such as availability or willingness to participate or easily accessible to the researcher, are included in the study (Ilker et al, 2015).

On the other hand, snowball sampling is a non-probability sampling technique that is employed when the population of interest is difficult to locate (Parker et al, 2019). In this method of sampling, the researcher begins with a small number of participants, then asks them to refer to other participants who meet the criteria of the research.

The following were the advantages of using convenience sampling and snowball sampling for this research (Ilker et al, 2015).

1. It was easier to find participants who were willing to take part in the study.
2. These methods of sampling do not cost any money and are time efficient since they do not require to sample the entire population.
3. Convenience sampling is easy and the subjects are readily available

It is important to note that convenience sampling was used, however, we need to point out that the disadvantage of convenience sampling are the potential hidden biases.

In this current research study, it might have been quite difficult to locate the population of interest for this study, hence, the use of convenience sampling and snowball sampling methods. While using other methods of sampling, locating the required population, i.e., entrepreneurs situated in Vienna who have been operating for at least 1 year may have been difficult to achieve using the sampling method.

Several factors were considered when selecting participants for this study. To begin with, participants had to be current Vienna-based entrepreneurs. This was necessary to ensure that the participants were familiar with the local entrepreneurial ecosystem and could contribute insights into the specific difficulties and possibilities that exist in this setting for social and mainstream entrepreneurs. Secondly, the participants had to have been in business for at least one year. The initial criterion was that the entrepreneur had to be in business for at least three years in order to assure that the participants had appropriate entrepreneurial experience and knowledge, however, it was difficult to get in contact with several members of the sample due to unresponsiveness and unavailability. Hence, it was decided to change the criterion due to the availability of several early-stage entrepreneurs. Thirdly, participants had to be willing to be engaged in the interview and openly participate and share their thoughts, motivations, and experiences (Manohar et al. 2018).

The researcher used LinkedIn to get in touch with potential participants in order to recruit them for the study. The researcher started by identifying people who fit the selection criteria, which included being based in Vienna and having at least one year of entrepreneurial experience. After identifying participants, the researcher personally messaged each one to invite them to take part in the study via LinkedIn. The messages gave information on how the participant's confidentiality and anonymity would be preserved as well as the goals and parameters of the study. Approximately, 300 LinkedIn messages were sent. However, the response rate was not quite high as many entrepreneurs were busy or simply lacked interest. In order to address these issues, the researchers followed up with non-responsive individuals and asked for referrals from those who agreed to participate. The researcher also attended different conferences around Vienna, with the purpose of meeting entrepreneurs and interviewing them on the spot and upon availability.

All the participants were located in Vienna and have been operating for at least one year. The majority of the participants' ages ranged from 23 to 55. This specific age range allowed for diverse and different perspectives. The participants were a combination of Austrians and foreigners who reside in Vienna. Seventy percent of the participants were men, and thirty percent were woman. The participants were from a diverse range of sectors which included Tech, relief and aid, food and beverages, and non-profit organizations. The variety of industries made it possible to fully comprehend the goals and struggles of traditional and social entrepreneurs in many fields. Overall, the participant demographic summary sheds light on the sample's diversity and enables an examination of the study issues.

The semi-structured interview guide for this study was created after a review of the current literature on social and conventional entrepreneurship to determine the important themes and subjects to be covered. The interview guide's themes and questions were intended to elicit information about the motives and drivers of success for social and conventional entrepreneurs,

as well as their experiences and obstacles (Roulston & Choi, 2018). Additionally, the interview guide included open-ended questions that allow participants to express themselves with their own words about their experiences and particular journey. The specific topics covered during the interviews were around; Entrepreneurial motivation, in which the interviewer asked the participants about their background and what motivated them to follow the entrepreneurial journey. Challenges faced, in which the interviewer asked the participants about the challenges they faced as entrepreneurs. Impact and social/environmental responsibility, in which the interviewer asked the participants about the challenges they faced as entrepreneurs and how they managed to overcome them. Work-life balance, in which the interviewer asked the participants about what their typical day looks like and how they balance their professional and personal lives. Success metrics, in which the interviewer asked the participants about how they measure success and what factors drive them to succeed. And finally, Future goals, where the interviewer asked the participants about their long-term goals.

The use of semi-structured interviews for this research allowed for the researcher to explore in-depth the complex motivations and experiences of social and conventional entrepreneurs. Semi-structured interviews are essential as they provide a balanced approach between a standardized approach and an open-end format where the interviewer can guide the conversation while allowing the participants to express themselves (Klykken, 2022). The following are the advantages of using semi-structured interviews (Adeoye-Olatunde & Olenik, 2021).

The interviews enabled the researcher to gather sufficient information on the participants' experiences and perspectives.

Semi-structured interviews are adaptable and can be tailored to the experiences, viewpoints, and situations of the participants. Based on the participants' responses, the interviewer could offer follow-up questions or investigate certain areas of interest.

The exploration of delicate subjects, such as the participants' motivations and factors influencing their success, was suited for semi-structured interviews since they gave participants a safe space in which they get to share their ideas and experiences.

Building a rapport with the participants during semi-structured interviews gave the interviewer a chance to express more thoughtful and sincere responses.

The following are some drawbacks of employing semi-structured interviews in this study (Adeoye-Olatunde & Olenik, 2021):

The interviewer's biases or perspective may have had an impact on the obtained data, making it subjective. This constraint could be lessened by training the interviewer to act impartially and without bias during the interviews..

Depending on the preferences and availability of the participants, a combination of in-person and online interviews took place in this study. Before the interviews took place, the participants were informed of the purpose of the study and the data collection process and ethical considerations. They were also informed that their participation will be completely anonymous, and their identities will only be known by the researcher and will not be posted anywhere. The participants were also informed that they are to opt-out of the interview process at any time without consequence and that the researcher will not require any monetary compensation from their part at any point. The participants also had the chance to explain any concepts they did not grasp by asking questions. The participants were allowed to share their thoughts without fear of retaliation during the non-coercive interviews (Roulston & Choi, 2018). The locations for in-person interviews were discreet, calm, and convenient for the participants. Throughout the interview, the researcher made sure the participants were at ease. Platforms for video conferencing, such as Google Meet and Teams, were used to conduct the online interviews.

The interviews for this study were captured utilizing a combination of audio recording on mobile device and Otter software. Two interviews were recorded through notetaking after the researcher met the two entrepreneurs promptly in an event and did not have access to a tech device and therefore took notes instead. The researcher still tries to take the notes as accurately as possible and writes down direct quotations and bullet points as the entrepreneurs were speaking. The opportunity still had to be taken. The researcher informed the participants throughout the interviews that the interviews would be recorded or taken note of for correctness and analysis (Roulston & Choi, 2018). Participants' consent was also sought. The study's participants were informed that their participation was completely voluntary and that they might discontinue at any time. After the interviews were conducted, transcription tools such as "Descript," and "Otter" were used. The transcribed information was then safely saved on a computer that was password-protected and only the researcher could access it (Roulston & Choi, 2018). Furthermore, the researcher made sure the data was kept private and anonymous by giving each participant a pseudonym to hide their identity.

3.4 Data Analysis Methods and Techniques

Transcribing the interviews and putting them into NVivo was a crucial step in the data processing process. First, "Descript" and "Otter" transcribed the audio recordings of the interviews. The transcriptions were then reviewed and corrected. Due to distortions in audio and voice recordings, some audios where transcriptions through the software were incorrect. The researcher listened again to the recordings and corrected any mistakes while adjusting the unclear sentences without changing the meaning of the participant. The transcriptions were then entered into NVivo, a qualitative data analysis software, which allowed the data to be organized and analyzed. The software helped us provide the groundwork for the analysis. The researcher was

able to perform line-by-line coding of the data after importing the transcripts. The process included detecting relevant texts in the transcripts and assigning them codes. The codes were created from the research questions and pattern that came out from the data. The use of NVivo helped facilitate overall, the data arrangement and data organization. It also supported in creating a clear and structured framework for the analysis.

After the interviews were completed and recorded, or taken notes of, they were transcribed, this was initially accomplished by the “Descript” and “Otter” tool for the audio recorded interviews. For the two interviews that were recorded through notetaking, they were later on transcribed into a written format by the researcher. The bullet points and direct quotes were expanded without changing the meaning while providing as much detail as possible. After that, the transcriptions were loaded into NVivo software for analysis. Care was taken to ensure that the codes and themes accurately reflected the data and were unaffected by the researchers' prejudices or assumptions throughout the coding process.

3.5 Ethical Considerations

In any research, the researcher is supposed to observe moral and legal responsibilities to ensure that their research upholds ethicality and accountability (Hasan et al. 2021). Ethics in any research ensures that the welfare and rights of participants is protected as well as ensuring that the research has been performed in a transparent, fair, and just manner. The following are some of the reasons that explain the importance of ethical considerations in research (Hasan et al. 2021):

Safeguarding human rights: In order to guarantee that participants' rights are upheld and that they are not taken advantage of or damaged while participating in research, ethical considerations are essential. This covers privacy, secrecy, and informed consent.

Upholding scientific integrity: To uphold the scientific integrity of the research, ethical issues are crucial. Research should be carried out in a manner whereby there is no potential influence from any parties. Moreover, bias and discrimination should be avoided by all means.

Increasing credibility and trust: Ethical concerns are essential for boosting credibility and trust among researchers.

Avoiding harm to others: Ethical consideration is important to prevent any possible harm to participants or the community.

When using human subjects in research studies, ethical considerations are crucial. The participants were informed of the study's purpose, their decision to participate, and the confidentiality

of their responses (Arfin, 2018). To preserve the respondent's identity and privacy, no names were utilized during the study. Participants were assigned numbers instead to protect their anonymity. The interview transcripts were saved on a password-protected computer that was only accessible to the researcher. After the study was done, all data were deleted.

4 RESULTS AND DISCUSSION

4.1 Participants Characteristics

Social Entrepreneurs:

This study has been conducted through semi-structured in-depth interviews which involved a group of five social entrepreneurs. The identities of those entrepreneurs have been kept anonymous for confidentiality purposes and in order for them to be able to speak freely, without the risk of external judgement or worries regarding their public image.

Overview: The social entrepreneurs in this research are working in a diverse range of industries and their companies and organizations are involved in various fields relating to social and environmental impact. All of those entities share the common goal of solving societal or environmental problems such as education, community development, waste reduction and poverty.

Demographics: The age group of the social entrepreneurs' interviews falls into the range of 26 - 39 years old. Within the social entrepreneurs interviewed, three were females and two were males. Their nationalities differed; however, they were all based in Vienna, Austria. All participants have completed their higher education studies. Two out of 5 of the participants had work experience within the social enterprise sector because starting their own entities.

Business Characteristics: The participants interviewed run social enterprises that vary in size and development stage. Some have been operating for years and some are in the startup stage but have been launched for at least 1 year with a minimum of three employees operating under the leadership of the entrepreneur.

Mainstream Entrepreneurs:

Similarly, this research includes five mainstream entrepreneurs with identities that are kept anonymous and confidential with the same purpose of encouraging said entrepreneurs to be as open and feel as safe sharing their insights as possible.

Overview: The mainstream entrepreneurs in this research are working in a diverse range of industries and their companies and organizations are involved in various for-profit fields. Those entrepreneurs share the common focus on business growth and financial sustainability. Their sectors vary from Technology to hospitality.

Demographics: The age group of the mainstream entrepreneurs interviewed falls into the range of 23 - 55 years old. The five mainstream entrepreneurs were of the gender male. Their nationalities also differed; however, they were all based in Vienna, Austria. All participants have completed their higher education studies.

Business Characteristics: The businesses run by the participants vary in nature, their size and their profitability and their market presence. Some are early-stage entrepreneurs, while the others are solidly established. All businesses have been launched for at least one year with a minimum of three employees operating under the entrepreneur's leadership.

4.2 Thematic Analysis

The following section presents the analysis of the qualitative data collected through in-depth, semi-structured interviews from the study participants. The analysis was conducted to investigate the different motivations for social and mainstream entrepreneurs and identify how these motivations are different. The analysis further explores the factors responsible for these motivations as well as challenges encountered in social and mainstream entrepreneurship.

Methodology:

Step 1: A total of ten in-depth interviews was conducted eliciting information from both social and mainstream entrepreneurs.

Step 2: The information gathered through the in-depth interviews were imported into the NVivo qualitative analysis software for analysis. This procedure involves the categorization of similar and related quotations into codes and subsequently generated a code book.

Step 3: The codebook was analyzed to capture key themes that are relevant to the study. These themes are in line with the study objectives and research questions.

Step 4: A thematic analysis was finally carried out to explore entrepreneurs' motivation, differences in motivation between the two groups of entrepreneurs, factors responsible for these motivations as well as the challenges encountered.

TABLE 2: KEY THEMES AND SUB-THEMES IDENTIFIED DURING ENTREPRENEURS' INTERVIEWS

	Themes	Sub-Themes
1.	Motivational Factors for Social and Mainstream Entrepreneurs	<ol style="list-style-type: none"> 1. Social Entrepreneurs Motivational Factors 2. Mainstream Entrepreneurs Motivational Factors
2.	Factors that Impact Motivation of Social and Mainstream Entrepreneurship	<ol style="list-style-type: none"> 1. Internal Factors Influencing the motivation of Social and Mainstream Entrepreneurs 2. External Factors Influencing the motivation of Social and Mainstream Entrepreneurs
3.	Challenges Encountered by Entrepreneurs	<ol style="list-style-type: none"> 1. Challenges Affecting Social Entrepreneurs 2. Challenges faced by Mainstream Entrepreneurs
4.	Success Indicators for Social and Mainstream Entrepreneurs	<ol style="list-style-type: none"> 1. Social Entrepreneurs Success Indicators 2. Mainstream Entrepreneurs Success Indicators

Theme 1: Motivational Factors for Social and Mainstream Entrepreneurs

Entrepreneurs are motivated by a range of factors depending on their goals, mission, and vision. The stereotypical reason for a mainstream entrepreneur is to generate profit. The stereotypical reason for a social entrepreneur is to seek impact and positive change. However, this research shows there are different layers to the entrepreneurial motivation of those participants. There are different motivators for individuals to pursue the road of entrepreneurship. These motivational factors can vary from, the desire to obtain independence and autonomy, dissatisfaction with the typical 9 to 5 job system, desire for self-satisfaction and proving oneself, desire to create impact, passion for innovation, as well as financial gains, etc. To obtain insight into these

different motivational factors and further compare social entrepreneurs' motivations to mainstream entrepreneurs, the following sub-themes are discussed.

Sub theme 1: Social Entrepreneurs Motivating Factors

According to the data obtained, social entrepreneurs are motivated by their desire and passion to solve challenges in society. The participants have started their entrepreneurial journey with the intention and aim of addressing social and environmentally pressing issues as well as inspiring others to do the same. They are mostly driven by the desire to improve the overall wellbeing of the community around them and around the world. Evidence from the information pertaining to social entrepreneurs shows that all the social entrepreneur participants have a common motivation factor; the desire to make a positive social impact. It was reported by the participants that the main motivational factor for them was to develop solutions to properly tackle social problems and establish sustainable solutions to ensure that the problem is adequately solved. This is evident in one of the female participants' narrations who claimed never to have seen herself as an entrepreneur but the sense of urgency she felt and the passion to find solutions to an existing social problem pushed her to start something. She narrated:

“Truthfully, I've never really wanted to be an entrepreneur ever, and I don't, consider myself as a traditional entrepreneur. We don't have a tech product; our positioning is quite broad. But when you see a problem, and you're passionate about finding a solution, it sort of leads you to start something new. In my case, I saw a gap in the market for a network that combines impact tech startups, and I wanted to address that problem” - Social entrepreneur 3.

In addition to this, all other participants clearly stated their passion for social impact and sustainability. They were all clear and direct that, before they started their own enterprises, they all were inspired by a desire to take part in making the world a better place. Some of the responses gathered reflecting this, are given below:

“What inspired me was this work with street children in my civil service duty. You cannot imagine how precarious their lives are. I have seen multiple times young people being drug addicts, violent, and they accepted that as well. and through the process, realizing that I can bring even the slightest positive change to their life. That was a true inspiration for me” - Social Entrepreneur 1

“As I said earlier, I had a strong passion for social causes and sustainability and that was definitely a huge force to my decision. I was really sad to see how much there was a lack of solution and resources, mainly. and just the

idea of creating something of my own, from scratch was fascinating to me”

- Social Entrepreneur 2

However, it was further revealed that, aside from social cause and impact, there are other motivational factors for the social entrepreneurs interviewed. This was derived from the additional information provided by the respondents. For instance, one of the respondents reported that what pushed them to be an entrepreneur was a combination of varied factors. They have mentioned that their motivation was drawn from the experience of their family members as well as the challenges facing refugees. The respondent was emotionally impacted by what they observed and heard from their family members, being immigrants, and facing several hardships and was inspired to contribute to make a difference within this social issue. The social entrepreneur stated:

“...it's mainly a combination of things. I guess I've been affected growing up by stories that my parents told me about how they immigrated and the way they were treated and everything they went through. Also, as you know I come from region where refugee crisis is a problem and we see refugees here all the time now, especially with the war in Ukraine and middle east.

...I wanted to be part of the solution” - Social entrepreneur 5.

As noted earlier, inbuilt talent, as in the inherent abilities and skills they possess naturally, even since childhood, is a major drive for mainstream entrepreneurs' correspondents. This was found in some of the responses, where participants narrated how their entrepreneurship idea came around, and how they got inspired and motivated to pursue their entrepreneurial journey. For instance, one of the participants reported that his childhood period was a great contributor to his motivation and desire to become an entrepreneur. The respondent mentioned that:

“...I mean, probably it happened during my childhood. We had some kind of gadgets at home when I was growing up, you know, like cameras, game consoles, and such. And my parents were always buying some kind of new stuff. (...) I had many game consoles at the time, and I was reading some like technology magazines and so on, and I had actually the first iPhone, and also the IPO. And I was really fascinated by the technology, (...) And I also wanted to do the same one day. You know, I also wanted to, to start my own consumer electronics company and present it, you know, on the stage and so on. And, like the fascination by the products of Apple and how they were presented. I guess, the first iPhone on the stage was really fascinating and I wanted to do the same.” - Mainstream entrepreneur 1

In general, mainstream entrepreneurs' correspondents were found to be motivated by their desire for autonomy, financial independence, value creation, in one case, push the field they are interested in to grow. This was indicated in the responses gathered from the respondents:

- “- I worked in the business sector and I got to see how things were done...*
- I discovered Blockchain technology and saw its potential...*
 - I thought there must a better way to do things...*
 - I decided to start a consulting business to help businesses utilize this technology and further the field in Austria...” - Mainstream Entrepreneur 5*

“I believe that you can only truly fulfill your dreams when you have a free mind and being able to do whatever you want. And I feel like entrepreneurship is, might not be the easiest route, but it is, a good route to, to do whatever you want.” - Mainstream entrepreneur 2

*“-I had this desire to be independent and have the freedom to do my thing...
-I needed the opportunity to create something of my own...*

*- I wanted to also make something of my own to leave to my kids and family
as a legacy, to have enough money to live wel...!” - Mainstream Entrepre-
neur 4*

It was further detected that aside from the satisfaction, the excitement of trying something new, also played a factor. The respondent further reported how it was rather dull and “boring” during their course of studying, and they wanted to try something new and exciting:

“Another piece is just to challenge myself. When I was studying at the business university, as I said, it was a bit boring, not in the way that I was not having great grades or something. It's more about multiple-choice tests not being the most exciting way of learning, and I really felt like I need some more excitement in my life professionally, and that's like challenging myself by bringing something new into the world, I think was another aspect.” -

Social Entrepreneur 1

Another dimension identified when it comes to the factors within the social entrepreneurs' group, is the quest for freedom in relation to making a social impact through building innovative ideas. Some of the social entrepreneurs reported that they were motivated to start something in the social field based on what they have witnessed and seen around them, and their inability to make a concrete change, the way they desired to in their previous employee position. There was dissatisfaction resulting from the limitations imposed on them and the lack of freedom to innovate. Becoming their own boss was the solution they sought and saw fit. It was also reported that family and surroundings played a part in shaping the motivations of the correspondents. Specifically, one of the respondents explained how they was brought up in a family that valued sustainable practices which is a key factor that motivated this respondent.

“...even as a kid, I remember being super conscious about not wasting things, and my family encouraged recycling and reusing, they really influenced me and how I am today and my passion to do something meaningful. And, apart from that, I wanted to make my own decisions and pursue my vision, not somebody else's because they will never give me the room to innovate as I desire. I hated feeling that I was just a cog in a machine... -

Social Entrepreneur 2

It was also found that the social entrepreneurs interviewed valued job satisfaction and finding meaning in what they do rather than just working. This is evident in one of the reports given. The respondent stated that they have declined offers from other institutions since the work activities do not really align with making impact. The respondent said:

“...there is a certain internal satisfaction. How lucky is it to have a job that makes sense, because I see my friends working for other bigger companies. And I also got offers from big banks to be an innovation manager. But how can I spend 80 hours or even just 40 hours a week doing something that

doesn't create impact? I don't think I can do it anymore.” - Social entrepreneur 3

Regarding mainstream entrepreneurs, the internal factors for the correspondents have been found to range from having certain passions and goals they want to achieve, work independence and flexibility. The evidence showed that all mainstream entrepreneurs interviewed place a significant value on their independence in terms of work activities and decision-making. They sought the ability to innovate without another individual placing limitations on them, which fuels a sizable portion of why they chose this road. This was shown in the information from the data where the respondents revealed how much they cared less about the financial benefits they get when working for another person and how much it means to them to be able to have that independence and flexibility in their endeavors.

“... personal goal as an entrepreneur has to be somehow related to freedom, to be independent in regards the financial situation, there is no wish to get millions, not my focus... The lack of freedom and the feeling that you're not flexible enough money wise, work wise, the flexibility of your mindset is also important. I have my previous colleagues who are still enjoying the financial goodies in the pharmaceutical industry, it is really hard to exit because you have everything from money and incentives, so you get stuck. I didn't want that.” Mainstream Entrepreneur 3

“...definitely being able to be independent financially, but also, time wise, like, it gives me so much joy to say, oh, today I'm going to work from the office, today I'm gonna work from home, to have like, workarounds. That's definitely, I would say a similar answer to what I gave earlier. maybe, um, just being able to be.

myself.” - Mainstream entrepreneur 2

supply chain are basically doing the same waste management as they do here. Which leads to crazy inefficiencies, and for me, there was a dilemma I wanted to take so, to answer more broadly, I think when it comes to the external factors, it was very much the systemic failure I saw in front of me and me wanting to provide a solution to improve that system In an integral way.” - in Social Entrepreneur 1

Another identified factor was the popularization of the work of existing social enterprises. Since Social enterprises are gaining more recognition and exposure. One of the social entrepreneur correspondents found it motivating when they saw other social enterprises doing magnificent work and making impacts, which represented an inspiring external factor to join the efforts of the rest of change makers.

“...these social enterprises I came across they were doing great work, creating positive change and being super innovative and they were an inspiration to me, it showed me that, yes, okay, this could be done, businesses could be about more than just profits. So, all of these things, they sort of all, like, came together, I guess...And that's how I just decided to trust my gut that this is the right thing for me.” - Social Entrepreneur 2

The external factors influencing the motivations of mainstream entrepreneurs were found to be around family and dissatisfaction with the previous workplace. Available evidence shows that these two factors have been able to motivate and support mainstream entrepreneurs in their entrepreneurship journey. One of the respondents specifically said that the unsuccessful launch of a specific product for health treatment in a former workplace was a factor that motivated him to become an entrepreneur. The respondent said:

“...the external factor for me was a specific product what I was forced to launch onto the market in my previous job, it was some product for prostate cancer treatment. And the product and the whole launch was just nonsense. Yeah, this was the trigger, what triggered me to get out of the corporation. And mind you it was a very safe place. Very comfortable, very high salary.” - Mainstream Entrepreneur 3

It was also found that the need to prove oneself and the need for achievement were also motivating factors. This was reflected in the correspondent's answer:

“I am kind of very stubborn. So, when somebody tells me I can't do anything, then I have the urge to show and prove everybody wrong. So also, my family told me, oh, don't do that. you can't do that. Oh, you have to go to

The challenges affecting SEs correspondents have been seen to be funding the business, creating a business model that works, finding the right personnel, and the ability to strike a balance between impact and profit. In regard to funding, the respondents pointed out that funding is crucial to the growth of the business, and it is difficult for a starting entrepreneur to scale through without funding. One of the SE respondents reported that most investors are mainly concerned about the return they will get by investing in the business, and since social entrepreneurs are driven by desire to make social impact, finding the balance seemed to be a tough task. Social entrepreneurs are thereby faced with the need to convince potential investors without focusing on the profits or returns.

“I guess the first big hurdle was securing the funding. Starting and growing a business, it's not cheap, you know? And it took a lot of time, a lot of effort, to find those investors and lenders who were, not just interested in the financial return, but also shared my vision and supported what I wanted to achieve...I had a tough time being taken seriously, I found myself in situations where I am trying to pitch for my business with foreign investors or people who could help introduce me and they were just, asking all sort of inappropriate personal questions, ...being in those kinds of situations and having to put up with certain behaviors you realize how messed up some of those people are...” - Social Entrepreneur 2

Furthermore, due to the challenges presented regarding striking a balance between making impact and profit, it is therefore difficult to develop a business model that works. Recall that social entrepreneurs promote social impact, so there is a need to create more value towards people and at the same time determine the sustainability of the business. One of the respondents shared his view as regards the difficulty of maintaining business prices and making impact. The respondent narrated:

“So, there's even more challenges that come along with it. Maybe one example is, as a for-profit entrepreneur, you have a big challenge in developing a business model that works. You need to create enough value towards your customers that you are at least sustaining your business. Now, as a social entrepreneur, you cannot just focus on your business model because you also need to focus on your impact model. That's the ultimate goal. You want to create some impact, and often these two are not correlated. So to give you a very concrete example, in our business, when we have to define the price of a product, we can, from a business perspective, it makes sense to make the price rather high cause we, anyway, still much cheaper than in any other place. But from an impact perspective, as I want to, as one of my impact goals is to make food financially affordable for people in need, I

want to keep the price as low as possible, so I have to take a very difficult trade of decision on where do I put the extra price.” - in Social Entrepreneur

1

Finding the right people to work with, as well as people understanding the real value of the entrepreneur's vision, have been identified to be a challenge. Evidence from the data showed that the social entrepreneurs correspondents find it difficult to make people see the value of the work they do and how it can make a change. People's perception concerning certain social problems have been faulted which has consequently made it difficult to gain their support and make easy the impact entrepreneurs hope to achieve. One SE stated:

“...I mean, it is true that Vienna is home to a diverse range of people with different beliefs and attitudes but unfortunately, racism is an issue that exist everywhere. we've definitely encountered instances of judgement and discrimination in our work.” - Social entrepreneur 5

“That was not because I didn't offer them real value, it was just that they didn't understand my concept or they felt like they have done things always in the way they've done them, and so on. So, bringing innovation into the world is really challenging because you need to make people change their habits and perspectives and ideology in a way” - Social Entrepreneur 1

hard to get enough money from them. I had some private investors, but it wasn't enough, and, you know, I almost went bankrupt..." Mainstream Entrepreneur 3

Furthermore, it was detected that the pressure to satisfy or please investors is a challenge, as this sometimes takes focus from the business and the vision pursued itself, while the attention is given to the investors demands instead. This challenge poses the threat of creating products of low value by focusing on what the investors want, rather than what the customers or client need.

"...so having to please, always, for me, that was a huge difficulty. Having to please the investors and doing so, we were not really able to focus on our startup anymore. Like weekly, we had to write reports to our investors, and that just consumed so much time that we, at one point we, weren't really able to keep up anymore. And then the loops, the decision loops were too long. That was basically something that kill us at the end. I guess, being able to communicate your vision and find people who have the same view as you, are one of the biggest challenges." - Mainstream entrepreneur 2

While the impact made is the success measure for all of the social entrepreneurs interviewed, how they measure this impact is important. Evidence from the data shows that SEs strive to have an evidence-based approach for measuring the impact they have made. This is done by identifying if their products have solved the problem, it ought to, the number of people affected, how satisfied people are with the product and/or program. Having specific KPIs was found to help social entrepreneurs make amends where there is a need, and further plan for future strategies.

“We have plenty of impact indicators in place that track, evaluate further, develop ongoingly thousands of data points actually we collect every year. Some of them are very quantitative, others are also more qualitative. So, we also, just to give you one example, we also conduct, qualitative interviews with previous participants of the program and understand better how the program helped and if at all, and so on. So generally, I try to make, I try to put a lot of effort into evaluating my own impact or the impact of my organization.” - in Social Entrepreneur 1

“Well, we actually having measurements in place, systems behind it, not super massive. But for example, when it comes to accelerator programs, or any programs where onto bigger projects, we do measure the impact on startups and what changed for them before and after participating. So, there's a whole interviewing process for the old participants from which we are designing the survey. Validation surveys... I personally feel successful also when I see our community and the impact, we had on them and how much we were able to connect people - in social entrepreneur 3.

- that is how we are able to survive and keep going...

-.. to ensure that we are on track to meet our financial goals and continue growing.” - Mainstream Entrepreneur 4

“So, the obvious signs of success are the number of users, how people know your brand, and how much money you're making. There's nothing else in the measurement of success. And I think there's nothing better.... You can measure your success by the articles in the media outlets about you. You know, sometimes there are successful companies that no one wrote about, and no one has heard about yet, but they're improving millions of people's lives and working quietly.” - Mainstream Entrepreneur 1



FIGURE 9: WORD CLOUD SHOWING THE SUCCESS MEASURES OF MAINSTREAM ENTREPRENEURS

Source: Author's Analysis, 2023.

4.3 Discussion

4.3.1 Summary of key findings and Interpretation

Main Factors	Social Entrepreneurs	Mainstream Entrepreneurs
Motivational Factors	<ol style="list-style-type: none"> 1. Personal passion: The urge to make a social change and positively impact society. 2. Societal contribution: desire to address societal challenges. 3. Personal values: Emphasizing ethical business practices and environmental sustainability. 	<ol style="list-style-type: none"> 1. Financial success: The desire to generate substantial revenue was a main driver. 2. Growth: The intention to grow the business and achieve a larger spot in the market 3. Market leadership: The ambition to dominate their industry or niche
Internal Factors Impacting Motivation	<ol style="list-style-type: none"> 1. Personal Values: Empathy and determination influence their motivation. 2. Intrinsic motivation: Personal satisfaction, pursuit of autonomy and the achievement of social impact fuel their drive. 	<ol style="list-style-type: none"> 1. Personal values: Emphasizing a strong work ethic and ambition. 2. Intrinsic motivation: The pursuit of personal ambition, autonomy, and the satisfaction
External Factors Impacting Motivation	<ol style="list-style-type: none"> 1. Market opportunities: The identification of market gaps that align with social goals. 2. Societal needs: The desire to address social issues. 	<ol style="list-style-type: none"> 1. Market opportunities: The need to exploit unmet market needs and trends. 2.
Challenges Encountered	<ol style="list-style-type: none"> 1. Balance between social mission and profitability 2. Difficulty securing sufficient Funds. 3. Resource acquisition 4. Impact measurement 	<ol style="list-style-type: none"> 1. Market competition: The challenges of differentiation products and services 2. Difficulty securing Funds 3. Resource Acquisition 4. Work-life Balance

	5. Work-life Balance	
Success Indicators	<ol style="list-style-type: none"> 1. Business sustainability 2. Growth and social Impact Expansion 3. Societal impact and tangible improvement of the social issues addressed 	<ol style="list-style-type: none"> 1. Financial Performance and profitability 2. Expansions of the business and operations 3. Sustaining autonomy

TABLE 3 : COMPARATIVE ANALYSIS OF MOTIVATIONAL FACTORS, CHALLENGES, AND SUCCESS INDICATORS FOR SOCIAL AND MAINSTREAM ENTREPRENEURS

The main objective of this research is to provide a comprehensive understanding of the motivations of social entrepreneurs, in comparison to those of mainstream entrepreneurs. We further aim to understand how the Social Entrepreneurs ‘challenges and success indicators differ compared to those of Mainstream Entrepreneurs.

One of the main findings of the research, resulting from the interview process, was the clear difference in motivations that drive social and mainstream entrepreneurs. Social Entrepreneurs have been found to be mainly driven by their intrinsic desire to have a positive social impact and address fundamental social issues. They have witnessed or experienced something that has triggered an empathy and a willingness to contribute to the betterment of society through business. Their inclination towards social impact probes well with the prevailing stereotype from the literature, that social entrepreneurs are mainly driven by social causes. These results align with the first research sub-question; *“What are the key differences in the motivations of social and conventional entrepreneurs?”* Conversely, mainstream entrepreneurs have been found to be predominately motivated by more extrinsic motivations, such as financial gain, profit, and growth, which represented important motivators for their entrepreneurial endeavors. This observation aligns with the existing body of research which claims that mainstream entrepreneurs are profit-driven by nature.

The motivations of both social and mainstream entrepreneurs have been found to present implications for the outcome of their venture. It has been found that the intrinsic motivations of social entrepreneurs are characterized with a profound desire for social impact and social change, which further strengthened and fueled their resilience and commitment in the face of adversities. Due to their beliefs that there is still more to be done in this space and their choice to be a social entrepreneur which stems from passion, they have showcased persistence in the face of the many challenges they encountered. Despite the multifaceted barriers arising from the dual-goal nature of their ventures, they have not showcased any intention to back down.

Difficulties varied from funding constraints to a lack of understanding of the market, and difficulties in balancing out the for-good, for-profit aspect. However, the common thread that emerged was the steadfast dedication to their cause which fueled their desire to carry on with their ventures journey. On the other hand, the extrinsic motivations of mainstream entrepreneurs, notably financial gain, and growth, were found to be driving forces for their focus on traditional measurement of business success. The narratives from the mainstream entrepreneurs reflected the importance of profit, growth, and competitive advantage. This seemed to greatly influence their growth targets and profit margins and seemed to steer the future of their business towards those particular goals. Mainstream entrepreneurs are facing a number of challenges as well, such as financial management and business growth which seemed to be addressed with strategies prioritizing profit generation and business expansion. Which further reflects their extrinsic motivations for their business practices and outcomes.

The research also addressed the challenges faced by both categories of entrepreneurs as an answer to one of the sub-questions, revealing that social entrepreneurs often struggle with a more complex set of challenges compared to mainstream entrepreneurs. These complexities are due to the dual objectives of achieving social impact and ensuring the sustainability of their projects, financially speaking. They often faced issues relating to the difficulty in obtaining funding, obtaining financial sustainability, and balancing their social goals with the needs of their business. The challenges that social entrepreneurs face is closely related to their primary motivation, which is creating social impact. Due to their commitment to addressing social issues and social needs, they are usually landed in situations where they need to struggle with limited resources and the balance between both their social and financial objectives. These challenges are also closely related and have a significant impact on the success of their ventures. Furthermore, to shed light on their counterpart, mainstream entrepreneurs, it was revealed that this group was more concerned with challenges in relation to financial stability and market competition.

MEs, based on our findings, tend to focus on obstacles such as profitability, market positioning and capital, which goes in line with their primary motivations, derived from the findings, financial success, and financial freedom. Their drive to build a profitable business in a competitive market has exposed them to challenges related to competition, financial management, and business growth. The divergent motivations for social and mainstream entrepreneurs were apparent in the way both types of entrepreneurs define and measure success. When it comes to social entrepreneurs, success was mainly determined through the amount of social impact achieved. Although financial sustainability was important, it was often viewed as a means to achieve their desired goals and lasting impact, a means to an end. This can include the number of people positively impacted by the venture's activities, the scale of the environmental impact achieved, or societal improvements, depending on the activity the entrepreneur is pursuing. It was found that due to their primary motivation, which is to achieve social impact, social entrepreneurs tend to not view success in monetary terms. However, it was noted that the financial aspect was

also important for the continuity and the prosperity of the venture and that it was important to achieve a balance between their social goals and their need for financial viability.

As for Mainstream Entrepreneurs, they predominantly measured their success in terms of profit and growth. This can include measurements as in revenue, market share, profit margins, or rate that they are expanding. It was also reported by certain entrepreneurs that success for them meant the freedom to be able to follow whatever path they desired without worrying regarding financial struggles. The analysis indicated that both intrinsic motivations such as personal satisfaction and passion along with extrinsic motivations such as financial rewards, were driving forces for the mainstream entrepreneur's success. This desire for financial success has motivated entrepreneurs to innovate in order to achieve the desired goals.

This research's main aim was to investigate how SEs differ in motivation from MEs in Vienna. Three other sub-questions were used to address this topic and the research problem.

The main research question explored the difference in motivations that represent a driving force for SEs compared to MEs. This research's findings have revealed that SEs are mainly driven by their desire to create a positive social or environmental impact. The individuals are mainly motivated by a sense of passion and purpose for contributing to the provision of solutions which directly address societal issues and their on-going commitment to make a difference. On the other hand, the findings showcased that MEs are primarily motivated by financial success and personal fulfillment. Both types of entrepreneurs, according to the findings, were also motivated by their desire for autonomy, in order to be able to freely peruse their individual passions.

The first sub-question aimed to examine the unique challenges that SEs face, in comparison to MEs. The research findings identified that a significant challenge for both SEs and MEs in Vienna is access to funding. However, SEs are facing additional challenges and blockers when it comes to striking the balance between their social mission and financial sustainability and finding enough resources to contribute to their mission but also, assure their financial stability. Both types of entrepreneurs also expressed their struggles, as entrepreneurs, to strike the balance between their life and work, mentioning situations where they were close to burn-out, which is not an unusual phenomenon for entrepreneurs.

The second sub-question aimed to reveal how social entrepreneurs generally define and measure success differently from mainstream entrepreneurs and how these success indicators correlate with their motivations. The findings showed that SEs mainly view success based on the impact they have created, according to their mission. They employ evidence-based approaches (such as survey and feedback etc.), in order to assess the effectiveness of their products or programs in solving social problems, gathering feedback from stakeholders and measuring outcomes. On the other hand, MEs often measure success through their financial performance which also includes revenue growth, profitability, and customer satisfaction.

The third sub-question aimed to reveal how challenges and success indicators relate to motivations. Through the research, we found that the type of challenges both SEs and MEs, directly relate to their motivations. For example, since SEs are primarily motivated by Intrinsic motivations such as the desire to have a social or environmental impact, their main challenges usually stem from this desire, such as lack of funding, or inability to strike a balance between social impact and financials, since social impact is their focus, this causes them to have challenges and blockers preventing them from achieving their intrinsic desire of social impact. According to the findings, their motivations directly influence the type of challenges they face. The challenges faced prevent the entrepreneurs from achieving their initial motivations for starting a business, unless there is a solution found. Overcoming those challenges can pave the way to success in their business, which relates challenges they face to the success they achieve, be it social impact or financial profitability. Figure 10, showcases the interplay of motivation, challenges, and success in Entrepreneurship, concluded by the author of this research, from the data results in order to emphasize on the importance of taking the three factors into consideration when looking at motivations.

Overall, this research highlights the different motivations, challenges and success indicators that differentiate social entrepreneurs from mainstream ones, to provide insights for future social entrepreneurs as well as policy makers and different support systems, to further nurture those entrepreneurs in the future.

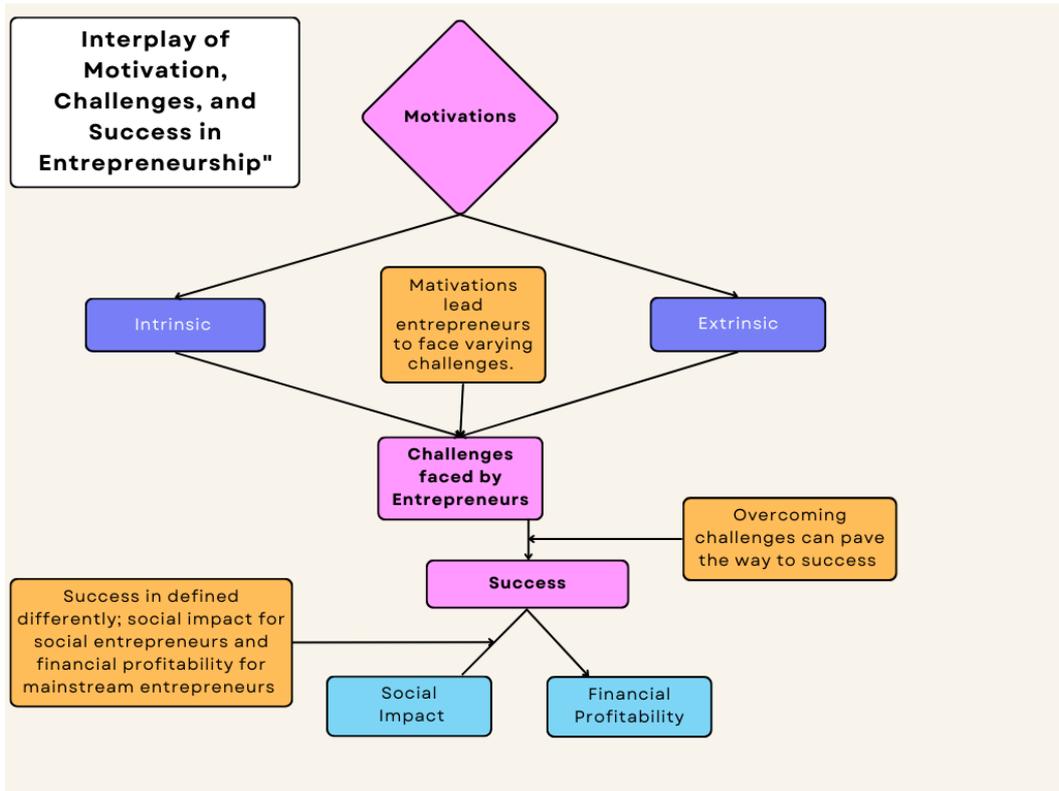


FIGURE 10: INTERPLAY OF MOTIVATION, CHALLENGES, AND SUCCESS IN ENTREPRENEURSHIP

4.4 Comparison of results to the existing literature

For the sake of contextualizing the findings in this research in relation to the main research question, it is important to make a comparison and contrast with existing literature on entrepreneurship. The research's focus on the difference of the social entrepreneur's motivation in comparison to mainstream entrepreneurs, the challenges they face, and their perception of success, provides a lens to contribute to the ongoing body of research on this topic. There exists a rich body of research that examines motivation in entrepreneurship. The motivations of social entrepreneurs have been subject to investigation and considerable interest, especially when it comes to their altruistic economic roles and the social impact they aim to make (Christopoulos & Vogl, 2014). Alongside motivation, there has also been a considerable amount of research regarding challenges that social entrepreneurs are exposed to compared to that of mainstream entrepreneurs. Having an understanding of the issues those entrepreneurs face, both theoretically and practically, represents an opportunity to better understand entrepreneurial resilience and how to further prevent those obstacles or refine the needed support system to overcome them. Finally, the measurement of success in entrepreneurship is researched on an on-going basis. We are interested in this research on how the measurements or perception of success differs from social to mainstream entrepreneurs. Therefore, contrasting our findings with the existing literature is beneficial for the betterment of our comprehension of the experiences of both mainstream and social entrepreneurs. In the next sub-section, we will be diving deeper into a detailed comparison of this research's findings and the existing literature.

The research has examined the motivations of SEs and compared them to those of MEs. When it comes to the motivations behind SEs, there were multiple themes revealed which are in-line with the existing body of literature on the subject.

Primarily, the research identifies an ardent desire for social change and social impact among SEs. This finding aligns with Germak and Robinson's (2013) research, in which the authors describe "a strong desire to help society" as one of the characteristics of SEs.

On the same note, Gabarret, Vedel, and Decaillon (2017) have suggested the principal motivation of SEs is "an improvement to society". The same motivation has also been highlighted by Zahra et al. (2009) as a key and fundamental characteristic of Social Entrepreneurship. Furthermore, Intrinsic motivations such as Personal satisfaction and the pursuit of autonomy have also been noted as fundamental motivators in this study. Similarly, Germak and Robinson (2013) echo this finding, explaining that SEs usually look to satisfy their self-actualization needs and personal fulfillment. In addition. This research's findings suggested that SEs value independence and autonomy and almost all of them have found refuge in entrepreneurship to gain independence and freedom to innovate in their own way, which parallels the findings of Gabarret et al.

(2017). The authors have noted that their respondents really appreciated the freedom to manage their own time, their family life and improve their skills.

The emphasis on non-economic goals identified in this study is well reflected in Germak and Robinson's (2013) research which suggests that SEs do not tend to hyper-fixate on profit when considering their social business, unless of course when they need to earn enough to live and be able to continue their operations and their goals. Gabarett et al. (2017) corroborate this, they have reported that SEs are predominantly driven by non-economic factors.

Another motivation uncovered in this study is Empathy and compassion. This finding can be supported in Yitshaki and Kropp's work, and Miller et al.'s (2012) research. These authors mention that SEs often showcase a sense of empathy and sympathy, which leads to their participation in social activities and choosing to take on the road of pursuing social impact as cited by Gabarret et al. (2017). Moreover, the theme of achievement orientation is consistent with the findings of the present study. Germak and Robinson (n.d.) apply the need for achievement theory (McClelland et al. 1953), suggesting that social entrepreneurs strive to accomplish significant achievements and gain recognition.

This research also identified correspondents' dissatisfaction with their previous positions due to the lack of room for innovation or limitations of them being able to pursue their impact desires comfortably and independently. This corroborates Gabarret et al.'s (2017) research in which the authors concluded that the dissatisfaction coming from firm, personal or social structure level could motivate individuals to pursue this journey.

The influence of environmental factors, such as family or what is witnessed around, was also identified as a motivator for SE in this research, where we identified that individuals could be affected and influenced by their environment, such as family or they were put in a situation where they saw something around them that triggered the need to follow the entrepreneurial path. Gabarette et al. (2017) suggested that the environment could be a "role model" and inspire the start of social ventures by individuals who have experienced that particular environment.

Lastly, the identification of market gaps that align with social goals has been identified as one of the motivators of social entrepreneurs. Within the literature on entrepreneurship, discovering a business opportunity tends to be a well-known determinant of entrepreneurial motivation. However, in the context of social entrepreneurship, the economic side of the opportunity becomes less important which gives more value to non-economic opportunities (Gabarret et al, 2017). In the literature on social entrepreneurship, opportunity recognition is linked to a social objective. In this situation, the recognition of a social need or a gap in the market will be a driving force for the creation (Carsrud and Brannback, 2011; Shaw and Carter, 2007; Zahra et al., 2009).

The findings of this research are in-line and well supported by the available body of research. The literature emphasized the multi-dimensional, complex, and nuanced nature of motivations of SEs. As suggested by Germak and Robinson (2013), makes the distinction between the motivations of social entrepreneurs and mainstream entrepreneurs.

In the previously discussed literature review, we also shed light on the “push” and “pull” factors, commonly discussed within entrepreneurial motivation literature. Concerning these dimensions, we found that the model of push and pull is able to explain the motivations of SEs. However, we need to consider it as a push and pull continuum (Cabaret et al, 2017) meaning without exclusive choices. SEs are primarily motivated by non-economic factors (Gabaret et al, 2017), therefore if exclusivity of choice is imposed, the model of push and pull, would not be able to explain the motivations. However, if the entrepreneurs can showcase a combination of factors beyond the push and pull dichotomy, then the model would be suited. / Gabaret et al, 2017). The findings of this study are in line with previous studies (Gabaret et al, 2017; Hughes,2003;) which showed that SE motivations are a combination of push factors, such as dissatisfaction, and pull factors such as social change and independence (Gabaret et al, 2017). Figures **10** and **11**, showcase the researcher’s own interpretation, based on the data and findings, of the differences in motivations between SEs and MEs, in terms of Push and Pull factors.

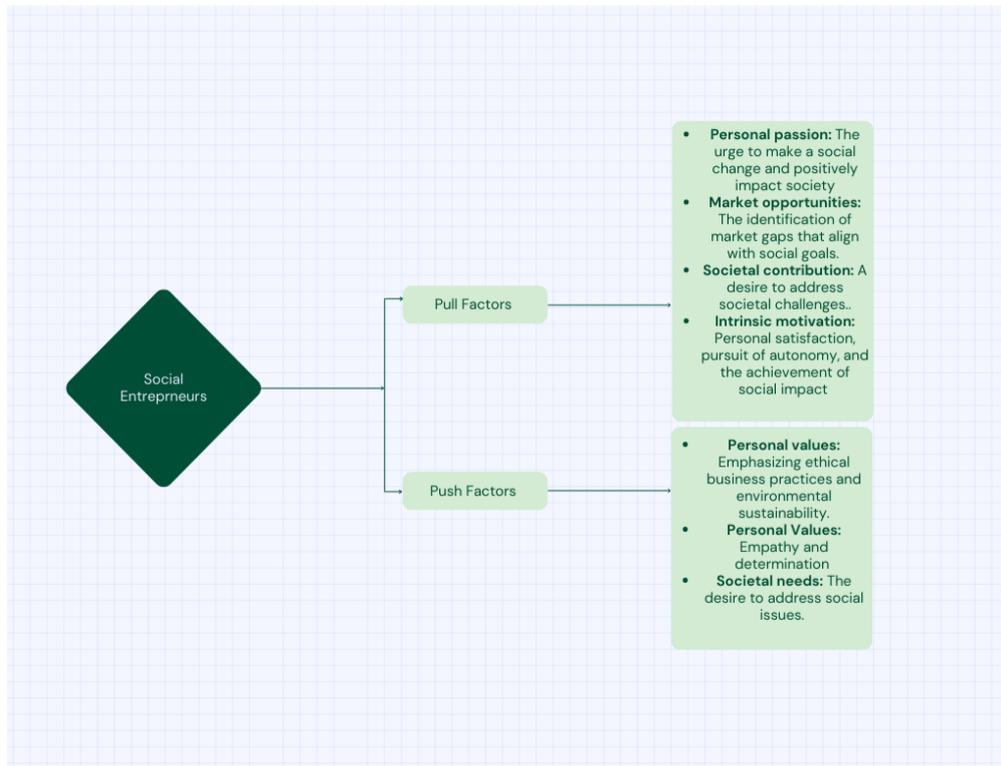


FIGURE 11: PUSH AND PULL FACTORS FOR SES

Source: Researcher Interpretation of the Buttner and Moore (1997) Push & Pull based on findings

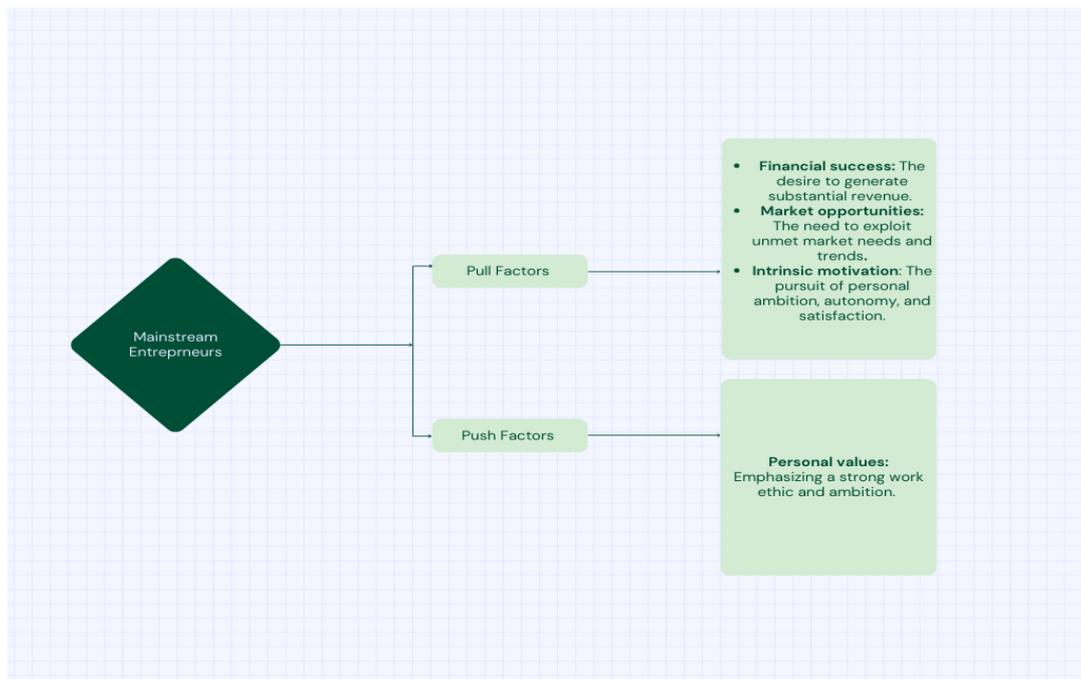


FIGURE 12: PUSH AND PULL FACTORS FOR MES.

Source: Researcher Interpretation of the Buttner and Moore (1997) Push & Pull based on findings

4.5 Limitation of the Study and Directions for Future Research

This study is not without limitations, it has a small sample size, no data triangulation, and single study location. As well as the limitations that come with the use of convenient sampling method as we discussed in the methodology section. So, the results are not representative of the whole social or mainstream entrepreneurs. The sample size also included entrepreneurs that have not been in the field for too long. There was difficulty getting access to those entrepreneurs in Vienna due to time constraints and non-responsiveness by many. Moreover, it is important to note that the findings of this research can only be generalized to the sample that was studied. Furthermore, future research should make the comparison between SEs and MEs motivations and how those motivations are interconnected with the challenges those entrepreneurs face and also the interconnectedness with their factors of success, to further comprehend how this distinction and interconnectedness of those factors can play a part in policy implementation and further refinement of regulations and support systems to allow both types of entrepreneurs to thrive.

Despite those limitations, this research contributes to the SEs motivational theory building by comparing it to MEs, also identifying the differences in those motivations through its comparative analysis, while also addressing the differences and commonalities in the challenges faced by the two groups and also their success metrics.

5 CONCLUSION AND RECOMMENDATIONS

Based on the research findings, several recommendations can be made to support and improve the work that, not just SEs, but also MEs are doing in Vienna. The recommendations that this research proposes are aimed at practitioners in the field and policymakers who have the ability to partake in creating a supportive environment for entrepreneurial activities.

Supportive funding Environment: The findings showcased that almost all of the entrepreneurs in the sample have had some sort of difficulty when it came to funding. It is of great importance to create and promote funding mechanisms that are accessible and tailed specifically towards the needs of all type of entrepreneurial activities, especially SEs, which many of them have activities that do not necessarily provide them with financial rewards, but they are in their turn, providing social value to the communities around them. Therefore, more financial support is expected. Policymakers ought to explore options such as dedicating further grants, funding programs as well as venture capital funds designed to support those activities. It is also crucial to facilitate and create additional networking opportunities between entrepreneurs and investors here in Vienna, in order to bridge the funding gap.

Awareness and Education: Educational campaigns and public awareness should take place, in order to address the challenges faced by social entrepreneurs. There still exists some stereotypes regarding SEs work. These campaigns can better help the general population understand the value of their nature of work and to encourage them to further support those entrepreneurial initiatives which can include volunteering in the work they do, purposely using their services or buying their products and participating in their programs. Policymakers should also consider the incorporation of entrepreneurship education in school curricula, not just at the higher education level, but also prior to that, in order to incorporate the entrepreneurial values and mind-set into individuals at a younger age and inspire the future generation of entrepreneurs.

Fostering Collaboration and Partnerships: The facilitation of collaboration and partnership between social and mainstream entrepreneurs can encourage and foster innovation, knowledge sharing and mutual support and respect. It is important to encourage cross-sectoral initiative to create synergies and maximize the impact of both entrepreneurial activities. Decision makers are able to play a role in providing that kind of platform and facilitation and creating networks of entrepreneurs and spaces in which they both are able to share expertise and resources and best practices.

Impact measurement and reporting frameworks: It is important for policymakers to raise awareness of existing impact measurement and reporting frameworks (such as SRS and SEA in Austria) among SEs, provide capacity-building support and foster knowledge sharing and community building and collaborations and advocate for harmonization and standardization. Through this,

policymakers can encourage and rather empower SEs to implement effective measurements and report their impact in order to enhance transparency and attract support.

Mentorship and Support Programs: It is also significantly important to further provide mentorship and support programs tailored specifically to the unique challenges of both social and mainstream entrepreneurs, in doing so, there can be a significant contribution to their success. Mentors and experienced entrepreneurs can offer guidance and share their experiences and expertise, best practices and provide valuable insights. Policymakers and organizations should encourage sharing knowledge by establishing mentorship programs that match experienced entrepreneurs with early-stage entrepreneurs for effective knowledge-transfer.

Work-life balance among entrepreneurs: Policymakers should address the issue of work-life balance among entrepreneurs through the implementation of supportive policies and programs that aim to encourage entrepreneurs to adopt healthier work life-styles, since most entrepreneurs have the tendency to over work themselves, especially if they are emotionally attached to the cause they are addressing. This can include promoting mental health and well-being initiatives and encouraging a culture that puts and emphasize on self-care. Furthermore, there should be encouragement for social entrepreneurs to build strong teams and delegate to avoid large workload and burnout. Funding here plays a part due to the fact that many SEs do not have enough funding to build large teams. This will foster a more balanced, healthy, and resilient entrepreneurial ecosystem which will increase innovation in general. After all, if you are not well, you cannot help others.

In conclusion, these recommendations aim to help create a better and an enabling environment for SEs and MEs in Vienna by recommending that policymakers address the particular and unique challenges both groups of entrepreneurs are facing, and aiming to foster innovation, social change and economic growth and benefit the wider society. Understanding the multi-dimensional motivations, challenges and success perception within entrepreneur, could help policymakers and supporting organizations to make the necessary refinement to existing initiatives and policies in order to contribute to sustainable economic growth, job creating and enabling an ecosystem that supports their endeavors, which is very important for the advancement of Social entrepreneurs as well as mainstream entrepreneurs.

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APPENDICES

Appendix 1: Interview Schedule

Participant	Sex	Interview mode	Interview Date	Duration
SE 1	M	In-person	19.04.2023	00:34:54
SE 2	F	Online	02.05.2023	00:37:12
SE 3	F	Online	24.04.2023	00:46:50
SE 4	M	Online	12.05.2023	00:50:15
SE 5	F	Online	10.05.2023	00:35:33
ME 1	M	Online	10.05.2023	00:32:48
ME 2	M	Online	05.05.2023	00:34:58
ME 3	M	In-person	18.04.2023	00:40:31

ME 4	M	In-person	09.05.2023	NA
ME 5	M	In-person	09.05.2023	NA

