

## **A study of intrinsic and extrinsic motivation in social entrepreneurship**

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## **Abstract**

Drawing on self-determination theory author presents an exploratory investigation to comprehend the motivation for social entrepreneurship. A face to face in-depth interviews with 14 social entrepreneurs from Portugal were carried out by applying phenomenological qualitative research method to understand the motivations for social entrepreneurship. The central conclusion of this paper is that social entrepreneurship involves synergy of intrinsic and extrinsic motivations to pursue the social mission. Respondents indicated that social entrepreneurship is not aimed to channel secondary income source, and indicated influential motivational context that influence them to tackle social or environmental challenges in Portugal.

Key Words: Social Entrepreneurship, Extrinsic and Intrinsic motivation, Motivational context

## **1. Introduction**

Motivation plays an important role in the formation of an organisation (Braga, Proença, & Ferreira, 2015; G. Segal, Borgia, & Schoenfeld, 2005). It refers to the enduring behaviour that is characterised by willingness and desire to act. Entrepreneurship literature discusses that entrepreneurs are those who create, organise, and run business activity. Doing entrepreneurship is not said to be an easy task, as entrepreneurs take risks and often have to face with daily life situations that are filled with insecurity, deterrents and failures (Di Gregorio, 2005; Gerry Segal, Borgia, & Schoenfeld, 2002). Despite these hindrances, entrepreneurs accept the personal and financial risks that are associated with it, with a motive of being independent and benefiting directly from the potential success of the business (Gerry Segal et al., 2002). Friedman (1970) also indicated that earning monetary profit should be the main priority of an entrepreneur. Contrary, social entrepreneurs are said to be social mission driven individuals that endeavor to create positive social impact in the society by implementing sustainable business ventures (Germak & Robinson, 2013). Social entrepreneurs also accept risks to start new social venture, but they do not get direct financial reward from the success of the social business (Gras & Mendoza-Abarca, 2014). Many discussed that their reward goes beyond motives of mere economic generation. Social entrepreneurs stayed motivated to pursue their social mission. Therefore, it becomes important to understand, how is a social entrepreneur motivated to pursue its aspiration. This exploratory qualitative study aims at understanding the motivational factors behind doing social entrepreneurship.

Scientific study on motivation in social entrepreneurship is still emerging. So far it has received little attention (Germak & Robinson, 2013). Thus, making an understanding based on general motivational theories incorporating contextual factors will provide a base for social entrepreneurship motivation. In the first part of the paper, the existing literature is reviewed to elucidate the central idea and definition of social entrepreneurship. Thereafter, drawing on self-determination theory and elaborating on the distinguishing features of intrinsic and extrinsic motivation towards social entrepreneurship process is explained. Subsequently, how motivation towards creating a social business get formed were discussed. Conclusion of this paper discussed contributions and implications for future research.

## **2. Understanding Social Entrepreneurship and Social Entrepreneur**

### **2.1 Social Entrepreneurship**

Discussion on social entrepreneurship has been significantly grown over the past few decades, and there have been several attempts to describe social entrepreneurship in the literature (Abu-Saifan, 2012; Brooks, 2009; P. A. Dacin, Dacin, & Matear, 2010; Dees, 1998; Martin & Osberg, 2007; Tan, Williams, & Tan, 2005; Zahra, Gedajlovic, Neubaum, & Shulman, 2009). Zahra et al. (2009) reviewed 20 definitions of social entrepreneurship, while Dacin, Dacin & Matear (2010) analysed 37 definitions of social entrepreneurship. Despite these descriptions, researchers have agreed that there is no unified definition of social entrepreneurship (Certo & Miller, 2008; Germak & Robinson, 2013). It is said to be multifaceted and distinct from other forms of

entrepreneurship or social activities (Bacq & Janssen, 2011; Dacin, Dacin, & Tracey, 2011).

Social entrepreneurship is described as a process of building a new or transforming an existing institution to advance solutions to social problems, such as poverty, illiteracy, environment destruction, human rights abuses, corruption etc., using entrepreneurship method (Bornstein & Davis, 2010). It can also be described as a phenomenon of using entrepreneurial activity to find solution for the various social problems (Santos, 2012). Fowler (2000) describe that social entrepreneurship aims towards creating viable socio-economic structures, relations, institutions, organizations and practices that yield and sustain social benefits. Social entrepreneurship is about creating social value by taking risks, recognising opportunities and employing innovation in order to create their social venture (Peredo & McLean, 2006). Dees (1998) explains that social entrepreneurship is about applying the best of business to the pursuit of a social mission. Nevertheless, a common opinion clarifies it as a paradigm where entrepreneurship is used to achieve social mission and not individual or personal gain.

Several researchers have discussed that this process may be approached in different institutional settings such as public, for-profit, not-for-profit institutions (Gras & Mendoza-Abarca, 2014; Zahra et al., 2009). In the words of Light (2005) social entrepreneurship match a range of terms, including nonprofit ventures, social enterprise, social-purpose endeavor, corporate social responsibility, and social innovation. All these settings can generate significant social value by applying market oriented entrepreneurship approach, thus can be considered as social entrepreneurship activity.

## **2.2 Social Entrepreneurs**

Social entrepreneurship researchers often argued that it is important to ask who are these social entrepreneurs (Zain, Azli, Ibrahim, Bin, & Hamid, 2013). Dees (1998) described that social entrepreneurs are an individual or a group of individuals who play the role of change agents in the social sector by:

- Adopting a mission to create and sustain social value and not just private value
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation, and learning,
- Acting boldly without being limited by resources currently in hand, and
- Demonstrating a heightened sense of accountability to the constituencies served and for the outcomes created.

Many have agreed that social entrepreneurs possess the unique abilities of identifying and solving the difficult social problems through business approach. They come from diverse social and professional background, they can be a teacher, nurse, doctor, engineer, social worker, journalist, programmer, sports person, artist, architect or business people. They can also be an unemployed person having poor or rich economic background. Their common characteristic is the motivation behind the desire to bring about social change, which is highly relevant to the study of social entrepreneurship (Mair, Martí, & Marti, 2006).

In the next section, the motivation theory for social entrepreneurship is discussed.

### **3. Motivation Theory and Social Entrepreneurship**

Over the past few decades, there has been increased interest in both the psychology and the business literatures about the motivational aspect for doing entrepreneurship. Nevertheless, motivation in social entrepreneurship is relatively a new phenomenon for both practitioners and academics, having received little attention (Austin, Stevenson, Wei-Skillern, & Wei-Skillern, 2006; Braga et al., 2015; Germak & Robinson, 2013; Helm, 2004; Zahra et al., 2009). Some researchers have suggested that to understand the social entrepreneurship motivation, it is required of a more complex level of motivational bases (Germak & Robinson, 2013).

#### **3.1 Self Determination Theory**

Self Determination theory (SDT) has had a significant influence on diverse research domains such as health, sports, education, entrepreneurship and social psychology (Sheldon, Turban, Brown, Barrick, & Judge, 2003). It uses a multi-dimensional approach that include autonomy, competence, and relatedness to satisfy the self-determine motivation of individual (Ryan & Deci, 2000). Autonomy is explained as the freedom to act in according to one's own consciousness (Ryan & Deci, 2000; Sheldon et al., 2003). In this context individual is able to make his or her own decisions and is not controlled by another entity (Darner, 2010). Entrepreneurship literature often argues that autonomy is one of the prime factor for starting new venture. Competence refers to the capability to produce desired results. When somebody uses their aptitudes to solve a specific problem, then that person is more likely to feel competent in problem solving. The enhancement of a person's skills while he or she engages in a problem provides a satisfaction that fulfills their human desire to extend their understanding (Sheldon et al., 2003). Relatedness is related with the sense of belongingness where person feels connected with others social group. Researchers discussed that all these three psychological mediators are likely to be supported by socio-contextual factors (Vallerand & Losier, 1999). The socio-contextual or background environment such as family, friends, work experience, or any incidents etc. may act as a foundation for the motivation formation and plays important role on one's motivation (Vallerand & Losier, 1999).

Next this paper explores intrinsic, extrinsic motivation in relation to social entrepreneur's motivation towards social mission. Ryan & Deci (2000) proposed three types of motivations, such as: intrinsic, extrinsic and amotivation. Intrinsic motivation occurs from inside of person, it also refers to doing something because it is inherently interesting or enjoyable, extrinsic motivation refers to doing something because it leads to a separable outcome, such as rewards or benefits, while amotivation is disinterest in doing the action (Ryan & Deci, 2000).

#### **3.2 Intrinsic Motivation**

Intrinsic motivation is defined as the doing an activity for its inherent satisfaction or happiness rather than for some separable consequences (Ryan & Deci, 2000). Intrinsically motivated activities are done by people who do not expect any material reward or power. Intrinsic motivation certainly plays a role in defining, why social

entrepreneurs start social ventures despite of no financial reward. While, practising social entrepreneurship, happiness or pleasure can be a factor that satisfy the person intrinsically. Contentment entails the true fulfillment of the human nature (Colle & Werhane, 2008). Social entrepreneurs are said to be compassionate towards others. Powell and Baker (2013) discuss that, this compassion may be rooted in a general sense of empathy towards other as it is based on one's own similar life experiences, or a sense of sympathy that is not based on similar experiences. Both empathy and sympathy can be considered as motivations for prosocial activities. Prabhu (1999) stated that altruism is the possible motivation behind social entrepreneurship. He mentioned that social entrepreneurs need to be socially responsible and true to one's self that ultimately aimed to create social value. Intrinsic motivation refers to a personal interest in doing the particular task that might have been triggered by emotional sensitivity towards particular issues that a social entrepreneurs encounter (Amabile, 1997). These events can arise in any context for example, while volunteering in social activities or seeing homeless person on street, or a tragic event where family members are affected, known-unknown diseases or illness that affect people or dear ones and thus, a sense of obligation of doing something or giving back to the society can arise. Several studies based on social entrepreneurship indicate that sensitivity towards others motivates individual to do a particular task in order to solve the particular issue (Mair & Noboa, 2003).

### **3.3 Extrinsic motivation**

Extrinsic motivation refers towards doing an activity in order to attain some separable outcome (Ryan & Deci, 2000). Separable outcome is related with an external demand or reward contingency that the participant wish to achieve. External rewards can be either tangible or intangible. Tangible reward is related monetary gain or increase in personal wealth, while intangible reward is linked with the desire for recognition or fame. There are four types of extrinsic motivation commonly described by Ryan and Deci. These are external regulation, introjected regulation, integrated regulation and identified regulation.

External regulation exhibits the least self-determined kind of extrinsically motivated behaviors. Such behaviors are controlled by external means (interpersonally controlled) where the person feels an obligation to behave in a specific way, because he or she is controlled by the constraint or reward (Ryan & Deci, 2000; Vallerand & Blssonnette, 1992). For example: a person may start the business to give employment to self. External regulation may also be fueled by a desire for rewards or an entrepreneur may work very hard to increase his outreach and profit.

Ryan & Deci (2000) describes that introjected regulation is directed by contingent self-esteem. It involves taking in a regulation but not fully accepting it as one's own. Rather, in this situation behaviors are performed to avoid guilt or anxiety or to attain ego enhancements such as pride. Ryan & Deci (2000) describes egoism as a form of introjected regulation where people are motivated to demonstrate own ability to avoid failure and achieve success in order to retain feelings of worth. Zahra et al., (2009) argued that egoism is very pertinent in social entrepreneurship because the identity and passions of social entrepreneurs usually compel them to create and lead social ventures.

Identified regulation reflects a conscious valuing of a behavioral goal or regulation, such that the action is accepted or owned as personally important (Ryan & Deci, 2000). Person wants to make the difference, because he/ she believe that it is important. Identified regulated person gives importance to goal and values. For them achieving the mission of his life or occupation is very imporant.

Integrated regulation is said to be the most autonomous form of extrinsic motivation (Ryan & Deci, 2000). Integrated regulation occurs when an individual incorporates externally imposed set of values and goals into his or her organizational cognitive structure, thus it describes a form of extrinsic motivation (Darner, 2010; Ryan & Deci, 2000). In this form of extrinsic motivation the person does not necessarily obtain pleasure by performing the action, but he or she wish to perform the activity, because it corresponds with his or her value system.

<i>Social Context (Ignition point)</i>	<i>Psychological mediators (Competence, Relatedness, Autonomy)</i>	<i>Intrinsic Motivation</i>	<i>Extrinsic Motivation</i>	<i>Outcome</i>
<i>Family, Friends, social relation, work experiences</i>	<ul style="list-style-type: none"> <li>➤ <i>Know How</i></li> <li>➤ <i>Sense of belonging with group or issues</i></li> <li>➤ <i>Desire to control</i></li> </ul>	<ul style="list-style-type: none"> <li>➤ <i>Altruism,</i></li> <li>➤ <i>Self-satisfaction</i></li> <li>➤ <i>Happiness</i></li> </ul>	<ul style="list-style-type: none"> <li>➤ <i>Compensation</i></li> <li>➤ <i>Networking</i></li> <li>➤ <i>Recognition from Society</i></li> <li>➤ <i>Achieve organisation mission</i></li> </ul>	<ul style="list-style-type: none"> <li>➤ <i>Social Value creation</i></li> </ul>

Table 1 Motivation sequence

Many have discussed that In social entrepreneurship creating social values and achieving social mission is the ultimate goal of social entrepreneurs. It is not always necessary that the activities in social entrepreneurship gives pleasure to the social entrepreneur, even though he or she wish to continue doing the same because they align their own personal values along with the values of the social enterprise. Since there is not enough empirical work in social entrepreneurship literature that support these arguments it becomes important to understand the relationship of intrinsic, extrinsic motivation in social entrepreneurship.

#### 4. Research Problem:

The analysis of literature explores that self-determination theory explains that intrinsic and extrinsic motivations plays an important role in entrepreneurship motivation formation. However, this concept is still need much exploration in relevance to social entrepreneurship motivation, therefore the purpose of this study was to explore intrinsic and extrinsic motivations in doing social entrepreneurship.

#### 5. Research Method:

In the following paragraphs, we discuss our approach, data collection, and analysis. Social entrepreneurial motivation is still an emerging field and so far, there has been

little study done to explore the phenomenon of social entrepreneurship motivation. This study is an attempt to explore intrinsic and extrinsic motivational factor of a social entrepreneur. In this exploratory qualitative research, researcher used phenomenological approach to explore the motivation of doing social entrepreneurship (Germak & Robinson, 2013; Patton, 2002; Shaw & Carter, 2007). Patton (2002) explains that phenomenological approach is adequate to gain in-depth understanding of the nature and to explore the motivation issues.

Researcher has used a set of semi-structured open ended questionnaire for interviews to explore the social entrepreneurial motivation. After initial scrutiny of secondary dataset available by "Map of Innovation and Social Entrepreneurship in Portugal" (MIES) and "Social Inovação Portugal" (SIP), a total 38 social entrepreneurship projects from Portugal were identified. Online platform, websites, blogs, and also social networking sites such as Facebook, LinkedIn were used to collect details of the participants. After collection of necessary contact information, a formal email containing "invitation letter" and "tools for the interview" were sent to all 38 social entrepreneurship organisations to participate into this extensive interview for this research study. After interval of 1-2 weeks three reminders were sent using emails, telephone calls and Whatsapp messages. Total 19 answers were received and 14 have shown interest to participate into the interview and remaining 5 responses shown disinterest or unavailability to participate in the interview. Total fourteen social entrepreneurs/ participants from Portugal were interviewed by the researcher using semi-structured open ended method. Three interviews were done while using Skype application. Audio version of the interview was appropriately recorded using quick time software. One another interview was done with the help of interpreter, since one of the participant was not comfortable to speak in english and so agreed on the condition to speak portuguese language. Since researcher was not having thorough command on Portuguese language he took help of a professional interpreter. Some days before the main interview researcher has provided research tool that consist guidelines, terms and conditions and a list of semi structured questionnaire. Thereafter three pilot interviews were made using interpretation techniques in-order to make interpreter acquaintance with the concept and process. On the day of interview, Interpreter was accompanied by researcher Questions were made by researcher/ interviewer in english and interpreter translates them accordingly to participants. Rest interviews were done in english.

Follow-up emails, and online sources and documents such as brochures, annual report of the organisation are used to explore any relevant information. Data collection, interviews took place over three months of time period. Participants were asked to describe about their life story and motivation towards social venture. During interview participants disclose their personal story leading them to start the social venture. Life stories method provide comprehensive information about social and environmental condition of social entrepreneur and how did they grow and the events influences him or her to take decision. Each interview took between 60-90 minutes. All interviews were audio recorded and later transcribed verbatim highlighting passages relevant to motivation of social entrepreneurs.

## 5.1 Analysis

The researcher, performed analysis of interview data in two stages. In the first stage, exploratory data were analysed to prepare a demographic chart. Demographic analysis was aimed to understand the participant's family background, academic qualification, work experiences and about their organisation information. Thereafter, inductive analysis of the long in-depth interview was done in order to understand the intrinsic and extrinsic motivation of social entrepreneurship. An emergent strategy was followed that includes thoroughly reading of transcribed interviews. Interviews were categorised according to themes and reviewed accordingly. The established theoretical model based on extrinsic and intrinsic factors responsible for the triggering of social entrepreneurial motivation is examined. It provides a well-supported explanation of the intrinsic and extrinsic motivation for doing social entrepreneurship.

Motivation	Examples	
Intrinsic Motivation	(Compassion, Happiness, Altruism) I always wanted to help the world, my passion is to help people. When I am doing this I am shining.	

  

Motivation	Types	Examples
Extrinsic Motivation	1. External Regulation	1. I was worried what would be my profession... 2. I made the business plan because It was a part of my master thesis
	2. Introjected Regulation	1. I never thought that I would be able to do this, but then I joined the IES training and then I started my own organisation
	3. Identified Regulation	1. I think it is my obligation to do this
	4. Integrated Regulation	1. I do this because it is our organisation mission

Table 2 : Intrinsic and Extrinsic Motivation

## 6. Findings:

Demographic analysis of data has provided a useful description of the demographics, experiences of participants. Total 14 Individual participants from the aged group between 32-58 (average 46) years were interviewed. 8 participants are female and 6 percent are male. 13 participants were Portuguese, 1 participant born in Spain, and living in Portugal. Analysis of academic qualification shown that 4 or 28 percent participants were bachelor graduate, 9 or 64 percent studied masters and 1 PhD. Interview reveals that 3 participants were having prior experience in successfully running for-profit enterprise. Other participants started social enterprise. 50 percent of the participants responded that they were having work experiences in not for profit sector, before starting their own not for profit association. This indicates that participants establish social enterprises later in life once they have acquired both education and life experiences. Regardless of their academic qualifications, participants describe that their life experiences and family environment as being most relevant to their current activities. Investigation also reveals that 3 participants currently work full-time with another company; they explain that everyday after office hour they spend their time in the social entrepreneurship project.

## 6.1 Socio- contextual

While analysing the long interviews, it is found that the person socio-context or background environment act as a root source in the formation of social entrepreneurial intention. It include several components such as: family, friends, education, work or volunteer experience, or any incidents etc. that may act as a foundation for the motivation formation. Socio-contextual factors may differ according to different cultures and countries, for example environment with strong family connections may have greater influence than small family members One of the participant, who started his project related with river development described, how his relationship with father and how much he is influenced with his occupation play an important role in start his own enterprise:

*“The first inspiration for me was my father... My father was a police man for river... He is the most important person in my family. He told me many stories about river... And I told to my father that I want to become like him.”*

It is seen that parent’s occupation also plays important role in intention formation.

Since, every individual do not come from equal background, some belongs to economically rich while many come from depressed areas, a context that also influence the motivational component of the person. A participant who had an experience in started a for-profit business quoted that:

*“Entrepreneurship is in my gene... My father and mother both are entrepreneurs”*

The participant who started her social enterprise in redesigning of used old cloth material and providing jobs to elder women, described that during childhood time her family background was not so wealthy and she was living with her mother and sisters in a village. Her mother was a fabric tailor and she grew up wearing stitched cloths. She also describes that her neighbours in the village were old women. She learnt about the style and designing of cloth from her mother, She also mentioned that she was often making jokes with her sisters that when she will grow she will make very fancy cloths by using old cloths.” This idea of starting the venture for vintage apparel desgining and supporting elder women was somewhere in her subconscious mind that she realised later.

In another example, the participant started a social enterprise in the area of autism. He describes that he was as an entrepreneur in Spain. When he found that his eldest daughter was suffering from autism, he tried to find the cure from autism and so he went United States to learn therapy and training program that was claiming to solve autism. After finding positive response from his eldest daughter, he along with his wife decided to stop his profit-making business and started a not for profit association to fight with autism. Socio-contextual factors, such as quality education, previous working experiences or volunteering involvements may spark individuals interest to participate into social entrepreneurship. Along with it, resourceful and supportive environment motivate and enables individuals to create social entrepreneurial activity.

## 6.2 Psychological mediators

In SDT the psychological mediators are competence, relatedness and autonomy. Analysis of the interview indicated towards need of expertise or (know-how), sense of belonging, and desire to control some of the factors that facilitate an individual to pursue social mission. While analysing the interviews it was found that 11 out of 14 participants had participated into a short term Bootcamp program in Portugal organised by an organisation named IES that aimed to facilitate social entrepreneurship activity in Portugal. This action shows that social entrepreneurs want to equip themselves with the technical skills required for the creation or development of social enterprise. Interview analysis also shows that the participants knew other participants. Relatedness is the sense of belonging with other social groups and social issues. One of the participants describe that occasionally they organise get together activity and invite other social entrepreneurs on any occasion. One of the participants quoted that:

*“ we are like a family... we often sear together and advice each other.”*

Although, social entrepreneurs work in different social issues, they feel connected with each other. This sense of belonging comes because they feel that despite having their expertise into different social issues their mission is the same, which is to create social value and achieve social mission.

## 6.3 Intrinsic Motivation

Intrinsic motivation as discussed above is related with the action that is not influenced by wishing of any external rewards. Analysis of interviews reveals that “altruism” and “self-satisfaction” are some of the influencing factors in intrinsic motivation.

Another participant who was an entrepreneur and later started social enterprise said: *“I always wanted to help the world... My passion is to help people... When I am doing these things, I am shining...”*

Another participant whose organisation provides rehabilitation and skill development training to homeless or drug addicts, mentioned that:

*“In the beginning i was crying and crying... I was thinking that i cannot save the world, because homeless people here were sleeping on the street and i feel sad.”*

It is evident from these excerpts that social entrepreneurs possess a strong sense of emotional feeling they are determined to do something for the and they satisfy this emotion by starting a social enterprise. Their engagement in the projects clarifies the change society is needing and that gives them self-satisfaction of doing good or noble.

All participants indicated that they feel happy when they see that their activity is creating a social value. It is found that participants were extremely passionate about their work, believing that work impacts, inspires and changes the lives of those they work with. Two participants having their own entrepreneurial business. One of the participants’ social entrepreneurial activity is to provide skill-full training to people who are unemployed and recovering from drugs abuse. She believed that it is her social obligation to support people.

## 6.4 Extrinsic Motivation

Extrinsic motivation is associated with the action that is influenced by desire of external outcome or reward. The analysis of interviews indicated that “Compensation”, “Networking”, “Recognition from society” are some of the factors that influence social entrepreneur’s motivation while pursuing social mission.

One of the participant who started a community tourism a non profit association in Porto with the aim to empower local people mentioned that she started this project as a part of her master thesis.

One participant who pursued dental study informed that when he completed his studies, he was uncertain that if he can get a job in his field and so he started searching about other options later he found an opportunity to participate into volunteering in an African country ‘Cape verde’. After returning from volunteerism he decided that he wants to serve for society and so he started social enterprise. He quoted that:

*“I was worried what would be my profession... I would be dentist, very young... I heard about job opportunities are not so good.”*

Compensation or Monetary reward is an important motivational factor in business and entrepreneurship, however analysis of interviews indicated that participants desire of money is important to initiate or take forward their project. 8 participants informed that they are partially or fully supported by government and other private funding agencies, while has 6 mentioned that they are not having any support from government or other agencies. In the absence of financial support 3 participants informed that along with running social project, they work with other companies to compensate their own expenses and also to support the project. In this situation, monetary compensation for self fulfillment is not the primary factor.

One of the participant quoted that:

*“When I was in the university, I tells my colleagues that I am going to make lots of money and help people.”*

Another participant who organises conferences and gets opportunity to speak in public such as “TedTalk “, he quoted that:

*“I like to speak in public... it is my passion... I feel very happy when at the end of program, people talk to me.”*

The investigation has found that participants were highly emotional with strong sense of social obligation. The following statements are made by participant who was involved in the project that connects old grandparents and young children in classroom.

*“This is very emotional topic for me... I am very attach with my grandparents and so I always wanted to do something for them, therefore I have started this project”.*

While asking about their present need they are seeking, participant emphasis on the importance of money but also answered they are not seeking money for themselves,

but they need money to sustain and grow their business. Networking and recognition from society are also said to be the influencer for extrinsic motivation.

When social entrepreneur does not start social enterprise with a motive of growing network with others however in the process of social entrepreneurship, the person gets opportunity to grow their network with other likeminded groups or important people which they couldn't have get if they have not started to social enterprise.

Two of the participants responded that they got opportunity to meet with the President of Portugal and he came to inaugurate their program. One participant responded that she was recognised by the local Government.

## **7. Discussion:**

This paper aimed at contributing to the field of social entrepreneurship motivation by exploring intrinsic and extrinsic phenomena. In general, Intrinsic motivation is related with person's enjoyment, interest, or pleasure. However, in case of social entrepreneurship it won't be fair to give credit to particular motivation. Knowing that social entrepreneurs ultimate goal is to create social value for others, that is an extrinsic outcome. In order to achieve this social entrepreneur, they align his or her own internal values with the organisation's mission and value. When social entrepreneurs finds that their action is doing good to society they feel happy and in order to commit more they desire for more support. Attaining personal satisfaction because social entrepreneurs effort to successfully address a particular social issue are considered as key factors, whereas, extrinsic motivation is governed by action and consequences reinforcement that supports individual to achieve social mission. Hence, it can be said that in social entrepreneurship, intrinsic and extrinsic motivations both are interconnected with each other so their synergy can influence the individual's motivation towards social entrepreneurship. However, increase in reward can also increases or decrease the intrinsic or extrinsic motivation of individual. For example: Increase in desire of control can lead to the situation of egoistic behaviour, and that can negatively impact the growth of enterprise. If the person's desire of compensation goes beyond and seek for more profit generation then it can distract the social mission goal. Any imbalance can lead to the circumstances that can be responsible for the triggering of ethical issues.

Finding shows that social entrepreneurship follows a motivational sequence, from socio-contextual factors a trigger point for social entrepreneurship. It can be comprehended that socio-contextual environment (e.g., Family, Friends, Incident, opportunity, past work or internship, etc.) triggers the social mission factors, that further influence the person's perception of competence, autonomy, and relatedness which determine their motivation and that results into social entrepreneurship.

## **8. Conclusion**

This paper assimilates knowledge from existing SDT motivation models with insights of social entrepreneurship and presented a conceptual narrative indicating social-contextual connection and psychological mediators, particularly on intrinsic and extrinsic motivation. Study shows that social entrepreneurship follows a motivational sequence, from socio-contextual factors a trigger point for social entrepreneurship.

The Paper has explored intrinsic and extrinsic motivation in relation with social entrepreneurship. In entrepreneurship, extrinsic motivation is often associated with tangible or intangible reward. Tangible reward could be financial, asset, stock options, and other forms of perks and compensation received from the venture. While, In several situation external rewards would include relatively intangible benefit such as status, power, social acceptance, social visibility or admiration and etc.

The study have found that social entrepreneur's motivation may vary from commercial entrepreneur. Social entrepreneurs are said to be selflessly driven to achieve social missions, where monetary rewards are not the primary driving force for social entrepreneurs, apparently social entrepreneurs take financial reimbursement from their activity in order to support their ongoing participation. This study shows that social entrepreneurs are more likely to be influenced by mix motivational factors, such as: intrinsic motivation compassion, self-satisfaction, altruism and extrinsic motivational factors such as social obligation, social recognition, compensation, networking or aspiration to achieve organisational goal plays significant role. Thus, it can be said that synergy of intrinsic and extrinsic both play important role in social etrepreneurs motivation formation.

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