

# Factors influencing social entrepreneurial behavior: evidence from a developing nation

## Abstract

**Purpose:** This paper aims to provide a deeper understanding on social entrepreneurial behavior (SEB). Previous researchers mostly focused on social entrepreneurial intention leaving a gap between intention and behavior. The present study, however, tries to explore the issues related to actual SEB by taking data from those who are actively involved in social entrepreneurial activities. **Design/methodology/approach:** For testing the hypothesized model of this study, a survey was conducted taking samples from 320 respondents who are actively involved in social entrepreneurial activities. The collected data were analyzed by SmartPLS version 2.0.M3 for validating the results. **Findings:** The findings generated from the empirical data reveal that self-efficacy was found to be the most significant followed by moral obligation, innovativeness, social support and empathy (EM) in influencing SEB. In addition to that, perceived desirability partially mediated the relationship between EM, social support, innovativeness and SEB. **Originality/value:** This study establishes the importance of some distinctive factors influencing SEB. It is believed that the present study has important implications for society as a whole for solving societal problems and it enriches existing body of knowledge as well.

## Keywords

Empathy; Innovativeness and desirability; Moral obligation; Self-efficacy; Social; Social entrepreneurial behavior; Support