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Role of Social Entrepreneurship in Sustainable Development Goals: Evidence from an Emerging Economy

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ABSTRACT

Purpose: Entrepreneurship in the hospitality and tourism sector has gained significant importance from governments, practitioners, and researchers. Although entrepreneurship allows firms to create wealth through new venture creations, it also helps organizations find opportunities for new market entry. But the rise in social responsibility and sustainability concerns, the need to balance economy, culture, sustainability, environment, and consequences are becoming serious concerns for hospitality and tourism industries. Therefore, associating sustainability issues with entrepreneurship into social entrepreneurship is becoming an emerging trend for researchers in the management field. This research aims to find the relationship between social entrepreneurship and sustainable development in the Pakistani hospitality industry. More specifically, the purpose is to identify the impact of social entrepreneurship on green innovation, social performance, and sustainable community development. This study also explores whether institutional support strengthens (or dampens) the relationship of green innovation with social performance and sustainable community development. **Methodology:** A multi-study approach was used for this research. In Study 1, the data was collected from 294 respondents working in the hospitality industry of Pakistan on social entrepreneurship dimensions. Study 2 was conducted with a sample of 358 respondents for the main purpose of current research. **Findings:** The results of Study 1 confirmed the nomological validity of the social entrepreneurship scale in Pakistani culture. The findings of Study 2 also supported our research hypotheses with interesting findings. Social entrepreneurship positively impacts green innovation, social performance, and sustainable community development. Moreover, institutional support strengthens the positive impact of green innovation on social performance and sustainable community development. **Practical Implications:** The key implication of this research is to understand the significance of social entrepreneurship among employees so that they can recognize the opportunities for community development. **Theoretical Implications:** This is the first study that explores the role of social entrepreneurship in the hospitality industry of an emerging economy. This could identify how the hospitality industry in emerging economies will help the respective nations address sustainable development goals.

KEYWORDS Social Entrepreneurship; Green Innovation; Community Development; Hospitality Industry

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