

Social Value Creation from the Social Entrepreneurial Education

Case Study of Taiwan

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ABSTRACT:

Reflective humanity in a sustainable development challenges the self-interested business practice back to the root of civil economy with empowerment of social entrepreneurship and justice. When capitalism has run away from the morality because of over-emphasized on two mutated logics: ROE (return on equity) and market competition, a failure economy is declared. Beyond corporate social responsibility (CSR), some ethical business organizations implemented social entrepreneurial practices and programs with the aims at social value creation, instead of the sound economic value and financial return. The emergence of social entrepreneurship in academic and practical domains criticizes the contemporary economic-driven rationality and management education. When the study of social entrepreneurship attracts the tremendous involvement in researchers, business managers, and scholars, it facilitates the cohesion of the social and economic relationship. In the 80s, the term of "social entrepreneurship" had been adopted by Asoka Foundation, debates and questions leads to construct more comprehensive theoretical works. In Taiwan, some academic scholars had concentrated on the promotion of heroic management and hope the noble altruism can create triple-win sustainability: environment, society, and economy.

Apply the method of the case study, this research explores the social entrepreneurial behaviours and practices within the educational institution that brings the collaboration between different societal sectors and contribute as a civic education. The research is designed to investigate the influential factors for students who take social entrepreneurial course with the behaviour changes. With the expectation to mobilize the social value creation from the social entrepreneurial education, this research intends to deliver suggestions to the administration.

KEYWORDS: social entrepreneurial education, civic education, social value, social justice