

Exploring the Motivations Behind Circular Social Entrepreneurs in Romania



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1 Introduction. A Concise Conceptual Outline

Social entrepreneurship has recently become a growing interest in scientific literature and practical and public debates.

Social entrepreneurship covers a broad set of for-profit and nonprofit initiatives with social impact. “*Social entrepreneurship is the process through which specific types of actors – the ‘social entrepreneurs’ – create and develop organizations that may be either social enterprises or other types of organizations*” (OECD 2023). The scientific literature generally distinguishes between two types of social entrepreneurship approaches. One broad definition considers social entrepreneurship as an approach that can occur in any business, a for-profit, not-for-profit, public sector, or across sectors settings, such as hybrid organizations, which combine for-profit and nonprofit tactics. One narrow definition understands social entrepreneurship as located strictly in the nonprofit sector. It refers to embracing entrepreneurial approaches to obtain revenues to be further used for the nonprofit mission (Borzaga and Galera 2011).

Social entrepreneurship is a sector in Romania that is beginning to develop and flourish. We will refer in our research to the social economy as the most significant and visible part of the broad mindset of the social entrepreneurship phenomenon in Romania. The national legal framework for the Romanian social economy was

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