

## **Does Entrepreneurial Resource Bricolage Lead Nurturing Social Innovation?**

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Social entrepreneurs are primarily focused on the development of innovative solutions to society's most challenging problems. The behavioral theory of "entrepreneurial resource bricolage" attempts to understand the art of combining extant resources to overcome novel challenges and constraints. This study aimed at investigating how entrepreneurial resource bricolage is used as a method of social innovation in a resource-constrained context. The study further investigated whether entrepreneurial resource bricolage influences nurturing social innovations while observing the moderating effect of entrepreneurial alertness. Taking a qualitative research approach, the study surveyed 264 social entrepreneurs in Sri Lanka. Descriptive statistics, Pearson coefficient correlation, and regression analysis were used to analyze data. The findings manifest that entrepreneurial resource bricolage significantly influences on nurturing social innovations whereas entrepreneurial alertness positively influenced the relationship between entrepreneurial resource bricolage and social innovations. Thus, by doing so, this research provides empirical evidence on how entrepreneurial resource bricolage triggers social innovations. The study provides social entrepreneurs with precious implications to enhance the values and innovations and contributes significantly to the emerging discussion on social innovation and entrepreneurship in the context of the developing country.

*Keywords:* Behavioral theory, Social entrepreneurs, Social innovations, Entrepreneurial alertness, Entrepreneurial resource bricolage