



Do Entrepreneurial Resource Bricolage Lead to Nurture Social Innovations?

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ABSTRACT

Social entrepreneurs primarily concerned with the development of innovative solutions to society's most challenging problems. In addition, the behavioral theory of "Entrepreneurial Resource Bricolage" attempts to understand what entrepreneurs do when faced with challenges and constraints. Since social innovation may depend on the extent to which social entrepreneurs can combine and apply the resources at hand in creative and useful ways to solve problems. Previous studies of entrepreneurship have emphasize the significance of bricolage especially as a way to mobilize resources and social innovations lead to development of the society. This overall study addresses the unexplored area in social innovations and entrepreneurial resource bricolage concepts, which is investigating entrepreneurial resource bricolage influence towards the nurturing of social innovations with moderating effect of entrepreneurial alertness in Sri Lanka. A quantitative study conducted by involving 264 social entrepreneurs within Sri Lanka by using purposive sampling technique. Primary data collected using a structured questionnaire. Descriptive statistics, Pearson coefficient correlation and regression analysis were used to analyze data, test the significance and to prove the hypothesis with the main objective. Moderating effect to the relationship assess by using process macro model 1. The findings manifest that entrepreneurial resource bricolage significantly influence on nurturing social innovations and the moderating effect was positively impacted by the relationship between entrepreneurial resource bricolage and social innovations. The study provides social entrepreneurs with precious implication to enhance the values and innovations and the study contributes to the literature of social innovations and entrepreneurial resource bricolage theory. However, this study suggests some further research based on disparate samples and different entrepreneurship categories in the future to validate the findings. .

Key Words: *Entrepreneurial resource bricolage, Social innovations, Entrepreneurial alertness, Social Entrepreneurs*