



SOCIAL ENTREPRENEURSHIP AND ITS IMPACT ON SECURING TRIPLE BOTTOM LINE

**(With Reference to the Social Enterprises in Sri
Lanka)**

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ABSTRACT

Creation of innovative solutions to solve most preasurable social problems can be defined as social entrepreneurship. The term implies that innovative social solutions shaped by the human creativity. Therefore social enterprises and social entrepreneurs performed major role of change agent within the society. Further social mission is prioritized by the social enterprises rather than the profit maximization. With regards to that triple bottom line is arisen to measure the performance of social enterprises by questioning about profit maximization while prioritize the social mission. However the knowledge and empirical gaps were identified by referring past literature and this study aims to determine whether social entrepreneurship dimensions helps social enterprises to secure triple bottom line. Current study is hypothesized that there is a positive significant relationship between social entrepreneurship and triple bottom line and its factors (Economic, Social, and Environment). Online questionnaires was used as research instrument to collect data from social enterprises and 137 of social enterprises were selected using convenient sampling technique as the sample (N=137).Cronbach's alpha value is ensured that the reliability of questionnaire developed based on the past literature. The data was analyzed using descriptive analysis, correlation analysis and regression analysis. According to the analyzed results, findings proved that the weak positive relationship and positive impact of social entrepreneurship on triple bottom line and its factors. Further simple regression analyses for the triple bottom line factors are found that the social entrepreneurship highly affected on the environment performance rather than the social end the economic performance and it denotes that the positive impact on the triple bottom line factors even though there is a lack of balancing on triple bottom line factors. However, the study winds up with conclusion of social entrepreneurship helps social enterprises to secure triple bottom line.

Keywords: *Social Entrepreneurship, Social Entrepreneur, Social Enterprise, Social entrepreneurial Dimensions, Social Mission, Triple Bottom Line*