

Chapter 59

Social e-Entrepreneurship, Employment, and e-Learning

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ABSTRACT

Social entrepreneurship is the demonstration of entrepreneurial behavior aimed to meet the requirements of the society, rather than generating profit, bearing economic risks, providing innovative opportunities, having a social goal and value and for social benefits, and members are comprised of volunteering individuals and groups. Social entrepreneurs serve in a wide range of areas. Employment is among the most significant of these. The labor market policies implemented to increase employment also include education. Education is the power that allows rearing well-rounded and conscious citizens and building interdependent and participatory societies. The rapid changes in the communications and information technologies sectors today have also influenced the educational sciences. In this chapter, the social and economic benefits provided by the utilization of the e-learning programs in the trainings provided by the social entrepreneur organizations, aimed to generate employment, are discussed.

INTRODUCTION

The humanity is demonstrating efforts to improve sustainable, collective living conditions, by increasingly generating different solutions to the positive and negative developments brought about by collective living. All individuals and administrations bear the obligation to improve the life quality of the society they live in and to provide support to the economic, environmental, cultural and social development in a sustainable world, together with their employees and their families, the local public and the complete society. When

this obligation assumed by individuals and institutions, towards the society they live in, is supported by contributory and comprehensive, sustainable solutions, adopted by all parties, which generate added value and benefit, they are also assuming significant roles in the solution of social problems.

Although social entrepreneurship bears the entrepreneurship logic in essence, it is different from commercial entrepreneurship in that it is an effective and important dynamic in achieving social objectives. Social entrepreneurs aspiring to be involved in entrepreneurship activities on social issues and problems, in a manner differ-

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ent from the activities of many non-profit social organizations, are facilitating significant changes both in the national and the international platforms.

The innovations in the communication and informatics technologies have also influenced education technologies. Distance education, first practices of which has been started by correspondence education, is continued in our day by the latest innovations offered by the communication and informatics technologies. These technologies increase the effectiveness and efficiency of distance education. By the e-learning course materials prepared with the rich contents provided by the new technologies, the opportunity to study at the desired time and desired manner, and the cost advantages as compared to formal education, e-learning is a powerful alternative in the education activities of social entrepreneur organizations.

The benefits to be provided by utilizing e-learning programs among the social entrepreneurship activities in education activities aimed for employment, as a new dynamic in economic, social, environmental and cultural development, have been discussed in this chapter.

BACKGROUND

The Third Sector

The Third Sector, i.e. social economy; is the economic activities carried on by the social entrepreneurship sector or organizations belonging to the sectors defined as the non-profit sector (Ridley-Duff & Bull, 2011, 12). The third sector is a big, interrelated activities complex, organizing the economic life.

We are living in a global world, where the social structure, economy and politics are changing rapidly. These changes are further increasing the significance of the third sector. The third sector includes areas such as, reducing poverty, rearranging welfare distribution, increasing employment level, education opportunities aimed to reduce

unemployment, increase of human and social capital build-up, disadvantaged individuals and groups, creating education and job opportunities for individuals subject to sexual discrimination and individuals or groups subject to ethnic discrimination, providing health services to the poor segment, protection of the natural environment, supporting agriculture, fighting against erosion, preservation of art, museums, historical monuments and cultural values and sustainable development. The third sector, in general, has a different and valuable role in the emergence of a sustainable, wealthy and comprehensive society (Birch & Whittam, 2008, 439; Chaves & Mazon, 2011, 16; Hulgård, 2011, 208; Kendall & Anheier, 2001, 228).

The Social Entrepreneurship Concept

Social entrepreneurship is creating apparent social value. Social entrepreneurship can be defined as “the creation of a social value that is generated by collaborations which usually suggest an economic activity” (Hulgård (2010, 4). There are numerous different definitions for social entrepreneurship. We may cite examples of the different definitions as follows:

Social enterprises or charity-based not-for-profit organizations are created by the need to fill a gap between the rich and poor created by imbalanced development of the market economy (Kao, Kao & Kao, 2005, 120).

Social entrepreneurships is a process by which citizens build or transform institutions to advance solutions to social problems, such as poverty, illness, illiteracy, environmental destruction, human rights abuses and corruption, in order to make life better for many (Bornstein & Davis, 2010, 1).

The social entrepreneurship theory depends on four major components; social value, civil society, innovation and economic activity (Hulgård, 2010, 4).

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