




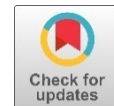
Research Article

Generating elements of social entrepreneurship's dimensions

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Abstract

Purpose: this study has a dual objective. First, it aims to identify the main academic literature elements of entrepreneurship which are measurement aspects. Second, to extract the dimensions associated with social entrepreneurship and pointing out its potential categories of analysis. **Methodology:** it is bibliographic research that reviewed the entrepreneurship models published in the Web of Science and Scopus databases. These models and their elements were analyzed using a qualitative methodology of content analysis with extraction supported by the Iramuteq software. Also, a lexical analysis was applied to allow the use of Descending Hierarchical Classification (CHD) and Similarity analysis techniques. **Main findings:** the analysis of studies that measure entrepreneurship pointed to the existence of two dimensions. First dimension towards traditional entrepreneurship. The second dimension aims at social entrepreneurship, and despite it is independent, this dimension uses aspects of traditional entrepreneurship. However, this new dimension is gaining its own space and, in the future, it may occupy the status of a paradigm. **Theoretical/methodological contributions:** qualitative data were treated quantitatively, allowing the statistical analysis of the dimensions used by entrepreneurship researchers and the subfield of social entrepreneurship. Therefore, the research identified relevant variables, which can be empirically validated to develop new instruments for measuring entrepreneurship and social entrepreneurship. **Originality/value:** the research identified the elements of measurement of entrepreneurship. Thus, the results contribute to guiding researchers in the construction of models or measurement instruments and the findings and present an overview of the field. **Practical & Social implications:** social entrepreneurship mitigates several social problems. Thus, studies of reviews that support future management tools in this subfield contribute to society and managers.

Keywords: Entrepreneurship. Social Entrepreneurship. Measurement elements.

Resumo

Objetivos: identificar, na literatura acadêmica, os principais elementos ou aspectos de mensuração relacionados ao empreendedorismo; e extrair as dimensões associadas ao empreendedorismo social e suas potenciais categorias de análise. **Metodologia:** pesquisa bibliográfica, a partir da revisão dos modelos de empreendedorismo publicados nas bases de dados *Web of Science* e *Scopus*, por meio de metodologia qualitativa de análise de conteúdo, com apoio do software Iramuteq. Em paralelo, foi aplicada uma análise léxica, seguida das técnicas de Classificação Hierárquica Descendente (CHD) e Análise de similitude. **Resultados:** a análise dos estudos de mensuração aponta para a existência de uma dimensão exclusiva do empreendedorismo tradicional; e outra, direcionada ao empreendedorismo social, que, apesar de independente, ainda utiliza aspectos tradicionais. Essa nova dimensão está ganhando espaços próprios e, futuramente, poderá ocupar o status de um paradigma. **Contribuições teóricas/metodológicas:** dados qualitativos foram tratados quantitativamente, permitindo a análise estatística das dimensões usadas pelos pesquisadores do empreendedorismo, e do subcampo do empreendedorismo social. Isso possibilitou a identificação de variáveis que podem ser validadas empiricamente para o desenvolvimento de instrumentos de medição. **Originalidade/Relevância:** este trabalho contribui para nortear pesquisadores na construção de modelos ou de instrumentos de medição, bem como apresenta um overview do campo. **Contribuições sociais/para a gestão:** o empreendedorismo social atenua vários problemas sociais, assim proporcionar revisões que subsidiem a construção de futuras ferramentas de gestão desse subcampo contribuirá tanto para o contexto social quanto para os gestores em geral.

Palavras-chave: Empreendedorismo. Empreendedorismo Social. Elementos de mensuração.

INTRODUCTION

Entrepreneurship has been identified as a driving force for economies, becoming a crucial factor in the development and well-being of societies (Landström & Harirchi, 2018). As it drives progress, economic growth, and the generation of jobs and income for the population, entrepreneurship starts to receive greater importance from society and organisations (Barros et al., 2013).

In academic research, both the entrepreneur and entrepreneurship have been characterised over time (Franco & Gouvêa, 2016). Concepts from different areas, such as economics, social sciences, and management studies (Oliveira Junior et al., 2018), contributed to the multidisciplinary around the field of study of entrepreneurship (Landström & Lohrke, 2010), which is seen as a social, political, and economic response to contemporary challenges.

An influential contribution to the field of entrepreneurship study comes from the seminal work of Schumpeter (1934), in which he defined that the act of entrepreneurship is associated with the innovation process through the introduction of new methods and/or products for possible insertion in a market. In this way, it can be said that since the beginning, entrepreneurship has been one of the key elements of innovation, productivity and competitiveness (Santos et al., 2020).

Traditionally, researchers have focused on analysing entrepreneurship from an economic point of view. However, the context of social, economic and political changes and challenges faced today pointed to the need to explore the potential social benefits of this phenomenon (Bacq & Janssen, 2011; Capella-Peris et al., 2020; Morris et al., 2021). In the field of entrepreneurship, the possibility of creating social value has emerged through the development of entrepreneurial activities focused on filling a gap or satisfying the basic needs of society that are neglected either by the State or by the conventional market (Barki et al., 2015; Iizuka et al., 2015), this new face of entrepreneurship was called social entrepreneurship.

Social entrepreneurship is conceptualised as an entrepreneurial activity constituted by a social objective and considered a promoter of economic and social development (Austin et al., 2012; Dees, 1998; Felício et al., 2013; Mair & Martí, 2006). It, therefore, represents a complementary alternative to traditional economic models, as it includes social aspects in business strategies, focusing on creating and balancing social and economic values for the benefit of the collective (Popov et al., 2017).

Entrepreneurs, recognised as innovative agents, are oriented toward market opportunities and value creation (Dees, 2001; Martin & Osberg, 2007). Social entrepreneurs, in addition to being innovators, present behavioural characteristics of being proactive with an aptitude for risk management (Dwivedi & Weerawardena, 2018; Weerawardena & Mort, 2006).

The main difference between the traditional entrepreneur and the social entrepreneur concerns the central objective of their activities (Austin et al., 2012; Bedi & Yadav, 2019; Mair et al., 2012; Pless, 2012; Santos, 2012). For the traditional entrepreneur, creating economic value with the generation of profits is the primary motivator, while the social entrepreneur has as the primary motivation the search to create value for society (Mair & Noboa, 2003; Santos, 2012). In other words, social

entrepreneurs work in the market to obtain innovative solutions to meet existing social demands. They can be assigned a dual mission, creating social and economic value, which reflects the central characteristic of social entrepreneurship (Saebi et al., 2019).

There is an appropriation of the concept of entrepreneurship by social entrepreneurship (Parente et al., 2011). Researchers use it as a base theory to capture elements inherent to social entrepreneurship, considering the similarities between the phenomena. It is also noted that social entrepreneurship is viewed through various conceptual lenses but that few studies have presented discoveries and broader conclusions about the nature of the phenomenon (Aaltonen, 2019; Mair & Martí, 2006).

The existing academic literature on entrepreneurship presents a series of elements for its explanation and measurement, both from the point of view of entrepreneurs and enterprises. Regarding entrepreneurs, the analysis components highlighted are inherent to entrepreneurial characteristics, emphasising aspects of entrepreneurial intention and orientation. When dealing with the elements of analysis of entrepreneurship as a phenomenon, the emphasis is on processes related to the performance and development of enterprises.

In traditional entrepreneurship, elements of analysis are quite consolidated, demonstrating a certain degree of consensus and an indication that it is a multidimensional phenomenon. In other spheres, the field of investigation is shown to be fragmented, such as that of social entrepreneurship, where there still needs to be more consensus around its investigation elements. And further studies are required to obtain models specific to this type of entrepreneurship, allowing its measurement (Capella-Peris et al., 2020).

Given the above, this study has a dual objective: (a) to identify the main elements related to entrepreneurship in the academic literature: measurement aspects, and (b) to extract the dimensions associated with social entrepreneurship and their potential categories of analysis.

To meet this objective, bibliographic sources were used from entrepreneurship models published in the Web of Science and Scopus databases from 1945 to 2019. These models and their elements were analysed using a qualitative content analysis methodology with extraction supported by the software Interface de R pour Analyses Multidimensionnelles de Textes et de Questionnaires (Iramuteq). Associated with content analysis, a lexical analysis was applied, followed by Descending Hierarchical Classification (CHD) and Similarity Analysis techniques.

TRADITIONAL AND SOCIAL ENTREPRENEURSHIP FROM THE PERSPECTIVE OF THE INDIVIDUAL AND THE PHENOMENON

The theoretical framework in this research starts by identifying the main aspects addressed under the theme, both from the perspective of the individual entrepreneur and from the perspective of the entrepreneurship phenomenon.

The scientific literature presents a range of measurement elements inherent to the traditional and social entrepreneur figure, which, in this literature review, were summarised in 14 categories (Table 1). Many studies focus on entrepreneurial orientation and intention, to identify why individuals develop entrepreneurial characteristics

Table 1

Elements of analysis related to the individual entrepreneur (traditional or social)

Main Aspects	Author(s)
Social entrepreneurial intention	Hockerts (2015)
Entrepreneurial self-efficacy	McGee et al. (2009)
	Moberg (2013)
	Moriano, Palací and Morales (2006)
	Moriano, Topa et al. (2012)
Entrepreneurial skills and abilities	Schjoedt et al. (2017)
	Spagnoli et al. (2017)
	Mamun et al. (2018)
Entrepreneurial characteristics	Altink and Born (1993)
	Cromie and Johns (1983)
	Reyes et al. (2018)
Skills for social entrepreneurship	Capella-Peris et al. (2020)
Gender stereotypes in entrepreneurship	Laguía et al. (2019)
Social identity	Sieger et al. (2016)
Entrepreneurial intention	Bhaskar and Garimella (2017)
	Crant (1996)
	Liñán and Chen (2009)
	McNally et al. (2016)
	Oliveira et al. (2016)
Entrepreneurial mindset	Valliere (2016)
	Davis et al. (2016)
Entrepreneurial motivation	Li et al. (2016)
	Boada-Grau et al. (2016)
	Tullar (2001)
	Vijaya and Kamalanabhan (1998)
Entrepreneurial orientation	Yi and Duval-Couetil (2018)
	DeGennaro et al. (2016)
	Felgueira and Rodrigues (2020)
	Ferreira et al. (2015)
	Gorostiaga et al. (2019)
	Lumpkin et al. (2009)
	Miao (2012)
	Popov et al. (2019)
	Saha et al. (2017)
	Schmidt et al. (2018)
Zhang et al. (2014)	
Social entrepreneurial orientation	Kraus et al. (2017);
	Satar and Natasha (2019)
Entrepreneurial passion	Cardon et al. (2013)
Entrepreneurial potential	Ricardo et al. (2011)
	Souza et al. (2017)

Note: Elaborated by the authors (2022).

One of the pioneering works in developing the construction of the Entrepreneurial Orientation (EO) was that of Miller (1983), who characterised the entrepreneurial process through three dimensions: innovation, risk-taking and proactivity. Subsequently, based on Miller (1983), Lumpkin and Dess (1996) linked two other dimensions to the Entrepreneurial Orientation construct: competitive aggressiveness and autonomy. Such studies are of great importance for the advancement of EO and, therefore, are used as a basis for developing multiple measurement scales. Therefore, such dimensions are commonly examined by researchers of entrepreneurial behaviour, with innovation being the most common element among them.

The vast majority of studies that measure entrepreneurial characteristics use existing scales in the literature, adapting them to the application context. For example, Robinson et al. (1991)

designed a scale to measure entrepreneurial attitudes, named Entrepreneurial Attitude Orientation (EAO). It includes four dimensions: achievement, innovation, self-control, and the individual's self-esteem in the business proposition environment. It has been tested and validated in specific contexts.

Miao (2012) and Gibson et al. (2011), examined the reliability and validity of the OAE scale in the Chinese context. And Van Wyk and Boshoff (2004), applied the EAO scale to a sample from South Africa. Such studies supported the generalisation of the EAO model developed by Robinson et al. (1991).

Bolton and Lane (2012), on the other hand, developed the Individual Entrepreneurial Orientation (IEO) scale, in which they used variables and definitions used in the existing literature on entrepreneurial orientation, and in particular, the findings of Lumpkin and Dess (1996), which include the factors innovation, risk-taking, and proactivity. The instrument was initially designed to be applied in an educational context. However, it also has implications for business and industry. Along the same lines, Popov et al. (2019), validated the Individual Entrepreneurial Orientation scale among university students in Serbia.

Based on the IEO scale by Bolton and Lane (2012), some implications emerged for enterprises and industries. To this extent, DeGennaro et al. (2016) designed an Individual Entrepreneurial Orientation rating instrument, called Entrepreneurial Orientation (EO) Rating Instrument, focusing on a more objective behavioural measure since the main criticism of the IEO is its self-assessment character through subjective criteria.

There is also an interest in research on entrepreneurial intention associated with behavioural purposes, defined as the effort and stimulus individuals have to perform entrepreneurial behaviour under appropriate conditions (Cantner et al., 2017). Entrepreneurial intent models emerge from limitations and criticisms of personality trait models (Robinson et al., 1991; Shane & Venkataraman, 2000).

The theoretical model presented in the literature that has contributed most to understanding the formation of Entrepreneurial Intention is the Theory of Planned Behavior (TCP), proposed by Ajzen (1991). According to this, the will appears as the antecedent of the behaviour; for this reason, the stronger the intention to develop a specific behaviour, the greater the probability of its effective accomplishment. Thus, purpose results from attitudes towards entrepreneurial behaviour, subjective norms and perceived behavioural control (Moriano et al., 2012).

Several studies on Entrepreneurial Intent were structured based on TCP. This is the case of the work by Liñán and Chen (2009), who proposed an instrument for measuring Entrepreneurial Intention based on the model demonstrated by Ajzen (1991) to investigate the intention-behaviour relationship. The proposed instrument is composed of the following subscales: attitude towards entrepreneurship (ARE), subjective norms (NS), perceived behavioural control (CCP) and objective entrepreneurial intention (IEO). The results of Liñán and Chen (Liñán & Chen, 2009) show that behaviour is in accordance with beliefs and customs when a favourable position and attitude are assumed to be associated with a greater entrepreneurial intention.

Within this perspective Oliveira et al. (2016) point to a positive influence of personal philosophy on entrepreneurial intention. Besides, among the analyses related to the entrepreneurial individual, even if in a more limited way, there are studies that measure characteristics inherent to the social entrepreneur.

The limitation mentioned above stems from a gap in the literature on social entrepreneurship, since little has been addressed regarding the elements capable of verifying the behavioural and motivational levels of the social entrepreneur (Dwivedi & Weerawardena, 2018; Germak & Robinson, 2014; Omorede, 2014). Thus, studies that measure characteristics linked to the social entrepreneur are related explicitly to competencies and orientation towards social entrepreneurship

In that regard, Capella-Peris et al. (2020) developed a scale to measure competencies in social entrepreneurship among higher education students with dimensions related to individuals' personal, social and innovative characteristics. Capella-Peris' (2020) proposal had theoretical support in the literature on entrepreneurial behaviours, as previously researched by Ali et al. (2009), De Pablo López et al. (2004), García (2010), Ghazali et al. (2013), Lee e Lai (2010), Othman et al. (2012) e Robinson et al. (1991); also sought support in the literature on social entrepreneurship in Alvord et al. (2004), Dees (1998), Weerawardena e Mort (2006). The scale proposed by Capella-Peris et al. (2020) limits its analysis only to the educational field, being necessary to verify the promotion of competence of social entrepreneurship in other contexts.

Within the scope of Orientation for Social Entrepreneurship, Kraus et al. (2017) also created a measurement instrument based on Entrepreneurial Orientation scales existing in the traditional entrepreneurship literature. The scale was proposed with four dimensions, emphasising the three main dimensions of Entrepreneurial Orientation (innovation, risk-taking and proactivity) adjusted to the social mission of social entrepreneurship.

In the same vein, Satar and Natasha (2019), considered the dimensions of entrepreneurial orientation as relevant and applicable in the measurement of Orientation to Social Entrepreneurship. They used them as a basis for developing a tool for evaluating the orientation of individual entrepreneurship.

Starting with the aspects addressed in the research on entrepreneurship as a phenomenon. The studies point out the different types of entrepreneurship and measure elements related to the development and performance of these enterprises and the environment in which they are inserted. Table 2 summarises the main aspects addressed in research from the perspective of entrepreneurship, exemplifying related authors.

In the case of traditional entrepreneurship, aspects of the entrepreneurial ecosystem stand out. This approach was initially proposed by Moore (1993), to indicate the various relationships established between companies and stakeholders in specific contexts and the processes involved in strengthening entrepreneurial activity.

Subsequently, to understand the concept of the entrepreneurial ecosystem, Isenberg (2011) proposed a model composed of six domains: public policies, financial capital, culture, supporting institutions, human resources and markets. These domains include sub-elements that influence the formation and

trajectory of enterprises within a given geographic region. This model has been widely used as a basis for other works.

Table 2

Elements of analysis related to the entrepreneurship phenomenon (traditional or social)

Main Aspects	Author(s)
Business Alliances	Davari and Rezazadeh (2015)
International Business Capability	Zhang (2018)
Business Capital	Kim et al. (2020)
Entrepreneurial Culture	Breazeale et al. (2015)
Social Enterprise Performance	Liang et al. (2015)
Entrepreneurial Ecosystems	Liguori et al. (2019) Sternberg and Coduras (2019)
Strategic Entrepreneurship	Siddiqui and Jan (2019)
Performance of Female Entrepreneurship	Jha et al. (2018)
Social Entrepreneurship	Carraher et al. (2016) Lepoutre et al. (2013)
Organizational Social Entrepreneurship	Kannampuzha and Hockerts (2019) Kuratko et al. (2017) Peris-Ortiz et al. (2016)
Sustainable Entrepreneurship	Dai et al. (2018)
Economic and Social Indicators of Entrepreneurship	Martins (2007)
Entrepreneurial Success	Fisher et al. (2014) Wach et al. (2016)

Note: Elaborated by the authors (2022).

As for measuring business ecosystems, Liguori et al. (2019) developed a measure to assess what makes a region more or less suitable to support a business cluster. This proposition was also based on the dimensions presented in the Isenberg model (2011).

Likewise, Sternberg and Coduras (2019) sought to measure and theorise entrepreneurial ecosystems by developing a Framework for measuring entrepreneurial ecosystems at the regional level applied in the European context.

Other aspects that are being measured are related to business alliances (Davari & Rezazadeh, 2015), international business capacity (Zhang, 2018), entrepreneurial culture (Kim et al., 2020), and aspects related to gender, seeking to measure the performance of women in entrepreneurship (Jha et al., 2018).

As a phenomenon, social entrepreneurship became more evident from measurement elements. For example, Lepoutre et al. (2013) devised a methodology to assess social entrepreneurship activities. This work stands out for its application in 49 different countries; Carraher et al. (2016) made efforts to measure social entrepreneurship through a validated instrument with a sample group composed of social and traditional entrepreneurs.

Studies aimed at measuring social entrepreneurship in commercial companies are also verified. These studies are supported by approaches present in the literature, which indicate that companies oriented toward financial performance can also

have social objectives (Dees, 1998; Diochon & Anderson, 2011; Peredo & McLean, 2006; Sagawa & Segal, 2000).

Thus, Peris-Ortiz et al. (2016) proposed a measurement instrument reflecting the idea that companies can return to customer service and the environment while still generating profit. The proposed scale emphasises aspects of general and social entrepreneurship, being validated in the tourism sector, based on a sample of hotels located in Spain.

Kannampuzha and Hockerts (2019), sought to measure social entrepreneurship in business activities. The authors suggest scaled items for three central social entrepreneurship components: social change intentions, business activities, and inclusive governance. And in general terms, it intends to measure in what aspects organisations present behaviours aimed at social entrepreneurship.

Kuratko et al. (2017), sought to examine the creation of social value within companies, for which they proposed the Social Corporate Entrepreneurship Scale (SCES). This instrument measures whether the perceived organisational environment is favourable to promoting attitudes to create social value. Kuratko et al. (2017) identified five factors: company transparency, social proactivity, rewards, work discretion and time availability.

However, despite advances in research on Social Entrepreneurship, there is still a lack of quantitative instruments that allow this phenomenon to be measured (Kannampuzha & Hockerts, 2019), contemplating changes generated in particular contexts since social entrepreneurial activities are influenced by contextual scenarios (Gupta et al., 2020).

Given this, it is necessary: (a) to understand the elements of analysis addressed in the literature on entrepreneurship and social entrepreneurship, identifying when they are helpful to measure social entrepreneurial characteristics in specific environments; (b) strengthening thematic discussions; and (c) contributing to the consolidation of this field of study.

METHODOLOGY

This study identifies in the academic literature articles published in the Web of Science and Scopus databases the main elements related to entrepreneurship and its measurement aspects, extracting the dimensions associated with social entrepreneurship and the social entrepreneur and their potential categories of analysis.

These databases are justified for two reasons: (1) they are the two most extensive databases of peer-reviewed literature at an international level; and (2) they allow extraction into a file compatible with bibliometric software.

To ensure that the articles dealt with scales or indicators of entrepreneurship, thus avoiding related topics, it was established as selection criteria that the article should present the following terms: entrepreneur and characteristics, OR entrepreneur and scale, OR entrepreneur and measure, OR entrepreneur and indicators.

The search covered the period from 1945 to 2019, covering the entire period of literature published in the databases up to date, thus allowing the state of the art of the investigated field to be obtained.

The extraction produced 584 documents in the Scopus database and 403 in the Web of Science, 987 documents. After checking the duplicate files, the final number of documents was 756. From this, a rigorous reading of the abstracts of such articles was carried out to select only the studies directly related to the measurement of entrepreneurship and its characteristics. Meeting this criterion, 67 articles made up the analysis sample.

Data analysis was performed using the IRAMUTEQ software (R interface pour Les Analyses Multidimensionnelles de Textes et de Questionnaires). It is an open-source tool anchored in the statistical environment of the R software, which allows the processing and statistical analysis of textual data. We chose to use this analysis tool because of its ability to improve analysis, even in large volumes of texts, bringing greater objectivity and advancement to data interpretations (Camargo & Justo, 2013).

The methods used start from a lexical analysis that identifies and classifies the text segments, performing a lemmatisation process, reducing the word to its reduced forms (lemmas), and identifying frequency and clustering. Therefore, quantitative techniques can analyse qualitative data (Sarrica et al., 2016).

In that regard, two methods were adopted: (1) Descending Hierarchical Classification Analysis (CHD), which classifies the text segments, grouping them and showing a Dendrogram that demonstrates the hierarchy between the considered clusters. The separation and grouping consider the Chi-square (X^2) to verify the measure of the relationship between the words. The higher the X^2 , the more particular a word is to your cluster; and (2) Similitude Analysis derived from the Graph Theory, which indicates the connection between the terms of the analysed textual corpus. The generated schema is called the Tree of Similitude, a sociogram whose vertices correspond to the individuals of a group. The branches are the relationships between the individuals, in this case, between the lemmas.

RESULTS AND ANALYSIS

The 67 articles that presented entrepreneurship models were analysed using the Iramuteq software; therefore, a corpus consisting of 74 text segments (TS) was used. The result indicated that 62 STs were used, 83.78% of the total corpus, guaranteeing the necessary reliability for the proposed analyses. Besides that, the minimum index of 70% of the text segment (ST) represents a good use for the software in question (Camargo & Justo, 2013). Table 3 presents a summary of the lexical analysis.

Table 3

Characteristics of the text corpus resulting from the Lexical Analysis

Number of occurrences	910
Number of Forms	432
Average number of forms per text segment	12.3
Number of forms with frequency ≥ 3	73
Lemas	284
Number of text segments (ST)	74
Number of segments classified	62 (83.78%)

Note: Elaborated by the authors, from Iramuteq (2022) software results.

It is worthwhile to stress that the analyses used the English version of the texts, as this method does not allow the mixing of languages; thus, the software outputs are in English.

Descending Hierarchical Classification

Based on the textual corpus of the research, a Descending Hierarchical Classification (CHD) analysis was carried out to identify categories related to the measurement aspects of entrepreneurship. Thus, a lexical analysis was performed based on proximity, frequency, percentage and strength of the relationship between the words that composed the analysed textual corpus.

A hierarchical system of classes formed by statistically significant terms was organised based on the chi-square test (X²), enabling the quantitative data analysis.

The result generated a CHD with seven classes grouped in three clusters (A, B and C). Of the text segments (TS) analysed, 17.5% are concentrated in class 7, the only one directly belonging to cluster A, called Entrepreneurial Characteristics. Cluster B, entitled Entrepreneurial activities, comprises class 1 (15.9%), class 4 (12.7%) and class 5 (15.9%). Finally, cluster C, called Entrepreneurial Profile, included class 2 (14.3%), class 3 (11.1%) and class 6 (12.7%).

Figure 1 shows this hierarchy and exemplifies each of the emerged classes considering the lemmas with p-value>0.001, therefore, with high statistical significance. The classes were named following the Theoretical Background studied and the delimited objectives for the research.

Subcorpus “B” was named Entrepreneurial Activity, composed of classes 1, 4 and 5, presents aspects related to the elements necessary for the development of the enterprise, as well as their effects.

Class 1 of this subcorpus, Shared Value, highlights elements related to the strategic business approach proposed by Porter and Kramer (2011), which encourages providing the enterprise's core business to generate social value allied to economic value. Thus, the following terms were recurrent in this class: Business, Social, and Economical - they highlight the existence of a new aspect of entrepreneurial activity, which goes beyond the traditional view by exposing socioeconomic value at the centre of its strategy. In this sense, due to the potential for creating shared value, one of the outstanding examples is social enterprises (Driver & Porter, 2012; Leal et al., 2015).

Class 4 Personal Outcomes points to the personal benefits arising from the entrepreneurial activity, emphasising the terms: Personal and Benefit. Assuming that entrepreneurial activity tends to motivate entrepreneurs beyond monetary gains, it involves substantial non-monetary benefits, such as greater autonomy, the development of broader skills and the possibility of pursuing their purposes (Liang & Dunn, 2011). Such factors tend to effectively contribute to the personal fulfilment of the individual entrepreneur (Longenecker et al., 2007).

Class 5 Resources presents some of the main types of resources necessary for the conception of the entrepreneurial activity, the terms are highlighted: Financial, Resource, and Human. That confirms what is already known, basic resources, such as financial and human capital, are essential, especially for starting an enterprise (Bruno & Tyebjee, 1985; Shane & Venkataraman, 2000; Vesper, 1990).

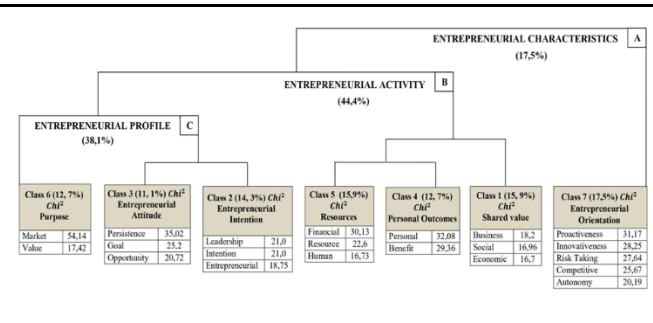
Finally, subcorpus “C” entitled Entrepreneurial Profile, composed of classes 2, 3 and 6, encompasses attributes related to entrepreneurial behaviour, reflecting on the set of individual variables, including behavioural attitudes that contribute to the development of an enterprise and its delivery of value.

Class 2, called Intention Entrepreneur, is the result of a set of studies that designed some scale to measure the individual's characteristics and entrepreneurial intentions. With a strong influence on the Theory of Planned Behavior model (Ajzen, 1991). In this case, the relationship between entrepreneurship and other phenomena, such as leadership, was analysed and considered essential to ensure a better understanding of the entrepreneurial potential of individuals and the elements that influence their performance (Ferreira et al., 2005). Thus, the terms: Intention, Entrepreneurial (Entrepreneur), and Leadership (Leadership) stand out.

Class 3, called Entrepreneurial Attitude, is directly related to class 2, Intention Entrepreneur. This can be justified because the attitude predicts behaviour intentions; this association represents the effort the individual will be willing to expend. The greater the involvement, the better their performance (Ajzen, 1991). In this group, variables that determine the achievement of a specific behaviour were evidenced, such as Persistence, Goal and Opportunity. These attributes are characteristic of the entrepreneur, given their ability to identify opportunities and select strategies to achieve their goals (Martin & Osberg, 2007).

In turn, class 6, named Purpose, concerns the goal pursued by the entrepreneur. They are highlighting the Market variables,

Figure 1
CHD of the elements presented in the entrepreneurship models



Note: Adapted survey data stratified by Iramuteq (2020) software.

Subcorpus “A” was called Entrepreneurial Characteristics, it covers class 7 and is related to the Entrepreneurial Orientation (EO) construct, including the main dimensions proposed by Miller (1983) and Lumpkin and Dess (1996 namely: Risk Taking, Proactiveness, Innovativeness, Competitive Aggressiveness and Autonomy. This finding reinforces the importance of this construct's measurement model, developed by Miller (1983) and improved by Lumpkin and Dess (1996).

In this case, the representativeness of cluster 7 is justified because several studies are based on the dimensions proposed by the authors above, constituting the basis for developing scales to measure EO.

this one with greater significance in the entire textual corpus, and the Value variable and pointing to a strong relationship between the entrepreneur and the entrepreneurial actions to the market since the entrepreneur aims to satisfy needs by producing goods and/or services with added value and thus expand their market potential (De Melo Neto & Froes, 2002).

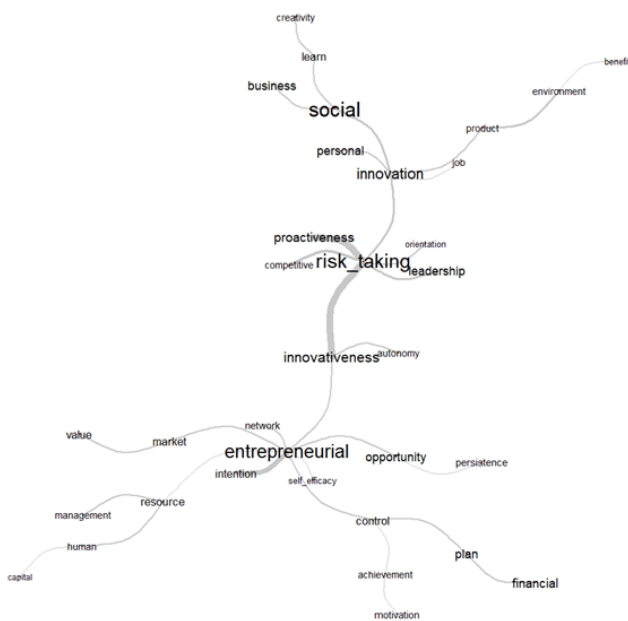
This idea remains central in entrepreneurship since its origin is effectively associated with the concept of value creation (Drucker, 1985). Thus, these are some of the elements analysed in measuring entrepreneurship.

Similarity Analysis

The classes highlighted in CHD were synthesised through similarity analysis based on graph theory - this technique makes it possible to identify the existing links between the forms of a textual corpus so that the proximity, quantity and thickness of links indicate the degree of connectivity, making it possible to infer the construction and structure of the text, as well as the topics covered in the research (Camargo & Justo, 2013; Salvati, 2017) (Figure 2).

Figure 2

Similarity tree of entrepreneurship models elements



Note: Elaborated by the authors, from Iramuteq (2022) software results.

The similarity tree of the elements present in the entrepreneurship models was created considering the criterion of the word having a minimum frequency of 5 repetitions in the textual corpus.

The main group derived from the term Risk-Taking indicates the entrepreneur's propensity to act autonomously, with a predisposition to risk, a tendency to be aggressive towards competitors and proactive about the market environment (Covin & Slevin, 1989; Freitas et al., 2012; Lazzarotti et al., 2015; Lumpkin & Dess, 1996), which is strongly related to the Entrepreneurial Orientation approach, demonstrating a mirror of the "A" subcorpus presented in the CHD analysis.

The grouping derived from the term entrepreneurial (entrepreneur) points to a solid line of investigation of the

characteristics, entrepreneurial profile, and processes inherent to entrepreneurial activity. As exposed in the CHD analysis.

The similarity tree showed the connections derived from the term Social, a branch of entrepreneurship that emphasises the social aspect. It involves creativity and learning applied to social businesses and presents the typical characteristics of social enterprise. In this case, considering market-oriented organisations able to also act with social objectives, as discussed by Dees (1998), Diochon and Anderson (2011), and Peredo and McLean (2006), and corroborating with the perspective of shared value. Thus, several studies aim to measure social entrepreneurship within organisations that operate in the market logic.

The result of the similarity analysis, in general terms, showed consistency with the findings presented previously through the CHD analysis. The exposed variables propose an interconnection in several aspects between entrepreneurship and social entrepreneurship.

The term innovation, for example, has two branches stand out: one related to social and the other about benefits, jobs, and products. Entrepreneurs seek and explore opportunities in both contexts, are not intimidated by scarce resources and potential associated risks, and be considered innovative agents oriented toward market opportunities and value creation (Dees, 2001; Martin & Osberg, 2007).

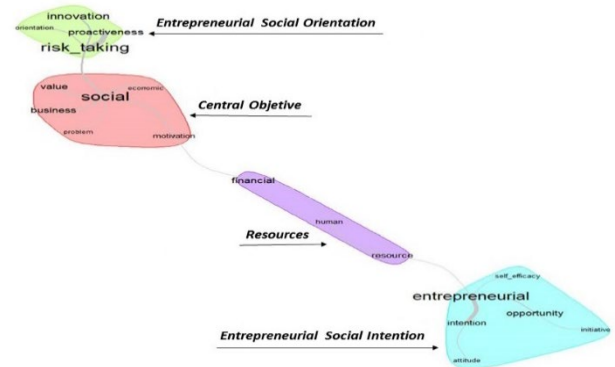
The difference, therefore, between entrepreneurship and another is in the value proposition, which goes beyond the economic benefit for social entrepreneurship, given its mission to generate social value (Dees, 2001; Mair & Marti, 2006)

Analysis of Similarity of Dimensions Related to Social Entrepreneurship

Only the dimensions associated with social entrepreneurship were stratified from the textual corpus, which allowed a more detailed analysis of the behaviour of the variables specific to this theme. Figure 3 was created considering the Communities configuration and with the Halo option that accentuating the identification of the central axis and its ramifications.

Figure 3

Social entrepreneurship elements similarity tree



Note: Elaborated by the authors, from Iramuteq (2022) software results.

In this case, it can be seen that in the scope of the analysed textual corpus, social entrepreneurship is strictly related to business activities with an emphasis on building viable solutions to social problems. Thus, the Social variable is directly related to

the Value and Business, Economic, Problem, and Motivations variables. Indicating that the social entrepreneur is motivated to solve social problems through business activities, to achieve general economic and social value, a central objective of social entrepreneurship (Dees 1998; Yunus, 2010).

Elements of social entrepreneurial behaviour were also identified. The base of the similarity tree represents aspects of Entrepreneurial Social Intent, which means the individual will start a social enterprise (Bacq & Alt, 2018). It includes elements such as Attitude, Initiative and Self-efficacy (self-efficacy).

The resources dimension was also evidenced, considering that, as in traditional enterprises, social enterprises need resources for their performance; in this case, human and financial resources stood out, which are indispensable for any enterprise.

At the top of the similarity tree are the elements referring to the Social Entrepreneurial Orientation, considerably addressed in the traditional entrepreneurship literature, it has also been analysed in the context of social entrepreneurship.

As already mentioned in this study, EO has been commonly explored from five dimensions: innovativeness, proactivity, risk-taking, autonomy and competitive aggressiveness (Lumpkin et al., 2013). However, in social entrepreneurship, most studies have adopted only three dimensions: innovativeness, proactivity and risk-taking (Morris et al., 2011), these are also exposed in the analysed textual corpus (Figure 3).

In general terms, the behaviours of the variables presented in the similarity analysis indicate that social entrepreneurship involves innovative actions through the mindset, processes, tools and techniques of traditional entrepreneurship; however, it seeks to achieve beyond the economic purpose, common to several types of businesses, a social mission.

CONCLUSIONS

This study aimed to identify the main measurement aspects of entrepreneurship in the academic literature, and it allowed us to extract the dimensions associated with social entrepreneurship and their potential categories of analysis.

The analysis was performed with the help of the Iramuteq software, enabling the quantitative treatment of qualitative data to analyse the content. Initially, the analysis categories indicated in the entrepreneurship literature were hierarchically exposed. It was found that 38.1% of the textual corpus is related to the entrepreneurial profile, 44.4% is related to entrepreneurial activity, and 17.5% focuses on entrepreneurial characteristics.

Based on the similarity analysis, it is observed, in general, that studies to measure entrepreneurship in a broader scope include a whole dimension to traditional entrepreneurship. And another is aimed at social entrepreneurship, which despite representing an independent dimension, uses aspects of conventional entrepreneurship. Evidently, there is a limitation in analysing the elements associated with the dynamics and processes employed by social entrepreneurs. They are appropriating the entrepreneurship theory to capture features inherent to social entrepreneurship, given their similarities (Parente et al., 2011).

The influence of traditional entrepreneurship on its social aspect can be more clearly shown in this study, when the elements inherent to social entrepreneurship are stratified in isolation, resulting in dimensions that encompass personal particularities, processes and resources necessary to achieve the desired results. It can also be seen that these dimensions are commonly analysed in isolation, with the predominance of social entrepreneurs' behavioural aspects.

However, to obtain more comprehensive results about the social entrepreneurial characteristics, it is suggested not to isolate the dimensions, but to consider their dimensions in an integrated way during the elaboration of analysis instruments.

Overall, the findings presented from this literature review report that social entrepreneurship is a subdivision of traditional entrepreneurship, but is gaining its own space and in the future, it may occupy the status of a paradigm. And are mainly in line with the American school of social entrepreneurship's theoretical approach, which considers market-oriented organisations to solve social problems, thus presenting common elements to traditional enterprises.

From this perspective, the central factor of the social enterprise is to update the market to generate revenue, with the purpose of profit, aligned with the economic and social mission (Defourny & Nyssens, 2012). This entrepreneurship, which can be considered "hybrid", depends on the context and becomes a double solution: solving local problems and generating income for the entrepreneur.

It is also essential to highlight: (a) the importance of using the Iramuteq software to reach the objective of this study since, through the quantification of text segments, it was possible to present, in a statistical way, the dimensions that researchers in the field of entrepreneurship are measuring, and specifically in the subfield of social entrepreneurship; and (b) the adopted methodological design allowed an overview of the study area and can be replicated for other topics, given its detailed description, therefore, it can contribute to future studies.

The restriction of the results generated exclusively by the software tends to represent a limitation of this study. Therefore, it is recommended that models be constructed and validated empirically using the types that emerge from these results. The limitation presented was reduced by the confrontation between the software outputs and the reviewed literature. This way, the analysis provided a deeper interpretation of the generated results.

Finally, this analysis is likely helpful in guiding researchers in constructing models or measurable instruments for traditional and social entrepreneurship.

Conflict of interest statement

The authors declare that there is no conflict of interest.

Authors' statement of individual contributions

Roles	Contributions		
	Vieira VG	de Oliveira VM	Chim-Miki AF
Conceptualization	■	■	■
Methodology	■	■	■
Software	■	■	■
Validation		N. A.	
Formal analysis	■	■	■
Investigation	■	■	■
Resources		N. A.	
Data Curation		N. A.	
Writing - Original Draft	■	■	■
Writing - Review & Editing	■	■	■
Visualization	■	■	■
Supervision		■	■
Project administration		N. A.	
Funding acquisition		N. A.	

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