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**JOSEPH ALOIZ SCHUMPETER'S SCIENTIFIC HERITAGE AND TODAY:
A VIEW FROM THE PAST INTO THE FUTURE**

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The materials of the conference are based on the results of Joseph Schumpeter's research in content of his scientific achievements. Theoretical heritage of scientist and its formation and evolution, modernization mechanisms of socio-economic systems are considered. Also there is a analysis of market transformation, of factors that make economic security of business mare strengthened, of trends that are shaping new parameters of international economic relations, of regional economy and industry markets. Social entrepreneurship is exuded like innovative mechanism of social changes and increasing quality of life.

Authors express their own opinion that is concerning on the solving of actual problems. Most of them are from leading educational institutions of Ukraine, Austria, Norway.

It's for all who conducts economic research: scientists, practitioners, school teachers, postgraduates, students.

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SOCIAL ENTREPRENEURSHIP AND SOCIAL INNOVATIONS: HOW CAN THEY CHANGE THE SOCIETY?

These days more and more problematic issues, that have to be solved urgently, emerge in the contemporary society. Though there are some, that can be solved by private business, or government, there are numerous left that can only be developed with implementation of some radical new solutions, especially it can be faced in the sphere of social problems and calls. Nowadays, social entrepreneurship is considered to be a key-element in the field of searching for solutions to numerous problems that press society, the same the social innovation does. As the social entrepreneurship idea is inspired by J. A. Schumpeter's concept of innovation and innovative activity, social entrepreneurship makes a contribution to a social innovation, like the standard form of traditional entrepreneurship also brings innovations on the market they exist on.

Nowadays, both social entrepreneurship and social innovation are considered to be substantial factors, that help to speed up the searching for the solutions of challenges and calls, which every society meets today. Among them are: ecological problems, including serious climate changes, environment devastations, demographical ones, e.g. declines of birth rates, refugees problems and hot immigration issues, and current social problems, which include also healthcare issues, social security issues, poverty and social protection. The complex synthesis of these problems makes it hard to find the best uncontroversial solution instruments suitable for them among plain social or political ones. The numerous attempts to establish best solutions for the major problems in such spheres as healthcare, pension and welfare system nowadays become bogged down in different problems, like bureaucracy, political struggles, and social conflicts, or sometimes lead to the compromises that are not suitable for that situation and do not satisfy anyone.

Furthermore, a several number of efforts are now being undertaken by different economical players, including both public sector and private entrepreneurs are now undertaken. Additionally, many private initiatives are emerging now aiming to tackle different problems, the society is facing nowadays on its way to the more secure, inclusive and sustainable status. The problems of the society are now taking so much sharpness, that sometimes social innovations implemented should be extremely complimentary one to another and precisely correct to the any possible changes in the society state, additionally they are considered as the source of inspiration for the further research and as a catalyst for the whole society to change the behavior and the way of life.

The fast changing state of society and new issues emerging are now making it more and more topical talking about the both social entrepreneurship and social innovations. Though, there are many definitions for the both of them, there is a social intension which is the common for the both, but the social entrepreneurship combines it with the entrepreneurial engine and efforts.

Within boundaries of contemporary social services market, many successful innovators have learned to operate across the boundaries between these sectors and learned the fact that innovation thrives best when there are effective alliances and effective communications between small organizations and entrepreneurs (e.g. those, who are mobile in their activity and places of activity, those, who are fast in decision making, and are able to cross-pollinate each other with market strategies and innovative ideas) and big organizations, which can be compared to the «trees» with roots, extremely resilient and steadfast because of its size), which can grow small ideas to effective scale.

This way innovations then scale up along a continuum from diffusion of different ideas to organic growth of organizations, with the patterns of growth dependent on the mix of external environmental conditions (including effective demand to pay for the innovation on the market) and internal – e.g. capacities of the enterprise (managerial, financial etc.).

Nowadays the products of social innovation – new ideas that meet previously unmet needs – are all around us. They include even such kinds as fair trade and restorative justice, hospices and kindergartens, distance learning and traffic calming events.

Over the last two centuries, innumerable social innovations, from cognitive behavioral therapy for convicts to creation of such socially useful websites as Wikipedia, are changing our lives and have moved from the margins to the mainstreams. As this has happened, one may remember the three stages that A. Schopenhauer identified for any new «truth»: «First, it is ridiculed. Second, it is violently opposed. Third, it is accepted as being self-evident».

Sometimes in the contemporary society these processes of change are understood as resulting from the work of heroic individuals (such as Robert Owen or Muhammad Yunus); sometimes they are perceived as results of much broader movements of change (such as feminism movement and social innovation, environmentalism) (usually society and market perceive them with the scheme what it is, why it matters to the society and how it can be accelerated for the changes in future), or from market dynamic tendencies and organizational incentives.

Although the phenomenon of social innovation happens all around us, many promising ideas are still born, blocked by vested interests or otherwise marginalized. The competitive market pressures that drive innovation in commercial markets are blunted or absent in the social field and the absence of institutions and funds devoted to social innovation means that too often it is a matter of luck whether ideas come to fruition, or displace less effective alternatives. As a result, many social problems remain more acute than they need to be. New organizations and enterprises are being created with social entrepreneurship aims and goals, which mobilize resources and energy to tackle social problems in ways that are comparable to the investments in technology made in the for example Silicon Valley and its equivalents around the world. This is likely to require major changes amongst governments, foundations, civic organizations and businesses, and strategies that prioritize creative connections and institutions that can cut across boundaries.

This way we made a conclusion that social innovation has wide character and can be concerned any contemporary market and social sphere. This is the way how it is permeating into people's lives and brings radical new changes into the world. Nowadays a great number of diverse fields are becoming interested in social innovation and the changes it brings within its effective functioning, among them are:

- social entrepreneurship;
- public policy;
- cities' and modern urban development;
- social movements;
- healthcare system;
- community developments;
- It-solutions spheres.

Implementation of social innovations in these spheres brings distinctive methods and insights for the future development and future solutions which has to be appropriate for the market and society needs and market and society conditions at the state point of time. However, all that spheres also have a great deal to learn from each other, and from more extensive and rigorous research on how social innovation happens in a wide range of the scopes. These days the most effective are emerging «networks of networks» whose aim is to bring together like-minded and similarly-goaled organizations and networks from all of the fields and sectors to share ideas and experiences with the aim of speeding up their common ability to treat, and even solve, some of the pressing social challenges of our times. As in the contemporary world and the society the most important thing is to remember and to consider all the update tendencies and urgent calls.

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