

Social Entrepreneurship as a New Vector of Development of Russian Business

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Abstract

In modern conditions of managing, social entrepreneurship is considered a new prospect for business development and implementation of the state's social policy. The article gives a general description of such a phenomenon as social entrepreneurship, substantiates the relevance, possible problems and options for their solution in social business. The foreign experience of managing social entrepreneurship is considered as useful for improving Russian legislation in this field and as a guide for beginning entrepreneurs in practical and methodological perspectives. The main problems and reasons for the inhibition of the development of social entrepreneurship in Russia are highlighted. Possible measures to improve the state of affairs in the field of social entrepreneurship as a new institution of civil society are proposed.

Keywords: Entrepreneur; Social business; Social service; Innovation; Self-sufficiency; Financial stability; Civil society.



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1. Introduction

Social entrepreneurship develops and becomes popular every year, and will take a worthy place in Russian business in the near future. The activities of state and public organizations did not meet the expectations of citizens. State mechanisms are losing effectiveness in solving social problems. This is due to reasons of financial and economic nature, specific needs and interests of people, which requires close attention.

A number of reasons contribute to the development of social entrepreneurship in Russia: the state and private entrepreneurship do not always effectively solve social and environmental problems; therefore, there is a need to search for and implement innovative forms of interaction between the state and business. This form is social entrepreneurship, which has accumulated quality mechanisms from the public and private sectors, and integrated social and economic results. There is a certain benefit in such a public-private partnership. It is necessary to consider the state as an ally, not an adversary. In Russia, the tradition of paternalistic state relations is strong and as a consequence, the attitude of citizens towards the state is dependent. There was a need to involve citizens in solving social problems, by involving them in public organizations, raising the level of consciousness, responsibility and active participation in social life. This requires a serious rethinking and reconfiguration of basic human values.

2. Materials and Methods of Research

Currently, the evaluation of the effectiveness of projects and programs of social entrepreneurs, traditional commercial organizations is one of the main elements of interaction with the state, beneficiaries, and volunteers. Performance and effectiveness were assessed in terms of quantitative performance indicators, also within the context of case studies. One of the strategies for qualitative research is a case study, a sociological survey, and statistical data. The method of accounting for the social result is used to attract resources, so the social effect is not only described, but also calculated (Rozhdestvenskaya *et al.*, 2016). The most accurate size of the social entrepreneurship sector is difficult to determine. Commercial and non-profit organizations can be recognized as social entrepreneurs.

The notion of "social entrepreneurship" is becoming more and more familiar and becomes part of ordinary speech. Formation of the idea of a new phenomenon in the economy increases in the long term the approach to conducting economic activity. A study of the existence of a correlation between the concept of social entrepreneurship and its specified characteristics has shown that today there is no single definition of this term.

Social entrepreneurs are creative people who master and improve not only certain types of services, products, but also business models, marketing, financial processes. Social entrepreneurs influence the world around them,

change the society for the better, and inspire other people to startups with their own example. When social entrepreneurs do not solve problems holistically, at least they soften the problem, thus attracting attention to it. They are needed in order to create new models of socially significant activity for the future generation and the new century.

In Russia, social entrepreneurship existed at the end of the XIX century. For example, the righteous John of Kronstadt founded the House of Industriousness in 1882. Then 142 houses of diligence were opened in more than 20 provinces. The emergence of this institution was a successful project in the field, which is called social entrepreneurship now; subsequently the idea had spread throughout Russia (Grischenko, 2014).

Russian pre-revolutionary entrepreneurs perceived wealth as excessively easily extracted; it became a compensation for effort and hardship. Rich merchants spent extra money on charitable institutions, the construction of monasteries, churches and considered it a moral duty to society.

Perhaps, social entrepreneurs have always existed, but did not manifest themselves in this capacity. This phenomenon was not widespread, and did not attract the attention of researchers and economists. In general, the work of researchers touched on the issues of social responsibility of business. Ancient Greek philosopher Aristotle reasoned about responsibility as one of the manifestations of freedom, and freedom is one of the conditions of responsibility (Aristotle, 1983). Responsibility for possession of material goods imposes certain obligations on small and large business. Edward Freeman proposed the stakeholder theory, as one of the key theories of social responsibility of business. The idea of this approach is that the purpose of business is not only the extraction of profit, but also the concern for the state, and society as a whole (Freeman, 1984). Ganesh Prabu believes that it is easier for social entrepreneurs to gather support groups among different strata of the population than to classical businessmen (Prabhu, 1999). According to Joanna Mair and Ernesto Nobo, social entrepreneurs are more sensitive, have the opportunity to see problems and are using new opportunities and determination in making inevitable risks (Mair and Noboa, 2006).

Enterprises that are created to solve social problems, first of all, solve the problems of socially unprotected layers of the population, take part in the development of culture, support education, and take measures to protect the environment. The next task for social entrepreneurs is to build a sustainable economic model. For traditional business, according to the laws of a market economy, profit extraction is most important. Modern businessmen take into account the factor of social responsibility, solve social problems, implement social projects, and perform a social mission. Global transformations of the modern world have opened access to the solution of social and environmental problems, but also encourage citizens to socially conscious behavior.

Social entrepreneurship is becoming increasingly widespread in Russian business practice; the number of businesses interested in social business is increasing. There is every reason to believe that this trend will continue in Russia for many years.

Thus, social entrepreneurship is an alternative to the state and commercial approach to finding ways to solve issues of socially significant problems - protecting the environment, protecting health, overcoming economic inequality, tolerant attitudes to different cultures and peoples (Kikal, 2014).

Basically, Russian citizens are not sufficiently informed about social entrepreneurship and do not fully understand this new movement in Russian business and the non-profit sector. The information efforts of participants in the development of social entrepreneurship are aimed at a certain group of people who are engaged in social business. Nevertheless, the potential for public support is growing due to the positive attitude of the population towards entrepreneurs and the possibility of participation of non-governmental organizations in solving social problems and rendering social services (Gladkikh *et al.*, 2017).

The subject of social entrepreneurship can carry out activities in the following areas: employment of socially unprotected groups of the population, their professional orientation, social services, organization of social tourism, production, sale of medical equipment and supplies, provision of cultural and educational activities, provision of educational services.

The social enterprise is characterized by certain properties:

- it is created to solve a social problem or to mitigate it;
- it offers a new business model for the provision of quality services and products;
- activities are carried out through the sale of goods and services.

Unlike non-profit organizations (NPOs), whose commercial activities are additional, such activities for a social enterprise are a means of achieving social goals. However, the main goal of creating an NPO and a social enterprise is to implement a social mission.

Social problems existed in any society. They were associated with the limited nature of all types of resources and proceeded from the inability to provide all members of society with equal opportunities for self-realization in many spheres of public life. In this case, the social entrepreneur is the locomotive of evolution in the understanding of justice, raising the level of responsibility higher. Regardless of state policy, there is a request of the society, there is a citizen's need for self-realization, development, and social entrepreneurship can contribute to this. An enabling environment is created for the development of social entrepreneurship through educational, scientific, informational support.

Center for Social Entrepreneurship and Social Innovations of the Higher School of Economics under the leadership of Moscovskaya A.A. conducted a detailed study of social entrepreneurship in Russia and presented a number of cases of social enterprises from Russian and foreign practices. The first steps of research in the field of social entrepreneurship were made in 2006 by the center of social entrepreneurship and social innovations. SocPolitika.ru became the pioneer of the project. Wide information coverage of social entrepreneurship,

acquaintance with the cases will help to learn and involve in this type of activity more supporters with the help of which it will be possible to make real breakthroughs and qualitatively change certain spheres of public life. Moscovskaya A.A. defines social entrepreneurship as a new way of socio-economic activity, while combining the social purpose of the enterprise with entrepreneurial innovation and the possibility of sustainable self-sufficiency.

The basis of social entrepreneurship is the functioning of social enterprises, which are created to solve social problems. The key features of such an entrepreneurial structure are:

- the predominance of social mission over commercial objectives;
- the enterprise is competitive and self-sustaining (grants or donations are not excluded);
- social and economic resources are combined in an innovative way to achieve financial sustainability of the enterprise and fulfill the mission (Moscovskaya, 2011).

At present, the infrastructure for supporting social business has been created and effectively functioning in the Russian Federation. For example, the following organizations exist: Center for Strategic Initiatives, Russian Union of Industrialists and Entrepreneurs, Social Innovation Centers; the following funds exist: the Foundation for Regional Social Programs "Our Future", the Charity Fund "Towards Change"; there are the following portals and social networks - Portal "New Business: Social Entrepreneurship", Portal "Bank of Social Ideas". Educational institutions begin to prepare specialists who are in demand at the present time and will be in demand in the near future. For example, an expert on the "image of the future" of a child, a consultant for healthy old age, a manager of crowdsourcing platforms, an eco-worker, a social worker for adapting people with disabilities through the Internet, IT-medic and other promising areas of social entrepreneurship (Atlas of new professions, 2014).

Social enterprises are represented in the constituent entities of the Russian Federation. The main mechanisms and institutions for promoting social entrepreneurship in Russia are the Foundation for Regional Social Programs "Our Future", the Ministry of Economic Development of the Russian Federation, the Center for Social Entrepreneurship and Social Innovations as part of the Higher School of Economics, Centers for Innovations in the Social Sphere, providing infrastructure support for social entrepreneurship. The function of the conductor of social entrepreneurship is the Fund for Regional Social Programs "Our Future", founded in 2007 by Vagit Alekperov. The Fund is created for the implementation of socially significant programs and projects, influences the development of social entrepreneurship in the world, interacts with Russian and foreign partners, provides financial, information support, develops legislative initiatives and educational programs.

The Ministry of Economic Development implements the subprogram "Development of small and medium-sized businesses" of the state program "Economic development and innovative economy", which provides for serious mechanisms for supporting social business.

The Center for Social Entrepreneurship and Social Innovations within the Higher School of Economics conducts research, consulting, training in the field of social entrepreneurship.

On January 25, 2015, the Council for the Development of Social Innovations of the Subjects of the Russian Federation under the Federation Council was established (Council of Federation of the Federal Assembly of the Russian Federation, 2018).

In Russia, many business projects are successfully implemented. For example, the "Farmers' School" is in the Perm region, "The organization of an Orthodox community for the homeless" in the Tver region, "The House by the Park" is a boarding house for elderly people in the Moscow region, and a specialized travel company "Liberty" is organizing tours for Russian and foreign wheelchair users in cities in Russia and abroad. (Social Entrepreneurship in Russia, 2013) Social entrepreneurs take on the performance of some of the functions of the state, there is a certain benefit from public-private partnership. A certain length of service in this field and ensuring a high quality of service is required for inclusion in the register of social service providers.

Social entrepreneurship as an independent social and economic phenomenon in Russian business is a new concept, but it has long been widespread in some countries of the world. World experience has proved the financial sustainability and self-sufficiency of social initiatives. Russian society is used to solving social problems by subsidies. Existing models should be adapted to the realities of Russian business while using the practical experience of foreign countries in this field.

In 1980, a well-known activist Bill Drayton became the creator and leader of the international network of social entrepreneurs Ashoka. He is called the godfather of social entrepreneurship. The Foundation supports social entrepreneurs all over the world, operates in many countries. In addition to financial assistance, the Foundation provides consulting assistance, facilitates the creation of infrastructure and financial systems to support and develop the civil sector, and promotes the spread of social innovation.

The mission of social entrepreneurs is to offer business solutions to solve social problems, change the world for the better and get benefit the whole society. David Bornstein noted in the book "How to change the world," that the deeds and thoughts of people unite the world. He singled out social entrepreneurship as a phenomenon that arose from improving the welfare of the population, increasing the number of middle class. These factors make it possible to finance social projects, raise citizens' awareness of social problems and their consequences, and remove barriers to participation of the most vulnerable categories of citizens. (Bornstein, 2012)

Gregory Dees described the inefficiency of social enterprises as the reason for their appearance in the article "The Importance of Social Entrepreneurship". The author also considers that the terms "business" and "entrepreneurship" are not identical, he considers the social entrepreneur as the carrier of a social mission. He believes that profit is not a goal, but only a means of achieving a social effect (Gregory Dees J, 1998).

Cases for the provision of social services to the population are an example of the development of social business throughout the world and serve as one of the best international practices in the field of social entrepreneurship.

For example, Masu Katayama from Japan opened care homes for older people as commercial establishments that differed significantly from state institutions with low quality care and private homes of high comfort class available to families with high incomes.

Commercial institutions for the care of the elderly were available to many segments of the population, provided a decent quality of care and comfortable level of comfort for the home environment, corresponded to the quality of the content of the ISO-9001 standard.

In France, Marie Noel Besancon tries to integrate mentally disabled people and drug addicts into society, using innovative methods of treatment, not excluding these people from society.

Barbara Sadowski from Poland opened a school "Kofoed School" for homeless people, socializing them in society.

Heidi Wang from Norway ensured the introduction of a support system for people with dementia not at the thermal stage; this system focuses on the prevention of the disease, its early diagnosis.

The rehabilitation program for drug addicts, developed by Jacek Alaba from Poland, focuses on reducing the risk of relapse. Patients are put in real life situations, are not isolated from society, and are given the necessary skills to activate internal forces to resist drug dependence (Moscovskaya *et al.*, 2015).

3. Results of the Study

Social entrepreneurs invent new ideas, business models, ways of making a profit, create a real opportunity to influence the policy of the state.

The life expectancy of the world's population has increased, but the share of older generations is accompanied by their increase. The population of Russia is aging, and the number of elderly people is growing all over the world. The rapid growth in the number of older people and people in need of care creates the preconditions for the development of social entrepreneurship in this sector (Official site of the Federal State Statistics Service, 2018).

Table-1. Demographic indicators in Russia

	2005	2010	2015	2016	2017
Population aged over the able-bodied, thousand people	29353	31186,1	35163,4	35986,3	36685,1
Life expectancy in the Russian Federation, the number of years	Men - 13; Women -23	Men - 15; Women -24	Men - 15,86; Women -25,62	Men - 15,96; Women -25,8	

Source: author's data on the basis of Rosstat official data

The demographic forecast assumes strengthening of a tendency of aging, deterioration of age structure. Such indicators make new demands on the social sphere, economy and culture. There are new opportunities for the growth of social business, which effectively work in many countries of the world.

Social franchising refers to the tool of business development, and is able to solve or mitigate the social problem. A social franchise provides for the use by another legal entity of a brand of a successful business model for a fee. The franchise of social business should have signs of innovation, both in the idea of solving the social problem, and in the mechanisms for realizing the goals.

A distinctive feature of social business from a non-profit organization is the independence of the project from grants and donors, orientation to making a profit. However, the main task of social business is to provide assistance. The combination of a commercial goal and social franchising can serve a noble purpose, which is expressed in caring for people and is oriented toward their benefit.

The complexity of the definition of "social entrepreneur" is associated with the nature of investment and profit. In the social business, financial and social investments, as well as profits, are received in the form of social capital. Social business in payback takes time, slow, but stable due to the urgency in the need to meet the needs of people. Creation of the consumer will help the businessman, and then the economy will develop, and will be self-sufficient.

Crowdfunding platforms in solving social problems can be a method for financing and realizing their ideas. Thus, it is possible to contribute to solving the problem of lack of financial resources and information support of social projects in Russia.

Fundraising and crowdsourcing will not replace business mechanisms in social entrepreneurship that are oriented toward self-sufficiency, profit, but are additional opportunities for financial sustainability of the enterprise, help to achieve social goals. Therefore, the tools of repayable financing are more often used.

The main problems of social entrepreneurship should be noted.

Law 209-FZ "On the development of small and medium-sized businesses in the Russian Federation" classifies social entrepreneurs as small and medium-sized businesses. Federal Law No. 209-FZ (2007). The development of a new version of the draft law on social entrepreneurship will provide a correct definition and explanation of who should be considered a social entrepreneur. This creates problems of providing targeted support measures to participants in social business. Securing the notion of "social entrepreneur" at the legislative level will promote the popularization of this type of activity and recognition of public importance, and will also become the legal basis for the formation and development of social business. Introduction to the legal field of the category "social entrepreneurship" is aimed at the removal of information, property and organizational restrictions in the development of small and medium-sized businesses that carry out activities in the social sphere.

Small and medium-sized businesses do not have enough experience in the social sphere.

One of the main problems in Russia is the lack of awareness of the models and experience of social entrepreneurship in Russia and the world.

The financial problem is the importance of maintaining a balance between sociality and business. The transition to the social direction will not work because of the lack of funds for business development. Business, marketing, promotion of services, goods, partner search, has a significant value, assumes certain financial costs. Social entrepreneurship requires a constant attraction of borrowed funds. Insufficient financing is a great danger for social entrepreneurship, which prevents the creation of new social business models. In the absence of a wide range of financial services, the potential of social entrepreneurship will not be fully disclosed, and it will be lost. There are many social problems in the country that need to be addressed. Large banks do not have lending programs for social entrepreneurs, so this niche for business is promising.

Mechanisms for the implementation of social entrepreneurship have not been developed. Criteria for referring small and medium-sized businesses to social entrepreneurship are not indicated. The main parameters should be the creation of jobs for certain categories of citizens or activities aimed at improving the quality of life of the population, providing opportunities to meet their basic life needs. Due to the adoption of these two components at the legislative level, participants in the social business community will receive "certain benchmarks, standards".

Creation of innovation centers in the public sector with uniform requirements. Such centers can provide comprehensive legal and information support to applicants.

In Russia, a new status for NPOs, which received the name - a performer of socially useful services, appeared. Only 15 organizations received this status because of the complicated procedure for obtaining this status, namely, in proving the proper quality of services; the stages of obtaining status are excessively formalized. The law, which simplifies the procedure for the entry of non-profit organizations into the register of social service providers, was signed by the President of the Russian Federation (Federal Law No 320, 2017).

The following is an analysis of the strengths and weaknesses of the project, the opportunities and threats to the development of social business, using the SWOT analysis tool.

Table-2. SWOT Analysis of the Prospects of Social Business in Russia

Strengths	Weaknesses
<p>The need to be useful (self-realization), personal interest of the businessman in the successful implementation of his activities; Emotional involvement; Sustainability of business (financial independence). Project: strong motivation of employees, belief in the possibility to change society; the possibility of self-realization of employees; an innovative approach to problem solving. Fundraising: can attract resources (grants, donations) from any sources (commercial organizations, individuals, public funds); can easily attract non-monetary resources (volunteers, equipment, supplies, etc.). The state gets rid of the need to develop new methods for solving social problems, reduces its costs, as well as the time for implementing programs</p>	<p>1. Infrastructure: Difficulties related to the implementation of entrepreneurial activities 2. Awareness: lack of communication within the community 3. Legislation: Lack of encouragement (assistance) from the state lack of (mass) state support 4. Mentality (Dependent): Weak civil society; Ignorance and fear of doing business Project: there is disagreement in understanding the long-term goals and objectives of the NPO; projects do not always work directly to achieve the organization's goals; Communicative: there is no regular work with the press; There are insufficient contacts with decision-makers. Fundraising: lack of resources for the overall development of the organization; there is no money for "image products"; for the execution of projects, money is required for articles that are not budgeted; inefficient use of other (non-monetary) resources; the entire budget is based on revenues from one or two sources. Employees of state structures do not have a personal interest in providing assistance and support to those in need, slowing down the process of providing assistance and implementing deadlines.</p>
Opportunities	Threats
<p>1. Internal motives and resources Development of civil consciousness 2. International experience 3. Support programs, financial resources and</p>	<p>1. Legislation Undeveloped legislative framework; Absence of the "Law on Social Entrepreneurship". 2. Culture / Information</p>

<p>interest in the issue The emergence of new partners - tourist, social, children's organizations.</p>	<p>Distrust of individual entrepreneurship; Ignorance of the existence of social entrepreneurship; False interpretation of the concept of social entrepreneurship. 3. Corruption 4. Finance Instability; Taxes; Weakening the trust in public organizations due to negative coverage of their activities in the media as a whole.</p>
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The opportunities turned out to be enormous, and the threats are understandable and surmountable (besides, identical threats for small businesses in principle). The emergence and development of successful social enterprises in the interests of the state, the social businessman and its beneficiary, testifies to the existing prospects for the development of this direction in Russia.

One of the first and main areas of social business is to establish effective communication between individual social entrepreneurs so that people know about each other and can help with advice, ideas, and experience. Dialogue between stakeholders in this area is connected with the search for new tools for solving social problems.

Russian social enterprises are not integrated into the world practice, they solve the problems of their own group or community. To solve social problems, special attention should be paid to social and entrepreneurial projects combining both social and economic effects.

The main measures to solve problems in the tax system for beginning social entrepreneurs can be the provision of tax holidays, tax benefits, the provision of tax preferences, the development of a network of incubators and research centers, the development of educational programs to train future social entrepreneurs.

It is advisable to actively develop centers for training social entrepreneurship, skills of creating a social business, solving problems of the local community. The acquisition of knowledge and skills on the main methods of business planning and project management, organization of activities in the process of launching and implementing a social entrepreneurship project is topical, which is an important moment and the key to success in this segment of the economy.

The organization of free online courses, the passage of the quest from the selection of ideas to the drawing up of business models, cooperation and the creation of a single database for the exchange of experiences between social entrepreneurs, support by state authorities of such entities are important tools for creating valuable foundations for this type of activity. Enlightening aspect is essential for giving a positive image of a social entrepreneur in the eyes of the population and officials. Recognition of the importance of working in this direction is necessary, since many believe that social business solves social problems and builds its own business on this. Therefore, entrepreneurs need public support and legal protection, recognition of the importance of this type of activity.

3. Conclusion

Social entrepreneurs are people who build their careers in accordance with personal humanistic ideas about the world. At present, this type of social business reformer is quite viable and relevant. All forms of property that meet certain criteria can be classified as social enterprises: the prevalence of social mission over commercial goals, ensuring self-sufficiency and financial stability, competitiveness, innovation implies working in those niches that are not fully affected or not mastered.

The development of social entrepreneurship is possible under certain conditions: the existence and severity of social problems, the desire of the state to share responsibility for the provision of social services, the establishment at the legislative level of the concept and criteria of social entrepreneurship, the readiness of the commercial sector to support social entrepreneurs as partners in solving social issues.

The ideas of social business are necessary and can awaken the consciousness and generosity in the young generation, provide an opportunity to change the world for the better. Social entrepreneurship is the right step towards popularizing this kind of activity in Russia, it can stimulate changes in society. Prospects for this sector are large, social entrepreneurship will be the mechanism that will allow us to move away from the raw-material model of the economy. It will be facilitated by the disclosure of the entrepreneurial potential of citizens, the awareness and replication of successful business projects.

The state drew attention to social entrepreneurship, recognized its existence, this gives a new impetus to the development of civil society. In modern society, humane should be not only the attitude of individuals to society and its members, but also the purpose of entrepreneurial structures. The famous physician Glenn Doman noted: "There is no false hope, there is a false despair." Social entrepreneurs will deduce their own formula for success and give impetus to new achievements; therefore, there is the opportunity to change the world for the better (Doman, 2005).

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