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A Critical Review of Social Entrepreneurship among Profit Organization in Malaysia

ABSTRACT

In Malaysia, social entrepreneurship is widely used to describe the effort of certain non-profit organizations or the government agencies to change the economical state of poor communities. However, this limited definition of social entrepreneurship has been argued and literatures have suggested that the definition of social entrepreneurship should be widened to include profit oriented organization as well. Though many large corporations are doing their part in terms of corporate social responsibility (CSR), how about SMEs that constitute 99.2% of establishments in Malaysia? There are many questions that are left unanswered about social entrepreneurship, particularly in Malaysia, due to the fact that social entrepreneurship field is considered very new in the country. Therefore this paper's objectives are to (1) discuss the situation of social entrepreneurship in Malaysia (2) the issue of profit organization's engagement with social entrepreneurship and (3) the benefits gained by venturing into social entrepreneurship by profit oriented organizations.

Keywords: Social entrepreneurship, profit organization, profit sector, Malaysia