INVESTIGATING THE SOCIAL ENTREPRENEURIAL INTENTION AMONG THAI POPULATION

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Abstract

This study empirically investigates the impact of dimensions of social entrepreneurial orientation, including social vision, social proactiveness, innovativeness, and risk-taking motive, on entrepreneurial intention towards social entrepreneurship-based business start-ups. Data was collected through an online-based survey from a sample of 400 individuals during the period of 2018-2020. The collected data was analyzed using Partial Least Squares Structural Equation Modeling to examine the proposed relationships in the conceptual model. The findings of the study revealed that personal values and motivations, such as the desire to create employment opportunities or have a positive impact on society, significantly influence social entrepreneurial intention among Thai individuals. Additionally, the study identified that social entrepreneurial attitude, social vision, and social entrepreneurial orientation were also crucial factors in driving social entrepreneurial intention. These findings complement existing research that highlights the significance of personal values, attitudes, and orientations in determining social entrepreneurial intention. However, it was found that social vision does not have a direct influence but rather an indirect influence on social entrepreneurial intention through social entrepreneurial attitudes. The research contributes to the existing body of knowledge in the field of social entrepreneurship and provides practical implications for policymakers, practitioners, and stakeholders working towards the growth of social-based entrepreneurship, ventures, and start-ups.

Keywords: Social Entrepreneurship, Social Entrepreneurial Orientation, Social Entrepreneurial Attitudes, Social Entrepreneurial Intention, Thailand

Introduction

Social entrepreneurship is a type of entrepreneurial business that aims to address social issues, create job opportunities, and promote venture growth through profit. This field is gaining significant attention from policymakers and academics worldwide due to its unique approaches to addressing socioeconomic concerns. The primary function of social entrepreneurship is to identify commercial possibilities and add social and economic benefits to society. Social entrepreneurs focus on solving various social and economic problems such as access to education, unemployment, poverty, drug abuse, human rights issues, and environmental degradation. Understanding the factors that influence an individual's inclination and readiness to engage in social entrepreneurship activities is critical to generating socio-economic value for the country. Despite the attention that social entrepreneurship has received from researchers and policymakers, empirical studies on the behavioral elements of entrepreneurs' intentions to work in social-based ventures and start-ups are still lacking in the literature (Nsereko, 2021). Experts suggest that having a realistic understanding of entrepreneurial orientation (EO) is crucial in determining an individual's willingness to pursue an entrepreneurial career in the future. EO was found to be strongly linked to intentions to become an entrepreneur, and its importance in predicting entrepreneurial desire cannot be overstated. Researchers have investigated the impact of various EO aspects on entrepreneurial intent and have found that, apart from innovativeness, risk-taking and pro-activity are also significant in influencing intentions to pursue entrepreneurship as a career option. For instance, in Thailand, risk-taking and innovativeness were found to be decisive factors in women's entrepreneurial intentions. Therefore, studying EO can be a beneficial tool for understanding individuals' attitudes and behavioral intentions towards entrepreneurship activities. This can aid in predicting their potential to become successful entrepreneurs and contribute to the economic growth of their countries (Mandongwe & Jaravaza, 2020). In addition, social entrepreneurship can assist small and medium-sized enterprises (SMEs) in enhancing their capacity to meet the evolving needs and expectations of consumers. Consumers are becoming increasingly aware of the social and environmental impact of the products and services they purchase, and social entrepreneurship can address this trend (Aydin, 2015). For instance, a study conducted by Foryt (2002), demonstrated that social entrepreneurs in Kenya developed innovative products and services that addressed pressing social and environmental issues, such as providing access to clean water and renewable energy. Through this approach, they could create new markets and attract more customers, ultimately increasing their competitiveness and profitability.

Small and medium-sized enterprises (SMEs) are a crucial aspect of Thailand's economy, as they make up the majority of businesses and are the primary job generators. They represent 99.73% of all businesses and account for 80.30% of all jobs (Office of Small and Medium Enterprises Promotion, n.d.). Small businesses comprise 72.83% of all businesses, which is the majority of SMEs. In terms of employment by sector, the service and retail sectors are responsible for 76.34% of total employment. The service sector represents 44.77% of total employment, while the retail sector accounts for 31.57%. In terms of revenue, SMEs contribute 39.6% of GDP, with small businesses contributing 27.8% and medium-sized businesses contributing 11.8%. SMEs play a significant role in Thailand's economy, contributing 26.25% of the total export value. The service sector is the largest contributor to Thailand's economy, accounting for 38.8% of the total GDP. Furthermore, it is crucial to note that the challenges faced by Thai SMEs are not unique to Thailand but are a global phenomenon. MO and EO strategies have been recognized as a means to overcome these challenges and achieve sustainable growth (Jimenez et al., 2012). MO strategies emphasize understanding and responding to customer needs and preferences, while EO strategies focus on innovation, risk-taking, and proactivity in identifying and exploiting market opportunities (Prasetyo & Kistanti, 2020). Previous research has shown that MO and EO strategies are positively related to

business performance (Tiwari et al., 2022). Therefore, in this study, we aim to investigate the impact of MO and EO strategies on SME performance in Thailand. By adopting a quantitative research approach, we will examine the relationship between these strategies and business performance, including revenue growth, profitability, and market share. The findings of this study can provide valuable insights for SMEs in Thailand to adopt effective strategies and achieve sustainable growth. Moreover, the study can contribute to the existing literature on MO and EO and their impact on business performance. Entrepreneurial intentions (EI) are critical in the process of starting a new business. The concept of EI is defined as the intention to establish a new firm. According to the literature, three basic hypotheses exist as antecedents of EI. The Theory of Planned Behavior (TPB) is the first model that considers three general antecedents of intention and behavior. The second model is Entrepreneurial Attitudes Orientation (EAO), which includes personality and demographic traits to explain the entrepreneur's mindset. The third model is the Leadership Effectiveness Analysis (LEATM), designed to assess the ability of people who want to start a new business Social Entrepreneurial Intention (SEI): The entrepreneurial intention has emerged as a key construct in the entrepreneurship literature and continues to pique researchers' interest due to its significance in the development of many countries. Studies have been undertaken to assess young adults' intentions to start a business in Thailand. The Thai economy was severely harmed by the economic crisis that began in mid-1997. As a result, the government and other connected agencies have launched many programs and activities to help improve and encourage entrepreneurship in the country (Mack & Mayer, 2016).

The study focuses on Thailand's entrepreneurial spirit, and the findings could have far-reaching implications for entrepreneurial education. The study adds to the literature through the methodology and empirical testing of several characteristics influencing young adults' entrepreneurial intentions in Thailand. The Ease of Doing Business Index ranks Thailand 12th out of 183 economies, reflecting the government's efforts to make it easier to start a business. Social entrepreneurship is a global phenomenon that has spread around the world. Social entrepreneurs play a vital role in promoting sustainable and equitable social and economic impacts toward the nations. However, social entrepreneurs still have difficulties attracting and retaining the quality of human talent and manpower in delivering social impact toward communities. Despite that, understanding social entrepreneurship intention and highlighting the significant determinants of social entrepreneurship intention is crucial. This study attempts to understand the tendency to choose social entrepreneurship as a career path, hoping to enhance the understanding of social entrepreneurship, specifically social entrepreneurship intention. The emergence of social entrepreneurship proves that it can find a better solution for social problems or issues that arise in the countries via its change agent known as social entrepreneurs. Social entrepreneurs focus on creating sustainable public wealth rather than private wealth.

The objectives of this research are 1) Examine the relationship between socio-demographic characteristics, personal values, and attitudes of individuals and their intention to engage in social entrepreneurship in Thailand in a more detailed and specific manner. 2) Identify and analyze any potential barriers or challenges that may hinder individuals from pursuing social entrepreneurial ventures in Thailand. 3) Identify and analyze any factors that may enable or support individuals to engage in social entrepreneurship in Thailand and explore how these factors can be further leveraged to encourage more social entrepreneurial activities. 4) Provide valuable insights that can inform the development of policies, programs, and initiatives aimed at supporting the growth and success of social entrepreneurship in Thailand.

Research Methodology

The purpose of this study is to examine the factors that impact social entrepreneurial intention among the Thai population. Specifically, the research aims to gain insights into the factors that drive individuals in Thailand to launch and operate social entrepreneurial ventures. Social entrepreneurship is a business strategy that seeks to tackle social and environmental issues while generating financial and social value. It is increasingly viewed as a potential solution to some of the world's most pressing social and environmental challenges. To identify potential target groups for social entrepreneurship programs and interventions, it is important to examine the characteristics, personal values, and attitudes of individuals in Thailand. This study also seeks to shed light on the dynamics of social entrepreneurship in Thailand, including potential opportunities and challenges. Specifically, the research will explore the relationship between social entrepreneurial attitudes (SEA), social vision (SV), and social entrepreneurial orientation. Social entrepreneurial orientation includes innovativeness (INNO), social proactivity (SPro), and risk-taking motivation (RTM), all of which can influence social entrepreneurial intention (SEI). Understanding the interplay between these factors is crucial to promoting the growth and sustainability of social entrepreneurship in Thailand.

Population and Sample

This study focuses on individuals in Thailand who have either initiated or expressed an interest in launching a social entrepreneurial venture. These individuals can be identified through a variety of networks, including online networks, community organizations, and personal and professional connections. The researcher utilized a sample of participants for practical and cost-effective reasons. However, it is essential to consider the sampling method to ensure that the sample is representative of the larger population and that the findings are valid. Furthermore, sampling has the potential to provide valuable insights and understanding of patterns and trends, including relationships, within the broader population (Chaokromthong & Sintao, 2021). This study is subject to certain limitations, including the possibility of sampling bias, as the exact size of the population is not known, and the sample may not entirely reflect the broader population. Furthermore, the study relies on self-reported data from the participants, which may be vulnerable to response bias or inaccuracies. Additionally, the study has a cross-sectional design, which means it is limited in its ability to establish causality between the variables under investigation.

Sample size estimation to mitigate the potential for sampling bias, the study estimated the sample size. This approach is consistent with the recommendation of Krejcie & Morgan (Krejcie & Morgan, 1970), who suggested a minimum sample size of 379 to achieve a 0.05 percent sampling error and a 95% confidence level. The researcher collected a sample of 400 individuals to explore the factors that drive individuals in Thailand to initiate and operate social entrepreneurial ventures. The sample size was carefully determined to ensure that it is sufficiently large to represent the broader population accurately, reducing the possibility of sampling bias.

Research Tools and Analytical Statistics

The study employed survey questions as research instruments, and an organized questionnaire was designed as a data collection tool for the survey. The questionnaire consisted of 23 items, which were divided into four components. To validate the measures, items from previous research were utilized. The construct of social entrepreneurial intention was evaluated using five items adapted from Urban & Kujinga (2017). For the attitude towards social entrepreneurial attitude, five measures were incorporated from the scale developed by Miranda et al. (2017). However, the scale only consisted of nine items and was modified to align with the social entrepreneurial orientation context of the study. To assess innovativeness, three aspects from Mandongwe & Jaravaza (2020) were utilized. Risk was measured using three measures from Sulphey & Salim (2021) and social proactivity was assessed using another three

measures from the same study. Finally, four measures were used to examine social vision (Sulphey & Salim, 2021). The data was analyzed by classifying it according to the objectives of the synthetic study in order to gain an overview of the factors that could impact the study's conclusions. The study results were presented in a descriptive report, which was divided into two parts. Part-1: The general findings of the study present the characteristics of the respondents, including age, gender, education level, income, and occupation. The data is displayed using frequency and percentage tables, with a focus on the participants' attitudes towards Social Entrepreneurship. Each demographic characteristic is presented in a separate table, showing the actual number of respondents and corresponding percentage. Part-2: The specific findings of the study showcase the results of each analysis step carried out to validate the consistency of the statistics used to examine and evaluate the Model validity. This includes evaluating Construct reliability, Convergent Validity, and Discriminant Validity, which assess aspects of the SEM model that are not directly tied to the goodness of fit. Furthermore, Fit Index and Model validity measurements are used to assess the goodness of fit of the SEM. The study concludes by presenting a Structural Equation Modelling measurement and acceptable thresholds table that summarizes the sequence of data analysis steps. The analysis was carried out using the ADENCO software program. A 5-level scale (Krejcie & Morgan, 1970) was used for the respondents to choose, with "1" indicating the lowest level of satisfaction and "5" indicating the highest level of satisfaction. 5-level average interpretation criteria were used, with the average of 1.00-1.80 indicating Strongly Disagree and the average of 4.21-5.00 indicating Strongly Agree. The validity test and questionnaire confidence test yielded an alpha coefficient of 0.935, which was considered acceptable, allowing for data collection with the sample. Descriptive statistics were used for quantitative analysis, including finding the frequency, percentage, arithmetic mean, and standard deviation.

The analysis process involved using the ADANCO software program (version 2.1.1.) (Henseler et al., 2015) to conduct Structural Equation Modeling (SEM). Several steps were taken to verify the consistency of the statistics used to examine and evaluate the model validity, including assessing the reliability of the constructs, convergent validity, and discriminant validity. These evaluations assess aspects of the SEM model that are not directly related to the goodness of fit. Fit Index and Model validity measurements were also utilized to assess the goodness of fit of the SEM.

Research Results

The general findings of the study present the demographic profile of the respondents. The characteristics of the respondents included sex, with 256 women (64%). The 24-34 age group accounted for 33.3% of participants, and 44.8% of respondents had education levels corresponding to bachelor's degrees. The majority of the respondents (75.3%) fell into the middle-income category, defined as having a monthly salary between 10,000 and 30,000 baht. The occupation distribution showed that employees of private agencies made up the majority (48.0%). Part 2 of the study presents specific findings and answers to research questions. The mean interpretation of responses ranked into five ranges is presented in the methodology section under Research Tools and Analytical Statistics. This section includes data collected and analyzed for each construct, including SEA, SV, SEO, and SEI, based on mean and standard deviation values, which were used as preliminary inputs for the next analytical statistics. Displays that the average mean score for Social Entrepreneurial Attitude at the "Strongly Agree" level is ($\bar{x} = 4.28$, SD = 0.76), while Social Vision has an average mean score of ($\bar{x} = 4.24$, SD = 0.77) at the same level. Similarly, Social Entrepreneurial Orientation has an average mean score of ($\bar{x} = 4.26$, SD = 0.81) at the "Strongly Agree" level, and the average mean score for Social Entrepreneurial Intention is ($\bar{x} = 4.25$, SD = 0.82) at the "Strongly Agree" level.

In SEM, constructs are measured by multiple indicators, and their validity is evaluated by examining how well they represent the underlying theoretical construct. The results of these assessments, including Construct Reliability, Convergent Validity, and Discriminant Validity, were provided in Table 1-2, with acceptable thresholds presented in the methodology section. In the methodology, the last column of Table 1 displays the acceptable level of internal consistency for Convergent Validity. Convergent Validity refers to the degree to which indicators of a construct are related in the expected manner. It determines whether multiple indicators of the same construct are highly correlated with each other and related to other constructs in the anticipated manner. Fornell & Larcker (1981) suggested that the Average Variance Extracted (AVE) should be greater than 0.50, and the factor loadings for individual indicators should be greater than 0.70. Table 2 displays the results of the discriminant validity tests, which confirm the appropriateness of discriminant validity. The diagonal values represent the square root of the Average Variance Extracted (AVE) for each construct, while the off-diagonal values show the correlations between the constructs. The results show that the off-diagonal values are lower than the diagonal values, indicating that each construct is more strongly related to its indicators than to other constructs. This supports the notion of discriminant validity and provides evidence that the measures used in this study are not measuring the same construct. Therefore, the results demonstrate that the constructs are distinct and independent from each other.

Table 1 Overall Construct Reliability Loading and Convergent Validity

Construct	Dijkstra-Henseler's rho (ρA)	Jöreskog's rho (ρc)	Cronbach's alpha (α)	AVE
Social Entrepreneurial Attitude	0.9117	0.9058	0.9069	0.6597
Social Vision	0.9230	0.9229	0.9230	0.7996
Social Entrepreneurial Orientation	0.9010	0.9002	0.8995	0.7506
Social Entrepreneurial Intention	0.9512	0.9512	0.9512	0.8666

To ensure that the structural equation model accurately represents the relationships between observed and expected covariance matrices of the variables being studied, the goodness of fit of the model must be assessed using standardized root mean square residual (SRMR) and goodness-of-fit (GoF) statistics. The variables analyzed in this study include Social Entrepreneurial Attitude, Social Vision, Social Entrepreneurial Orientation, and Social Entrepreneurial Intention. To evaluate the model fit, the researcher selected "evaluate model fit" in the Run dialog while running ADANCO. If the theoretical model was accurate, ADANCO 2.1.1 generated the SRMR's 95% ("HI95") and 99% percentiles ("HI99"). The results of the SRMR evaluation are presented in Table 3, where the SRMR value was 0.0303, and it met the criteria for model fit along with the 95% ("HI95") and 99% percentiles ("HI99"). Figure 1 illustrates the selected Structural Equation Model. In addition to SRMR, partial least squares SEM can also be used to analyze complex data structures and assess model validity.

Table 2 Discriminant Validity

Construct	SEA	SV	SEO	SEI
Social Entrepreneurial Attitude	0.6597			
Social Vision	0.6480	0.7996		
Social Entrepreneurial Orientation	0.5785	0.4945	0.7481	
Social Entrepreneurial Intention	0.6537	0.6748	0.5984	0.8667

Table 3 Goodness of model fit (saturated model)

Value	SRMR	HI95	HI99
	0.0303	0.0235	0.0273

Once the SEM model has been finalized through various steps of model specification, estimation, fit assessment, validation, and modification, it can be used for final analysis. In SEM, R^2 is a statistical measure of fit that represents the proportion of variance in the dependent variable that is explained by the independent variables in a regression model. It is expressed as a percentage and ranges from 0 to 100% (Hair et al., 2017). In Figure 1, a higher R2 value indicates a better fit between the model and the data, suggesting that a larger proportion of the variation in the dependent variable (SEI) is explained by the independent variables (SEA, SV, and SEO). Table 4 displays the outcomes of the Partial Least Square-Structural Equation Model, a widely used variance-based, descriptive, and predictive method for SEM (Ziggers & Henseler, 2016). The PLS-SEM approach allows for exploratory and confirmatory research without any constraints on population distribution (Chin et al., 2003). The p-value <0.05 indicates a significant correlation between the five hypotheses and latent variables. The results of the study, which investigated the social entrepreneurial intention among the Thai population using a structural equation model, revealed strong relationships between variables, namely Social Entrepreneurial Attitude, Social Vision, Social Entrepreneurial Orientation, and Social Entrepreneurial Intention, among Thai individuals. The original coefficients for these relationships were 0.259, 0.5344, 0.4102, 0.3848, and 0.3876, respectively. The mean values for these relationships were 0.2529, 0.5346, 0.5470, 0.3862, and 0.3906, respectively, with standard errors of 0.0918, 0.0691, 0.0594, 0.0723, and 0.0620, respectively. The t-values for these relationships were 2.8223, 7.7342, 9.2361, 5.3236, and 6.2514, respectively. All five hypotheses tested showed p-values <0.05, indicating highly significant results. Table 4 shows the results of the hypothesis testing and the path coefficient.

Table 4 Path Coefficient and Hypothesis Testing Results

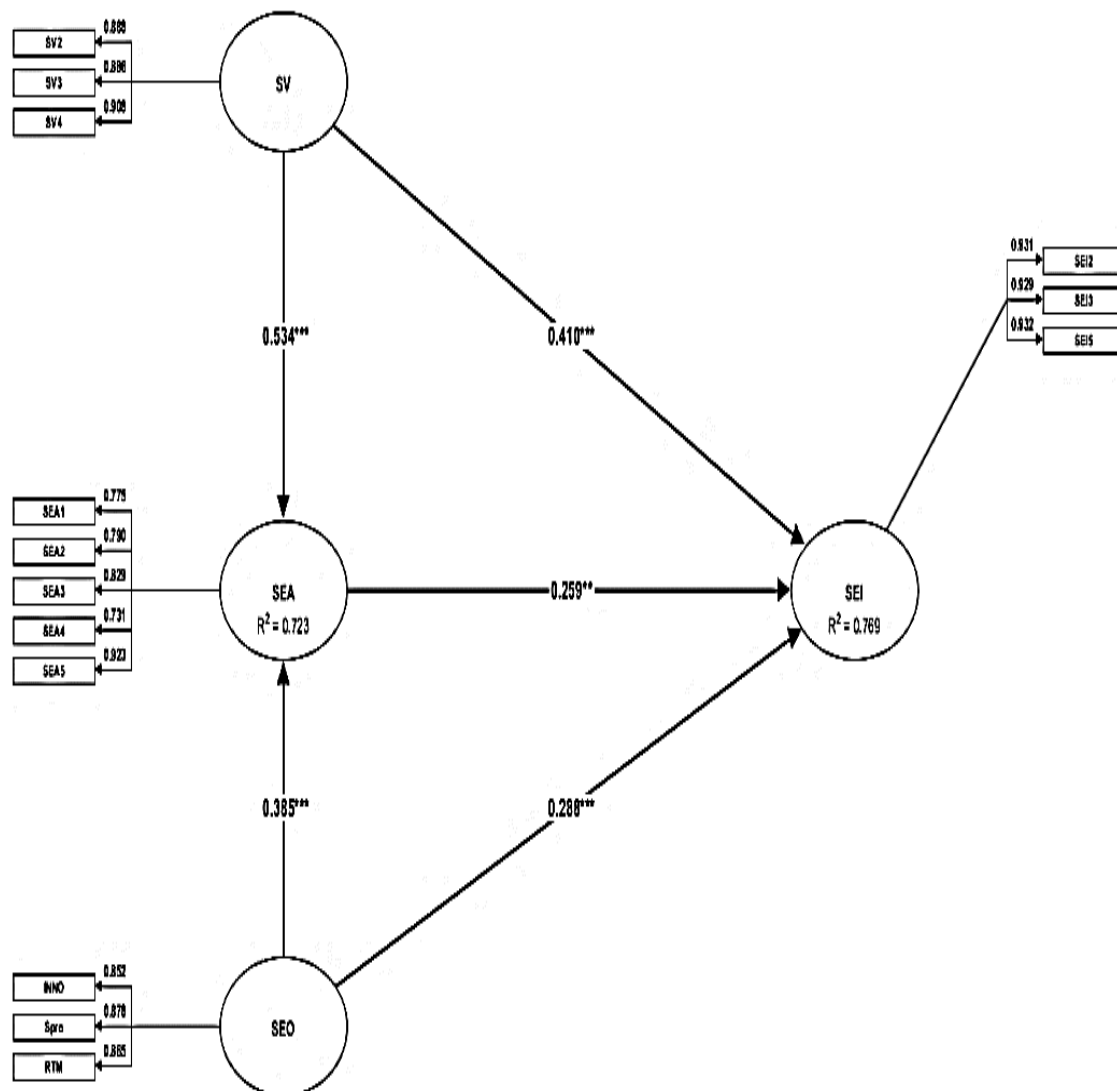| Effect/Hypothesis	Original Coefficient	Mean Value	S.D.	t-value	p-value (2-sided)	Interpretation
SEA -> SEI	0.2591	0.2529	0.0918	2.8223	0.0049	Accept
SV -> SEA	0.5344	0.5346	0.0691	7.7342	0.0000	Accept
SV -> SEI	0.4102	0.5470	0.0594	9.2361	0.0000	Accept
SEO -> SEA	0.3848	0.3862	0.0723	5.3236	0.0000	Accept
SEO -> SEI	0.2876	0.3906	0.0620	6.2514	0.0000	Accept

Figure 1 Partial Least Square-Structural Equation Model

Discussion and Conclusion

The findings of the study regarding social entrepreneurial intention among the Thai population unveil that the four distinct variables—namely, Social Entrepreneurial Attitude, Social Vision, Social Entrepreneurial Orientation, and Social Entrepreneurial Intention—all received scores at the "strongly agree" level on a Likert scale from 1 to 5. The calculated mean score amounted to 0.8. Notably, the overall construct reliability and convergent validity were both deemed acceptable. The Average Variance Extracted (AVE) values for SEA, SV, SEO, and SEI stood at 0.6597, 0.7996, 0.7506, and 0.8666, respectively—each exceeding the threshold of 0.50. This attests to the robust reliability and convergent validity of these variables. Additionally, the study confirms that discriminant validity met satisfactory standards, as the square root of each construct's AVE surpassed the correlations between that construct and others. Moreover, the Goodness of Fit value computed at 0.0303 satisfies the criteria for a well-fitting model, remaining below the threshold of 0.08. This underscores the model's apt fit for the data.

The study's outcomes underscore the pivotal role of personal values and motivations—such as the aspiration to generate employment opportunities or foster positive societal impact—in shaping social entrepreneurial intention among Thai individuals. Furthermore, the study underscores the significance of social entrepreneurial attitude, social vision, and social entrepreneurial orientation in propelling social entrepreneurial intention. These discoveries

complement previous research emphasizing the impact of personal values, attitudes, and orientations on social entrepreneurial intention (Mandongwe & Jaravaza, 2020). Nonetheless, the study also brings to light potential challenges faced by Thai individuals in pursuing social entrepreneurial ventures, including limited access to funding and a deficiency in knowledge and skills (Foryt, 2002; Nsereko, 2021; Walailak et al., 2023). This revelation underscores the necessity of addressing structural barriers and limitations that could deter individuals from embarking on social entrepreneurship as a career path.

In summation, the research on Exploring Social Entrepreneurial Intention among the Thai population provides a substantive contribution to the realm of marketing by providing insights into the factors shaping Thai individuals' drive to initiate and operate social ventures. By discerning hindrances and catalysts that could impact social entrepreneurial intention, marketers and businesses can design targeted campaigns and initiatives that inspire people to contemplate social entrepreneurship as a viable career option.

To conclude, the inquiry into Social Entrepreneurial Intention among the Thai population has yielded substantial insights for the marketing domain. The study's findings affirm that social entrepreneurial attitude, social vision, social entrepreneurial orientation, and social entrepreneurial intention serve as robust predictors of Thai individuals' motivation to establish and manage social entrepreneurial ventures. These variables exhibit commendable reliability, convergent validity, and model fit, indicating their potential in deciphering the factors influencing social entrepreneurial intentions among Thai individuals. Furthermore, the study highlights a range of impediments and catalysts that policymakers and practitioners should consider when bolstering the growth and prosperity of social entrepreneurship in Thailand. This research enriches the expanding body of knowledge on social entrepreneurship and furnishes practical guidance for marketers and businesses seeking to invigorate and facilitate social ventures in Thailand and beyond.

Developing policies, programs, and initiatives aimed at fostering the expansion and success of social entrepreneurship in Thailand necessitates valuable insights rooted in rigorous research and empirical evidence (Austin et al., 2006; Dacin et al., 2010; Mair & Marti, 2006). These insights serve several crucial purposes:

1) Informed decision-making: Policies, programs, and initiatives grounded in valuable insights tend to be more effective and impactful. Rigorous research equips policymakers and program implementers with evidence to make informed choices, channelling resources towards initiatives based on solid evidence and higher prospects of success. 2) Contextual comprehension: Thailand's distinctive cultural, social, economic, and institutional backdrop can influence the growth of social entrepreneurship. Valuable insights offer a profound understanding of the local context, its challenges, and opportunities, essential for tailoring pertinent policies, programs, and initiatives. 3) Barrier identification and solutions: Valuable insights illuminate barriers and hurdles encountered by social entrepreneurs in Thailand—be it regulatory obstacles, limited financial access, lack of supportive networks, or cultural norms. By identifying these barriers, researchers can propose pragmatic strategies for inclusion in policies and initiatives, effectively tackling these challenges. 4) Best practices promotion: Valuable insights spotlight successful models of social entrepreneurship in Thailand or elsewhere, serving as inspiration for policymakers and practitioners. These exemplars inform the design and execution of policies, programs, and initiatives, facilitating the replication of success stories while averting potential pitfalls. 5) Monitoring and evaluation: Valuable insights furnish the foundation for gauging the impact and efficacy of policies, programs, and initiatives for social entrepreneurship in Thailand. By establishing clear metrics based on research findings, policymakers and implementers can appraise outcomes and fine-tune efforts for better outcomes.

The analysis and exploration of factors catalysing or facilitating engagement in social entrepreneurship in Thailand are pivotal to grasping the drivers of such activities in the country. This, in turn, assists in devising strategies to foster more initiatives (Kansuntisukmongkol, 2017; Ngaosuvan & Khaokaew, 2019; Piriyakul & Chakrabandhu, 2017; Wacharasin, 2017). Primarily, cultural and social norms in Thailand—prioritizing social impact and communal well-being—act as propellers for social entrepreneurship. Concepts like the "sufficiency economy" and "social harmony" instill sustainability, resilience, and community empowerment. Such norms nurture a supportive atmosphere for social entrepreneurship by fostering a sense of social responsibility and urging individuals to devise innovative solutions to societal dilemmas. Furthermore, networks and collaborations play a crucial part in supporting social entrepreneurship. Strong bonds among social entrepreneurs, governmental bodies, non-profits, and other stakeholders facilitate knowledge exchange, resource pooling, and mutual assistance. These networks grant access to mentorship, funding, and market prospects—critical components for the triumph of social entrepreneurial endeavours. Enabling policies and regulatory frameworks also create a conducive backdrop for social entrepreneurship. Policies offering tax incentives, funding avenues, and legal acknowledgment for social enterprises motivate individuals to partake in social entrepreneurial undertakings. Additionally, policies advocating social innovation, impact measurement, and social procurement amplify the influence of social entrepreneurship, beckoning more participants.

Lastly, education and skill enhancement are key to nurturing social entrepreneurship in Thailand. Accessible education and training programs pertaining to social entrepreneurship, business development, and impact measurement can refine the abilities of budding social entrepreneurs. Capacity-building initiatives empower individuals to address societal challenges effectively through entrepreneurial means.

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