

Research Article

SOCIAL INNOVATIONS AND SOCIAL ENTREPRENEURSHIP IN THE CONTEXT OF POST-WAR RECOVERY OF UKRAINE: CONCEPTUALISATION AND LEGAL ASPECTS

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ABSTRACT

Background: *Global experiences of post-war and post-conflict recovery and reconstruction show that preparations for the post-war period should begin even before the conflict ends. For Ukraine's post-war recovery, promoting social entrepreneurship and implementing social innovations is crucial. These efforts will foster practical cooperation between the state, businesses, and the public, addressing various challenges collectively, solving socio-economic problems, and implementing reforms.*

The purpose of this article is to study the essence and evolution of knowledge about constructs and concepts in the fields of social innovation and social entrepreneurship, to substantiate the opportunities for the dissemination of social innovations, and to create conditions for social entrepreneurship in addressing social needs in the context of Ukraine's post-war recovery.

Given its fragmented conceptualisation and widespread use by scholars, policymakers, and practitioners, this study is driven by the need for a theoretical justification of social innovation and entrepreneurship.

Methods: *To achieve this goal and solve specific tasks, empirical and theoretical research methods were used: analysis, synthesis, and generalisation. These methods, applied at a dialectical level, provide a scientific basis for theoretical and methodological approaches to introducing social innovations in public life. With the help of multidisciplinary ontological analysis and the use of bibliometric indicators, such as citations, co-citations, bibliometric links and coincidences, the main research trends in the knowledge clusters of social innovation and social entrepreneurship were identified. This was accomplished through system mapping with the VOSviewer tool and the analysis and synthesis of publications on social innovation and social entrepreneurship for deep theoretical and practical understanding, as well as evaluation of current research at the interdisciplinary level.*

Results and Conclusions: *Ukrainian legislation does not define the concepts of "social innovation" and "social entrepreneurship," which hinders the development and functioning of social entrepreneurship and the production of social innovations.*

The war and its aftermath have created new challenges that require new practical approaches and means of solving social problems. One of these approaches is to combine the measures of the current social policy in Ukraine, limited by the organisational and financial involvement of the state in solving social problems, with the possibilities of public participation and entrepreneurial activity. Introducing modern world practices of social innovation and social entrepreneurship, as well as regulatory regulation of social enterprises, will be an essential step towards developing the non-governmental sector of social development and social protection policy.

1 INTRODUCTION

Ukraine remains under martial law, but global studies of post-war and post-conflict recovery and reconstruction suggest that preparations for the post-war period should begin even before the war's end. By examining post-war reconstruction in Europe under the Marshall Plan, as well as cases of reconstruction in Japan, Bosnia, Kosovo, East Timor, Afghanistan, Sierra Leone, and Iraq,¹ several common conclusions can be drawn:

- preparations for the post-war period should include the participation of various possible donors, transparently defined national priorities, and a post-war government that is competent to meet the challenges of post-war recovery and reconstruction;
- the tasks of the post-war government and donors should be clearly defined and structured for their successful implementation;
- the private sector should be expected to bear the brunt of the recovery;
- measures should be organised to prevent crime from monopolising economic sectors and threatening legitimate businesses.

At the early stage of post-war recovery and reconstruction, the following measures should be implemented:

- regulation of the political status of authorities to facilitate effective recovery and economic growth;
- introduction of a transparent and modern policy-making process with reliable economic data;
- completion of the pre-war economic reform agenda;

1 Michael J Hogan, *The Marshall Plan: America, Britain, and the Reconstruction of Western Europe, 1947–1952 (Studies in Economic History and Policy: USA in the Twentieth Century)* (CUP 1987); Peter Burnham, *Political Economy of Postwar Reconstruction* (Palgrave Macmillan 2014); James Dobbins and other, *America's Role in Nation-Building: From Germany to Iraq* (RAND 2003); Roland Paris, *At War's End: Building Peace after Civil Conflict* (CUP 2004).

- establishment of politically difficult reforms and institutional changes, taking advantage of opportunities that may not arise again during the recovery process;
- establishment of new economic governance institutions;
- inclusion of social programs in recovery efforts to support the most vulnerable segments of society.²

The large-scale war in Ukraine, its terrible consequences, and challenges are adjusting Ukraine's post-war recovery plans - rapid recovery should take place immediately during martial law. According to the World Bank's "Ukraine: Third Rapid Damage and Needs Assessment (RDNA3), February 2022 – December 2023" (UA RDNA3 report), Ukraine's reconstruction and recovery needs amount to \$486 billion.³

Ukraine's post-war recovery is an important task that involves the implementation of the best approaches and modern global practices of social innovation and social entrepreneurship to develop social activities and support vulnerable segments of society.

Modern processes of economic socialisation and the potential for innovation to contribute to practical solutions to the most pressing social problems prompt Ukraine's post-war recovery to form a socially oriented entrepreneurial environment as a prerequisite for community economic development, combined with the implementation of the best approaches and modern world practices of social innovation and social entrepreneurship.

Significant efforts to promote socio-economic development through private entrepreneurial initiatives were launched after World War II. Many countries worldwide have suffered incalculable losses in terms of human, social, and economic factors. This created a widespread need for poverty alleviation, social solidarity, and reconstruction initiatives. At the same time, the Marshall Plan, the creation of international organisations to support peace and human rights, and the technological developments brought about by the war created unprecedented availability of resources and opportunities for social impact in innovative ways. In 1948, Oxfam opened its first charity shop to support some of its activities from its revenues. In the 1960s, there were reports in the United States and Europe of businesses hiring vulnerable people, such as people with mental or physical disabilities, who would otherwise be excluded from the labour market.⁴ The Grameen Bank, now

2 Nassrine de Rham-Azimi, Matt Fuller and Hiroko Nakayama (eds), *Post-Conflict Reconstruction in Japan, Republic of Korea, Vietnam, Cambodia, East Timor, and Afghanistan: Proceedings of an International Conference, Hiroshima, November 2002* (UNITAR Hiroshima series in post-conflict reconstruction, UNITAR 2003); James Earnest, 'Post-Conflict Reconstruction – a Case Study in Kosovo: The Complexity of Planning and Implementing Infrastructure Projects' (2015) 4(1) *International Journal of Emergency Services* 103, doi:10.1108/IJES-02-2015-0009; Florian Bieber, *Post-War Bosnia: Ethnicity, Inequality and Public Sector Governance* (Palgrave Macmillan 2006) doi:10.1057/9780230501379.

3 World Bank, *Ukraine: Third Rapid Damage and Needs Assessment (RDNA3), February 2022 – December 2023* (World Bank Group 2024) 10, 37.

4 'History of Oxfam: Over 75 Years. One Excellent Movement to end Poverty' (*Oxfam*, 2024) <<https://www.oxfam.org.uk/about-us/history-oxfam/>> accessed 02 April 2024.

considered one of the prominent examples of social entrepreneurship, was founded in Bangladesh in the late 1970s and became an official bank in 1983.⁵

One of the so-called predecessors of social entrepreneurship is the Fair Trade movement. Its origins lie in the activities of the first non-governmental and religious organisations that began selling raw materials and handicrafts produced in rural communities worldwide. This led to the creation of the Fair Trade Foundation and related trademarks in the early 1990s.⁶

The emergence and development of various entrepreneurial forms of social impact over time has attracted the attention of many stakeholders, from governments seeking to facilitate this form of activism and citizen participation through enabling legislation to philanthropists and businesspeople seeking to support and help society in various ways. This has led to a proliferation of such initiatives and the realisation that bringing them together can help leverage more resources and support.

2 LITERATURE REVIEW AND PROBLEM STATEMENT

Throughout history, innovations have resulted from human efforts to find opportunities to improve the quality of life.⁷ At the end of the nineteenth century, E. Durkheim and M. Weber took the first steps towards social innovation, arguing that innovation brings a new social order through its impact on social change and technological innovation.⁸

The concept of innovation has developed in several scientific fields, including technological research, economics, management, social psychology, and urban development. During the twentieth century, economic outcomes became paramount, focusing on increasing profits and productivity, developing new technologies, and generating new products to meet market needs.

Even though innovations were considered in terms of achieving economic results, their social aspect was also studied by scientists like J. Schumpeter. In the 1930s, Schumpeter was one of the first to study the relevance of innovation in cultural, social, and political aspects.⁹ The social aspect was understood as an impact on the structure of society. Social changes were seen as an external effect of innovation processes in the economic sphere. Given this,

5 'Welcome to Grameen Bank (The Pioneer Microcredit Organization): Bank for the Poor' (*Grameen Bank*, April 2024) <<https://grameenbank.org.bd>> accessed 02 April 2024.

6 'Our Movement' (*WFTO World Fair Trade Organization*, 2024) <<https://wfto.com>> accessed 02 April 2024.

7 Giovany Cajaiba-Santana, 'Social Innovation: Moving the Field Forward. A Conceptual Framework' (2014) 82(C) *Technological Forecasting and Social Change* 42, doi:10.1016/j.techfore.2013.05.008.

8 Émile Durkheim, *Educación y sociología* (Paul Fauconnet tr, 2^a edn, Peninsula 2018); Max Weber, *The Protestant Ethic and the Spirit of Capitalism* (Stephen Kalberg tr and comment, OUP 2011).

9 Joseph A Schumpeter, *The Theory of Economic Development* (Redvers Opie tr, Routledge 2021).

innovation was recognised as a social phenomenon, influencing society without necessarily altering the social conditions of people's lives.¹⁰

The need for targeted social change has revealed the importance of the social dimension of innovation. To solve social problems and create innovative alternatives, the concept of "social innovations" is emerging - creating innovative activities and services to meet social needs.¹¹ J. Fills et al. expanded on this concept by defining social innovation as "a new solution to a social problem that is more effective, efficient, sustainable or equitable than existing solutions, and for which the value created primarily benefits society as a whole rather than individuals."¹² F. Muhlert et al. define social innovation as "the promotion of inclusion and well-being through improved social relations and processes, empowerment: imagining and achieving a world, nation, region, place, community that provides universal rights and is more socially inclusive."¹³

D. Conrad interprets social innovation as "responding to social challenges that cannot be solved through traditional approaches, often requiring new forms of cooperation and involving "co-creation" and "co-production" between citizens and institutional actors."¹⁴

Given the multidisciplinary nature of the study of social innovations, there are different interpretations of this concept: Nordberg K, Mariussen A, Virkkala S.,¹⁵ Leitheiser S., Vollmann A.,¹⁶ Avelino F, Wittmeyer J., Pel B., Weaver P., et al.,¹⁷ Slee B.¹⁸, Nicholls A and

10 European Communities, *Green Paper on Innovation: Document Drawn up based on COM(95) 688 Final* (Bulletin of the EU 5/95, Office for Official Publications of the European Communities 1996).

11 Geoff Mulgan and others, *In and out of Sync: The Challenge of Growing Social Innovations* (NESTA 2007).

12 James A Phills Jr, Kriss Deiglmeier and Dale T Miller, 'Rediscovering Social Innovation' (2008) 6(4) *Stanford Social Innovation Review* 34, doi:10.48558/GBJY-GJ47.

13 Frank Moulaert, Diana MacCallum and Jean Hillier, 'Social Innovation: Intuition, Precept, Concept, Theory, and Practice' in Frank Moulaert and others (eds), *The International Handbook on Social Innovation: Collective Action, Social Learning and Transdisciplinary Research* (Edward Elgar Publ 2013) 13, doi:10.4337/9781849809993.00011.

14 Diane Conrad, 'Education and Social Innovation: The Youth Uncensored Project—A Case Study of Youth Participatory Research and Cultural Democracy in Action' (2015) 38(1) *Canadian Journal of Education/Revue Canadienne de l'éducation* 1.

15 Kenneth Nordberg, Age Mariussen and Seija Virkkala, 'Community-Driven Social Innovation and Quadruple Helix Coordination in Rural Development: Case Study on LEADER Group Aktion Österbotten' (2020) 79 *Journal of Rural Studies* 157, doi:10.1016/j.jrurstud.2020.08.001.

16 Stephen Leitheiser and Alexander Follmann, 'The Social Innovation-(Re)Politicisation Nexus: Unlocking the Political in Actually Existing Smart City Campaigns? The Case of SmartCity Cologne, Germany' (2020) 57(4) *Urban Studies* 894, doi:10.1177/0042098019869820.

17 Flor Avelino and others, 'Transformative Social Innovation and (Dis)Empowerment' (2019) 145 *Technological Forecasting and Social Change* 195, doi:10.1016/j.techfore.2017.05.002.

18 Bill Slee, 'An Inductive Classification of Types of Social Innovation' (2019) 28(2) *Scottish Affairs* 152, doi:10.3366/scot.2019.0275.

Ziegler R.,¹⁹ Terstriep J., Kleverbeck M., Deserti A. and Rizzo F.,²⁰ Cajaiba-Santana G.,²¹ Manzini E.,²² Moulaert F., MacCallum D. and Hillier J.,²³ Martinelli F.,²⁴ Howaldt J. and Schwarz M.,²⁵ Westley F and Antadze N.,²⁶ Pol E. and Ville S.,²⁷ Phills Jr. J., Deiglmeier K. and Miller D.,²⁸ Hämäläinen T. and Heiskala R.,²⁹ Mulgan G.,³⁰ Moulaert F., MacCallum D., Mehmood A. and Hamdouch A.,³¹ Mumford M.³²

Most authors from the above sources argue that social challenges are better addressed through social innovation rather than technological innovation. Since the goal of social innovations is the public good, while technological innovations are mainly aimed at making a profit.³³

Global society has faced several problems that have become more acute in recent decades, and existing social, economic, and institutional schemes cannot solve them. This stimulates the creation of alternative and innovative systems that would solve these problems

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- 19 Alex Nicholls and Rafael Ziegler, *An Extended Social Grid Model for the Study of Marginalization Processes and Social Innovation* (CRESSI Working Paper Series 2/2015 (rev 4/2017), CrESSI 2018).
 - 20 Judith Terstriep and other, *Comparative Report on European Social Innovation* (Report # D3.2, SIMPACT 2015) 201-12.
 - 21 Cajaiba-Santana (n 7).
 - 22 Ezio Manzini, 'Ma'king Things Happen: Social Innovation and Design' (2014) 30(1) *Design Issues* 57, doi:10.1162/DESI_a_00248.
 - 23 Moulaert, MacCallum and Hillier (n 13).
 - 24 Flavia Martinelli, 'Social Innovation or Social Exclusion? Innovating Social Services in the Context of a Retrenching Welfare State' in Hans-Werner Franz, Josef Hochgerner and Jürgen Howaldt (eds), *Challenge Social Innovation: Potentials for Business, Social Entrepreneurship, Welfare and Civil Society* (Springer 2012) 169, doi:10.1007/978-3-642-32879-4_11.
 - 25 Jürgen Howaldt and Michael Schwarz, 'Social Innovation – Social Challenges and Future Research Fields' in Sabina Jeschke and others (eds), *Enabling Innovation: Innovative Capability – German and International Views* (Springer 2011) 203, doi:10.1007/978-3-642-24503-9_22.
 - 26 Frances Westley and Nino Antadze, 'Making a Difference: Strategies for Scaling Social Innovation for Greater Impact' (2010) 15(2) *The Innovation Journal: The Public Sector Innovation Journal* 2.
 - 27 Eduardo Pol and Simon Ville, 'Social Innovation: Buzz Word or Enduring Term?' (2009) 38(6) *The Journal of Socio-Economics* 878, doi:10.1016/j.soc.2009.02.011.
 - 28 Phills, Deiglmeier and Miller (n 12).
 - 29 Timo J Hämäläinen and Risto Heiskala (eds), *Social Innovations, Institutional Change, and Economic Performance: Making Sense of Structural Adjustment Processes in Industrial Sectors, Regions, and Societies* (Edward Elgar Publ 2007).
 - 30 Geoff Mulgan, 'The Process of Social Innovation' (2006) 1(2) *Innovation: Technology, Governance, Globalization* 145, doi:10.1162/itgg.2006.1.2.145.
 - 31 Frank Moulaert and others (eds), *The International Handbook on Social Innovation: Collective Action, Social Learning and Transdisciplinary Research* (Edward Elgar Publ 2013) doi:10.4337/9781849809993.
 - 32 Michael D Mumford, 'Social Innovation: Ten Cases From Benjamin Franklin' (2002) 14(2) *Creativity Research Journal* 253, doi:10.1207/S15326934CRJ1402_11.
 - 33 Punita Bhatt and Levent Altınay, 'How Social Capital Is Leveraged in Social Innovations under Resource Constraints?' (2013) 51(9) *Management Decision* 1772, doi:10.1108/MD-01-2013-0041.

systematically, not partially. However, the theory of social innovation lags behind practice, and the field itself is still in its infancy, although there are many case studies, conceptual discussions, and numerous reviews of social innovation.

Social entrepreneurship has been developing globally over the past 30 years. Developed countries create appropriate conditions for this: courses on social entrepreneurship, networks that support social entrepreneurs, legislation regulating the activities of social enterprises, various funds that are ready to support social entrepreneurial initiatives, etc.

A striking example of social entrepreneurship is the activity of Grameen Bank, the first financial intermediary to provide microloans to those not served by the traditional financial system. Another example is the Aravind Eye Hospital, which pioneered eye care for those who could not afford it by standardising procedures and asking those who could afford to pay to cover the cost of surgeries for poorer patients in exchange for additional services.³⁴ Other examples of social entrepreneurship around the world are numerous and increasingly well-known: from bakeries that train and employ women who have suffered from domestic violence to gyms that reinvest their profits in diversity and inclusion programs, from bottled water producers that create clean water systems in Africa to organisations that provide healthcare services in rural areas using old vehicles and mobile technology.

Social entrepreneurship is a phenomenon that combines social and community issues with business thinking, entrepreneurial innovation, and market considerations. It is located between the private, public, and third sectors, combining the skills, thinking, and tools of business with the social problem understanding and proximity to beneficiaries of the third sector, as well as the commitment to promoting the public interest, welfare, and social equity of the public sector. Furthermore, it interacts collaboratively with all three sectors and seeks to compensate for their shortcomings. For example, social entrepreneurship aims to help people solve social and environmental problems that traditional sectors cannot address due to a lack of knowledge and resources or that they inadvertently exacerbate through their behaviour and policies.

Being at the intersection of these three traditional sectors means engaging in social entrepreneurship, essential to understanding their constraints and resources, treating them respectfully, and valuing their contribution to society. It also requires a commitment to double or triple the bottom line. The double bottom line combines social impact and financial sustainability, which means the ability to cover costs through various forms of financing in the medium and long term rather than profitability. The triple bottom line is the simultaneous achievement of social impact, financial sustainability, and environmental protection.

34 'Our Story' (*Aravind Eye Care System*, 2024) <<https://aravind.org/our-story>> accessed 02 April 2024.

3 RESEARCH RESULTS

A review of fundamental and modern scientific works was conducted to identify the main research trends in social innovation and entrepreneurship knowledge.

The search for scientific papers was conducted using the terms "social innovations*" and "social entrepreneurship*" in the keywords, titles, and abstracts of the Scopus database. The search included scientific papers indexed in the Scopus database on social innovations and social entrepreneurship without any restrictions on the time of creation. The search resulted in 586 publications from 1989 to March 2024. The list was limited to peer-reviewed research papers (journal articles, conference papers, reviews, books, and book chapters in English), resulting in 531 publications on social innovation and social entrepreneurship suitable for analysis. The first work found in the list was published in 1989, and the last one was published in 2024, meaning there are 35 years of research on social innovation and social entrepreneurship between them.

Documents by year

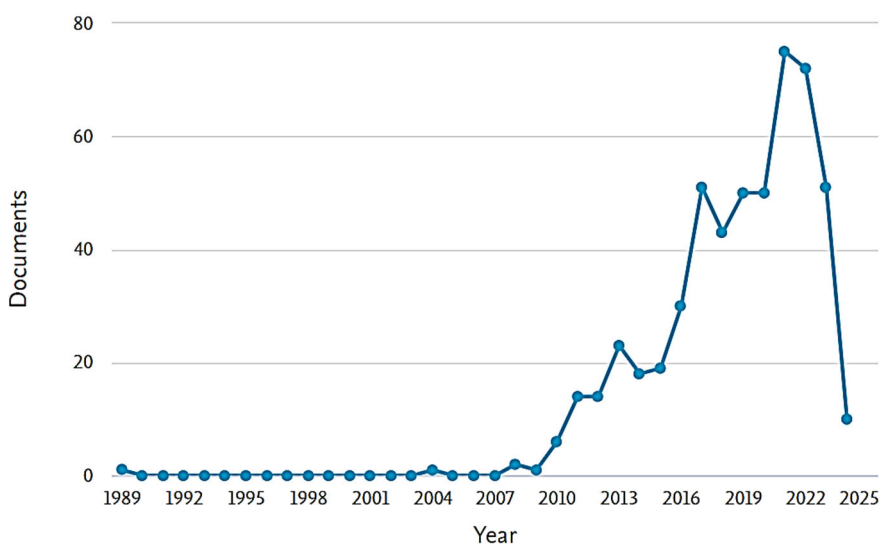


Figure 1. Growth of research in the field of social innovation and social entrepreneurship in 1989-2024³⁵

35 Source: Authors.

531 social innovation and entrepreneurship publications were grouped into three periods: 1989-2010, 2011-2017, and 2018-2024.

Year	Documents	Year	Documents	Year	Documents
1989	1	2011	14	2018	43
1990-2003	0	2012	14	2019	50
2004	1	2013	23	2020	50
2005-2007	0	2014	18	2021	75
2008	2	2015	19	2022	72
2009	1	2016	30	2023	51
2010	6	2017	51	2024	10

By Schildt H.A., Zahra S.A., Sillanpaa A.³⁶ and Weerakoon C., McMurray A.³⁷ The study's citation frequency threshold was adjusted to include a volume of references for processing. Two were generated for 1989-2010 and 2011-2017, and five for 2018-2024 to obtain sufficient references for analysis. Figures 3, 4, and 5 present the generated periodic co-authorship networks.

The number of studies on social innovation is growing; this area can be characterised as phenomenal and fragmented.³⁸ Figure 1. shows the annual growth of research in social innovation and social entrepreneurship from 1989 to 2024 - 531 publications. The periods of growth in the number of publications can be divided into three parts: a period of slow growth between 1989 and 2010, a period of medium growth between 2011 and 2017, and a period of exponential growth since 2018. The period from 1989-2010 accounted for 11 publications or 2.07%; from 2011 to 2017, there were 169 publications - 31.8%; and from 2018 to March 2024 - 351 publications, or 66.1% of the list of 531 publications. Figure 2 provides information on the types of publications in the list.

36 Henri A Schildt, Shaker A Zahra and Antti Sillanpää, 'Scholarly Communities in Entrepreneurship Research: A Co-Citation Analysis' (2006) 30(3) *Entrepreneurship Theory and Practice* 399, doi:10.1111/j.1540-6520.2006.00126.x.

37 Chamindika Weerakoon and Adela McMurray, *Theoretical and Practical Approaches to Social Innovation* (Advances in knowledge acquisition, transfer, and management (AKATM), IGI Global 2021).

38 Matteo Giuliano Caroli and others, 'Exploring Social Innovation Components and Attributes: A Taxonomy Proposal' (2018) 9(2) *Journal of Social Entrepreneurship* 94, doi:10.1080/19420676.2018.1448296.

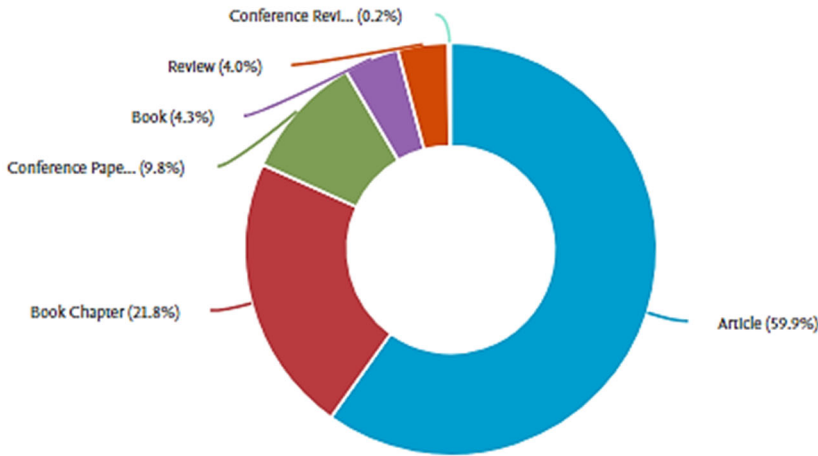


Figure 2. Types of publications on social innovation and social entrepreneurship³⁹

Most publications (318) are articles in journals - 59.9% of the total volume of publications. Interestingly, these journal articles are published in 160 scientific journals in various thematic areas, emphasising the multidisciplinary nature of social innovation and social entrepreneurship research. The most significant number of articles on social innovations and social entrepreneurship is published in 15 journals, the list of which is given in Table 1.

Table 1. 15 journals with the most significant number of publications on social innovation and social entrepreneurship in 1989-2024⁴⁰

Source	Documents
Emerald Emerging Markets Case Studies	17
Journal Of Social Entrepreneurship	15
Sustainability Switzerland	13
Technological Forecasting And Social Change	8
Social Enterprise Journal	6
Entrepreneurship And Regional Development	5
Agriculture And Human Values	4
International Journal Of Entrepreneurial Behaviour And Research	4

³⁹ Source: Authors.

⁴⁰ *ibid.*

International Small Business Journal	4
Revista De Ciencias Sociales	4
Voluntas	4
European Planning Studies	3
Higher Education Skills And Work Based Learning	3
Human Service Organizations Management Leadership And Governance	3
Innovation The European Journal Of Social Science Research	3

The majority of publications (17) were published in Emerald Emerging Markets Case Studies, followed by the Journal Of Social Entrepreneurship (15), Sustainability Switzerland (13), Technological Forecasting And Social Change (8), and Social Enterprise Journal (6).

The second most significant publication type is book chapters, which account for 21.8% of the total, or 116 publications. 52 conference proceedings and 23 books together account for another 14.2% of the total publications. Recently, we have published: "Social Entrepreneurship and Grand Challenges";⁴¹ "Social Entrepreneurship: An Innovative Solution to Social Problems";⁴² "Socio-Tech Innovation: Harnessing Technology for Social Good";⁴³ "Social Innovation and Social Entrepreneurship: Fundamentals, Concepts, and Tools";⁴⁴ "Social Entrepreneurship and Innovation in Rural Europe";⁴⁵ "Social entrepreneurship and social innovation: Ecosystems for inclusion in Europe";⁴⁶ "Strategies and Best Practices in Social Innovation: An Institutional Perspective";⁴⁷ "Universities, inclusive development, and social innovation: An international perspective."⁴⁸

41 Emilio Costales and Anica Zeyen, *Social Entrepreneurship and Grand Challenges: Navigating Layers of Disruption from COVID-19 and Beyond* (Springer International Publ 2022) doi:10.1007/978-3-031-07450-9.

42 Meng Zhao and Jiye Mao, *Social Entrepreneurship: An Innovative Solution to Social Problems* (Springer Singapore 2021) doi:10.1007/978-981-15-9881-4.

43 Latha Poonamallee, Joanne Scillitoe and Simy Joy, *Socio-Tech Innovation: Harnessing Technology for Social Good* (Springer International Publ 2020) doi:10.1007/978-3-030-39554-4.

44 Luis Portales, *Social Innovation and Social Entrepreneurship: Fundamentals, Concepts, and Tools* (Springer International Publ 2019) doi:10.1007/978-3-030-13456-3.

45 Ralph Richter and others, *Social Entrepreneurship and Innovation in Rural Europe* (Routledge 2019) doi:10.4324/9781351038461.

46 Mario Biggeri and others, *Social Entrepreneurship and Social Innovation: Ecosystems for Inclusion in Europe* (Routledge 2018) doi:10.4324/9781351239028.

47 Marta Peris-Ortiz, Jaime Alonso Gómez and Patricia Marquez, *Strategies and Best Practices in Social Innovation: An Institutional Perspective* (Springer International Publ 2018) doi:10.1007/978-3-319-89857-5.

48 Claes Brundenius, Bo Göransson and José Manoel Carvalho de Mello, *Universities, Inclusive Development, and Social Innovation: An International Perspective* (Springer International Publ 2016) DOI: 10.1007/978-3-319-43700-2.

The scientific literature on social innovation and entrepreneurship has many authors writing on this topic. Among them, from the most to the least published, we can single out the following: Bellucci M., Biggeri M., Cunha J., Jia X., Roundy P.T., Testi E. (4 publications each); Bacq S., Benneworth P., Bjärsholm D., Chalmers D., Chandra Y., Cnaan R.A., De Bruin A., During R., Griffiths M., Harvey C., Kickul J., Ludvig A., Maclean M., Mueller S., Newth J., Osburg T., Persson H.T.R., Presenza A., Raja Suzana R.K., Ramírez-Montoya M.S., Rudito B, Shaw E., Tracey P., Vázquez-Parra J.C., Wong L., Woods C., Yudoko G., Zainudin A., Zulazli H. (3 publications each).

The United States (86) and the United Kingdom (66) have the most significant publications by country. They are followed by India (32), Italy (31), Spain and Portugal (29), and Germany (25).

1989-2010: Scientific research on social innovations and social entrepreneurship with a focus on ecology

Although papers were published after 2008, the research began in the 1980s. The oldest publication in the primary literature sample is "Regional Dynamics of Innovation: A Look at the Rhône-Alpes region" (1949),⁴⁹ and the oldest publication in the network of joint citations is Wicht, C.L. (1949).

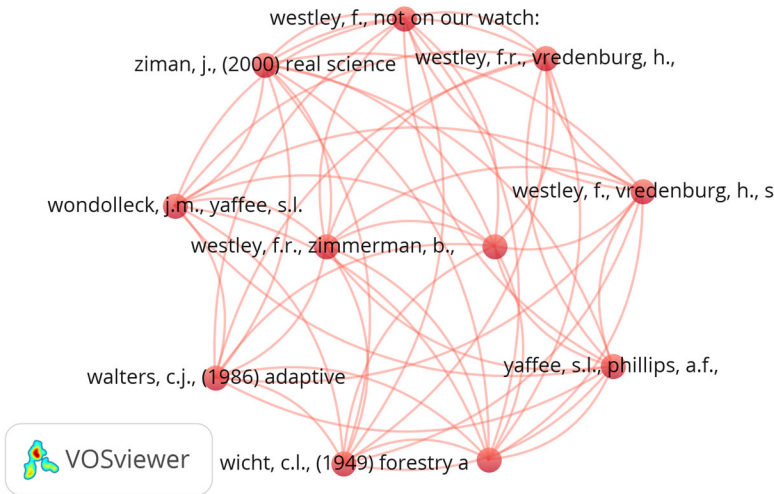


Figure 3. The network of co-citation of research in the field of social innovation and social entrepreneurship in the period 1989-2010⁵⁰

49 Bernard Ganne, 'Regional Dynamics of Innovation: A Look at the Rhône-Alpes Region' (1989) 1(2) *Entrepreneurship and Regional Development* 147, doi:10.1080/08985628900000013.

50 Source: Authors.

The main common feature of research in the Co-Citation Network is that it is devoted to solving environmental problems: management of renewable resources, cooperation on global biodiversity conservation, innovations in natural resource management, ecosystem management, cooperation between environmentalists and businesses, etc.

The research work between 1989 and 2010 was developed within the framework of journals, including the International Journal of Technology Management, Ecology and Society, Entrepreneurship and Regional Development, and the Journal of Socio-Economics.

2011-2017: Focus on urban management

Research on social innovations in urban governance was conducted from 2011 to 2017. Figure 4 shows the network of research citations for this period.

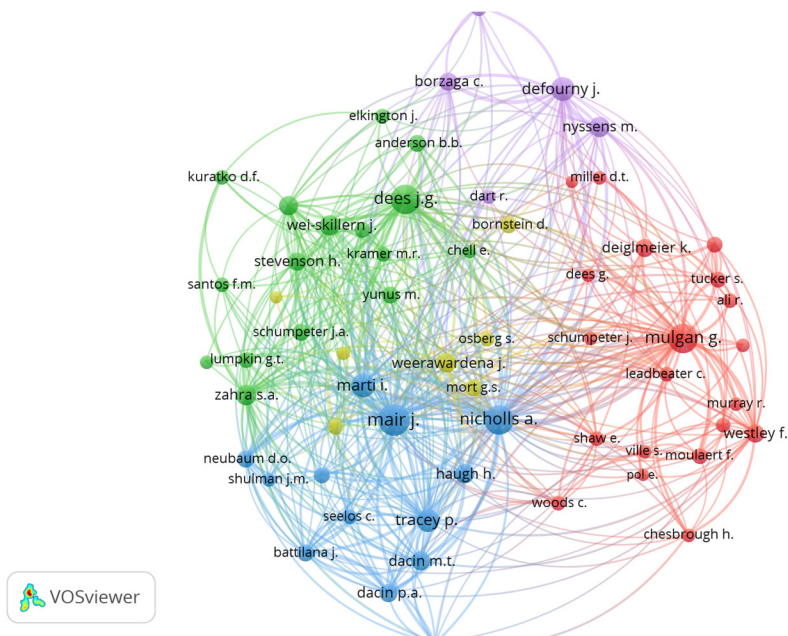


Figure 4. The network of co-citation of research in the field of social innovation and social entrepreneurship in the period 2011-2017⁵¹

In general, the network of citations of research on social innovation and social entrepreneurship for 2010-2017 indicates active research on urban governance and creativity. In this context, social innovation is "generating and implementing ideas about how people should organise interpersonal activities or social interaction to achieve one or

51 *ibid.*

founded a cooperative enterprise, the Rochdale Equitable Pioneers Society, in Rochdale, England.⁵⁶ In 1911, the Social Foundation (Fundacion Social), a foundation aimed at generating income to strengthen its social impact, was established in Colombia.⁵⁷

Scientists Banks and Drucker were among the first to introduce the concepts of "social entrepreneur" and "social enterprise" into scientific circulation back in the 1970s in their works on social movements and corporate social responsibility, respectively.⁵⁸ Over time, Dennis Young, an American scholar, and Bill Drayton, the founder of Ashoka in the 1980s, identified "innovative nonprofit entrepreneurs" and "innovators for the public," respectively, to define what we now call social entrepreneurs.⁵⁹

Social entrepreneurship emerged as a concept in the 1990s. In 1991, the Italian government passed a law regulating the activities of "social cooperatives",⁶⁰ which are now considered a form of social entrepreneurship. However, there was no mention of social entrepreneurship or related concepts in all these cases. These scientific terms - "social" and "entrepreneurship" - began to be used frequently in articles and reports published in Europe and the United States between 1993 and 1998.

After the first few mentions of social entrepreneurship appeared in the United States and the United Kingdom, academics, the media, and several American foundations and British think tanks picked up the idea. The latter immediately saw the great potential of legitimising entrepreneurial approaches to social impact and solving growing global problems.

Among the first supporters of social entrepreneurship was Bill Drayton, who quickly renamed social entrepreneurs "innovators for society." Supporting them with his organisation, Ashoka⁶¹ began to think theoretically about their added value and how best to help them. His work, coupled with that of some academics and think tanks, soon inspired other philanthropic organisations, such as the Schwab Foundation⁶² and the Skoll

56 'The Rochdale Pioneers' (*International Cooperative Alliance*, 2024) <<https://ica.coop/en/rochdale-pioneers>> accessed 02 April 2024.

57 'Fundación Social' (*Social Protection*, 2024) <<https://socialprotection.org/connect/stakeholders/fundaci%C3%B3n-social>> accessed 02 April 2024.

58 JA Banks, *The Sociology of Social Movements* (MacMillan 1972); Peter F Drucker, *Innovation and Entrepreneurship: Practices and Principles* (Harper & Row 1985); Marta Mooney, Book Review: *Innovation and Entrepreneurship: Practices and Principles*, by Peter F Drucker (1985) 5(1) *National Productivity Review* 84, doi:10.1002/npr.4040050112.

59 William Drayton, 'The Citizen Sector: Becoming as Entrepreneurial and Competitive as Business' (2002) 44(3) *California Management Review* 120, doi:10.2307/41166136.

60 Interreg Central Europe 2014-2020, Country report on SE support services and networking initiatives: Italy <<https://programme2014-20.interreg-central.eu/Content.Node/documents/Country-report-Italy.docx>> accessed 02 April 2024.

61 'Ashoka Envisions a World in Which Everyone is a Changemaker' (*Ashoka US*, 2024) <<https://www.ashoka.org/en-us/about-ashoka>> accessed 02 April 2024.

62 *Schwab Foundation for Social Entrepreneurship* <<https://www.schwabfound.org>> accessed 02 April 2024.

Foundation⁶³, to support people who were considered social entrepreneurs and to promote their work in elite business and government circles.

During the same period, social entrepreneurship gained popularity in the UK, where the new Labor government saw it as an opportunity to innovate and expand social services across the country. The coalition government that followed continued to invest in the sector as a way to guarantee welfare during times of austerity. The government's creation of special grants and supportive infrastructure for social enterprise eventually attracted several private actors to this new field of activity in the UK. Also, it facilitated the creation of many organisations to encourage social enterprise, such as Social Enterprise London,⁶⁴ Community Action Network⁶⁵ and School for Social Entrepreneurs.⁶⁶

Between 2000 and 2005, social entrepreneurship gradually gained traction in Western Europe, where the cooperative movement supported the tradition of social business for decades. Social entrepreneurship took another five to ten years to take off in Eastern Europe and China, where the communist past shaped the idea that welfare and social security were the state's responsibility. In these regions, government support and local development of social entrepreneurship increased markedly around 2010-2015, as evidenced by national and local government initiatives, certification programs, and the growing number of organisations that define themselves as social enterprises or take on typical social enterprise forms, such as cooperatives or for-profit enterprises that create employment opportunities for marginalised populations.⁶⁷

According to the analysis of academic papers and regional reports, social entrepreneurship has also seen significant growth in Asia, Africa, and Latin America since the early 2000s, with a notable surge post-2010. Notably, the Inter-American Development Bank published a report on social entrepreneurship in 2016, shedding light on its expansion.⁶⁸ In the past year, countries such as Chile, Colombia, and Mexico have demonstrated thriving, albeit still early-stage, social enterprise ecosystems. The development of social entrepreneurship in some of these countries depends on the socio-economic and political context, which is explained by a combination of factors. These include micro-entrepreneurship (sometimes under the influence of international and religious organisations) and declining donations and foundations, pushing many local charitable organisations to seek opportunities to generate revenue and develop social entrepreneurship.

63 Skoll Foundation <<https://skoll.org>> accessed 02 April 2024.

64 Social Enterprise UK <<https://www.socialenterprise.org.uk>> accessed 02 April 2024.

65 CAN Community Action Network <<https://can100.org>> accessed 02 April 2024.

66 School for Social Entrepreneurs <<https://www.the-sse.org>> accessed 02 April 2024.

67 Dacin, Dacin and Tracey (n 55).

68 'Publications' (Inter-American Development Bank, 2016) <<https://publications.iadb.org/en/publications?keys=social+entrepreneurship>> accessed 02 April 2024.

The scale of social entrepreneurship development at the global level is still being determined due to the need for comparative studies and global surveys. As of 2015, when the Global Entrepreneurship Monitor conducted its latest survey, the scale of social entrepreneurship development at the international level still needs to be determined due to the lack of comparative studies and global surveys. In 2015, when the Global Entrepreneurship Monitor conducted its latest survey (which was affected by several data and measurement issues) on social entrepreneurship, individuals who identified themselves as engaged in social entrepreneurship existed on all continents, with peaks of activity (10% or more of the adult population) in countries as diverse as Peru, Hungary, Burkina Faso, Colombia, Senegal, Poland, Chile, Cameroon, the Philippines, Luxembourg, India, and Israel.⁶⁹

Social entrepreneurship is not new to Ukraine; in recent years, many government and business representatives, academics, specialists, and public figures have studied its theoretical provisions and practical experience. Among the Ukrainian scholars who have studied problems in the field of social entrepreneurship are L. Doluda, Y. Kirsanov, A. Kornetskiy, V. Nazaruk, A. Svychnuk, V. Smal, and others.

According to the analytical report on the economic and legal analysis of social entrepreneurship in Ukraine by the EU4Youth as of 2020, about 1000 enterprises in Ukraine could be classified as social enterprises. The rapid growth in social enterprises since 2014 (82%) responded to new categories of people needing social support, such as internally displaced persons, veterans, and the economic crisis.⁷⁰ This became a prerequisite for finding possible sources of financial support.

Social entrepreneurship in Ukraine is regulated by the norms of general entrepreneurship, within which it is not prohibited or restricted. By its origin and essence, social entrepreneurship is closer to the civil society sphere, as it emerged as a result of the commercialisation of social activities of public organisations. The market and the competitive environment are currently the regulators of social entrepreneurship development. The current state of social entrepreneurship does not allow for solving today's urgent problems, such as creating jobs for vulnerable population categories.

The development of social entrepreneurship requires a regulatory framework, legal certainty, favourable conditions for its implementation, and state and local support. This will help to distinguish social entrepreneurs from other business entities, ensure transparency of social entrepreneurship, and encourage entrepreneurs to participate in solving social issues.

69 Donna Kelley, Slavica Singer and Mike Herrington, *Global Entrepreneurship Monitor 2015/16 Global Report* (GERA 2016).

70 IC Kamenko (ed), *Social Entrepreneurship in Ukraine: Economic and Legal Analysis* (EU4Youth, EU 2020).

The regulatory and organisational framework for the development of social entrepreneurship should include:

- a unified approach to the definition of social entrepreneurship;
- areas of activity of social entrepreneurship;
- a list of vulnerable categories of the population to be addressed by social entrepreneurship
- ways of implementing social entrepreneurship;
- requirements to the form of management of social entrepreneurship entities;
- a mechanism for ensuring transparency and public reporting of social entrepreneurship;
- ways of state and local support for social entrepreneurship;
- measures to popularise and informationally support social entrepreneurship;

The criteria for social entrepreneurship are as follows:

- the social purpose of the business entity's activities must be enshrined in its constituent documents or contracts confirming the social orientation of its activities;
- allocation of part or all of the business entity's profit (income) for a social purpose,
- conducting the business entity's activities for social purposes, providing its goods, works, services for social purposes, and employing persons belonging to vulnerable categories of the population;
- a voluntary annual public report on the results of social entrepreneurship by specific indicators and projected results;

Thus, enshrining social entrepreneurship as a separate and guaranteed type of business in the regulatory framework will help to separate social business entities from other business entities and civil society institutions and ensure transparency of its implementation.

Therefore, establishing social entrepreneurship as a separate and guaranteed type of business in the regulatory field will help to distinguish social business entities from other business entities and civil society institutions and ensure transparency in its implementation.

4 DISCUSSION

In this study, the main research trends in knowledge about social innovation and social entrepreneurship were identified using multidisciplinary ontological analysis and bibliometric indicators. Rather than analysing these concepts in isolation, the study adopted a combined approach, recognising their inherent interconnectedness. Through the use of co-citation networks created with the help of the VOSviewer application, the study

facilitated the visualisation and analysis of the genesis of research in the field of social innovation and social entrepreneurship.

The findings indicate a fragmented conceptualisation and different understandings of existing concepts in this field among scholars. Moreover, the study reveals that while there is a significant number of case studies, conceptual discussions and numerous reviews, the theoretic framework of social innovation lags behind in practice. Despite this, it is noted that the field itself is still emerging.

The study establishes an urgent need to improve the current legislation of Ukraine in the field of innovation, develop effective mechanisms for implementing innovations and managing innovation, and ensure transparent financing methods and effective state and public control. Furthermore, it identifies an effective approach for addressing social problems amidst post-war recovery, advocating for integrating state social policies with public participation and entrepreneurial activities. The study underscores the importance of promoting social entrepreneurship and implementing social innovations to facilitate effective collaborative efforts between the State, businesses, and the public. This collaborative approach is deemed essential for addressing a set of challenges, tackling socio-economic problems, and driving reforms in post-war Ukraine.

Today, research is needed on the essence of social innovations in entrepreneurship, as existing concepts in the field remain controversial and require further consideration.

5 CONCLUSIONS

Ukrainian legislation does not define the concepts of "social innovations" and "social entrepreneurship," which hinders the development and functioning of social entrepreneurship and the production of social innovations.

There is an urgent need to improve the current legislation in the field of innovation, in particular, to adopt a new Law of Ukraine's "On Innovation Activity," which should contain an expanded list of subjects of innovation activity, improved terminology, the definition of types of innovation (product innovation, business process innovation, business model innovation, technological innovation, innovation in public administration, social innovation, etc.

The war and its consequences have created new challenges that require new practical approaches and means of solving social problems. One such approach is to combine the measures of the current social policy in Ukraine, limited by the organisational and financial participation of the state in solving social problems, with opportunities for public participation and entrepreneurial activity.

This method of solving social development problems at the state and local authorities is actively implemented and operates in several countries. In particular, the legislations of China, Poland, Italy, Belgium, Korea, the United States, and other countries have implemented their approach to addressing social issues. At the same time, each country has formed its cooperation model between the state and business entities to resolve issues of crucial social significance. The introduction of modern global practices of social innovation and social entrepreneurship and the regulatory regulation of social enterprises will be essential to developing the non-governmental sector's social development and social protection policy.

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АНОТАЦІЯ УКРАЇНСЬКОЮ МОВОЮ

Дослідницька стаття

СОЦІАЛЬНІ ІННОВАЦІЇ ТА СОЦІАЛЬНЕ ПІДПРИЄМНИЦТВО В КОНТЕКСТІ ПОВОЄННОГО ВІДНОВЛЕННЯ УКРАЇНИ: КОНЦЕПТУАЛІЗАЦІЯ ТА ПРАВОВІ АСПЕКТИ

Анна Залєвська-Шишак* та Анатолій Шишак

АНОТАЦІЯ

Вступ: Досвід повоєнного, постконфліктного відновлення та реконструкції країн світу показує, що підготовку до повоєнного періоду слід починати ще до закінчення війни. Повоєнне відновлення України має передбачати розвиток соціального підприємництва та впровадження соціальних інновацій для того, щоб втілити практичну взаємодію держави, бізнесу та громадськості для спільного вирішення низки завдань, соціально-економічних проблем та здійснення реформ.

Метою даної статті є дослідження сутності та еволюції знань про конструкції та концепції у сферах соціальних інновацій та соціального підприємництва, створення для них умов та обґрунтування можливостей їх поширення для того, щоб задовольнити соціальні потреби у контексті повоєнного відновлення України.

Ця робота зумовлене необхідністю теоретичного обґрунтування соціальних інновацій та підприємництва, з огляду на фрагментарну концептуалізацію та широке використання вченими, політиками та практиками.

Методи: Для досягнення мети та вирішення поставлених завдань використано комплекс емпіричних і теоретичних методів дослідження: методи аналізу, синтезу та узагальнення, які на діалектичному рівні дозволяють науково обґрунтувати теоретико-методологічні підходи до впровадження соціальних інновацій в суспільному житті. За допомогою мультидисциплінарного онтологічного аналізу та використання бібліометричних індикаторів, таких як цитування, спільне цитування, бібліометричні посилення та збіги, було визначено основні тенденції досліджень у кластерах знань соціальних інновацій та соціального підприємництва шляхом картографування системи за допомогою інструменту VOSviewer, аналізу та узагальнення публікацій на вказану тему для глибокого теоретичного та практичного розуміння, а також оцінки актуальних праць на міждисциплінарному рівні.

Результати та висновки: Законодавство України не визначає поняття «соціальна інновація» та «соціальне підприємство», що перешкоджає розвитку та функціонуванню соціального підприємства та впровадженню соціальних інновацій.

Війна та її наслідки створили нові виклики, які вимагають нових практичних підходів і засобів вирішення суспільних проблем. Одним із таких підходів є поєднання заходів поточної соціальної політики в Україні, обмежених організаційним і фінансовим залученням держави до вирішення соціальних проблем, з можливостями громадської участі та підприємницької діяльності. Запровадження сучасних світових практик соціальних інновацій та соціального підприємництва, а також нормативно-правове регулювання діяльності соціальних підприємств стане суттєвим кроком на шляху до розвитку недержавного сектору соціального розвитку та політики соціального захисту.

Ключові слова: *інновації, підприємництво, соціальні інновації, соціальне підприємництво, післявоєнна відбудова, правові аспекти.*