



Ethics and Principles in Social Responsibilities of an Entrepreneurship

Dr. R. Venkatesh

Assistant Professor, Department of Business Administration.

K. S. Rangasamy College of Arts and Science (AUTONOMOUS) Tiruchengode, Namakkal, District – 637215.

Mail ID: r.venkatesh@ksrcas.edu.

ABSTRACT

The process of finding market possibilities, gathering the necessary means to pursue them, and investing those resources to take advantage of long-term profit-generating chances is known as entrepreneurship. An entrepreneur that is successful should keep their business strictly disciplined. An entrepreneur must understand the principles and significance of business ethics. Holding proper things in business and bad things in business is what it means to conduct business ethically. "Application of general ethical ideas in business" is how Frederick and Lawrence describe business ethics. Business behaviour and business ethics are closely related. A value is anything that holds significance or worth for a person; it also contains a judgmental aspect since it conveys personal opinions about what is good, desirable, or right. A company's ongoing commitment to act morally, support economic growth, and enhance the lives of its employees and their families, as well as the local community and society at large, is known as corporate social responsibility. The article explains social responsibility in depth and highlights its significance for entrepreneurs.

Keywords: Entrepreneurship, Business Conduct, Individual, Workforce, Society

INTRODUCTION

Understanding Social Responsibility

The ethical theory that holds that people and organizations have a duty to act in a way that benefits society as a whole is known as social responsibility. For entrepreneurs, this is running a company in a manner that is not just financially advantageous but also morally and socially responsible.

Dimensions of Social Responsibility

Entrepreneurs have an economic responsibility to make sure their company is profitable and makes a positive impact on the economy. This entails advancing fair trade policies, encouraging innovation, and generating jobs.

Legal Responsibilities: Adherence to rules and laws is essential. In order to have a good influence, entrepreneurs should not only follow the law but also go above and beyond it when feasible.

Ethical Responsibility

This entails coming to ethically good conclusions. Entrepreneurs ought to think about how their decisions will affect all parties involved, including as staff members, clients, and the community.

Giving Responsibility is important Taking part in charity endeavors, lending assistance to neighborhood projects, and funding social causes improve a business's reputation and advance the welfare of society.

Benefits of Embracing Social Responsibility

Embracing social responsibility can lead to several benefits:

- **Reputation and Brand Loyalty:** Companies recognized for their social contributions often enjoy greater customer loyalty and trust.
- **Attracting Talent:** A commitment to social responsibility can make a company more attractive to potential employees, especially younger generations who value ethical practices.
- **Long-term Sustainability:** Businesses that prioritize social responsibility are often more sustainable in the long run, as they are better positioned to adapt to societal changes.

Challenges in Implementing Social Responsibility

Despite the benefits, entrepreneurs may face challenges in integrating social responsibility into their business models

- Balancing profit with social goals can be difficult, especially in highly competitive markets.
- Stakeholder resistance, particularly from investors focused solely on short-term gains, can hinder initiatives.
- Measuring the social impact of initiatives can be complex and resource-intensive.

Goals of an Entrepreneur

Value of an entrepreneur will have a direct influence on the goals and objective the sets. The following are the goals of a typical entrepreneur are:

- Customer Satisfaction
- Achievement of departmental and organizational goal
- Employee Motivation

Need of Ethics to an Entrepreneur

Since the interaction between company and border society is the source of many issues, it is impossible to ignore the social aspects of business ethics. The following factors make ethical issues important for managers: Because each person's work is the centre of their existence. He cannot be a happy and healthy person until his work values align with his other values. We live in an industrial society now. Consequently, the worth of a firm becomes the value of society at large. Since moral and social considerations are the true motivators, an entrepreneur must take them into account. An organization may lose its reputation and market share as well as its legal right to exist if it does not act in a way that conforms to societal norms. An entrepreneur with a high degree of integrity is protected by studying business ethics. When making personal decisions and judgments, whether morally right or wrong, an entrepreneur with ethical awareness will be better able to establish a very responsible tone for the company.

Social Responsibility of an Entrepreneur towards Different Sections of the Society

Responsibility towards Employees:

- Fair wages and salaries
- Adequate Basic Facilities like safe drinking water, electricity, canteen, hygienic toilets.
- Skill development programmes.
- Good and safe working environment.
- Retirement benefits and pension schemes
- Collective bargaining
- Insurance cover
- Medical facilities

Types of Social Entrepreneurship

Leveraged non-profit ventures

This kind of Endeavour is non-profit. To implement a specific social innovation, the entrepreneur works with both public and private organizations, as well as a variety of other members of society. Although leveraged non-profits rely on outside donor financing, their long-term viability is frequently improved since their partners have a stake in their continued existence.

Hybrid non-profit ventures

Although this model incorporates some cost-recovery via the sale of goods and services, it is still a non-profit organization. Entrepreneurs need to raise money from sources other than the public or charitable sectors in order to continue their operations. Lack of funds can be addressed using grants or loans. However, there comes a time when these loans must be returned.

Social business ventures

For-profit companies that offer a social or ecological good or service are known as social business enterprises. Wealth accumulation is not the primary goal here, even though financial profits are an underlying purpose. Growing as a social enterprise is the company's main goal in order to help more people

in need and have a beneficial influence on one or more societal sectors. As a result, a large portion of the earnings are put back into the business to finance growth. This kind of venture's entrepreneur looks for investors who want to combine social and financial returns on their capital.

Objective of the Study

- To evaluate the Responsibilities of entrepreneurship in economic development of the country.
- To acknowledged the challenges face by the entrepreneur.
- To know the opportunities available for the entrepreneur in the country.

Research Methodology

This study is completely based on Primary data and secondary data, for this study secondary data used from various sources like business magazines, newspaper, research papers, articles, book, web references and many more.

Sampling Method

For this research Collect Primary data 143 respondent in various areas like Salem Districts.

Social Entrepreneurship – Impact Areas

Social ventures are scattered around the world, active in the fields of healthcare, education, human rights, culture and environment, among others.

Healthcare

Making sure people have access to healthcare is one important area where social entrepreneurship is making a significant contribution. These may be accomplished by establishing new, reasonably priced hospitals and clinics, offering medication, and training patients so that they can assist in clinics that are understaffed.

Education

Education is another industry where social entrepreneurship thrives. Revenue generation is not the main focus here, and many businesses in this industry are non-profits of some kind. Many social entrepreneurs set out to address the issue of access to quality education since it is still a worldwide concern. Social enterprises may improve education globally in a number of ways, including lowering dropout rates, assisting students on their educational route, increasing attendance, educating instructors, and providing infrastructure or course materials.

Human Rights

Social entrepreneurs work to protect human rights, including freedom of expression, the right to a fair trial, the pursuit of happiness, living without prejudice, the ability to practice one's religion, and more. By using these tactics educating the public, bargaining with governments, offering safe havens, and increasing public awareness social enterprises frequently assist individuals who live in the most concerning situations.

Culture

An organization may employ culture to encourage community cohesion and social change, but it may also enhance culture only for its own sake. Art scrape culture is more of an objective for social entrepreneurs than a means to an end. This Toronto-based organization creates locations that priorities creativity and culture while offering artists affordable places to live.

Environment

There are many opportunities for social entrepreneurs to concentrate on environmental issues, such as creating companies that offer sustainable goods or services, allocating resources responsibly, managing waste, reducing emissions, protecting land and wildlife, or even negotiating with governments, corporations, and localities to lessen their ecological footprint.

SOCIAL ENTREPRENEURSHIP – IMPACT AREAS

S. No	Factors	5	4	3	2	1	Total	No of Respondents	weighted Average	Rank
1	Healthcare	35*5	31*4	29*3	24*2	21*1	140	140	455	V
2	Education	52*5	31*4	29*3	17*2	11*1	140	140	516	II
3	Human Rights	45*5	38*4	28*3	19*2	10*1	140	140	509	III

4	Culture	51*5	35*4	29*3	10*2	15*1	140	140	517	I
5	Environment	49*5	31*4	28*3	22*2	10*1	140	140	507	IV

Sources: Primary Data

From the above table shows the Weighted Average test, it is found that majority of respondents are belong to the main reason Impact area in Culture related Entrepreneurship, and second reason Impact area in Education to Entrepreneurship in Social Responsibilities, and another factors are like that Human right, and Environment entrepreneur and Healthcare.

SUGGESTIONS

Among order to give social firms access to qualified managers and promoters, social entrepreneurs should help Indian higher learning institutions create curricula that encourage social entrepreneurship among their students.

These are several instances of social businesses operating in India that are transforming Indian society via their distinctive products and services, which leverage regional expertise to establish social ideals.

The increase of social entrepreneurship has reflected upon the employment and combination of skills among people at the foundation stage.

CONCLUSION

The job of a social entrepreneur is known as social entrepreneurship. Someone who sees a social issue and applies business concepts to plan, develop, and run a business to improve society is known as a social entrepreneur. The goal of social entrepreneurship is to empower companies to create more sophisticated and potent forms of social responsibility. In India, social entrepreneurship has the power to transform society. Numerous initiatives and examples have been implemented under the social entrepreneurship banner and have had a profound impact on the lives of those in the area. Given the severity of societal issues in India, social entrepreneurship in particular has greater potential. A special fusion of charity with entrepreneurial qualities is known as social entrepreneurship. Products and services in social entrepreneurship are created to have the greatest possible positive social effect while also generating significant financial gains for the company. In this case, the company's operating area is usually the area or region that large economic entrepreneurship firms tend to overlook. In a sense, social entrepreneurship offers very distinctive goods and services that meet societal needs more effectively than financial ones. This is a perfect example of entrepreneurial qualities being used to a social issue or cause. Apart from that, all of the fundamental components of entrepreneurship are comparable to those of its parent company.

REFERENCES

1. Bala, P., & Yusuf, I. (2004). Entrepreneurship development in Nigeria Principles and Practice. Nigeria. Adey Digital Prints , 3-5.
2. Bowen, H. P., & Clercq., D. D. (2008). "Institutional context and the allocation of entrepreneurial effort. Journal of International Business Studies , 747-767.
3. Durham, L. (2005). Entrepreneurship and Ethics. . A publication at the St. Thomas University, USA , 51-55.
4. H., S. S. (2010). The Relationship of Personality to Entrepreneurial Intentions and Performance. A Meta-Analytic Review. Journal of Management , 381-404. .
5. Hisrich, R. D. (2002). Entrepreneurship (Fifth edition).International edition. New York: McGraw Hill/Irwin Publishers. , 10-11.
6. Jamnik, A. (2011). The Challenges Of Business Ethics – Management And The Question. Tourism and Hospitality Management , 141-152.
7. Koster, S. A. (2012). Start-ups as drivers of market mobility: An analysis at the region-sector level for the Netherlands. Small Business Economics , 575-585.
8. McMullen, J. (2016). Trapped by the Entrepreneurial Mindset: Opportunity Seeking and Escalation of Commitment in the Mount Everest Disaster. Journal of Business Venturing , 663-686. .
9. Stephan, U. S. (2016). How Entrepreneurs Influence Employees' Job Satisfaction: The Double-Edged Sword of Proactivity. Academy of Management Proceedings , 182-193.
10. Valliere, D. a. (2009). "Entrepreneurship and economic growth: Evidence from emerging and developed countries. Entrepreneurship & Regional Development , 459-480.
11. Williams, D. (2017). The Impact of Role Identities on Entrepreneurs' Evaluation and Selection of Opportunities. Journal of Management , , 892-918.