

Importance of social entrepreneurship in promoting citizenship □

أهمية تبني المقاولاتية الاجتماعية لترقية ثقافة المواطنة

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Abstract:

This study aims to highlight the importance of adopting social entrepreneurship if mechanisms are properly applied to promote the culture of citizenship, which has become one of the main concerns of States, and increasing citizens' involvement in serving society, while also enhancing their understanding of social responsibility towards his community' members to solve his problems. To achieve the objectives of the study, the researcher employed both descriptive and analytical methodology. The study findings indicate that social entrepreneurship projects play a crucial role in promoting the philosophy of citizenship through social solidarity and participation in local society's development and bring about positive social change. Moreover, Universities provide significant education in entrepreneurship and social entrepreneurship field. The theory of citizenship provides constructive tools for success of social enterprises. Additionally, social entrepreneurship and citizenship work together to improve the welfare of society and are strongly connected to sustainable development.

Keywords: Social entrepreneurship; citizenship; value creation; social change; sustainable development.

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ملخص:

تهدف هذه الدراسة لإبراز أهمية تبني المقاولاتية الاجتماعية، إذا ما توافرت آليات تطبيقها بشكل سليم، لترقية ثقافة المواطنة التي أصبحت تحتل الصدارة في اهتمامات الدول، من خلال توسيع مشاركة المواطن في خدمة المجتمع وزيادة وعيه بمسؤوليته الاجتماعية اتجاه أفراد مجتمعه لحل مشاكله. ولتحقيق أهداف الدراسة اعتمدت الباحثة على المنهج الوصفي والتحليلي، فأبرزت الدراسة أن مبادئ المقاولاتية الاجتماعية تلعب دورا بارزا في تحقيق فلسفة المواطنة من تكافل اجتماعي ومشاركة للنهوض التنموي للمجتمع المحلي وإحداث التغيير الاجتماعي الإيجابي، وراجع ذلك إلى التنشيط البارز في مناهج الجامعات في مجال تنظيم المبادرات والمقاولاتية الاجتماعية. كذلك نظرية المواطنة توفر أدوات بناء تساعد على نجاح المبادرات الاجتماعية، بالإضافة إلى أن كلا من المقاولاتية الاجتماعية والمواطنة يعملان سويا لتحسين رفاهية المجتمع ولهما صلة وثيقة بالتنمية المستدامة.

الكلمات المفتاحية: المقاولاتية الاجتماعية، المواطنة، خلق القيمة، التغيير الاجتماعي، التنمية المستدامة.

1.Introduction

Each society possesses a unique set of characteristics, which serve to define its members identity. An Arab culture reveals a notable divergence from Western norms. This indicates that citizenship is characterized by pluralism and diversity. From that citizens derive their values from unity, loyalty and belonging to the country. Furthermore, citizenship entails a responsibility to engage solving society's problems, particularly in the context of the transformations imposed by globalization challenges, as well as political, social and economic security and the eradication of poverty. In this context, the significance of citizen culture is evident in his involvement in delivery of activities and services, advancement of social integration, enhancement of local development, and elevation of awareness and the acquisition of citizenship values (Yahya Bey & Kerbich, 2020, p. 465).

The concept of citizenship is inextricably linked to the pursuit of development, which is regarded as a fundamental objective due to the fact that humans are social creatures. This implies that every individual has the inherent right to life and integration within their society and

environment, with the aim of meeting their basic needs and exercising their rights and responsibilities in a fair and equitable manner. Conversely, he is expected to fulfil his social responsibility towards his fellow citizens by assisting in the resolution of fundamental issues that affect them and thereby contribute to the social and economic advancement of their communities.

One of the most significant contributions of citizenship has been the emergence of social entrepreneurship, which defined as activities that identify opportunities to create social value and rely on financially sustainable strategies to achieve social goals. Additionally, it addresses numerous social issues, including unemployment, inequality in access to health services, and social discrimination, etc. Despite its long history, social entrepreneurship has only recently begun to attract significant attention from researchers, the media, and policymakers (Au, Drencheva, & Yew, 2023, p. 01) and it has become policy-oriented, given its effective contribution to economy, environment, social capacity-building, promotion of cohesion and promotion of local development. It has also become evident that social entrepreneurs may be developing a model of active and organised citizenship that promotes a specific form of democracy (Hsu, 2017, p. 10).

o Study Problem:

Like other countries, Algeria is attempting to remain informed about the developments in the global economy, particularly with regard to entrepreneurship, which has emerged as a significant topic of discussion and academic inquiry. Consequently, it manifests in a multitude of forms, most notably social entrepreneurship, which plays a pivotal role in ensuring the social and economic security of citizens. Stemming from the above, the problematic that this paper addresses can be formulated as follows:

How does social entrepreneurship contribute to promotion of citizenship culture?

o Sub Questions:

- What does citizenship culture mean?
- What is the concept of social entrepreneurship?
- What is the significance of integrating social entrepreneurship to promote the culture of citizenship?

o Study Approach:

In order to define the concepts of social entrepreneurship and citizenship culture the study used a descriptive approach, and to clarify the role of social entrepreneurship in promoting and developing the culture of citizenship, it adopted an analytical approach.

o Objectives of the study:

The objective of this study is to:

- focus on one particular form of entrepreneurship, namely social entrepreneurship.

- highlight the role of social entrepreneurship in fostering a culture of citizenship.

- put forward recommendations for the effective implementation of social entrepreneurship within the socio-economic framework of Algeria.

- o Importance of the study:

- The study is of significant importance for the following two reasons:

- In terms of scientific significance, the study addresses critical contemporary variables in the management of organisations, social entrepreneurship and citizenship culture. it contributes to a more balanced understanding of this field, particularly given the ongoing efforts of social entrepreneurship to break established norms in addressing social issues.

- In terms of practical importance, the study emphasises the significance of social entrepreneurship in fostering a culture of citizenship, as evidenced by an analytical study of the interrelationship and impact between the two.

2. Literature Review

2.1 Social entrepreneurship

The financial and regulatory difficulties of the state in providing social welfare, together with the structural changes of rising unemployment and the deterioration of the economy in the 1980s, have led to privatisation policies and decentralisation of social welfare services. These factors have created an environment conducive to the establishment of institutions that prioritize social benefit over fiscal profit and have encouraged social institutions to move beyond philanthropy and adopt entrepreneurial strategies for financial independence and sustainability (Haugh, 2005, p. 04). Thus, social entrepreneurship has emerged and has attracted much attention in both professional and academic contexts.

Definition of social entrepreneurship

The concept of social entrepreneurship remains unclear and is subject to variation according to the researchers' perspective. Some view it as a more efficient non-profit organizational activity, while others perceive it as a for-profit business that attempts to meet the social needs of the market (Okpara & Halkias, 2011, p. 10).

The United Nations has adopted Utrecht University's definition of social entrepreneurship, which encompasses the identification of a social issue, the exploration of potential solutions, the development of viable options, and the evaluation of these options with the aim of driving social change in an innovative manner. This definition emphasises the primacy of social objectives over financial objectives, but at the same time profit is fully acceptable. Social entrepreneurship thus extends beyond the scope of enterprise's social responsibility, encompassing the reinvestment of profits to drive perceived social change. In essence, social entrepreneurship pertains to individuals who recognise the potential for social transformation through the adoption of a philosophy that is equitable to all parties (Brahmi, 2023, p. 37).

The UK's third sector defines social entrepreneurship as businesses that are primarily focused on social impact, whose profits are primarily reinvested for this purpose in business or directly in society. Such enterprises are not merely examples of conscientious business management; rather, they represent an effort to effect change, frequently addressing long-standing social and environmental challenges (Brahmi, 2023, p. 38).

It is crucial to comprehend the manner in which social change can be achieved in a meaningful and sustainable manner, without the emergence of unintended consequences. This is the concept of the art of social change, as defined by Dees (Worsham, 2012, p. 447).

The concept of "social entrepreneurship" has gained increasing prominence and is attracting a growing amount of scholarly attention. And the concept is frequently discussed in the media and employed by public officials and academics. This is partly due to the support of social entrepreneurs from a complex network of organisations that highlight their work and contributions to society. The term is often conflated with other related concepts, with philanthropists, social activists, environmentalists and other socially oriented practitioners being referred to as social entrepreneurs (Abu-Saifan, 2012, p. 26). However, there is a distinction to be made between social entrepreneurship and social business. The latter refers to companies that pursue public benefit rather than private profit, as exemplified by NGOs with social and environmental objectives. A social enterprise is a business organisation that generates its own revenue, thereby covering its costs and enabling recovery of investments.

The entity reinvests all profits to facilitate growth and innovation, or to establish new social businesses (Brahmi, 2023, p. 36).

It can thus be posited that social entrepreneurship is an enterprise that functions according to economic principles, yet is not solely driven by the pursuit of profit. Instead, it strives to provide novel and

sustainable solutions to social and environmental challenges. Such initiatives are characterised by their capacity to effect social change or address social needs in novel ways.

Elements of social entrepreneurship

Entrepreneurship is not a particular person's setting up of a new enterprise or limiting its activity in a particular area, but extends to 06 elements (Benhakkoum & Badri, 2021, p. 1023; Okpara & Halkias, 2011, p. 13):

* **Innovation:** Social entrepreneurship is the missing link between the idea and its application or its embodiment and management. It is a transformation to solve social problems. On this basis, social entrepreneurship is an innovative activity that creates social value and contributes to broad and growing social needs (Dabech, 2021, p. 527).

For Schumpeter and Drucker, innovation is an essential part of entrepreneurship. It is the process by which, according to Drucker (1985), something new and/or different is created that is valuable and enables society where it does not exist before. New formulations may include the introduction of a new economic good, a new method of production, the opening of a new market, the entry of a new source of raw materials and/or the establishment of a new industrial organisation, according to Schumpeter (1936) (Haugh, 2005, p. 05).

* **Leadership:** Social entrepreneurs must be visionary leaders who are able to envision the future. They must also be able to withstand frustration and stress and have the psychological maturity to deal with whatever is thrown at them. They must also have characteristics that help them to motivate and lead others in new directions (Okpara & Halkias, 2011, p. 15).

The term social entrepreneur was first mentioned in 1972 by Joseph Banks in his book *Sociology of Social Transformations* and was used to describe the need to use management skills to address social problems and business challenges (Alabdi & Aldjabori, 2019, p. 55). However, most opinions tend to attribute the term social entrepreneurship to Bill Drayton when Ashoka was founded in 1980 (Dees, 2007, p. 24).

Social entrepreneurship is founded by entrepreneurs who develop their entrepreneurial skills (initiative, risk, innovation, autonomy, responsibility, value creation...) in the service of community, to find solutions to social or environmental problems in close collaboration with public organisations (Dabech, 2021, p. 520). And according to Dees (1998), the social entrepreneur plays the role of a driver of change in the social sector (Brahmi, 2023, p. 40). So, qualities of the social entrepreneur include (Benhakkoum, 2021, p. 56).

-Awareness and knowledge: The social entrepreneur must be a conscious person, aware of the realities, problems, and resources and potential of his or her society.

-Self-confidence: He must also have some self-confidence and the ability to bring about change.

- Creativity: The entrepreneur is a creative and social person who thinks outside the box and whose ideas are not limited by boundaries.

-Initiative: He is also an active, highly motivated person who cares about his community and is always willing to sacrifice for it.

-Positive: A dynamic person who believes that every problem has a solution and feels responsible of an issue.

-Inspiration: The social entrepreneur has the ability to inspire others and succeeds in persuading them to take steps towards change.

* Business opportunities: new market opportunities, goods or services that are exploited and sold at prices higher than cost.

* Creation of an organisation: operations that lead to the creation of a new organisation.

* Value creation: material and financial benefits that increase to the satisfaction of entrepreneur and distributors or interested parties.

* Social benefits: There are those who believe that social objectives are the only and main objective.

According to Dees (1998), social entrepreneurs have a clear social mission rather than their goal of wealth creation, it is only a means for entrepreneurs to achieve a social goal, so much of literature places the concept of social entrepreneurship in the world of non-profit organisations (Peredo & McLean, 2006, p. 60).

Social entrepreneurship characteristics

Social entrepreneurship includes the following features (Benhakkoum, 2021, p. 52):

- Fowler (2000) posits that social change based on non-traditional entrances and significant initiatives. The Bangladesh Rural Advancement Committee (BRAC), for instance, has established a range of income-generating projects, including BRAC Printing Pack, BRAC Cold Storage, BRAC Factories for clothes, which collectively achieve profits that will support its core goals (Peredo & McLean, 2006, p. 60).

-The fundamental motivation of social entrepreneurship is the creation of social value, rather than the pursuit of personal benefits. The social entrepreneur sacrifices financial profits but derives social satisfaction. He is prepared to accept a financial deficit in order to mould his social enterprise in a manner that is more aligned with his social and moral values, instead of pursuing the greatest possible profit (Baron, 2007, p. 686).

-It can be achieved in both the for-profit and nonprofit sectors. Social entrepreneurship can be observed in a multitude of contexts, including public, private, and even charitable organisations(Roper & Cheney, 2005, p. 97). It can also emerge between individuals or between organisations. Additionally, social entrepreneurship can emerge from small groups, teams of individuals, organisations, networks, or even communities that unite to facilitate transformative change that challenges established patterns. The focus is not only on the act itself, but also on the manner in which it is carried out. This is aimed at defining entrepreneurship in a more comprehensive manner, encompassing organisational and administrative reforms, as well as the utilisation of existing objects in novel ways (Light, 2006, p. 50).

- identify solutions to social issues. To illustrate, Fast Company has recently acknowledged Better World Books as an entity that addresses the global illiteracy issue by facilitating the funding of community reading initiatives through the sale of donated books, thus exemplifying commendable social entrepreneurship. Even some of the most prominent capitalists have adopted and engaged in social entrepreneurship, with Bill Gates, the founder of Microsoft, representing a particularly notable example. In a speech delivered at the World Economic Forum in Switzerland, Bill Gates articulated a novel conceptualisation of capitalism. He posited that a system of this nature would be tasked with two distinct objectives: the generation of profits and the enhancement of the lives of those who are not fully integrated into the market economy (Certo & Miller, 2008, p. 267).

-It is essential to strike a balance between voluntary efforts and profitable intentions in order to ensure the sustainability of the entrepreneurship project. As Schwab (2000) observes, Albina Ruiz's innovative approach to garbage collection in slums in Lima, Peru, represents a notable example of social entrepreneurship. The Foundation conducts weekly visits to these slums with the objective of collecting and recycling solid garbage. The Foundation's objectives are to create a healthy city through the improvement of healthy environmental conditions, the provision of employment opportunities and the enhancement of living conditions in the region. However, this mission proved to be financially lucrative, with the profits, distributed among the proprietors and workers, alike, constituting an integral aspect of the project's overall outcome (Peredo & McLean, 2006, p. 61).

- Social entrepreneurship will result in a sustainable competitive advantage for an organisation, thereby enabling it to achieve its social mission (Weerawardena & Mort, 2006, p. 21).

-It improves social wellbeing by increasing people's choices and ability to meet their needs.

Importance of social entrepreneurship

The following points serve to illustrate the significance of social entrepreneurship:

- Social entrepreneurship serves to establish the values of social solidarity among different groups of society. This is achieved by providing assistance to those in need and expanding the circle of beneficiaries, thereby promoting stability and social security. So, the efficacy of social entrepreneurship is contingent upon its capacity to facilitate access to employment positions for all social groups. These groups include those who are marginalised, have special needs or are discriminated against, as well as rural women, individuals with social problems and young people without professional experience (Dabech, 2021, p. 526).

- Social entrepreneurship is efficient, providing services or products of higher quality and lower cost economically, assuming that the State performs them at a level of proximity close to community and more aware of their needs and requirements.

- Social entrepreneurship contributes to economic, social and political development, job creation and community support during crises. The objective of social entrepreneurship is to create social value in conjunction with economic value, to facilitate sustainable social change, and to provide innovative solutions to social problems while offering supportive services in a multitude of areas (Benhakkoum, 2021, p. 59). One of the most notable international instances of social entrepreneurship is the response to the 2008 Wenchuan earthquake in China. In the aftermath of the disaster, social entrepreneurship played a pivotal role in facilitating the recovery process, after confirming that donations from the state or citizens are the most effective means of providing assistance (Hsu, 2017, p. 09).

- The development of social responsibility is contingent upon an individual's comprehension of their role in achieving societal goals, their concern for the well-being of others, and their active engagement in the resolution of societal issues.

- Establishing partnerships between public and private sectors and civil society organizations and maintaining a continuous dialogue between them on projects that alleviate unemployment and poverty for the most vulnerable populations in those regions, and expressing the people's aspiration to engage in serious work to upgrade their situation, through the implementation of pilot programs that will serve as the foundation for a larger and more comprehensive program (Sahli, 2021, p. 32).

- Social entrepreneurship has emerged as a favoured method for the implementation of numerous initiatives within the domain of environmental conservation, with a particular focus on the mitigation of adverse impacts resulting from human activities especially in the field of pollution control and recycling, where social entrepreneurship has been instrumental in driving change. In the present era, the residual materials resulting from industrial processes have become a subject of considerable interest from an investment perspective (Dabech, 2021, p. 528).

-The growing relations between social institutions and the private sector are reflected in the potential for competition between them as they compete for market share in the future. Previously, social enterprises typically entered markets that had been overlooked or neglected by the private sector. However, the capacity of social enterprises to develop markets may potentially encourage the formation of a market where their revenues are attractive to the private sector for investment (Haugh, 2005, p. 05).

-In addition to generating profits for their owners, social entrepreneurship plays a role in enhancing societal well-being. It serves to reduce unemployment and poverty rates while striving to identify optimal solutions to the myriad challenges faced by individuals (Benhakkoum & Badri, 2021, p. 1026).

2.2 Citizenship

It is unsurprising that the topic of citizenship is a focus for social scientists and decision-makers in a range of countries worldwide, particularly given the impact of globalisation on political, economic and cultural spheres, which has positioned the topic of citizenship at the forefront of states' concerns (Al-Zerfi, 2020, p. 149). With this shift new forms of citizenship have begun to emerge.

Definition of citizenship

The term 'citizenship' is defined as the relationship between a citizen and the state. The dimensions of this relationship are defined by the constitution and by laws regulating economic, social and cultural relations, rights and responsibilities between states and citizens, and between citizens themselves. The concept of full citizenship encompasses the entitlement of all citizens to these rights on an equal basis, without distinction (Al-Zerfi, 2020, p. 150).

Citizenship is not merely a matter of one's relationship with a state. The concept of citizenship plays a pivotal role in the participation of marginalised people in society (Caldwell, Harris, & Renko, 2012, p. 509). The fundamental aspects of citizenship are membership in a

society, the rights and responsibilities inherent to that membership, and equality principle. In consequence, the concept of citizenship is inherently relational and it is crucial to consider citizenship as a collective membership (Caldwell et al., 2012, p. 512).

Dallari (2004) reveals that citizenship is a set of rights that affords individuals the opportunity to engage actively in the life and governance of their people. Those who are not citizens of the state are marginalised or even excluded from social life and decision-making. This association implies that citizens will possess all the rights that the law attests to the citizens of that state (Bastos & Araújo, 2015, p. 04).

As Tirner (1986) proposes, the expansion of citizenship rights can be regarded as a gradual extension of political society and an enlargement of participation in the state. Political rights were usually based on civil rights, and social rights regarded as an extension of political rights. Consequently, the evolution of citizenship rights can be delineated along two axes: the social scope, which encompasses the social groups that are afforded full participation. In the initial stages of development, the definition of citizenship was confined to adult males. However, significant progress has been made in extending this to encompass all adult males and females, children, indigenous peoples, and so forth. Recent discussions have focused on the rights of older persons, persons with disabilities, children and refugees, as well as on issues that extend beyond the scope of "social", including animal rights and ecosystems (Pakulski, 1997, p. 77).

Dimensions of citizenship

In drawing on the work of the legal academy, Linda Bosniak proposes to separate citizenship into four different types: categories: citizenship as an official legal status that distinguishes citizens from non-citizens; citizenship as a set of rights; citizenship as a form of political activity; and citizenship as a matter of identity /solidarity (Volpp, 2007, p. 578) subsequently identifies the following dimensions of citizenship (Al-Zerfi, 2020, p. 153):

*Citizenship as a political activity: Citizenship and democracy are two sides of the same coin. Democracy is the primary incubator of citizenship, meaning that the people are the source of power and political and legal equality among citizens. Both concepts encompass a set of shared values, including pluralism, the protection of citizens' freedoms and rights, the preservation of their dignity, equal opportunities, the rule of law, and the participation of community in the determination of state affairs.

* Citizenship as a legal status: The relationship between a state and its citizens. Every citizen has rights and duties determined by law.

*Citizenship as a cultural phenomenon: means tolerance, respect, acceptance, appreciation and cultural diversity. Citizenship also means that a group of human beings is associated with a particular land with national symbols of anthem, flag, that generate a spirit of belonging and loyalty. So, the homeland has a historic geo-economic and political entity.

Some authors posit that citizenship can be conceptualised as comprising four distinct forms of civic values (Volpp, 2007, p. 577).

- Public values: courage, adherence to law, loyalty.

- Social values: independence, openness.

- Economic values: work ethics, the ability to delay self-satisfaction, and the ability to adapt to economic and technological change.

- Political values: ability to distinguish and respect the rights of others, willingness to demand only what can be paid for, and ability to assess the performance of those in position.

Culture of citizenship

Citizenship does not necessarily entail a sense of national pride or an emotional attachment to one's country of origin. It is the tangible expression of national unity and the establishment of a civil rights society to which all citizens belong by their own volition and in which human rights are respected (Fridja, 2018, p. 18). Consequently, the culture of citizenship is defined as the entirety of the complex that encompasses knowledge, art, ethics, law and cognition, as well as all that is acquired by an individual as a member of society (Al-Zerfi, 2020, p. 155). It is important to note, however, that as a result of the evolution of modern tools of communication and their increased impact, there has been a significant overlap between cultures and identities.

3.Importance of adopting social entrepreneurship to promote citizenship culture

The relationship between social entrepreneurship and citizenship is one of mutual influence. The theory of citizenship offers a plethora of constructive tools, including the application of pivotal components of citizenship (equality, collective membership, rights and obligations) within the context of social entrepreneurship (Caldwell et al., 2012, p. 513). And the concept of contemporary citizenship is designed to establish a socially cohesive identity based on cultural equality. This requires effective participation by citizens who assume a social responsibility (Fridja, 2018, p. 17).

3.1 Impact of social entrepreneurship on citizenship

Impact of social entrepreneurship on local citizenship

Social entrepreneurship constitutes a form of social responsibility and a pathway to social and economic participation. Social participation was identified as an essential element of the integration process, with economic participation encompassing social well-being through poverty alleviation and enhanced quality of life through the creation of sustainable income-generating opportunities and increased access to markets for affordable and appropriate products and services. Additionally, there is a need to facilitate capital and asset development (Caldwell et al., 2012, p. 510). These projects require the input of resources, as the acquisition of human resources, particularly those who are willing to devote their time and financial resources to the organisation, is of great importance to the success of the project. The formation of alliances is essential to ensure the continued viability of the project. As Certo and Miller (2008) have observed, the value creation in social projects is derived from the community. Consequently, the impact of social entrepreneurship on citizenship at the local level can be defined as follows:

- Social responsibility: Social entrepreneurs feel that they are citizens who exercise their civic duty towards their communities and contribute to public interest.
- Influencing Public Policies: Social entrepreneurs occupy a prominent position within their communities as active citizens, and their involvement in public policy-making in support of their social mission becomes increasingly significant. This status also allows them to influence the political and civil scene and pressure governments to defend their projects (Brouard, Larivet, & Sakka, 2010, p. 58).
- Community participation: Social entrepreneurship requires a deep understanding of the community as well as identification of unmet needs as well as understanding of local challenges. Social entrepreneurs use their skills to organize projects to address social problems and bring about positive social change, resulting in social development. In addition, social entrepreneurship provides services, goods and functions to improve the quality of life, which serves to reinforce the sense of citizenship among members of society and their desire to participate in such projects. For example, garbage recycling projects have formed a picture of social integration and even an opportunity for citizenship in Brazil even presented an opportunity to obtain citizenship status (Bastos & Araújo, 2015, p. 01).
- Resource mobilization: As previously stated, social entrepreneurs are respected members of society and Government. This helps them

utilize their credibility to attract funding and recruit volunteers for their social initiatives (Brouard et al., 2010, p. 60).

- Empowerment and capacity building: Social entrepreneurs can share their experiences and skills with other members of the community through training, mentoring, assistance or even inspiration and motivation so that others can engage in such projects to serve the community.

- Reinforcement of ecosystems: Social entrepreneurship can effectively and sustainably solve problems of pressing environmental issues at the local level.

Impact of social entrepreneurship on global citizenship

At the global level, Waters (1995) clarified that there is a globalization process of economic dimensions (global market), political (global policy) and cultural communication (global village) dimensions (Pakulski, 1997, p. 82), as well as the concept of global citizenship is also currently being discussed in the context of contemporary citizenship. Waters found that the application and organization of social enterprises represents an optimal preliminary step for the government to instill global citizenship values among tourists and stakeholders. When consumers consider themselves to be global citizens, they engage in responsible business practices, such as purchasing products that protect the local population, respect the environment and contribute to a given economy. Consequently, the phrase "think globally and do locally" is frequently employed in various international contexts to encourage the adoption of a global citizenship ethos (Gowreesunkar, Van der Sterren, & Séraphin, 2015, p. 12).

Social entrepreneurship and global citizenship have compatible goals, with both working towards the same goal of improving society's well-being as a primary objective, both of which are closely related to sustainable development (Gowreesunkar et al., 2015, p. 08). Both are in line with the United Nations Sustainable Development Goals, which seek to address global challenges such as poverty, inequality, climate change and environmental degradation. Social enterprises contribute to these goals by finding innovative solutions and sustainable livelihoods. Furthermore, global citizens are active participants in the process of raising awareness, advocating for change, and supporting initiatives that contribute to the achievement of the Sustainable Development Goals.

3.2 Social entrepreneurship challenges to achieve citizenship

The field of social entrepreneurship faces a multitude of challenges, including:

- Social enterprises are confronted with a managerial challenge. It is imperative that they navigate the delicate balance between competing values with precision, as they are simultaneously navigating the dual roles of entrepreneurship and pursuing a social purpose that may not be solely driven by profit. It is challenging to integrate the skills required for for-profit and social enterprises within a single individual (Haugh, 2005, p. 08).

- Social enterprises are typically characterised by their small and localised nature, and are able to harness non-market and non-monetary resources in their establishment and operation. Consequently, it is reliant on the local knowledge of volunteers to reduce start-up costs, while operating costs can be reduced by employing individuals interested in working in the sector at lower wages than those prevailing in the market (Haugh, 2005, p. 08).

- Social entrepreneurship needs to be able to demonstrate its effects on society and its cost-effectiveness. Performance indicators are also of significant importance to funding providers, and are a crucial element in enabling social enterprises to secure venture capital. To date, assessment tools designed to measure specific intangible outcomes, including social capital, citizenship, community cohesion, social well-being, quality of life, and community social and economic renewal, are still in the early stages of development. However, social audits and return on investment have made significant contributions to this field (Haugh, 2005, p. 09).

- One of the key challenges faced by social entrepreneurs is the difficulty in mobilising financial resources. The initiation of a new social project necessitates the identification of financing sources that are primarily interested in creating social value rather than economic value. Fortunately, the more recent trend towards financing venture capital for social projects has brought about a transformation in social entrepreneurship. This has led to the emergence of philanthropic venture firms such as Ashoka, Acumen Fund and Charity Partners Venture Philanthropy Partners, which have become a source of financial resources, consultancy and relations for new social enterprises (Certo & Miller, 2008, p. 269). One of the principal reasons for the recognition of the social entrepreneurship movement is William Drayton's elevation of the concept. Drayton first introduced the term 'social entrepreneur' to the world in 1980 with the establishment of Ashoka, which was founded on the belief that social entrepreneurs had

the greatest potential to solve social problems (Dees, 2007, p. 24). And Ashoka represents one of the earliest initiatives explicitly designed to provide financial resources to social entrepreneurs. Their objective has been, and continues to empower social entrepreneurs with financial resources and a professional network through which they can disseminate social entrepreneurial ideas and solutions (Okpara & Halkias, 2011, p. 06).

- Social entrepreneurship initiatives are confronted with considerable challenges as they endeavour to create two distinct forms of value: social and economic. This gives rise to the question of legitimacy for those who adopt these social projects (Hervieux, Gedajlovic, & Turcotte, 2010, p. 38).

- There is a paucity of awareness of the concept and importance of social entrepreneurship in the construction of a stable and sustainable society and low social problems.

- Social entrepreneurship needs to infuse with a culture of innovation, proactive capacity, and risk management. Furthermore, decision-making techniques must be developed in order to enhance the proactive management of the environmental context. Furthermore, there is a distinct possibility of direct competition between organisations that seek to achieve value within a profit-oriented context and those that aim to maximise social value (Weerawardena & Mort, 2006, p. 33).

4. Conclusion

The study sought to demonstrate the value of adopting social entrepreneurship into the promotion of citizenship culture, which is a crucial driver of development. The findings and recommendations that emerged from this study are as follows:

Results:

- The subject of entrepreneurship education has become a prominent feature of Algerian universities programs. However, social enterprises are still in a relatively early stage of development and are likely to receive greater attention in future public policies as a result of their active role in the economy, the environment and social security. For example, there is a university network of social entrepreneurship that brings together academics, professionals and students. One such institution is the Oxford Business School, which includes the Skoll Social entrepreneurship Center and is affiliated with Skoll Foundation. Wilson center also identifies Pace University for Social entrepreneurship, Indiana University Social entrepreneurship program,

and Stanford University Social Innovation and Entrepreneurship Program (Hervieux et al., 2010, p. 45).

- There is a notable interest on the part of governments to advance social entrepreneurship initiatives through the supportive policies.

- Social entrepreneurship projects play a significant role in the realisation of the culture of citizenship, which encompasses social solidarity and participation, and which is designed to advance the development of society. An effective citizen is not one who seeks to restrict the authority of the state or advocate for multi-party elections. Rather, an effective citizen is one who possesses an understanding of needs and concerns of society and is able to assist the state in effectively addressing them (Hsu, 2017, p. 11).

Recommendations:

- It would be beneficial to draw upon the experiences of the most advanced countries in the field of social entrepreneurship, with a view to emulating their approaches within the local social context.

- Create social entrepreneurship projects within university incubators, with the objective of launching them outside the university walls.

- Create a social responsibility unit within public or private sector institutions.

- Support partnerships between the three sectors and encourage financing of social investments by granting loans targeting small projects to create a financial source for low-income citizens.

- Funding associations with social entrepreneurship programs and initiatives.

- It is essential to disseminate the culture of social entrepreneurship and market its importance through various media and communication channels.

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