

# **Social Entrepreneurship as a Mechanism for Economic Wealth Creation in Private Sector Organizations**

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## **Abstract**

The concept of social entrepreneurship has been variously identified by different researchers leading to contradicting definitions, and the manner in which it influences shareholder wealth creation is ambiguous. This study seeks to explain the wealth creating characteristics and behaviour of social entrepreneurship in Sri Lanka, and was approached through multiple studies. Three private organizations in Sri Lanka in different sectors were selected, and data was gathered through in-depth interviews and focus group discussions and observations backed up by secondary data sources. The study reveals that employer branding derives from social entrepreneurship, resulting in a positive image of the organization, while having a direct and positive mediating impact on creating economic wealth of shareholders. The study indicates that social entrepreneurship is a mechanism of economic wealth creation for shareholders in profit maximizing private organizations, and that it builds employer branding as well.

**Keywords:** Economic wealth of shareholders, Employer branding, Social entrepreneurship.

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