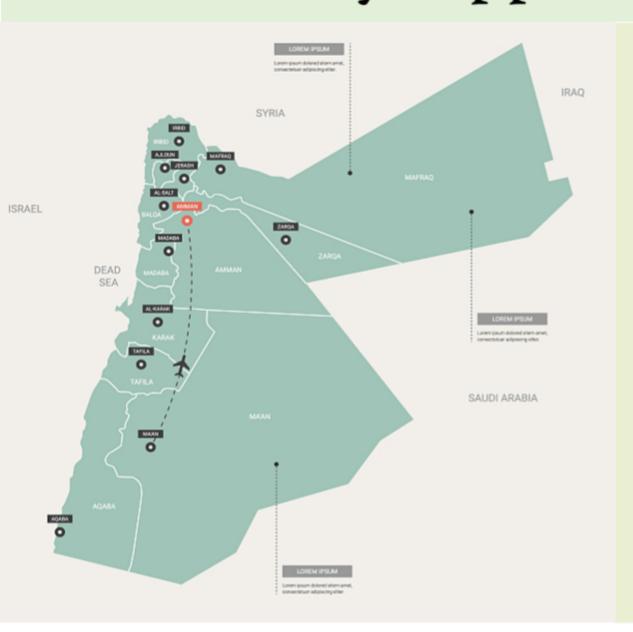# Social Entrepreneurship in Resource-Constrained Contexts: A Grounded Theory Approach from Jordan

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intrduction

In the growing discourse on social entrepreneurship, much attention has been given to institutional frameworks and experience-based perspectives, but a comprehensive understanding of the practice in resource-constrained environments like Jordan remains elusive. To fill this gap, our study draws on key constructs from the literature, such as institutional theory and the social entrepreneurship intention model, and aims to map the unique entrepreneurial landscape in Jordan. Utilizing a grounded theory approach, we explore how social entrepreneurs in Jordan perceive feasibility and desirability in their ventures, as influenced by institutional environments and social support—a concept highlighted in prior research. For data collection, we employed semi-structured interviews for our qualitative analysis and used data from the Global Entrepreneurship Monitor (GEM) report for the quantitative aspect. Our multi-level analysis examines individual, organizational, and institutional factors affecting social entrepreneurship in this resource-constrained setting. Through this integrated methodology, we offer a nuanced understanding of how social entrepreneurs navigate regulatory, normative, and cognitive challenges. This research significantly contributes to the existing body of knowledge by providing a framework that not only advances academic understanding but also has policy implications for fostering social entrepreneurship in resource-constrained contexts like Jordan.

interview

General Social Entrepreneur
- **Motivation**: *Aimed at addressing specific social and environmental issues in Jordan, such as water resource management.*
- **Opportunity Identification**: *Needs and opportunities are identified through dialogues with local communities and other stakeholders.*
- **Resource Mobilization**: *Collaborates with local governments and non-governmental organizations.*

Female Social Entrepreneur
- **Motivation**: *Primarily focused on gender equality and women's empowerment.*
- **Opportunity Identification**: *Interacts with local communities and feminist organizations to identify opportunities.*
- **Resource Mobilization**: *Utilizes women's communities and social media for resource gathering.*

Successful Social Entrepreneur
- **Motivation**: *Intends to bring successful experiences from other countries to address pressing issues in Jordan.*
- **Opportunity Identification**: *Conducts comprehensive market research and needs analysis.*
- **Resource Mobilization**: *Leverages past successes, capital, and networks for resource mobilization.*

Method

Data were collected for a literature review and questionnaires were distributed for qualitative interviews

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Using grounded theory to analyse targeted interviews

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Import NVivo to complete the encoding

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Conclusion

In summary, our study on social entrepreneurship in resource-constrained settings like Jordan reveals that motivations are multifaceted, with entrepreneurs often grappling with the need to balance social impact and financial sustainability. For data collection, we employed semi-structured interviews for qualitative insights and utilized data from the Global Entrepreneurship Monitor (GEM) report for quantitative analysis. Entrepreneurs heavily rely on both personal and professional networks, a dependence that can perpetuate existing social inequalities. Government policies serve a dual role, acting both as support and barrier, which necessitates a nuanced approach for future policy reforms. Additionally, entrepreneurs often find themselves navigating complex cultural landscapes, facing ethical dilemmas, and needing to strike a delicate balance between innovation and existing social norms. The entrepreneurial experience varies widely, suggesting that previous successes can set unrealistic expectations and potentially lead to overconfidence. To foster entrepreneurial success in resource-limited settings, a clear definition and understanding of social enterprise are crucial. Moreover, there's a need for a robust body of empirical research that explores social entrepreneurship at multiple levels. These findings offer important insights that contribute to existing knowledge and merit further research.