

IMPACTUL SOCIAL AL ORGANIZAȚIILOR NONGUVERNAMENTALE

THE SOCIAL IMPACT OF NONGOVERNMENTAL ORGANIZATIONS

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Abstract: Social entrepreneurs are a new species that seeks to combine social interests with business practice to effect social change. Our paper refers to one kind of social enterprise that is passionately committed to its social mission – nongovernmental organizations (NGOs). Indeed, some of the NGOs in Romania fall into the definition of social entrepreneurship, being characterized by those factors that define the field of social entrepreneurship: they adopt a mission to create and sustain social value, they pursue new opportunities to serve that mission and they engage in a process of continuous innovation, adaptation and learning. The purpose of our paper is to examine the way in which NGOs in Romania are accomplishing their social mission and also the pitfalls that these NGOs have to face regarding the financial support they have from their stakeholders. The findings from this study provide interesting examples of how the Romanian not-profit organizations understand to approach a sensitive issue: the social entrepreneurship. The paper has implications for research on social entrepreneurship and future research should examine other social economy organizations to determine if the dynamics discovered here are unique to the NGOs or apply more generally.

Keywords: social entrepreneurship, business entrepreneurship, nongovernmental organizations.