

EXAMINING THE MODELS OF SOCIAL ENTREPRENEURS IN NAM NOI COMMUNITY, HAT YAI DISTRICT, SONGKHLA PROVINCE

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ABSTRACT

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This qualitative research aimed to exam the models of social entrepreneurs in the Nam Noi community, of Hat Yai district, Songkhla province. The qualitative methods of interview, focus group discussions, participant observation, and knowledge-sharing forums were used as field data collection tools. Informants for the research comprised 70 people, consisting of 3 social entrepreneurs, 25 villagers, 4 community leaders, 1 local administrative officer, 5 academics, 5 social movement activists, and 27 students. The data were also collected from related literature reviews and area studies. The data analysis was mainly based on the content analysis approach. The study found that social entrepreneurs in the Nam Noi community were entrepreneurs who operated businesses to respond to their own needs and to help solve community problems. Moreover, whether considering any of the models of social entrepreneurs, be it the pioneer, cooperator, social network creator, inspiration, or changemaker, all of them utilized social innovations such as social networks, computer programs, or online social media that impacted the community's economic, social, and environmental aspects. They also corresponded with the sustainable development goals in the following aspects. First, people's development resulted from academic cooperation through educational institutions. Second, the planet's development resulted from the change in food containers. Third, prosperity and development resulted from the rotation of money, income distribution, and community economic stimulation. Fourth, peace development resulted from family strengthening, contributing to peace and happiness for people in the community. Fifth, partnership development resulted from the creation of social media networks for a better community. All of these innovations helped people in the community have a better quality of life.

Keywords: Social entrepreneur; social innovation; sustainable development goals; model

1. INTRODUCTION

Social entrepreneurs are determined people who attempt to find new solutions for urgent social problems. They make changes for a better society, instead of leaving the problems to the government sector to solve alone. In other words, it can be said that whatever the government does not or cannot look after thoroughly, social entrepreneurs are there in support as they realize that it is an opportunity for them to fulfill

the people's needs. For this, social entrepreneurs must have two common goals. First, they must give importance to the objective of creating a social impact by creating social innovation or social value, which is considered a non-monetary benefit to which social entrepreneurs give less importance. The second common goal is to meet objectives efficiently. To do this, social entrepreneurs employ major principles of setting organizational goals, work styles, procedures, and methods to monitor, control, and evaluate organizational performance. Nevertheless, in practice, these important principles must be adapted to suit the organizational context (Aquino et al., 2018; Dwivedi & Weerawardena, 2018; Kibler et al., 2018). Additionally, social innovations initiated by social entrepreneurs need to consider three areas. First, justice which refers to behavior with sincere respect for people with fairness and reason. Second, equality which refers to equal circumstances in terms of status, rights, and opportunities. Third, empowerment which refers to making people have more self-confidence in determining their destiny and demanding their legitimate rights (Anderson et al., 2014). That is, social entrepreneurs must make efforts for those social innovations (Vidmar, 2021). At this point, it can be seen that social entrepreneurs and social innovations are important factors in driving development activities at the both community and social levels toward sustainable development.

Sustainable development was first mentioned in a report titled "Our Common Future", also known as "The Brundtland Report". It explained that development would be sustainable only when it meets the needs of the present generation without allowing future generations to compromise or reduce the ability to meet their own needs. There is an action plan that emphasizes people, the planet, prosperity, peace, and partnership (United Nations, 2015). The concept of sustainable development has been developed and become part of the present goals of sustainable development known as "Sustainable Development Goals: SDGs" consisting of 17 SDGs, 169 global targets, and 243 indicators covering 15 years (2015–2030) to balance the needs of developed countries and developing countries in economic, social and environmental dimensions of sustainability (United Nations Statistics Division, 2015). Most importantly, sustainable development requires serious actions (Hák et al., 2018), especially with inequitable consumption of limited natural resources (Kahiluoto et al., 2015; Häyhä et al., 2016) in order to distribute the resources with justice and equality (Downing et al., 2019) with the hope of creating awareness at the local community level (Drees et al., 2021).

"Nam Noi" is a small old agricultural community in Nam Noi subdistrict, Hat Yai district, Songkhla province. The subdistrict has 10 villages with over 6,200 households and a population of 15,000. Geographically, its terrain is generally mountainous in the south, but with plains and rice fields elsewhere. As for the climate characteristics, it is located in an area under the influence of tropical monsoons. Northeastern monsoon winds blow through it every year around October to January, and the southwest monsoon winds do so around May to October. As a result, there are two seasons: summer and rainy season. Summer is from around February to July, with no monsoon wind. When the northeast monsoon winds end, the weather starts to get hot, and the highest temperatures are reached in April. However, the weather is not too hot because it is located near the sea. The rainy season is around August to January, with rainfall during the northeast monsoon and the southwestern monsoon. However, there is more rain during the northeastern monsoon as it blows through the Gulf of Thailand, while the southwestern monsoon is blocked by the Banthat mountain range, causing less rain (Nam Noi Subdistrict Municipality, n.d.). Incidentally, from the field survey, interesting information was found for research on the issue of social entrepreneurs, of which there are only a few in the community. However, each has the same goal: to share some benefits with the community. It also plays a role in driving development activities at the community level. As such, it is considered another group of people who are interested in studying individual business operation models, particularly how the businesses are operated and how they share benefits with the community. This is to obtain information that is useful to Nam Noi community and other communities that have social entrepreneurs and social innovation at the local community level in the same way. This will help change society for the better in terms of quality of life for people in the community and ultimately encouraging more people in becoming social entrepreneurs.

2. RESEARCH METHODS

The data for this qualitative study were collected through various data collecting methods as follows: First, three key informants were interviewed, who further selected social entrepreneurs doing activities in the Nam Noi community. There were 67 secondary key informants consisting of 25 villagers affected by or perceiving the results of the performance of the entrepreneurs in the community, 4 community leaders, 1 local administrative officer, 5 academics, 5 social movement activists, and 27 students. Second, focus group discussions took place with groups of 3–5 people for 30–45 minutes. Third, participant observation was conducted through participation in activities with locals in village community meetings and everyday life activities in general. Fourth, two knowledge-sharing forums for stakeholders were organized attended by 40,

and 37 participants, respectively. Fifth, related literature reviews and area studies were undertaken. Triangulation was performed to validate the data on different days, in different places, and with different people to ensure reliable data before content analysis was conducted based on the concepts of social entrepreneurs, social innovation, quality of life, and SDGs to frame the interpretation of related important issues.

3. RESULTS

The major findings of this research covered the following areas: (1) social entrepreneurs in the Nam Noi community, (2) social innovations of the social entrepreneurs in the Nam Noi community, (3) SDGs of the social entrepreneurs in the Nam Noi community, and (4) examining the models of social entrepreneurs in the Nam Noi community.

3.1 Social entrepreneurs in the Nam Noi community

In this research, the entrepreneurs refer to (1) Ran Steak Chum Thang (Na) Tha Nang Hom, (2) Cher Hydroponics, and (3) Charan Maphrao Nam Hom. The details of each place are as follows.

3.1.1 Ran Steak Chum Thang (Na) Tha Nang Hom was established in 2015 by "Phi Ek" who had a bachelor's degree in Electronic engineering from Sri Pathum University. He had worked as a technician in Bangkok before becoming a social entrepreneur. The idea of opening a steakhouse came to his mind as a result of spending a long period of his life in Bangkok as a student and an employee which made him think of returning to his hometown to work. Many ideas of business came to mind, but he had a limited amount of investment capital and the only business that he could do was open a restaurant. At that time, there was no steakhouse in Nam Noi even though steaks were quite popular. Therefore, the steakhouse was opened and became well known in the community through word of mouth. Later, it became rapidly better-known to an even wider area after it received positive online reviews on the "Hat Yai Focus" web page. Simultaneously, "Phi Ek's Steakhouse" participated in a research project that made the Ran Steak Chum Thang (Na) Tha Nang Hom and the research project go very well together.

3.1.2 Cher Hydroponics was established in 2015 by "Phi Te" who is a holder of a bachelor's degree in computer engineering from Prince of Songkla University. He was a software engineer who designed automation programs and system control programs as well as inventing products to meet customers' needs. However, he became a social entrepreneur by operating a vegetable farm called "Cher Hydroponics". The idea came to his mind when he first became an automation engineer. He thought of using automation in agriculture, particularly on his family's fish farm. Thus, he began inventing an automatic fish feeder called "Aquaponics" that also recycled water from the fish tanks to water the vegetable garden, and the water left from watering the vegetables went back to the fish tank in the cycle. Not very long after that, he thought that raising fish which were living things was somehow too complicated. Consequently, he changed from fish farming to vegetable farming and studied the hydroponics system by searching for knowledge on the internet, to further expand the knowledge he had as an engineer. He invented a system and used it with a small vegetable garden next to his house. The vegetables sold well so he expanded the garden with the principle of "make use of automation and use the least labor" in mind to show people in the community that automation in vegetable farming could be done without incurring high costs. Moreover, automation could help reduce labor costs and time. Therefore, the automation was a way that could help farmers.

3.1.3 Charan Maphrao Nam Hom opened for business in 2015 by "Phi Charan" who graduated with a bachelor's degree in communication engineering from Mahanakorn University of Technology. He had worked in Bangkok for 10 years before working at Prince of Songkla University. He owns about 2 Rai of coconut plantation that provides income for him all year round. He sells coconuts at a reasonable price to vendors at the Faculty of Liberal Arts and the Faculty of Science, Prince of Songkla University so that the vendors can also sell them at a reasonable price to students. The unsold coconut meat, or copra, is given free of charge to people in the community for cooking.

In conclusion, social entrepreneurs are business persons who do business not only for themselves but also for the benefit of others in the community at the same time as expanding and adding value to community capital.

3.2 Social innovations of the social entrepreneurs in the Nam Noi community

Social innovations here refer to (1) social networks, (2) computer programs, and (3) online social media with the following details.

3.2.1 Social networks—Ran Steak Chum Thang (Na) Tha Nang Hom has created social networks by cooperating with Nam Noi Subdistrict Health Promoting Hospital in reducing and banning the use of styrofoam food containers and replacing them with paper food containers to reduce the problem of waste management in the community. The steakhouse has also become a core leader of the community to make people in the community pay close attention to this matter. Moreover, the steakhouse cooperates with the Songkhla Community Tourism Association to drive community-based tourism management. Regarding Cher Hydroponics, the owner has created social networks with other entrepreneurs through being a graduate student of the Faculty of Management Sciences, Prince of Songkla University to exchange knowledge and experience and apply it to his own business. For Charan Maphrao Nam Hom, the owner has created social networks by cooperating with the Faculty of Liberal Arts, Prince of Songkla University in offering the business site as a community classroom for students, allowing staff and lecturers to experiment with organic agriculture. This is in the hope that participants will acquire practical wisdom and apply it in their everyday lives.

3.2.2 Computer programs—Cher Hydroponics created “Cher Pro”, a computer program used for controlling the watering system in the vegetable garden to save costs, time, and labor for production. This application is considered an application program that has a lot of benefits to the business itself.

3.2.3 Online social media—Ran Steak Chum Thang (Na) Tha Nang Hom and Cher Hydroponics have created their Facebook fan pages to use as channels that provide information about their businesses and farm. This covers social activities such as study visits of educational personnel, recruiting students as trainees in their businesses, offering themselves as central spaces for knowledge exchange among entrepreneurs as well as interested people in and outside of the community. These activities are considered cooperation to make the communities more livable.

In conclusion, all the social entrepreneurs use social innovations, be it social networks, computer programs, or online social media not only for business success but also for problem-solving and driving community development activities (Table 1).

Table 1: Social innovations of the social entrepreneurs in the Nam Noi community

Social Entrepreneurs in the Nam Noi Community	Social Networks	Computer Programs	Online Social Media
Ran Steak Chum Thang (Na) Tha Nang Hom	✓		✓
Cher Hydroponics	✓	✓	✓
Charan Maphrao Nam Hom	✓		

3.3 SDGs of the social entrepreneurs in the Nam Noi community

The SDGs referred to here are in relation to (1) people, (2) the planet, (3) prosperity, (4) peace, and (5) partnership.

3.3.1 People—Cher Hydroponics has cooperated with the entrepreneur who was a fellow graduate student at the Faculty of Management Sciences, Prince of Songkla University while Charan Maphrao Nam Hom has cooperated with the Faculty of Liberal Arts, Prince of Songkla University in offering the business as a community classroom for students, staff, and lecturers to experiment and practice organic agriculture. This illustrates clearly what entrepreneurs have to do with education in developing people. Thus, the benefits these two entrepreneurial cases bring to the community can be considered improved quality of life in a social aspect in terms of a “knowledge society”.

3.3.2 The planet—The cooperation between Ran Steak Chum Thang (Na) Tha Nang Hom and Nam Noi Subdistrict Health Promoting Hospital in reducing and banning the use of styrofoam food containers and in using paper food containers instead for reducing the problems of waste management in the community has led to a possibility of future cooperation with the environmental group called “Lok Ban Chan @ Khuan Mak, Wang Yai subdistrict, Thepha district, Songkhla province. They plan to cooperate in using food containers made of palm bases or palm sheaths to add value to a lot of agricultural waste in the community and also to promote good environmental management in the community. Therefore, the benefit this entrepreneurial case brings to the community can be considered improved quality of life in an environmental aspect in terms of a “livable community”.

3.3.3 Prosperity—When Ran Steak Chum Thang (Na) Tha Nang Hom purchases vegetables from Cher Hydroponics to prepare dishes of steak, the rotation of money begins between the two social entrepreneurs. These entrepreneurs have their own customers who are people in the community as well as people from outside the community. Consequently, the trading between the entrepreneurs stimulates

economic circulation in the community. In addition to this, the cooperation between Ran Steak Chum Thang (Na) Tha Nang Hom and Songkhla Community Tourism Association in moving the community's self-management for community tourism will bring more tourists to the community which will also stimulates the community's economy. Hence, the benefit this entrepreneurial case brings to the community can be considered to improve the quality of life in an economic aspect in terms of a "circular economy".

3.3.4 Peace—Ran Steak Chum Thang (Na) Tha Nang Hom cooperation with Songkhla Community Tourism Association to drive community self-management in community tourism has not only brought tourists to the community but has also distributed income to people in the community. The fact that people in the community have more income strengthens the family institution which also results in peaceful living. While Charan Maphrao Nam Hom cooperates with the Faculty of Liberal Arts, Prince of Songkla University, the business not only offers itself as a community classroom for students, staff, and lecturers to experiment and practice organic agriculture but also plans to add another income channel for them in the future. This is one way of strengthening the family institution that simultaneously gives peace and happiness to people in the community. Thus, this can be considered improved quality of life in a social aspect in terms of "strong families".

3.3.5 Partnership—In addition to cooperating with Nam Noi Subdistrict Health Promoting Hospital in reducing and banning the use of styrofoam food containers and using paper food containers instead, Ran Steak Chum Thang (Na) Tha Nang Hom cooperates with Songkhla Community Tourism Association to drive community self-management in community tourism. Cher Hydroponics cooperates with the entrepreneur through graduate education at the Faculty of Management Sciences, Prince of Songkla University. Charan Maphrao Nam Hom cooperates with the Faculty of Liberal Arts, Prince of Songkla University in offering itself as a community classroom for students, staff, and lecturers to experiment and practice organic agriculture. This cooperation is the creation of a social network to change society for the better in the form of partnership development. These entrepreneurial cases show that they help improve the quality of life in a social aspect in terms of "mutual assistance".

In conclusion, the SDGs in the area of people resulting from academic cooperation through educational institutions; the SDGs in the area of the planet resulting from changing materials for food containers; the SDGs in the area of prosperity resulting from a velocity of money, income distribution, and community economic stimulation; the SDGs in the area of peace resulting from building strong families that results further in peace and happiness for people in the community; and the SDGs in the area of partnership resulting from creating social networks for social improvement are all associated with social entrepreneur and social innovation. (Tables 2 and 3).

Table 2: Sustainable development goals of the social entrepreneurs in the Nam Noi community

Social Entrepreneurs in the Nam Noi Community	Sustainable Development Goals				
	People	Planet	Prosperity	Peace	Partnership
Ran Steak Chum Thang (Na) Tha Nang Hom		√	√	√	√
Cher Hydroponics	√		√		√
Charan Maphrao Nam Hom	√			√	√

Table 3: Quality of life of people in the Nam Noi community as a result of the social entrepreneurs

Social Entrepreneurs in the Nam Noi Community	Quality of Life of People in the Community		
	Economic	Social	Environment
Ran Steak Chum Thang (Na) Tha Nang Hom	√	√	√
Cher Hydroponics	√	√	
Charan Maphrao Nam Hom		√	

3.4 Examining the models of social entrepreneurs in Nam Noi community

In this research, the models of social entrepreneurs refer to (1) pioneer, (2) cooperator, (3) social network creator, (4) inspiration, and (5) changemaker. The details are as follows.

3.4.1 Pioneer—Ran Steak Chum Thang (Na) Tha Nang Hom, Cher Hydroponics, and Charan Maphrao Nam Hom were all considered pioneers of agri-business who operated businesses on their own existing land of different sizes. These agri-businesses included Maphrao Nam Hom or aromatic coconut plantations, hydroponic farming, and using hydroponic vegetables as an ingredient in various dishes sold at the steakhouse. Cher Hydroponics was the creator of "Cher Pro", a computer program used for controlling the watering system in the hydroponic farm to save costs, time, and labor. This program was considered an

application with great benefit to the creator's own business. Regarding Ran Steak Chum Thang (Na) Tha Nang Hom, in addition to its existing business, a homestay project has been initiated on the 2-rai plantation to respond to the popular agro-tourism.

3.4.2 Cooperator—Ran Steak Chum Thang (Na) Tha Nang Hom had cooperated with Nam Noi Subdistrict Health Promoting Hospital in a campaign to reduce and ban the use of styrofoam food containers and replace them with paper food containers to reduce the problem of waste management in the community. It had also been a core community leader that made people pay serious attention to the matter. In the near future, it is very likely that Ran Steak Chum Thang (Na) Tha Nang Hom will cooperate with an environmental group called "Lok Ban Chan @ Khuan Mak", Wang Yai subdistrict, Thepha district, Songkhla province to initiate a project to use the leaf base of a palm tree or palm sheath as food containers to add value to plenty of agricultural waste in the community and also to promote good environmental management in the community. Furthermore, it cooperated continuously with the Songkhla Provincial Community Tourism Promotion Association to drive the community to have self-management in community tourism.

3.4.3 Social network creator—Cher Hydroponics created social networks of entrepreneurs through the owner's status as a graduate student of the Faculty of Management Sciences, Prince of Songkla University for the purpose of exchanging knowledge and experience and also for the benefit of his own business. For Charan Maphrao Nam Hom, the owner had created social networks by cooperating with the Faculty of Liberal Arts, Prince of Songkla University in offering the business site as a community classroom for students, supporting staff and lecturers to experiment with organic agriculture. This was done in the hope that participants would acquire practical wisdom and apply it in their everyday life.

3.4.4 Inspiration—Ran Steak Chum Thang (Na) Tha Nang Hom and Cher Hydroponics had created their Facebook fan pages to use as channels that provided information about their businesses and farm, especially in terms of social activities such as study visits of educational personnel, recruiting students as trainees in their businesses, offering themselves as central spaces for knowledge exchange among entrepreneurs as well as interested people in and outside of the community. These activities were considered cooperation to make the communities more livable.

3.4.5 Changemaker—Ran Steak Chum Thang (Na) Tha Nang Hom in cooperation with Charan Maphrao Nam Hom presented the findings of the research project on exploring the community potential and the promotion of community tourism to the administrators and officials of Nam Noi Subdistrict Municipality which is the local administrative organization responsible for the area in driving policy for community tourism promotion. They hoped that community tourism would later bring in more tourists that would simultaneously stimulate the economy through income distribution and money rotation in the community.

In conclusion, when considering the entrepreneurial behavior among the social entrepreneurs, they were all obviously important members who helped set the direction for community development (Table 4).

Table 4: Models of the social entrepreneurs in the Nam Noi community

Social Entrepreneurs in the Nam Noi Community	Models of Social Entrepreneurs				
	Pioneer	Cooperator	Social Network Creator	Inspiration	Changemaker
Ran Steak Chum Thang (Na) Tha Nang Hom	√	√		√	√
Cher Hydroponics	√		√	√	
Charan Maphrao Nam Hom	√		√		√

It can be concluded that Ran Steak Chum Thang (Na) Tha Nang Hom, Cher Hydroponics, and Charan Maphrao Nam Hom utilize social innovations i.e., social networks, computer programs, and online social media. Whether considering the entrepreneurs as a pioneer model, cooperator model, social network creator model, inspiration model, or changemaker model, all these types of models correspond with the SDGs. Moreover, when considering the SDGs in the area of people, the planet, prosperity, peace, or partnership, they can all help people in the community to have a better quality of life.

4. DISCUSSION

The interesting findings of this research can be classified according to perspectives into (1) social entrepreneurs and the return to their hometown, (2) social entrepreneurs and entrepreneurial behaviors, (3)

social entrepreneurs and innovative competencies, (4) social entrepreneurs and social innovations, (5) social entrepreneurs and the quality of life, and (6) social entrepreneurs and development partnership.

4.1 Social entrepreneurs and the return to their hometown

The background of some social entrepreneurs is that they have been to other places, especially the capital city to seek knowledge and experience in urban life long enough to realize the possibility of doing business in their hometowns. The idea is based on their preference, potential, and the capital. According to Nakudom and Jitpakdee (2020), entrepreneurs need to have competitive advantages in replacing monetary capital with social capital, attaching importance to customers to build market share, using local wisdom to reduce costs and procedural steps, and creating networks to increase distribution channels. Furthermore, Jitrumluek et al. (2019) described that entrepreneurs must show their responsibility for society and good environmental management. Similarly, Hathakijphong and Ting (2019) emphasized that it is necessary for entrepreneurs to set priority for the following success criteria: business management, critical and creative thinking, and entrepreneurial and technical skills. Moreover, Ondiba and Matsui (2021) considered that empowering entrepreneurs through education and entrepreneurship can help improve the local economy in rural areas.

4.2 Social entrepreneurs and entrepreneurial behaviors

It is noticeable that all three social entrepreneurs in this case study have a background in science and technology. However, they all decided to do business in agriculture on their own existing lands of different sizes. These businesses include Suan Maphrao Nam Hom or aromatic coconut plantation, hydroponic farming, and a steakhouse using vegetables from the hydroponic farm as an ingredient in many different dishes. This reflects that these social entrepreneurs had assessed their own potential and the capital they actually had. As stated by Pindado et al. (2018), being able to identify one's own business opportunity is an important primary entrepreneurial behavior related to the human capital and social capital that the entrepreneur possesses as well as the area context that the business is located. Similarly, Methorst et al. (2017) specified that business opportunity identification depends on the entrepreneur's existing knowledge, experience, and social networks. Furthermore, Metallo et al. (2021) described that entrepreneurial behaviors must consist of these stages: dreaming, whether conscious or unconscious to be an entrepreneur; identifying and self-realizing business ideas; and new business creation with a belief that it does not have to be based on a rational process. In addition, Mahfud et al. (2020) emphasized that the early instilling of an entrepreneurial attitude in the teaching and learning process has a direct and indirect influence on learners' entrepreneurial intention to have ideas and initiate new businesses.

4.3 Social entrepreneurs and innovative competencies

Social innovations incorporate science and technological innovations because social innovation is related to creative ideas that focus on a better quality of life for society. Therefore, the social innovations used by the social entrepreneurs, whether they are social networks, computer programs, online social media, can be considered as their innovative competencies. They can be new innovations created by the entrepreneurs or existing innovations that are used to improve or expand for better results. According to Phuangrod et al. (2017), building innovation competencies of entrepreneurs depends on building innovative behavior in the organization, building proactive behavior, creating business networks between the government sector and the private sector, and daring to take risks when there is an opportunity. Etriya et al. (2019) indicated that entrepreneurs can connect different networks together to enhance their innovative competencies. Ojha et al. (2016) explained further that trust and knowledge of the supply chain are very important for creating entrepreneurship and innovative competency. However, Charoenrungreang and Sungsant (2019) explained even further that it is not only the innovative competency of entrepreneurs that is important but also that of the organization and social support with the intention to create shared value. Moreover, creating shared value can help create not only organizational competitiveness but also improve the economic and social development of the community.

4.4 Social entrepreneurs and social innovations

The creation of computer programs and online social media are social innovations that help improve society. Alshanty and Emeagwali (2019) specified that entrepreneurs need to have knowledge in presenting their goods and services that respond to the needs of customers. Cosenz and Noto (2018) further explained that new entrepreneurs need to learn from others' business failures through training and practice to know how to adapt strategies and the environment of the organization in terms of efficiency, innovations, and value so as to go through such situations. Kleebua and Lindratanasirikul (2021) stated that learning with suitable learning management in a learning atmosphere can help learners show their innovative behavior directly through the learning atmosphere and indirectly through assignments they receive, while Duangkhachon

(2021) specified that it is necessary to transfer the knowledge to interested young people in the community for them to utilize and apply it in the near future.

4.5 Social entrepreneurs and the quality of life

The economic impacts resulting from money rotation, income distribution, and community economic stimulation include social impacts resulting from social networks, and environmental impacts resulting from the change of food containers. They are all related to the social entrepreneurs and social innovations. Lee and Trim (2018) pointed out that innovations must bring about clever solutions to major social problems, proactive prediction of the uncertain future, and propose strategies needed to overcome future obstacles or to bring about a desirable future. Additionally, d'Orville (2019) explained that any new technology or process that does not lead to a better quality of life is not considered an innovation. Moreover, Mottiar et al. (2018) emphasized that entrepreneurs are important actors who help set the direction of community development for which they can act as opportunists who analyze the community potential accurately. They can also act as catalysts who enthusiastically drive local public policy, or they can act as network architects who help connect capitals, producers, employees, partners, and customers into networks. Interestingly, Galkina and Yang (2020) observed that international private development organizations, which have enough potential and knowledge to mobilize resources among networks themselves, can help solve problems that cause dissatisfaction among people in the community. Therefore, international non-governmental organizations are international social entrepreneurs in the social movement perspective that aim to improve the quality of life in society.

4.6 Social entrepreneurs and development partnership

The social entrepreneurs presented the findings of this research project to the administrators and officials of Nam Noi Tambon Municipality so that they could utilize the findings to drive the community tourism promotion policy, to create income for people in the community, and to strengthen the economy of the community. This reflects the idea of social entrepreneurs becoming development partners who try to find ways to change the community and society for the better instead of leaving it to the government sector alone, even though there could be some limitations on their part. According to Xiong et al. (2020), development partnerships between the government sector and the private sector as good governance response and sustainable urbanization depend on the relationships between institutional factors of resources, institutional roles, and rules applied by the institutions. This approach to urbanization is considered bottom-up urban development (Mens et al., 2021) which corresponds to Adro and Franco (2020) who stated that integration of different sectors particularly existing resources, trust, and confidence toward each other are necessary tools for sustainable development in the same way as cooperation between different actors in the same social society, whether official or unofficial. On the contrary, Ashkenazy et al. (2018) pointed out that financial support and subsidies directly from the government sector can put the support system including changes in social values and political prioritization at risk.

5. CONCLUSION

To conclude, social entrepreneurs are entrepreneurs interested in the success of their own businesses and in helping to solve problems of their community and society. They contribute to improving the quality of life for people in their communities. No matter from what point of view the entrepreneurs are considered, be it the reasons they returned to their hometown, their behavior, innovative competencies, social innovations, quality of life, or development partnership, all these points of view correspond with the concepts of social entrepreneur, social innovation, and SDGs.

Due to the limited number of local social entrepreneurs in this case study and the fact that the research was conducted using only one community, the findings can only offer a limited explanation. This means that for future research, more social entrepreneurs and more communities should be included. Comparative studies between social entrepreneurs, social innovations, and SDGs in communities with similar contexts should be conducted to obtain findings that could offer more complete explanations.

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