

**FACTORS INFLUENCING INTENTION TO
CREATE SOCIAL VENTURES IN KENYA**

SUBMITTED BY

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DECLARATION

I declare that this dissertation is my original work and has not been previously published or submitted elsewhere for award of a degree. I also declare that it contains no material written or published by other people except where due reference is made and author duly acknowledged.

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ABSTRACT

Social enterprises are increasingly finding recognition for their economic, social and environmental contribution to society and a wealth of social entrepreneurship research is now emerging. Recent studies have suggested two theories are important in understanding social entrepreneurship: Ajzen's theory of planned behavior (TPB) and Shapero's entrepreneurial event (SEE). This study brings a convergence of Miller's compassion model and the entrepreneurial intentions model (EIM) to explain formation of social entrepreneurial intentions among university students in Kenya. The aim of this paper is to stimulate interest in social entrepreneurship among Kenyan scholars, as well as test the efficacy of a social entrepreneurial intentions model that incorporates compassion as an antecedent. Drawing evidence from a sample of 371 students sampled from four (4) Kenyan universities – two private and two public – the study found attractiveness to a social venture, perceived behavioral control, and compassion for other people to be significant factors influencing social entrepreneurship intentions among Kenyan universities students. The findings are significant to entrepreneurship education in Kenyan universities as they expound the importance of attractiveness of social venture, perceived behavioral control and compassion promoting the transition of university graduates into the world of social entrepreneurship.

Key Words: Social Enterprise, Compassion, Intention, Planned behavioral control

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DEDICATION

To my late father, George Lombo Olang', who imparted in me to entrepreneur

To Revd and Mrs Godfrey and Elisabeth Dawkins, from whom I first learnt the art and science of Social Entrepreneurship- investing their lives and resources for the benefit of other people. God bless you and keep you

“Rivers do not drink their own waters. Trees do not eat their own fruit. Clouds do not swallow their own rain. What great ones have is always for the benefit of others.” Hindu Proverb.

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FIGURE 1 Conceptual Model (adapted from Krueger et al., 2000)

FIGURE 2 Regression Analysis: Histogram

LIST OF ABBREVIATIONS AND ACRONYMS

EO – Entrepreneurial Orientation

ODI - Overseas Development Institute

OLS – Ordinary Least Squares

SE – Social Enterprise/ Social Entrepreneurship

PBO – Public Benefit organization

PTA – Propensity to act

OECD – Organization for Economic Cooperation and development

GDP – Gross Domestic Product

EMES - Emergence of Social Enterprises in Europe

TPB - Theory of Planned Behavior

PBC - Perceived Behavioral Control

ATB - Attitudes towards a behavior

KESSA – Kenya Scholars & Studies Association

ASENTI – African Summit of Entrepreneurship & Innovation

USIU – United States International University

MMUST – Masinde Muliro University of Science & Technology

DEFINITION OF TERMS

Entrepreneurial orientation

This refers to innovativeness, pro-activeness and openness towards risk (Miller, 1983; Covin & Slevin, 1989).

Social enterprise

This refers to a business with social objectives which significantly modify its commercial orientation (Overseas Development Institute, 2013).

Intention

This refers to the specific target behavior of starting a business. (Ajzen, 1987)

Attitude towards the behavior

This refers to the extent to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question

Perceived desirability

This is the personal attractiveness for venturing that includes both intrapersonal and extra personal impacts

Perceived feasibility

This refers to the degree to which an individual feels capable of venturing

Propensity to act

This refers to the personal disposition of the individual to act on his decisions and thus reflects on volitional aspects of entrepreneurial intentions.

Pro-social motivation

This refers to the enduring tendency to think about the welfare and rights of others, to feel concern and empathy for them, and to act in a way that benefits them

Attitude towards behavior

This refers to the person's positive or negative evaluation of performing the particular behavior of interest

Propensity to Act

This refers to the personal disposition to act on the decisions of an individual and thus reflecting volitional aspects of intentions.

CHAPTER ONE

INTRODUCTION

This chapter brings out the background of the study, the statement of the problem, the objectives of the study, the research questions, the limitations and the assumptions of the study.

1.1 Background of the study

Social entrepreneurship is increasingly drawing attention from scholars and practitioners. This is because of the growing concern and desire of many entrepreneurs to make an impact while doing business. Social entrepreneurs inject investments into companies, organizations, and funds with the intention to generate measurable social and environmental impact alongside a financial return. This requires them to innovate brilliant ideas and some, against all odds succeed in creating new products and services that dramatically improve people's lives while making handsome returns for investors. Social investment signals an imperative to drive social change, and it is that potential payoff, with its lashing, transformational benefit to the society, that sets the field and its practitioners apart. It connotes a special, innate ability to sense and act on opportunity, combining out-of-the-box thinking with a determination to create or bring about something of unique social value to the world. In Kenya, the field of social entrepreneurship has been dominated by the public benefit institutions (PBOs), which provide between 45 to 50% of all the health and education services (Smith & Darko, 2014). PBOs are not-for-profit organizations engaged in commercial activities that seek to balance the desire for profit and creation of social value.

The role of social enterprises in addressing critical social problems and improving the well-being of society is what has spurred interest in social enterprises (Zahra et al., 2009). The public often hold social entrepreneurs in high regard because of the multitude of social needs they satisfy and the improved life quality they bring to affected societies (Abu-Saifan,

2012). Social enterprises have continued to have profound effects on the economy, for example, creating industries, validating new business models, and allocating resources to neglected societal needs (Santos, 2009). Social entrepreneurship has been recognized as a potentially beneficial strategy for revitalizing disadvantaged communities by improving the skills of the unemployed and facilitating their return to work, generating additional jobs, and countering welfare dependency and these targets have been included in the specific policy remit for the UK (OECD, 2003b). In Kenya, social enterprises are predominant in the agricultural and health sectors (Smith & Darko, 2014). In the agricultural sector these enterprises are mainly involved in offering technical advice to farmers, extending financial aid and connecting farmers to produce markets. In the health sector they provide primary health care in low income areas and fund health awareness campaigns. Agriculture contributes 51% of Kenya's Gross Domestic Product (GDP) and accounts for 60% of the total employment (Ministry of Finance, 2011).

Various approaches in regard to the definition of the social entrepreneurship concept have been floated. Rivera-Santos (2015) highlighted three approaches to the definition of a social entrepreneur: self-perception, choice of activities and the environment in which they operate. Mair, Robinson and Hockerts (2006) have attempted to provide more inclusive definition that defines social entrepreneurs as “enterprising individuals devoted to making a difference; social purpose business ventures dedicated to adding for-profit motivations to the nonprofit sector; new types of philanthropists supporting venture capital-like ‘investment’ portfolios; and nonprofit organizations that are reinventing themselves by drawing on lessons learned from the business world” (p.81). But, according to the Skoll Centre for Social Entrepreneurship, the definition of a social entrepreneur should not include philanthropists, activists, and companies with foundations, or organizations that are simply socially responsible. Abu-Saifan (2012) views social enterprises as operating within two boundaries:

they perform hybrid social and commercial entrepreneurial activity to achieve self-sufficiency; and they perform social and commercial entrepreneurial activities simultaneously to achieve sustainability. The OECD defines the ‘social enterprise’ as any private activity conducted in the public interest, organised with an entrepreneurial strategy, but whose main purpose is not the maximization of profit but the attainment of certain economic and social goals, and which has the capacity for bringing innovative solutions to the problems of social exclusion and unemployment’ (OECD 1999). EMES defines ‘social enterprises’ as organisations with an explicit aim to benefit the community, initiated by a group of citizens and in which the material interest of capital investors is subject to limits’ (Defourny and Nyssens 2006).

Drawing on the definition of a social entrepreneur, we could define a social enterprise as a business with social objectives which significantly modify its commercial orientation (Overseas Development Institute, 2013). This study takes the definition of a social entrepreneur to be someone who recognizes a social problem and adopts an entrepreneurial approach to organize, create, and manage a venture with a mission to make social change.

1.2. Social entrepreneurship in Kenya

The social entrepreneurship scene in Kenya, though nascent, is becoming vibrant. Most social enterprises have been in existence in Kenya for about ten years (Smith & Darko, 2014). The influx of donor driven social enterprises in Kenya locally known as Public Benefit Organisations (PBOs) started in the late 1980s following the structural adjustments coupled with donor reluctance to channel aid through government. This led to a significant reduction of government expenditure on social amenities and services (Kanyinga & Mitullah, 2001). This opened the doors for social activists to seek alternative means of helping groups that were affected most severely by government’s withdrawal (Poon, 2011). As this initiative of poverty alleviation gained popularity and momentum among donors, the concept of social

enterprises started creeping in Kenya (Griffin-El & Darko, 2014). Today, some of the renowned social enterprises support organisations, for example, the Ashoka, the Acumen Fund, Mastercard foundation, and the Schwab Foundation, have now setup offices in Nairobi – Kenya’s capital city. Despite progress, the social enterprise sector in Kenya faces challenges including: security, lack of recognition and support from the government, bureaucracy and corruption, policy inconsistencies among others. It is therefore of paramount importance to seek to understand how social enterprises in Kenya emerge. Just like any other institution, social enterprises go through cycles of growth and decay. Some find ways to renew themselves and some die off. But this requires resilience and persistence of the founders and senior management.

This study targeted students taking business courses as a proxy for social entrepreneurial intentions. This is because students who elect courses in entrepreneurship are more likely to have had an intention to become entrepreneurs in future (Cheng and Chu, 2014; Shen, 2010). This study also believes that future entrepreneurs can be found amongst those who are currently undergoing their educational process at the universities, entrepreneurship education has been used as one of the most effective ways to promote the transition of graduates into the world of entrepreneurship (Ismail et al., 2009). Hart and Harrison (1992) for example, investigated the tendency of university students to involve in business in Northern Ireland and found that 47% of the students expressed the intention to run their own business. Similarly, a study by Karr (1985) explains that 46% of colleges students consider own business as a career. However, other research has also documented evidences for a lower entrepreneurial intention. Brenner, Pringle & Greenhaus (1991) reported that although 55% of the respondents preferred business as a career, only 5% of the students specified the willingness to operate their own business. One of the issues that are still questionable from these studies is to determine the factors that discriminate between

students with strong entrepreneurship intention and those without strong entrepreneurship intention. There is not many research has been done on personality factors that drive the students' career decision toward self-employment (Luthje & Franke, 2003). Hence, this study attempts to examine personality factors as determinants of students' social entrepreneurial intention, underpinnings having not been adequately explored, and the need for contributions to theory and practice pressing.

Certain universities are "first movers" in that their actions are aimed at securing and protecting the market share with a forward-looking perspective reflected in actions taken in anticipation of future demand. The indicators of pro-activeness comprise of collaboration, incidence and extent, innovations, activities designed to protect the intellectual property and market share. Entrepreneurial orientation provides these universities with a basis for entrepreneurial decisions by understanding the strategy-making processes of the firm. (Miller, 1983; Covin & Slevin, 1989). These universities produce graduates annually into the social sector market to stir and steer the social entrepreneurial environment. It is against this background that this study focused on social entrepreneurial intention among final year undergraduate students from a few selected universities.

1.3. Problem statement

In exploring the behavior of social entrepreneurs, it is needful to understand what motivates an individual to start up a social enterprise other than a commercial venture (Kuratko et al 1997). These individuals are usually more positive and would not allow resource constraints to prevent them from creating social value. They offer themselves to exploit the opportunities which would otherwise be less attractive to the mainstream entrepreneurs who would have more skills and ability to venture (Gemuk 2004). Opportunities for social entrepreneurship would arise due to social market failures, when the government or the social sector fails to meet the social needs or when strong positive externalities would emerge as a result of

meeting these social needs. Social enterprises are motivated by gaps in meeting the social needs in the society (Santos, 2012).

According to Miller et al (2012), founders of these social enterprises are driven by compassion to venture into social entrepreneurship precipitated by the three mechanisms: integrative thinking, pro-social cost-benefit analysis, and commitment to alleviating others' suffering. In their argument they posit that these three mechanisms identify the institutional conditions in which this transformation is most likely to occur and offer an explanation on how compassion can transform into social entrepreneurship. They postulate that compassion specifically increases the likelihood of social entrepreneurship by encouraging higher levels of integrative thinking, a more pro-social form of weighing costs and benefits, and commitment to alleviating others' suffering. This perspective incorporates pro-social motives on the side of benefits thereby enhancing the risk-taking propensity of the prospective social entrepreneur. Furthermore, Beersma and De Dreu (1999) have posited that individuals who are pro-socially motivated do engage in a more interactive problem-solving techniques and settle on more integrative agreements in their operations. It is against this background that this research believes that for pro-social individuals, compassion is a key driver towards social entrepreneurship. Compassion as a driver of social enterprising also escalates pro-social cost-benefit analysis especially in situations where the others' results would be of more value and consideration (Nussbaum, 1996, 2001; Goetz et al., 2010).

Research in the broader field of entrepreneurship has identified perceived behavioral control, venture attractiveness, and attitude towards the venture as significant predictors of entrepreneurial intention (Krueger, 1993; Krueger, Reilly & Carsrud, 2000). Intention is postulated as the single best predictor of behavior (Krueger et al, 2000). While research in the field of entrepreneurship has made significant progress, research in the social

entrepreneurship sub-field is still at the infancy stage with very few empirical studies existing in this domain (Dees & Anderson, 2006; Jamburia, 2013).

A recent study on Kenyan social enterprises has enumerated the challenges they face: difficulty of access to finance, human resource deficiencies, difficulties in penetrating local markets, shaky legal backing regarding their status and lack of expert advice management issues (Smith and Darko, 2014). Although Smith and Darko's study offers valuable insights into the operational environment of social enterprises, it does not provide empirical backing of its assertions nor do similar studies explain the social enterprise phenomenon in Kenya. Despite the challenges faced by social enterprises, a key issue yet to be fully addressed is how these individuals are motivated to start and persist in venturing to address social problems and meeting the unmet socio-economic needs of communities and societies. This study seeks to examine the antecedents of social entrepreneurship. The motivational factors for intentions to start up a social venture are likely to be different from those of a for-profit entrepreneur because of its distinctive factors (Trivedi and Stokols, 2011).

1.4. Purpose of the Study

The study aims to examine the antecedents of social entrepreneurial intentions in Kenya. This study is therefore useful to educators and policy makers who would constantly invest efforts to stir up social entrepreneurship in people.

1.5. Objectives

The general and specific objectives of the study were as elucidated below:

1.5.1. General Objective

The general objective of this study is to determine the motivators of social entrepreneurial intentions among university students.

1.5.2. Specific Objectives

This study will specifically seek to determine

- i. effect of compassion on intention to create a social enterprise
- ii. effect of venture attractiveness on intention to create a social venture
- iii. effect of perceived behavioral control on intention to create a social enterprise
- iv. effect of propensity to act on intention to create a social enterprise

1.6. Research Questions

In order to attain the research objectives, the study sought to answer the following questions:

- i. What is the perception of students towards social entrepreneurship intention?
- ii. What is the social entrepreneurial aspiration of the university students?
- iii. What is the students' perception of their attitude towards social entrepreneurship?
- iv. What is the students' perception on constructs such as attractiveness to social entrepreneurship, propensity to act, perceived behavioral control and compassion?
- v. Is there a significant relationship between student social entrepreneurship intentions with student's attractiveness to social entrepreneurship, propensity to act, perceived behavioral control and compassion?

1.7 Significance of the Study

This study is to help understand the social entrepreneurship models in Kenya and the key factors affecting their developments through the element of social entrepreneurial intention. The results of the study will help social investors to strategize for better performance and development towards a highly impacted society. This study also is aimed at informing the government of the contribution of social enterprises on the development agenda of the country. The government will then be able to design positive environment towards encouraging the growth and contribution of the social ventures through its legislation and political environment. In Kenya, there is recognition of lack of legal framework for the

development of social entrepreneurship and the ensuing need for quality social entrepreneurship education. This paper is the beginning of the process of developing a model of social entrepreneurial intention that would enhance understanding of the infancy stages of social entrepreneurial process, improve social entrepreneurship education and enable more successful career advising. Since compassion is the most pronounced differential factor, it indicates the importance of feelings as motivational factors for social entrepreneurship. Therefore, this study suggests that entrepreneurship education should encourage stories that encourage the development of compassion in students. This study is also important to scholars as it adds to the existing body of knowledge on the development of social enterprises. It will also complement previous research done on the development of social enterprises in Kenya as well as stimulate further research on the recommendations for further research.

1.8 Scope of the Study (Limitations and Delimitations)

This study will seek to examine the social enterprise models in Kenya and the key factors affecting their emergence. The study presents a very authentic, data based, first hand analysis of the pace of social entrepreneurial development in Kenya by taking a look into the entrepreneurial intentions of social entrepreneurs in Kenya. The targeted respondents will be various final year undergraduate university students, from selected universities in Kenya, pursuing entrepreneurship courses. The study will be undertaken in August 2016.

1.9 Basic Assumptions

This study makes the following assumptions: firstly, that the variables are correlated. Secondly, that the variables are measurable. Third, that the respondents will give honest responses. Forth, that the variables are determinants of the intention to start- up of social

enterprises. Finally, that the respondents would have equal access and ability to respond to any the instruments of this research.

CHAPTER TWO

LITERATURE REVIEW

2.0. Introduction

This chapter reviews of literature related to and consistent with the objectives of this study. It starts with theoretical foundation, highlighting important theories on social entrepreneurship, bringing out important theoretical and practical challenges. Relevant literature on the aspects pertaining to the challenges affecting the growth of social entrepreneurship in Kenya is discussed and some of the contributions that have been focused on by other researchers and authors published.

2.1. Theoretical Perspectives of Social Entrepreneurship

Three main schools of thought of social entrepreneurship have been identified by Bacq and Janssen (2011); the social enterprise school; the social innovation school and the EMES school. They distinguish the three schools of thought by saying that while the social innovation school puts a strong focus on the entrepreneur superseded by the role of public benefit institutions or states, the social entrepreneur takes a secondary role in the social enterprise school and the EMES (Emergence of Social Enterprises in Europe) school puts emphasis on group action. One distinguishing factor is that all the three schools of thought offer different definitions into the meaning of a social entrepreneur.

The social innovation school focuses on the founder of the social enterprise who generates new ideas and methods of meeting the social needs in its definition of a social entrepreneur, several features of which scholars have agreed upon. This school of thought points out that the social entrepreneur is an individual, full of ideas and determined, surrounded with many opportunities and potential to create social value and discover ways of solving the societal problems that other systems have failed to eradicate (Catford 1998; Chell,

2007; Dees 1998a, b; Dees and Battle Anderson, 2006; De Leeuw 1999; Drayton, in Bornstein 1998; Nicholls and Cho, 2008; Perdo and McLean, 2006; Roberts and Woods 2005; Schuyler 1998; Schwab Foundation 1998; Sharir and Lerner, 2006; Skoll, in Dearlove 2004; Sullivan Mort et al, 2003; Thompson et al., 2000). The social enterprise school thought assigns the entrepreneur a secondary role of organizing and managing the social purpose activities initiated by the public benefit institution or the state. Unlike in the social innovation school, here the public benefit institution or state plays the primary role of initiating the social purpose activities in the society. The EMES school of thought defines a social entrepreneur as an organized group of individuals, a collective initiative that comes from an organized group of individuals (Defourny, 2004).

One important factor in Atkinson's (1964) theory of achievement motivation is the expectancy of success – the perceived probability of succeeding at a given task. Intention to execute various kinds of behaviors can be predicted with high precision from attitudes towards the behavior, subjective norms, and perceived behavioral control; and these intentions, together with perceptions of behavioral control, account for considerable variance in actual behavior (Ajzen, 1991). Intentions represent the degree of commitment toward some future target behavior. Intentions robustly predict and explain that behavior. In turn, attitude toward a behavior will affect intentions. Exogenous factors influence intentions and behavior through these attitudes. Ajzen theory of reasoned action consists of two components: an attitude based on expectancies and an attitude based on social norms (Ajzen, 1987). Ajzen's theory of planned behavior takes these attitudes representing the attractiveness of a behavior and adds perceived behavior control. This represents perceptions that the behavior is within the decision maker's control, a necessary precondition for the behavior to be personally feasible (Ajzen, 1987). "Intentions" here refers to the specific target behavior of starting a business. This goal behavior is, by definition, planned. Usually, though, the plan or vision of

how to achieve the goal and the specific details of the goal are formulated after identifying the intended goal, since starting a business constitutes a complex, distal behavior, intentions (end) and the plan (means) will likely evolve.

In an effort to deepen understanding on the person of a social entrepreneur, Zahra et al (2009) identified three different types of entrepreneurs: social bricoleurs, social constructionists, and social engineers, basing their argument on the ethical challenges and how the three types of entrepreneurs have contributed to the society. As they suggest this typology, they also identify some of the factors associated with social entrepreneurship and aim to developing a sound theory that would link the activities of the social entrepreneur to growth in the society and the economy. According to their theory, the social bricoleurs operate where peace and order exist, what Parsons (1971) described as a suitable “social equilibrium”, where social factors are identified using social identity. Social constructionists are those individuals who identify and explore the opportunities for creating social value. They take advantage of the failures of the social market to create enterprises that are aimed at tackling the societal problems (Kirzner, 1973:71). The social engineers exploit the opportunities availed by the existence of social problems to plan and develop ways of meeting the social needs in the society. In doing so, they pull up resources to meet the social needs and ensure funds are properly utilized and accounted for. They develop a hypothesis that establishes the relationship between the social entrepreneurship and the society and compares the major contributions of the social entrepreneurs and the public benefit organisations. They argue that the contribution of social entrepreneurs has been hampered by the emerging issues surrounding societal needs, scarcity of resources and increasing levels of corruption in the nonprofit sector and in the government.

2.2. Theories of Entrepreneurial Intentions

A number of theories have been proposed to explain the relationship between an individual and their entrepreneurial intentions (e.g. Ajzen 1987; Bird 1988; Boyd and Vozikis 1994; Krueger and Brazeal 1994; Shapero 1982). These theoretical concepts have been based on two models i.e. The entrepreneurial event model (Shapero, 1982) and the theory of planned behavior (Ajzen, 1991). The entrepreneurial event model focuses on three determinants to explain on the nature of human behavior towards entrepreneurial intentions. The three determinants include the perception of desirability, the propensity to act and the perception to feasibility. On the other hand, the theory of planned behavior distinguishes between three types of beliefs – behavioral, normative, and control – and between the related constructs of attitude, subjective norm, and perceived behavioral control.

Shapero' Entrepreneurial Event theory views entrepreneurial intention as a function of two variables: perceived desirability and perceived feasibility. Individual's intentions are consequences of a process that is reasonably well understood by social and cognitive psychology (Krueger, 2009). Bill Drayton postulates that everyone can engage in social entrepreneurship to help create change (Drayton, 2006, p.84). The compassion and motivation of social entrepreneurship will pass on to other citizens and lead to a higher level of social oriental behavior overall (Duriex and Stebbins, 2010). Most literature on intentions affirm that all planned behavior is intentional – that human behavior is either stimulus response or planned where there are reasonably conscious cognitive process at work. The first widely accepted model, developed by Fishbein and Ajzen (1977) argued that human attitudes or beliefs that would predict future behavior should be consistently identified. This is because attitudes and behavior are linked and the mediated intentions dramatically increase explanatory and predictive power of the intentions. They further redefined attitude by adding a more contextual influence on social norm that people have a powerful impact on decisions.

The second model according to the theory of planned behavior, behavioral control, measures the perception that targets behavior and hence influences the decision maker. It is proxied with a measure of perceived competence at the task such as perceived self-efficacy and therefore the theory of planned behavior is a combination of locus of control and self-efficacy (Ajzen, 2000). This paper therefore looks at the entrepreneurial intention and rethinks how individuals arrive at the intentions to start a social enterprise.

2.2.1 The Theory of Planned Behavior

The theory of planned behavior posits that intentions are reliable and effective predictors of actual behavior. It identifies three attitudinal antecedents of entrepreneurial intention: Attitude, Social Norms and Perceived Behavioral Control. The first and the second antecedents reflect on perceived desirability and the third one reflect on the perceptions that the behavior is personally controllable i.e. the perceived feasibility of performing the behavior and thus related to perceptions of situational competence or self-efficacy (Krueger et al.,2000). The behavior of human beings has been explained by various concepts such as attitude and personality traits and theoretical frameworks to explain the theory of planned behavior with a main focus on the dispositional prediction of human behaviors (Ajzen 1998, Cambell 1963, Sherman & Fazio 1983). The natural qualities of a human behavior tend not to be a good indicator of behavior in certain situations and, generally, the attitude of individuals has been examined differently by organizations and institutions such as the church, public housing etc. This has also been associated with some individual and minority groups that people interact with (Ajzen & Fishbein,1977). The empirical relation between general traits and behavior in specific situation that has led theorist to claim that the trait concept as a broad behavior disposition, is untenable (Mischel 1968). One proposed remedy for the poor predictive validity of attitudes and traits is the aggregation of specific behaviors across occasion, situations and forms of action (Epstein 1983; Fishbein & Ajzen 1974).

The intention to perform certain behaviors are precipitated by an individual's attitude toward the behavior, subjective norms, and perceived behavioral control: and these intentions, together with perceptions of behavioral control, account for considerable variance in actual behavior. Attitudes towards a behavior, subjective norms with respect to the behavior and perceive control over the behavior are usually found to predict behavioral intentions with high degree of accuracy. The theory of planned behavior traces attitudes, subjective norms and how perceived behavioral control to an underlying foundation of beliefs about the behavior. It distinguishes between three conceptual variables that influence the nature of entrepreneurship intentions.

Attitude towards the behavior refers to the extent to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question. It is important to understand different kind of attitude that can be drawn from effective and evaluative responses towards a behavior. Attitudes are indicated by general reactions that could be of favour from negative to positive is considered an indication of attitude (Ajzen & Fishbein 1975, 1980). Subjective norm refers to perceived social pressure to perform or not to perform the behavior. Before an individual performs or dismisses a behavior, it is mandatory to consider both social and personal feelings (Pomazal & Jaccard 1976; Gorsuch and Ortberg 1983; Schwatz & Tessler 1972). All these obligations with both attitudes, subjective and perceptions of behavioral control would influence social entrepreneurial intentions. Behavioral control refers to the degree to perceive ease or difficulty of performing the behavior and is assumed to reflect past experience as well as anticipated impediments and obstacles. The importance of attitude, subjective norm and perceived behavioral control in the prediction of intention is expected to vary across behaviors and situations. For this reason, this theory fits in very well in this study since it adds a very pertinent antecedent, Perceived Behavioral Control, as a key antecedent to social entrepreneurial behavior.

The theory of planned behavior has been tested widely in the field of entrepreneurial research and has been found to be a robust predictor of behavioral and entrepreneurial intentions (Kautonen, van Gelderen, & Fink, 2013). This theory is mediated by the entrepreneurial event theory by Shapero and Sokol (1982)

2.2.2 Entrepreneurial Event Theory

The Shapero model (Shapiro & Sokol, 1982) brings an insight on the social dimensions that affect entrepreneurship. According to this model, the intentions to start a venture originate from perceptions of desirability and feasibility and from a propensity to act upon the entrepreneurial opportunities. The event is the dependent variable; the individual is an independent variable, as well as the social dimensions: social, economic, political and cultural factors surrounding it. Desirability is driven by one's values, which are passed on from the social systems surrounding the subject (family, peers, ethnic groups, educational and professional contexts). Feasibility is based on financial capabilities but also the need for advice, consultation and education (Krueger, 1993). Displacement stirs up a behavior change process in which the decision maker seeks the best available opportunity from a set of alternatives (Katz 1992). The relative credibility of alternative behaviors together with propensity to act determine the choice of behavior, which has to be seen both as feasible and desirable. Therefore, the credibility and propensity to act must first exist for entrepreneurial events to occur (Shapero 1982).

The model takes perceived desirability as the personal attractiveness for venturing that includes both intrapersonal and extra-personal impacts. Perceived feasibility is the degree to which an individual feels capable of venturing while propensity to act is the personal disposition of the individual to act on his decisions and thus reflects on volitional aspects of entrepreneurial intentions.

This research focuses on several individual characteristics found in the relevant literature as predictors of social entrepreneurial intentions. The study picks certain characteristics which include: attractiveness to social venture, propensity to act, perceived behavioral control and adds compassion. These characteristics are not exhaustive or definitive but provide us with a theoretical framework that could be useful in further analyses of the concept of social entrepreneurial intentions. The Ajzen (1991) and Shapero (1982) models have been used to develop insights into entrepreneurial intentions (Krueger & Kickul, 2006). In TPB, the exogenous factors operate through person-situation perceptions of feasibility and desirability without directly affecting intentions of behavior (Krueger, 2000). Krueger has offered evidence of how perceptions of individuals are critical in determining entrepreneurial intentions. With the feasibility perception explaining most of the variance, more than half the variance in entrepreneurial intentions has been explained by perceived feasibility, perceived desirability and propensity to act (Krueger 1993). In this social entrepreneurship field, this study proposes inclusion of compassion as one the antecedents of the social entrepreneurship intent.

2.3. Empirical Literature

2.3.1 Social Entrepreneurship and Compassion

The concept of social entrepreneurship falls in closely that of the traditional field of entrepreneurship except it displays a few differences. One of the key differences is the role of pro-social motivations in creation of social enterprises (Dreesbach, 2010; Miller et al 2012). This is based on the fact that compassion escalates the possibility of starting a social enterprise by emphasizing the social benefit of relieving the sufferings of others. Pro-social motivation is the enduring tendency to think about the welfare and rights of others, to feel concern and empathy for them, and to act in a way that benefits them (Penner and

Finkelstein, 1998, p.526). Social entrepreneurs must therefore have a sense the same commitment and determination as a traditional business entrepreneur plus a deep passion for the social cause, minus an expectation of significant financial gains (Guclu and Dees, 2002; Mair and Noboa, 2006; Bhawe et al.,2007). Pro-social motivation can also escalate the thoughtfulness to information about the perspectives of others to an extent that one can understand better the issue out of their own perspective and determine how to help them effectively (De Dreu et al., 2000). Many anecdotal works on social entrepreneurship outline the passion the entrepreneurs develop for their cause and often pointing out the selflessness of their deeds (Bornstein, 2004). The construct of compassion is the core differentiator between business entrepreneurs and social entrepreneurs (Dreesbach, 2010; Bierhoff, 2010; Davis et al., 1999; Penner, 2002; Penner et al., 2005). Compassion is therefore seen as a prosocial behavior which the society sees as generally beneficial (Penner et al.,2005). Therefore, the conceptual model extends by this construct to explain social entrepreneurial intention.

Borman, Penner, Allen and Motowidlo's (2010) meta-analysis show a significant relationship between compassion and prosocial behavior. They found that compassion inspires prosocial behavior in individuals. Moon and Koh, (2015) presupposes that compassion invokes prosocial motivation, which in turn leads to social enterprise creation behavior through three mediation paths: perceived meaningfulness, appreciation of non-monetary compensation, and perceived entrepreneurial ability

The scholarly literatures have found that compassion is a prosocial and emotional motivator of social entrepreneurial action (Dees, 1998, 2007; Fowler, 2000; Dreesbach, 2010; Penner et al., 2005; Eisenberg et al., 2002). Miller et al (2012) argue that compassion, through other orientation and emotional connection with others, acts as a prosocial motivator of cognitive and effective processes that are considered preconditions for undertaking social entrepreneurship. These processes include three compassion-triggered processes. First is

increasing integrative thinking. Second is inducing prosocial judgment regarding the costs and benefits of social entrepreneurship, and thirdly fostering commitment to alleviate others' suffering. These compassion-triggered processes increase the likelihood of social entrepreneurship by enabling individuals to do something so grueling and perplexing.

Goetz et al., 2010 have found that compassion elicits suffering of an individual along with the suffering society and causes a desire to invest efforts towards alleviating the suffering of other people (Grant, 2008:49). This response does not carry with it a matching expectation of reward but even motivates actions at a cost to the social entrepreneur (Omoto et al., 2009). Social entrepreneurship therefore is a compassionate response to the suffering of other people.

Miller et al., (2012) found that compassion generates prosocial motivation linked to three cognitive and affective processes: encouraging higher levels of integrative thinking, a more prosocial form of weighing costs and benefits, and commitment to alleviating others' suffering. As a more enduring state, compassion may contribute to sustained prosocial behavior (Peric et al.,2015) and hence social entrepreneurship. It is with this background that this study suggests that compassion is a predictor of social entrepreneurial intentions

2.3.2 Venture Attractiveness and social entrepreneurial intent

The intention to create a venture begins when an individual spot an entrepreneurial opportunity. For a social entrepreneur, this opportunity arises when a problem is identified in the society. Social entrepreneurship is a self-sustaining business model, a sustainable way to reduce social ills. Every manager of tomorrow desire sustainable solution to social problems. This desire attracts individuals to execute this through a business model so as to make a social impact and support the citizens.

Krueger et al., 2000 found that the requisite steps to starting a venture begins by an existence of an entrepreneurial opportunity; the identification of the opportunity by the entrepreneur and the analogical decision making by the entrepreneur to exploit the opportunity (Shane, 2003). In their summary of the importance of the relationship between cognitive theory and entrepreneurial behavior, Krueger et al (2000) found that the process tends to be thoughtful on the part of the individual and that the intention of the individual determines the identification of the entrepreneurial opportunity.

The Shapiro's model of new venture initiation found that two things determine the decision to create new ventures. First, that the founding individual(s) should perceive that starting up the new venture is a credible thing to do i.e. they must have an intention towards entrepreneurship. Secondly, that starting up a new venture requires some kind of a precipitating event. Credibility requires at least a threshold level of perceptions of feasibility and desirability coupled together with some propensity to act upon the opportunity. Shapero's model found that entrepreneurial intent comes from perception of desirability and the feasibility as well as the propensity to act on the entrepreneurial opportunities. These opportunities are as a result of social market failures – when businesses cannot fulfil the existing societal needs because they cannot be catered for profitably or the state cannot fulfil them since they have low priority in terms of public support (Mair and Marti, 2009). It found out that entrepreneurial events require, first and foremost, that the potential to start up a business should exist before the existence of the propensity to act. In this model, perceived feasibility is defined as the degree to which one feels personally capable to start up a business and could be understood as composed of the attitude towards it and subjective norms (Shapero & Sokol, 1982; Ajzen, 2002). Moreover, the presence of role models would have an influence on perceived self-efficacy and possibly on desirability as well (Scherer et al., 1991). The large gaps appearing in the network of social needs which are not met by the state or the

church becomes a driver for individuals to make innovative solutions for social problems. For these individuals to make innovative solutions to tackle the social ills, these individuals are driven by compassion.

This study proposes Attitude towards Behavior (ATB) as a proxy for an individual's attractiveness to social venture. Attractiveness refers to the person's positive or negative evaluation of performing the particular behavior of interest (Ajzen, 1988, Ruhle et al., 2010, Linan and Chen, 2009). Attractiveness is seen as the personally perceived attractiveness of the target behavior (Autio et al., 2001) made up in an emotional, affective, or in a rational, evaluative manner (Crites, fabrigar, and Petty, 1994; Volkmann and Grunhagen, 2010).

Autio et al., 2001 found Attractiveness to show high levels of influence on business entrepreneurial intentions and eliciting a very strong effect. The classical TPB and subsequent studies of ATB found a positive effect of attractiveness on intentions (Ernst, 2011). This study elicits that the more attractive becoming a social entrepreneur is to a subject, the higher the respective intentions become.

2.3.3. Perceived Behavioral Control and Social Entrepreneurial Intention

Research in the field of social psychology found that intentions are a critical predictor of consequent planned behavior (Bagozzi et al., 1989). Krueger et al., (2000) instigated that a decision to form a new enterprise is planned and not just a conditioned response. In Ajzen's theory of planned behavior, the assessment of the potential entrepreneur's competence and self-efficacy predicts the instigation of a new enterprise. On the other hand, Shapero's entrepreneurial event theory found that an event such as a job loss will "displace" the inertia that dominates the human behavior and choice. Even though an individual may have the wherewithal for entrepreneurial activity, the intention to take action may be lacking in them and hence no transition. Birley and Westhead (1994) found instrumental motivations (wealth)

the desire for personal development and the need for approval and esteem to be among motivations for entrepreneurial intentions

Gatewood et al., 1995 found that external perceptions are stronger for men (perception of a market opportunity) than for women who are more likely to cite internal explanations (such as the desire to be one's own boss). Armitage and Conner, 2001 found that PBC is an indicator for actual levels of control) and therefore internal and external potential barriers are taken into consideration for formation of intention, besides the personal motivation to realize the target behavior, which is reflected by ATB and SN (Luthe and Franke, 2003). Mair and Noboa's 2006 found that there is a positive effect of PBC on intentions (Ernst, 2011).

It is with this background that this study has picked PBC as a key antecedent to entrepreneurial intention.

2.3.4. Propensity to Act and social entrepreneurial intention

Propensity to Act (PTA) has been defined by Shapero and Sokol (1982) as the personal disposition to act on the decisions of an individual and thus reflecting volitional aspects of intentions. Therefore, the concept of entrepreneurial intentions is hard to explain without propensity to act.

Kruger, 2000 found that propensity to act on an opportunity depends on control perceptions, which is the desire to gain control by taking action and hence a need to identify a measure closely linked to initiating and persisting at goal directed behavior under uncertainty and diversity. This construct encompasses Social Norms (SN) which refers to an individual's perception of social pressure to perform or not to perform the behavior under consideration (Ajzen, 1988, p.117; Ruhle et al., 2010; Volkmann & Grunhagen, 2010; Sheeran, 2003; Linan and Chen, 2009, p.596).

This study takes into understanding the numerous studies that have shown significant SN effects on intentions (Broadhead-Fearn & White, 2006; Cordano & Frieze, 2000; Greenslade & White, 2005; Hrubes et al., 2001) and posits that PTA is the perception that the close social surrounding would approve of the individual becoming an entrepreneur and therefore a direct influence on entrepreneurial intentions (Linan and Chen, 2007; Sagiri and Appolloni, 2009). The feeling of social pressure can certainly change personal perceptions (J. Martin, 2004), so that it is plausible for social entrepreneurship to become more attractive for beholders urged to move into that area. It is plausible that pressure from the closest social network to become a social entrepreneur would increase the intention to realize this action and therefore PTA is a direct influence on social entrepreneurial intention in the C-model of social entrepreneurial formation.

2.3.5. Control Variables

In order to better assess the conceptual model and avoid alternative interpretations, the researcher controlled for gender (0 = male; 1 = female), and parent's occupation (0 = employed; 1 = self-employed).

The study conducted by Linan & Chen 2009 found that the field of social entrepreneurship is male dominated. The practice of religion has been known to motivate altruistic and prosocial behaviors as well as stressing on compassion as a core virtuous practice, which is a key antecedent of intention to creation of social enterprises (Shook et al., 2003; Sarolou et al., 2005; Sprecher & fehr, 2005). Davidson & Honig (2003) found that entrepreneurial education has a robust relationship with enterprise creation behaviors.

A confirmatory factor analysis will be conducted to check on the structure of the observed measures for the control variables. This will be done using maximum likelihood as the method of estimation.

2.4. Conceptual Framework

Social entrepreneurship is still phenomenon-driven (Mair & Marti, 2006). This means that there is a causal factor, a motivation, an antecedent for startup of social enterprises. If the world would be free of social issues, there would be no social enterprises. The causal factors could be, for instance, failure of the government to provide for services precipitated by bureaucracy, financial incapability, failure to draw a line between the societal and individual needs and heterogeneous needs of the social market. Such opportunities are not attractive to the commercial entrepreneurs (OECD, 1999). The key driver for social problem under consideration and the particular form of organization that a social venture takes should be arrived at on the format that would effectively stir up resource mobilization efforts to address that social problem. Market failure also refers to the failure of commercial market forces to satisfy the demand and supply for public goods (Weisbrod, 1975, 1977) or breach of contract (Nelson & Krashinsky, 1973). The failure of the commercial entrepreneur opens doors of opportunity to the social entrepreneur.

Emotional connection to other people generates a moral compulsion or genuine concern towards the suffering of other people (De Dreu & Nauta, 2009) and also motivates the processing of information by causing the individual to encode, attend to and download relevant information in tandem to the goals and needs of other people (De Dreu, 2006; De Dreu et al., 2008). Therefore, compassion generates a broader discovery and consideration of the benefits of taking an action. At the same time it also generates an “emotional tax”, in the form of guilt in not aiding the suffering community, which serves as an additional cost to the individual (Elster, 1998). An emotional connection with other people’s suffering can influence the attitude of the individual toward risk taking such that a risk averse individual will develop into a risk taker simply because the risks taken agree to their emotional appraisals and compassionate values (Kahan, 2008). Compassion is a type of pro-social

motivation that causes an individual to be more open to reception of diverse information which aids the generation of new ideas and ways of tackling problems. This means that the higher the levels of compassion, the higher the perceived benefits of having taken an action and the perceived cost of having not taken an action and the lower the perceived costs of having taken action. Therefore, this study adds compassion as a fourth determinant that influences the intention to create social ventures and focuses on the relationship between compassion, the attractiveness to social entrepreneurship, perceived behavior control and propensity to act in connections to how they influence the entrepreneurial intentions. Though TPB assumes explicitly no barriers to entrepreneurial action, the SEE has the precipitating factor as main distinguishing factor. Therefore, the model suggested in this study is most ideal in explaining the entrepreneurial intent.

The theories discussed above discuss the cognitive processes that motivate entrepreneurship and how the predictors of entrepreneurial intent are linked to each other (Gartner et al., 1994; Baron, 1998; Baron and Ward, 2004; Krueger, 2003). Researchers have adopted these theories and models to develop cognitive processes leading to venture creation and establishing the causal links between the variables (De Carolis & Saporito, 2006; Armitage & Conner, 2001; Krueger, 2009). This study elicits that though human behavior and attitudes form a much-outlined basis for entrepreneurial intention, for an individual to become a social entrepreneur, there must have been compassion as a driver. While intentions are mediating influences between factors and behavior, the factors do not directly influence intentions but they influence attitudes which then influence intentions.

Krueger & Kickul, (2006) found that the core antecedents of entrepreneurial intentions are forms of perceived desirability and perceived feasibility of entrepreneurial actions, which themselves are affected by personal and social influences. It is against this background that this study forms the argument that intention to start a social enterprise is

shaped by an individual's desire to perform that behavior and their confidence in their ability to perform it (Ajzen & Daigle, 2001; Thorbjornsen, Pedersen, & Nysveen, 2007).

Figure 1: The Conceptual Model (adapted from Krueger et al., 2000)

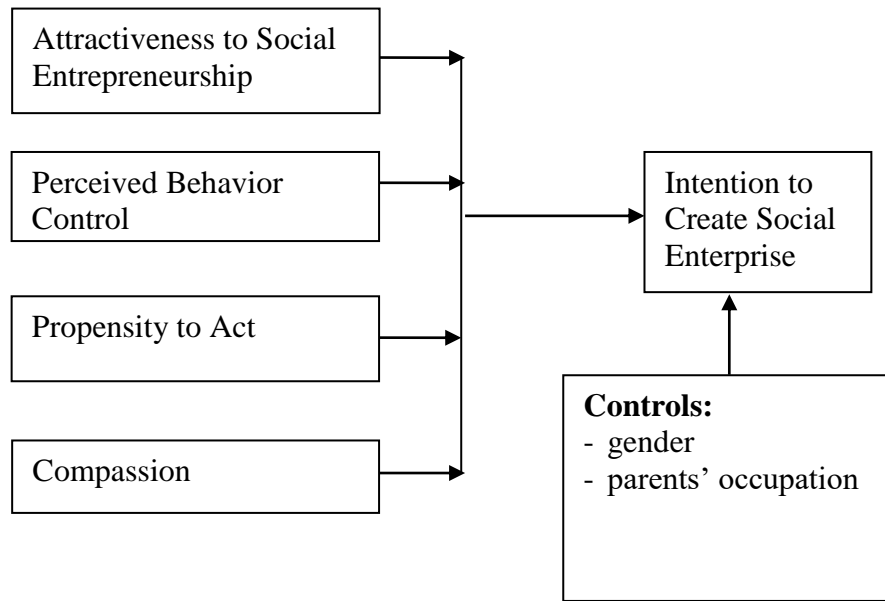


TABLE 1: OPERATIONALIZATION OF VARIABLES

Variable	Type	Measurement Instrument
Attractiveness to Social Entrepreneurship	Independent	Measured by a set of questions using a four-point Likert scale (see appendix 1)
Perceived Behavior Control	Independent	Measured by a set of questions using a four-point Likert scale (see appendix 1)
Propensity to Act	Independent	Measured by a set of questions using a four-point Likert scale (see appendix 1)
Compassion	Independent	Measured by a set of questions using a four-point Likert scale (see appendix 1)
Intention to Create Social Enterprise	Dependent	Measured by a set of questions using a four-point Likert scale (see appendix 1)

The core of this model is based on the Theory of Planned Behavior, TPB (Krueger et al., 2000). This is because the TPB offers a promising framework to analyze the formation of social entrepreneurial intentions. The classical constructs of the TPB are adapted to the target behavior of becoming a social entrepreneur. This study suggests an individual control variable – compassion – to form a model of SE intention formation.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0. Introduction

This chapter present the different methods that will be used to collect, analyze, present and discuss the findings of the study. This includes details on the research design, the target population, sampling design and data collection. In addition, the ways through which the different data sets will be analyzed and presented are discussed.

3.1. Research Design

This study adopts a descriptive survey research design to explore the factors that affect the intentions to create social ventures. This type of research design is very ideal since it aids in describing the association between variables of interest in their natural set up. The study will employ a cross sectional study and experimental design. A cross sectional study is carried out once and represents a snapshot of one point in time. In this study, the researcher will involve a survey of groups of students taking different programs of study in the universities in Nairobi County. The choice of Nairobi County is because almost all universities in Kenya have a campus in Nairobi County. In an experimental design, the researcher makes attempt to control the variables of the study and is most appropriate when the researcher wishes to discover whether certain variables produce effects in other variables. In this case, the researcher would like to find out if gender, religion, start-up experience, program of study or parents occupation could have influence on the intention to start a social enterprise. The study uses exploratory factory analysis and multiple regression analysis models.

3.2. Target Population

The target populations for this study are final year undergraduate students pursuing business courses in universities in Kenya. According to the report on state of university education in Kenya by the commissioner of higher education in July 2016, there are 64 universities, 30 public and 34 private. There are 475,750 students pursuing undergraduate programs, with 95,053 pursuing courses in business administration. In 2015, a total of 60,861 students graduated with bachelor degrees, 32,995 males and 27,866 female. Of the total figure, 41,008 were from public chartered universities, 355 from public constituent universities, 18,984 from private chartered universities, 316 from private constituent universities, 141 from private universities with LIA and 57 from registered private university. The students who graduated with business administration constituted 31 % . The target population for this study will be 22,093 students expected to graduate in Business Administration (31% of 60,861).

3.3. Sampling Design

The study was carried out by sampling final year undergraduate students pursuing business courses in Kenyan universities. The choice of final year university students is due to the fact that they constitute a highly suitable community because: one, they are about to face a professional career choice; secondly, they have a variety of career preferences and intentions and thirdly, some of them already would have developed entrepreneurial intentions (Reynolds et al., 2002). This provides this research with` a good opportunity to study the social entrepreneurial intention among the student populace before the intention actually occurs.

The sampling design for this study is stratified random sampling method. The population was divided into two groups of elements: private and public chartered universities. From each stratum two universities was selected for study. The choice of this sampling design is compelled by four reasons: firstly, to lower the cost of the research; secondly, to

ensure greater accuracy of results; thirdly, to offer greater speed of data collection and fourthly, to ensure availability of population elements.

3.3.1. Sample Selection

A group of four universities was selected from the total population, two from the stratum of public chartered universities and another two from the stratum of private chartered universities. Each university in the group was chosen entirely by chance and therefore every university in the stratum had an equal chance of being selected for the sample. The sample was representative of both female and male students of different backgrounds. Data was then collected from the selected sample via a self-administered questionnaire. The questionnaire made use of close-ended questions on a four-point likert scale. Descriptive statistics was computed and results presented via table, graphs and charts.

3.3.2. Sample Size

The size of the sample for this study will be determined by use of the formula below:

$$\frac{(Z\text{-score})^2 \times \text{standard deviation} \times (1\text{-standard deviation})}{(\text{Margin of error})^2}$$

This study adopts a 95% confidence interval (z-score = 1.96). 0.5 standard deviation and margin of error (confidence interval) of +/- 5%,

$$\text{Sample size} = ((1.96)^2 \times 0.5) \times 0.5 / (0.05)^2$$

$$(3.8416 \times 0.25) / 0.0025$$

$$0.9604 / 0.0025 = 384.16 = 385 \text{ respondents}$$

Based on the percentage of students graduating with business administration and computing, the sample of students graduating with business administration will be 329 students and that of computing final year students as 56 students.

3.4. Data Collection

3.4.1. Pilot Testing

This paper is based on first hand primary sources of data. The data relates to students' intention to social entrepreneurship venture in Kenya. The process of data collection began with pilot testing of the survey instrument. A pilot test was conducted to detect weaknesses in design and instrumentation and to provide proxy data for selection of a probability sample. The pilot testing was to draw subjects from the target population and simulate the procedures and protocols that have been designed for data collection. A sample questionnaire was applied in a pretest to test for various types of scales and make improvements on the final questionnaire to be used on the research while making sure that the pretest sample does not form part of the final sample (Muller, 2008a). The pretest questionnaires were handed out, completed by the sample students and collected back after lectures. Students were encouraged to give feedback on the comprehensiveness of the questionnaire. The qualitative feedback was used to refine the final questionnaire and improve on the understandability of the questions. The statistical analyses of items and scales was used to select the final items for data collection as well as checking for reliability and validity of the constructs. The questionnaires contained a short note to thank the students for their participation, a brief description of the two types of entrepreneurship – social and commercial, explaining the background of the research, preparing them for the length of the questionnaire and ensuring the anonymous use of the data. The researcher conducted factor analysis to obtain first indications of item groups so as to examine the factor structure of the measurement items and also to test the reliability and validity of each construct until its final configuration is obtained – based on Cronbach's alpha, and checking factor extraction. Once the constructs were finalized, the researcher obtained final values on validity and reliability by checking Cronbach's alpha, single factor extraction, item discrimination and item to item correlation.

The researcher also tested for the quality of the items based on the difficulty of the items, checking on the mean and standard deviations and the graphics of the data distribution. Once this was done, the constructs were ready for regression analysis.

3.4.2. Questionnaire Distribution

After the pretest, data was collected by distributing structured questionnaires to final year undergraduate students pursuing business in selected Universities in Kenya. The questionnaires were analyzed based on data quality to detect and remove errors and inconsistencies from the data i.e. misspellings, missing information, invalid entries, redundancy and duplication and contradictions. The researcher verified the questionnaire entries to check that the participants fit into the target sample by ensuring that the students were in their final year and pursuing business courses. The researcher checked for consistency in each questionnaire by checking the answering patterns and removing any invalid data. The questionnaires were prepared in English and checked for in light of the objectives of the study and its ability in eliciting pertinent data. Answers to each completed questionnaire were typed in by hand in Microsoft Excel software and uploaded on Stata software. To ensure very high rate of participation, the questionnaires were distributed during class sessions to students pursuing business courses in selected universities. Before the data collection, lecturers were approached, asking them to support the research by letting the students to spend 10 minutes to fill out the research during class time. The questionnaires had six sections: general information, attractiveness to social venture, perceived behavioral control, propensity to act, compassion and social entrepreneurial intention. The items in the second, third, fourth, fifth and sixth parts were measured using a 4-point Likert-type scales. The respondents' social entrepreneurial intention, attractiveness to social entrepreneurship, perceived behavioral control, propensity to act and compassion were measured using a list of statements that the respondents rated on a four-point Likert scale (ranging from 1 – strong

disagreement with the statement, to 4 – strong agreement with the statement). Social entrepreneurial intention was measured using the three statements that incorporated the main characteristics of social entrepreneurship (i.e. solving some social problem, investing most of the profit in a particular social mission and taking into consideration the needs of all stakeholders). Respondents' attractiveness to social venture was measured using the scale proposed by Hmieleski and Corbett (2006) while their propensity to act, by (Lepoutre et al., 2011). Compassion was measured with the scale proposed by Sprecher and Fehr (2005).

3.5. Data Analysis Plan

The information provided on the first part of the questionnaire was instrumental for data cleaning. For instance, it was used to check whether the students were actually business students, if they were pursuing undergraduate studies and if they were in their final year of study. This was done to ensure that the respondents fit in the target sample of final year undergraduate students pursuing business courses. The data analysis involved exploratory factor analysis and regression analysis.

Factor analysis was applied to seek to group the question variables into a smaller set of meaningful factors. Factor analysis is a statistical technique used to identify a relatively small number of factors that can be used to represent relationship among a set of many interrelated variables. This method helped the researcher to identify the underlying latent constructs. Factor Analysis is a multivariate method intended to explain relationships among several difficult – to – interpret, correlated variables in terms of a few conceptually meaningful, relatively independent factors.

Multiple linear regression is deemed ideal as a statistical method to analyze the data due to its methodical and content-driven advantages. In the case of the present data, this was given due to the use of Likert scales. On a content level, linear regression is a statistical method used to confirm hypothesized causal relationships, rather than discover them

(Backhaus et al., 2003). It therefore fits well hypothesized relationships in the social entrepreneurial intentions model. Data was processed with the help of computer using Stata and Microsoft Excel Software. The reliability of each construct was measured with Cronbach's alpha coefficient, which has to be at least 0.7 to confirm a factor's internal consistency (Nunnally, 1978).

To analyze the relationship between social entrepreneurial intent and independent variables, the following OLS model was used. The general regression equation is;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \text{Parents} + \text{Gender} + \mu$$

Where

Y = intention to create social venture, dependent variable

β_0 = constant (y-intercept)

β_i = Regression coefficient for X_i

X_1 = attractiveness to social venture

X_2 = perceived behavioral control

X_3 = propensity to act

X_4 = compassion

μ = error term.

To test the results and to ensure that the model fitted is adequate and robust enough, the researcher used histograms, probability plots, autocorrelation plots, scatter plots and frequency tables towards meaningful interpretation of the facts and figures. Tests of association were done to test the variables at different significant levels to establish the relationship among them. For instance, an index for each construct was calculated as the arithmetic mean of the respondents' evaluations of the corresponding statements

CHAPTER FOUR

RESULTS AND FINDINGS

4.1 Introduction

This chapter presents the results and findings of the study of the research questions with respect to the data information collected from the respondents. The chapter begins with the analysis and reports on General information with respect to the respondents; consequently second part looks on the reports of the analysis of the attractiveness to social venture and a correlation test between the intention to create social venture, the third part covers on the report of the analysis of the perceived behavioral control and a correlation test between the intention to create social enterprise and the perceived behavioral control, the fourth part covers on the analysis and report of the propensity to act and a correlation test between the intention to create social enterprise and the propensity to act, the fifth part covers on the analysis and reports of the compassion and the correlation test between the intention to create social enterprise and the compassion and finally the last part covers on the social entrepreneurial intention.

4.2 Response Rate and Descriptive statistics

This study targeted a sample of 400 respondents from four universities in Kenya: KCA University, Masinde Muliro University of Science and Technology (MMUST), United States International University - Africa, and Maseno University. Out of 400 questionnaires distributed, 371 of them were filled and returned, representing a 92% response rate – an excellent response that was ascribed to use of drop and pick method. Of those who responded 214 (57.8%) were male students while 156 (42.2%) were female students.

4.3 Factor Analysis

Exploratory factor analysis (EFA) was used to extract the study constructs, examine their discriminant and convergence validity, as well as reliability. Table 1 below shows the EFA pattern matrix that indicates how the measurement items loaded. Overall five factors were extracted and labeled. The pattern matrix in table 3 shows the pattern of item loadings and the labels assigned to the factors.

TABLE 2: THE PATTERN MATRIX

	Factors					Factor label
	1	2	3	4	5	
attract1		.829				Attractiveness
attract2		.840				
attract3		.924				
pbcl	.584					Perceived behavioral control
pbcl2	.525					
pbcl3	.685					
pbcl4	.919					
pbcl5	.576					
pbcl6	.658					
int1				.428		Intention
int2				.638		
int3				.923		
pta1					.519	Propensity to act
pta2					.635	
pta3					.740	
pta4					.465	
com1			.595			Compassion
com2			.734			
com3			.759			
com4			.815			

The pattern matrix indicates that the measurement items loaded into their respective factors as expected. There was no significant cross loading (>0.30) indicating discriminant validity and most items had loadings exceeding 0.60 indicating an acceptable level of convergence validity.

4.4 Reliability

As table 2 indicates the items – as measured using the Cronbach's alpha – were internally consistent ($\alpha > 0.70$) and thus were reliable measures of their respective constructs.

TABLE 3: RELIABILITY STATISTICS

Items	Factor	Cronbach's Alpha	No. of Items
B1 – B3	Attractiveness	.768	3
C1 – C7	Perceived behavioral control	.793	7
D1 – D4	Propensity to act	.725	4
E1 – E4	Compassion	.803	4

F1 – F4	Intention	.708	4
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4.6 Regression Analysis

The factor analysis results were used to compute composites of the study variables that were used in regression analysis. To test the hypothesized relationships shown in the conceptual model, the following regression model was fitted. Gender and Parents were added as control variables.

$$\gamma = \beta_0 + \beta_1(\text{attract}) + \beta_2(\text{PBC}) + \beta_3(\text{PTA}) + \beta_4(\text{compassion}) + \beta_5(\text{gender}) + \beta_7(\text{parents})$$

Where:

γ = Intention

β_0 = constant

β_i 's = regression coefficients, and μ = error term

attract = attractiveness to social venture

PBC = perceived behavioral control

PTA = propensity to act

Parents = the pro-social background of the parents of the respondents

Gender = the gender of the respondent

From the regression analysis results, the value of R^2 is 0.404, which indicate that the model explains 40% of the variability of the response data around its mean. The Durbin Watson statistic is 2.002 which is an indication of non-autocorrelation.

The ANOVA table below indicates that the model is overall significant ($p < 0.001$), and therefore conclude that the independent variables significantly determine the intention to start up a social venture.

TABLE 4: REGRESSION STATISTICS – ANOVA

	Sum of Squares	Df	Mean Square	F-value	Sig.
Regression	60.148	4	15.037	59.746	0.000
Residual	88.592	352	0.252		
Total	148.739	356			
R-square = 0.404					

As shown in table 7 below, the regression coefficients are all statistically significant. The study found: attractiveness to be a significant predictor of intention to start up a social venture ($\beta=0.228$, $p<0.05$); PBC to be a significant predictor of intention to start up a social venture ($\beta=0.217$, $p<0.05$); PTA to be a significant predictor of intention to start up a social venture ($\beta=0.267$, $p<0.05$) and compassion to be a significant predictor of intention to start up a social venture ($\beta=0.157$, $p>0.05$). However, the control variables have been found to be not significant predictors of intention to start up a social venture: gender ($\beta=0.002$, $p>0.966$) and parents ($\beta= - 0.50$, $p>0.370$)

TABLE 5: REGRESSION STATISTICS – COEFFICIENTS

	Unstandardized Coefficients		Standardized Coefficients	t-value	p-value
	B	Std. Error	Beta		
Constant	0.438	0.242		1.809	0.071
Attractiveness to Social Venture	0.222	0.043	0.248	5.129	0.000
Perceived Behavioral Control	0.213	0.05	0.209	4.279	0.000
Propensity to Act	0.264	0.057	0.241	4.625	0.000
Compassion	0.157	0.057	0.137	2.762	0.006
Gender	0.002	0.055	0.002	0.043	0.966
Parents	-0.050	0.056	-0.039	-0.898	0.37

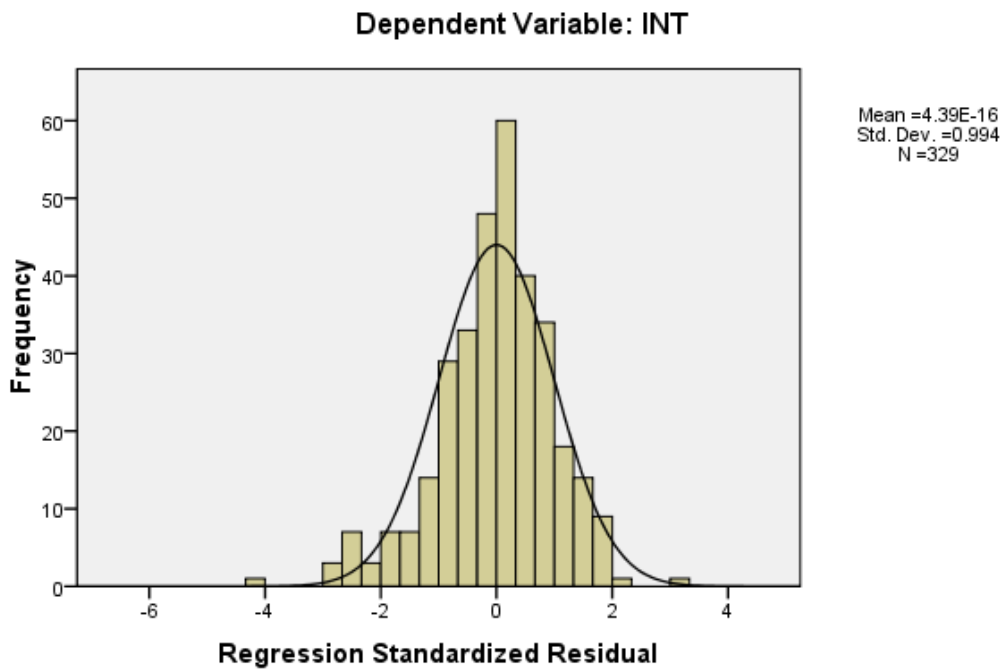
Therefore, the regression model is:

$$\gamma = 0.438 + 0.222(\text{attract}) + 0.213(\text{PBC}) + 0.264(\text{PTA}) + 0.157(\text{compassion}) + 0.002(\text{gender}) - 0.050(\text{parents})$$

4.7 Post-estimation diagnostic analysis

The histogram on figure 2 below indicates that the residuals are normally distributed and therefore the model is a good fit.

FIGURE 2: REGRESSION HISTOGRAM



The results of multicollinearity analysis given in table 6 below gives VIF values < 2, an indication of no collinearity

TABLE 6: MULTICOLLINEARITY ANALYSIS

Model	Unstandardized Coefficients		Standardized Coefficients	T	P-Value	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.318	.192		1.658	.098		
Attractiveness to Social Venture	.228	.042	.255	5.385	.000	.753	1.328
Perceived Behavioral Control	.217	.049	.214	4.468	.000	.740	1.351
Propensity to Act	.267	.056	.245	4.774	.000	.645	1.550
Compassion	.157	.055	.137	2.845	.005	.725	1.379

a. Dependent Variable: Intention

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the discussion of results, conclusions and recommendations. These are presented in line with the research objectives outline at the beginning of this paper.

5.2 Effects of attractiveness on SE Intention

This study confirmed the findings of Ernst, (2011), Krueger et al (2000), Autio et al., (2001) which found attractiveness to show high levels of influence on business entrepreneurial intentions. Attractiveness had a significant positive effect on SE intentions. The study of Martin (2004) found that a feeling of social pressure can certainly change personal perceptions so that it is plausible for social entrepreneurship to become more attractive for beholders urged to move into that area. When controlled for parent's prosocial behavior, Attractiveness is the strongest determinant. This means that the people who are most likely to form SE intentions are those whose parents have planted some prosocial behavior in them. These have a strong positive perception of wanting to become social entrepreneurs.

5.3. Effects of PBC on SE Intention

The high levels of PBC on SE Intentions agree with the findings of Krueger et al., (2000) which instigated that a decision to form a new enterprise is planned and not just a conditioned response. The findings are indicative that those who believe that they would be able to become social entrepreneurs in a self-determined manner have higher intentions of becoming social entrepreneurs than those who don't believe they could. Ajzen's theory of planned behavior posits that the assessment of the potential entrepreneur's competence and self-efficacy predicts the instigation of a new enterprise. This study confirms that self-efficacy and determination are important aspects in establishing SE intentions.

5.4. Effects of PTA on SE Intention

This study has revealed a significant effect of PTA on intentions and therefore confirming the numerous studies that have shown similar behavior of PTA on intentions i.e. Broadhead-Fearn & White, 2006; Cordano & Frieze, 2000; Greenslade & White, 2005; Hrubes et al., 2001). This study therefore posits that PTA is the perception that the close social surrounding would approve of the individual becoming an entrepreneur and therefore a direct influence on entrepreneurial intentions as also found by the studies of Linan and Chen, 2007; Sagiri and Appolloni, (2009).

5.5. Effects of compassion on SE Intention

This study confirms the studies of Borman, Penner, Allen and Motowidlo's (2010), Miller et al (2012), Goetz et al., 2010 which found compassion to be a key driver of prosocial motivation. Compassion shows high significant values towards SE intentions. This means that the general characteristic of feeling the need to help those in distress heightens both people's attraction towards becoming a social entrepreneur, as well as the social pressure they perceive to take this career path. The study therefore confirms the meta-analysis conducted by Borman, Penner, Allen and Motowidlo's (2010) meta-analysis which showed a significant relationship between compassion and prosocial behavior, herein intention to start up a social venture. We can therefore conclude that compassion inspires prosocial behavior in individuals. This study also confirms the presupposition by Moon and Koh, (2015) that compassion invokes prosocial motivation, which in turn leads to social enterprise creation behavior through three mediation paths: perceived meaningfulness, appreciation of non-monetary compensation, and perceived entrepreneurial ability.

Those who strive to "do good" find those jobs attractive which enable them to pursue this ideal. It is either that those who have a high sense of social responsibility are also more socially aware and hence perceive higher levels of social pressure or that social responsibility

often stems from being raised in a family which passes on the value of acting in a social manner.

5.6 Conclusions

Having analyzed the data obtained in the four Kenyan universities and having compared them with the research questions, the results of the quantitative study are now briefly discussed.

The model shows a good fit for the analysis of the formation of SE intentions using the TPB constructs

This study offers a theory-driven approach to SE research which is a sound academics process. It offers one of its kind empirical analyses of theory-based model in social entrepreneurship with a sample of over 300 participants drawn from 4 universities in Kenya – a quantitative analysis, a rare accomplishment in the nascent field of social entrepreneurial research.

This study adopts the study area of entrepreneurship in positing social entrepreneurship, which is recognized as an innovative form of social value creation. Most importantly, this study puts in place the TPB within the field of social entrepreneurship and successfully utilizes its capability to adapt and extend itself to specific areas of study.

5.7 Recommendations

This study develops a robust model which can be used in future research for further testing of SE intention formations or specific portions of the model. It also offers in-depth analysis into SE intention formation which further propels studies in social entrepreneurship

This study strongly recommends that the educators should consider including social entrepreneurship as a core subject in business courses. Such programs can be used to propel the future development of social entrepreneurship in practice. The practitioners, organizations, business schools and governments should ensure growth of social entrepreneurship in the society.

The results of this study should be considered an insight on the formation of social entrepreneurs and hence should be used in shaping the social entrepreneurial education. The skills identified by Light (2005) can be taught in schools or universities to advance the social entrepreneurship through education

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APPENDIX 1

FINAL QUESTIONNAIRE

This questionnaire is part of my Master of Science in Commerce research project. The primary focus and intention of this questionnaire is to find out factors affecting entrepreneurial intentions among final year students pursuing business courses in Kenya. It will help to determine the relationship between the factors and the entrepreneurial intentions. All data and information collected through this research tool will be kept in strict confidentiality, coded and will be represented only on aggregate.

Part A: General Information

1. Name of Institution (Optional)
.....
2. Name of the program you are pursuing
.....
3. Gender (*tick as appropriate*)
Male () Female ()
4. Is any of your parents a social entrepreneur or active volunteer in community service?
Yes () No ()

Part B: Attractiveness to Social Venture (adapted from Hmieleski and Corbett (2006); Autio et al, 2001; Linan & Chen, 2007; Krueger et al., 1993; Thorbjornsen et al., 2007, Goethner et al., 2009)

Please indicate to what extent you agree or disagree with the statement. (Scores ranging from 1 = strongly disagree to 4 = strongly agree)

	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree
1	A career as a social entrepreneur is attractive to me				
2	I would become a social entrepreneur within 5 years after completing my studies				
3	Becoming a social entrepreneur implies more advantages than disadvantages to me				

Part C: Perceived Behavioral Control (adapted from Goethner et al.,2009; Ruhle et al., 2010; Linan & Chen, 2009)

Please indicate to what extent you agree or disagree with the statement. (Scores ranging from 1 = strongly disagree to 4 = strongly agree)

	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree
1	To start a Social Enterprise and keep it working would be easy for me				
2	I am prepared to start a viable social venture				
3	I can control the creation process of a new social enterprise				
4	I know how to develop a social entrepreneurial project				
5	If I tried to start a social enterprise, I would have a high probability of succeeding				

Part D: Propensity to Act (adapted from Lepoutre et al., 2011; Bonte & Jarosch, 2010; Shetty, 2004)

Please indicate to what extent you agree or disagree with the statement. (Scores ranging from 1 = strongly disagree to 4 = strongly agree)

	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree
1	I am willing to take risk of starting up a social enterprise				
2	It is important to work more than others				
3	I get excited to create my own work opportunities				
4	I am an inventive person who has ideas				
5	If I see something I do not like, I change it				

Part E: Compassion (adapted from Sprecher and Fehr, 2005; Wakabayashi et al., 2006)

Please indicate to what extent you agree or disagree with the statement. (Scores ranging from 1 = strongly disagree to 4 = strongly agree)

	Statement	Strongly Disagree	Disagree	Agree	Strongly Agree
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1	It's important to take care of the vulnerable people who may be the beneficiaries or customers of my social enterprise idea				
2	When I see someone, who may be the potential beneficiary or customer of my social enterprise idea, hurt or in need, I feel a powerful urge to take care of them				
3	Taking care of others, who may be the potential beneficiaries or customers of my social enterprise idea gives me a warm feeling inside				
4	I often notice people in need of help who may be the potential beneficiaries or customers of my social enterprise idea				
5	I feel strong compassion for the potential beneficiaries or customers of my social enterprise idea				

Part F: Social Entrepreneurial Intention (adopted from Kolvereid (1996), Teixeira & Forte (2009); Luthje & Franke (2003); Autio et al., 2001; Suitariis et al., 20007; Linan et al., 2008; Ajzen 2002b, Ruhle et al., 2010 Armitage & Conner 2001)

Please indicate to what extent you agree or disagree with the statement. (Scores ranging from 1 = strongly disagree to 5 = strongly agree)

	Statement	Strongly Disagree			Strongly Agree
		1	2	3	4
1	I am planning to become a social entrepreneur				
2	It is on my own volition as to whether to become a social entrepreneur or not				
3	I have expertise in starting up a social enterprise				
4	I have identified several social problems that my social enterprise would address				
5	It would be of more advantage than a disadvantage if I became a				

	social entrepreneur				
--	---------------------	--	--	--	--

APPENDIX 2

ACCREDITED UNIVERSITIES IN KENYA

	ACCREDITED UNIVERSITIES	YEAR OF ESTABLISHMENT	YEAR OF AWARD OF CHARTER
	Public Chartered Universities		
1.	University of Nairobi (UoN)	1970	2013
2.	Moi University (MU)	1984	2013
3.	Kenyatta University (KU)	1985	2013
4.	Egerton University (EU)	1987	2013
5.	Jomo Kenyatta University of Agriculture and Technology (JKUAT)	1994	2013
6.	Maseno University (Maseno)	2001	2013
7.	DedanKimathi University of Technology	2007	2012
8.	Chuka University	2007	2013
9.	Technical University of Kenya	2007	2013
10.	Technical University of Mombasa	2007	2013
11.	Pwani University	2007	2013
12.	Kisii University	2007	2013
13.	MasindeMuliro University of Science and Technology (MMUST)	2007	2013
14.	Maasai Mara University	2008	2013
15.	South Eastern Kenya University	2008	2013
16.	Meru University of Science and Technology	2008	2013
17.	Multimedia University of Kenya	2008	2013
18.	JaramogiOgingaOdinga University of Science and Technology	2009	2013
19.	Laikipia University	2009	2013
20.	University of Kabiranga	2009	2013
21.	University of Eldoret	2010	2013
22.	Karatina University	2010	2013
23.	Kibabii University	2011	2015
PUBLIC UNIVERSITY CONSTITUENT COLLEGES			
24.	Embu University College (UoN)	2011	
25.	Kirinyaga University College (JKUAT)	2011	
26.	Garissa University College (MU)	2011	
27.	Murang'a University College (JKUUAT)	2011	
28.	Machakos University College (KU)	2011	
29.	Rongo University College (MU)		
30.	TaitaTaveta University College (JKUAT)	2011	
31.	The Co-operative University College of Kenya (JKUAT)	2011	
32.	Kaimosi Friends University College (MMUST)	2015	
33.	Alupe University College (MU)	2015	

PRIVATE CHARTERED UNIVERSITIES			
34.	University of Easter Africa, Baraton	1989	1991
35	Catholic University of Eastern Africa (CUEA)	1989	1992
36.	Daystar University	1989	1994
37.	Scott Christian University	1989	1997
38.	United States International University	1989	1999
39.	St Pauls University	1989	2007
40.	Pan African Christian University	1989	2008
41.	African International University	1989	2011
42.	Kenya Highlands Evangelical University	1989	2011
43.	Africa Nazarene University	1997	2006
44.	Kenya Methodist University	1997	2006
45.	Strathmore University	2002	2008
46.	Kabarak University	2002	2008
47.	Great Lakes University of Kisumu	2006	2012
48.	KCA University	2007	2013
49.	Mount Kenya University	2008	2011
50.	Adventist University of Africa	2008	2013
	Private University Constituent Colleges		
51	Hekima University College (CUEA)	1991	
52	Tangaza University College (CUEA)	1997	
53	Marist International University	2002	
54.	Regina Pacis University College (CUEA)	2010	
55	Uzima University College (CUEA)	2012	
	Institutions with Letter of Interim Authority (LIA)		
56.	Kiriri Women's University of Science and Technology	2002	
57.	Aga Khan University	2002	
58.	GRESTA University	2006	
59.	Presbyterian University of East Africa	2007	
60.	Inoorero University	2009	
61.	The East African University	2010	
62.	GENCO University	2011	
63.	Management University of Africa	2011	
64.	Riara University	2012	
65,	Pioneer International University	2012	
67.	UMMA University	2012	
68.	International Leadership University	1989, LIA (2014)	
69	Zetech University	2014	
	Registered Private Institutions		
70	KAG – EAST University	1989	

APPENDIX 3

SOME IDENTIFIED SOCIAL ENTERPRISES IN KENYA

	Social Enterprise	Objective	
1	Access Afya	Primary care in low-income areas provided through microclinics – which would traditionally have been built and run by the state.	
2	Accounting for International Development (AfID)	offers accountants the opportunity to use their skills to make a genuine difference as volunteers and to gain invaluable hands-on overseas experience in the International Development sector	
3	Adopt a Light	is a company incorporated to steer advertising revenues into community development. The company was inspired by the need to achieve safer cities through the provision of adequate street lighting. The project was initiated through relations with South African organizations that have been working successfully in partnership with the Local Councils in nearly all the major cities in South Africa for over six years.	
4	African Homestay and Safaris	an African cultural tourism agency that links up tourists who want to LIVE(home stay), STUDY (cultural and educational)and WORK (internship and volunteer)in Africa with local hosts in rural villages and towns	

5	African Pro-poor Tourism Development Centre (APTDC)	<p>(APTDC) is a duly registered charitable organization under Certificate Number OP.218/051/2003/0369/3010 pursuant to and in accordance with section 10 of the Non-Governmental Organizations Coordination Act of Kenya. The organization seeks to promote the utilization of tourism as a strategic tool to alleviate poverty. The centre was the first of its kind in the East African Travel & Tourism Industry and until it was founded, tourism was not being used as strategic tools towards addressing the various social problems such as unemployment, poverty and gender inequality. We at APTDC are guided by this slogan ""Give the local community a fish and you feed the for today, teach them to fish and you feed them for ever""</p>	
6	Akirachix	<p>Judith Owigar is the co-founder and Operations Director of Akirachix, a Kenyan organization that nurtures generations of women who use technology to develop innovations and solutions for Africa. Through Akirachix, she is increasing the number of women who create technological solutions and, in effect, positively impacting on the perception of women in technology. Judith is a 2014 International Focus Fellow and recipient of the Anita Borg Change Agent Award 2011 for Women and Technology. She lives in Nairobi, Kenya and is currently pursuing a master's degree in applied computing at the University of Nairobi.</p>	
7	Alive and Kicking	<p>Profits from manufacture of footballs used to fund health education and awareness through sports, especially focussing on HIV/AIDS.</p>	
8	ALTIS - Graduate School Business and Society	<p>Business School promoting entrepreneurship through executive MBA ran in partnership with African universities.</p>	
9	Art Youth Research Centre	<p>Solid waste management, tree planting in school, briquettes making and soap making</p>	

10	Banana Box Company Ltd	an independent trading company offering a dynamic range of carefully selected handicrafts, arts, textiles, table ware, interior décor collections, jewellery, stationery, children's items and accessories. We buy exclusively from Kenyan artisans	
11	Basecamp Maasai Brand	a community project with Maasai women in the Talek region of Masai Mara- Kenya. We work with over one hundred women making bead and leather handcraft with a unique fusion between traditional Maasai designs and contemporar	
12	Basecamp Maasai Mara	A responsible approach to the classic safari Our Mara camp provides 12 spacious and luxurious tents, bordering the Masai Mara National reserve, hidden away under thatched roofs on a lush peninsula in the Talek River, with spectacular views of the savannah	
13	BELIEVE (Beekeeping as a Livelihood in Extremely Vulnerable Environments)	This project aims to improve the quality of life for small-scale beekeepers in some of the poorest areas in Kenya. 25% of the population in Kenya and 35% of those under the poverty line live in what are known as arid and semi-arid lands (ASALs)	
14	Blue Financial Services	is a pan-African financial services group. Established in 2001, the Group has operations in 12 African countries and 220 branches. We offer responsible and innovative financial services to Africa's gainfully employed, yet under-banked and under-served population. The year 2010 marked the dawn of a new era as Blue was taken under the wing of private equity company, Mayibuye Group, which recently acquired a majority shareholding in Blue. Mayibuye's approach is to challenge norms, change paradigms, add exceptional value and elevate performance levels. With the reach of Blue coupled with the management expertise of Mayibuye and a new ethos for the company, Blue is well positioned to serve our customers.	

15	Bombolulu Workshops	Bombolulu Workshops and Cultural Centre is located in Mombasa, Kenya, and works with more than 100 people with different abilities, men and women artisans to help them overcome their physical limitations and empower them economically and socially to become
16	Bosinange Juakali Soapstone	is a private limited group that deals with soapstone carvings (Arts), which are handcrafted by the Kisii artisans and sold locally and internationally to help them to alleviate poverty and improve their livelihood.
17	Brainstorm Africa	Brenda Wambui is the CEO and co-founder of Brainstorm Africa, an online media organization whose mission is to address the need for critical thought in Kenya and Africa at large. Brainstorm Africa runs an award-winning weekly journal, Brainstorm, as well as a quarterly topical e-book. Brainstorm has had over 70,000 unique readers since its inception and its books have been downloaded over 5,000 times. Brenda holds a Bachelor of Commerce (Hons) in Marketing and is an Association of Chartered Certified Accountants (ACCA) Affiliate.
18	Budiriro Think Tank (BTT)	We strive for the use of talents as social and economic developmental tools especially among youths and children. we run a youth interact centre project that has three programmes and these are (a) Youth Information Kiosk, (b) Mukoma Sports and (c) Entrepr
19	Business Initiative and Management Assistance Services	BIMAS is a human and enterprise development organization without religious, political or Governmental affiliation. BIMAS provides access to financial and technical assistance services for human and enterprise development

20	BRCK	is a connectivity device designed in Kenya to meet the demanding challenges of life and work in harsh environments where electricity is intermittent and the internet is spotty. BRCK works to alleviate these issues by delivering a redundant data connection combined with a reliable power source to ensure that nothing gets in the way of getting the information you need. BRCK can support up to 40 devices, has an 8-hour battery life when the power is out, and can jump from Ethernet, to WiFi, to 3G, to 4G seamlessly.
21	Cactus SocEntLab	Cactus Social Enterprise is a social enterprise and thinkthank based in Nairobi, Kenya. Cactus Social Enterprise creates new solutions and invests in job creating and education in Kenya through own projects and direct investments and microloans in SE
22	Centre for Research in Environment Kenya	We work with community groups start up nature based enterprises such as honey and aloe processing, as a means of livelihood and for environment conservation
23	Coast Coconut Farms	Coast Coconut Farms is dedicated to producing the highest quality extra virgin coconut oil through a Direct Micro Expelling process. It is our hope, that by selling this healthy, functional oil, we can make a difference in your life
24	Cookswell Enterprises	Production, sale and marketing of energy efficient charcoal stoves, ovens and kilns; tree planting; forestry related consultancy and research; sells multi-use packets of tree seeds
25	Craft Link Kenya/ Africa	Craft Link Africa operates as a fair trade market organization. It is establishing social enterprise centres of excellence across Africa, with an initial centre in Nairobi, operating as Craft Link Kenya. We provide production, marketing and financial training

26	Crafts Village	Crafts Village, formerly known as Baduku Crafts is registered Self-Help organization Ref : DSS/NP/5/Vol.1/96/19 with the Ministry of Home Affairs National Heritage, Culture and Social Services. The organization is located at the National Council of Church
27	Craftskills Enterprises	Craftskills East Africa Ltd is registered in Kenya as a limited liability owned by 4 directors Craftskills Enterprises aims at expanding the turbine business from its small workshop to cater for growing demand. We need funds to buy machinery, move the wor
28	Digital Resource Center Microfinance	To enhance capabilities of individuals and institutions through increased access to credit, training and information access for attainment of improved quality of life. Digital Resource Center Microfinance is a subsidiary of PdE-Kenya, an NGO registered
29	D-Light	
30	Dorcas Creations	is a woman based community development organization with an aim to transform the community one woman at a time by empowering women economically, socially, mentally while ministering to the spiritual needs of these women
31	Eco Training	We started in 1993 with a mission to raise the standard of guiding in Africa. EcoTraining is the oldest field guide training company in Africa. For more than a decade, we have been sending people of all ages into the African wilderness to learn about the ...
32	Ecofinder Kenya	Ecofinder Kenya business model is anchored on environmental entrepreneurship for sustainable communities. Thus endeavours to secure natural capital. Green energy technology; water and sanitation; eco-cultural tourism; tree-based enterprise; research and consultancy; social marketing; training and capacity building; advocacy; craft production, marketing and sale

33	Ecotact Limited	Ecotact is a Social enterprise that invests in Innovations to solve sanitation crisis in Africa and beyond. Ecotact was founded in 2006 and a started operation in 2007. It is driven by the local need to improve urban and urban-rural environment through in	
34	El-ShaddaiJirani Pamoja Self Help Group	We empower women for poverty and hunger reduction as well as adaptation to climate change. Our activities include-; Urban farming-;maximizing on their small plots and using new affordable technology to grow food, Food processing and value addition for pre	
35	Empaash Oloirienito Conservancy Trust	In our efforts to protect wildlife, we are continually striving for new ways in which to accomplish our goals. These include eco-tourism, economic development, fundraising, education, research, conflict management, and communication	
36	Enkusero Sampu Conservancy	We do camping, hiking and entertainment for our guest to make some income to run the organization	
37	Equity Bank	We exist to transform the lives and livelihoods of our people socially and economically by availing them modern, inclusive financial services that maximize their opportunities	
38	Ex Peter Drier and Water Project	Selling of tree seedlings, bee keeping.	
39	Farmers Own Trading	Farmers Own was established in 1997 and works with groups of poverty stricken subsistence farmers in Kenya to help them eradicate their poverty by Fair Trade business developments. Markets for crops and derivatives are identified which can be grown by the ...	
40	Faulu Kenya Deposit Taking Microfinance Limited	is a Deposit Taking Micro-Finance Company, registered in Kenya under the Micro-Finance Act which is regulated by the Central Bank of Kenya. Faulu was founded as a programme of Food for the Hungry International (FHI), a Christian relief and development	

41	Geothermal Development Company (GDC)	GDC is a 100% state-owned company, formed by the Government of Kenya as a Special Purpose Vehicle to fast track the development of geothermal resources in the country. Geothermal energy is an indigenous	
42	Gpower	is a Non Governmental Organisation registered with the Kenyan NGO Co-ordination Board. The organisation's foundation was inspired in 2002 by engineers Robert Mutsears from the Netherlands, Nyaga Ndiga from Kenya and several communities on the slope	
43	Green Development Group	We are a registered producer group based in Western Kenya. We specialize in making quality handicrafts from recycled/local materials eg water hyacinth, papyrus, tin, wire etc. Our product range covers office equipment, furniture, gifts, kitchen items, toy	
44	Hakuna Matata Project	The organization has an organic farm growing crops for sale using the permaculture approach. We run an internet cafe and printing services. A coffee shop and chicken business will soon be starting to empower communities and women groups. We give interest	
45	Heshima Kenya	Heshima Kenya specializes in identifying and protecting unaccompanied and separated refugee children and youth, especially girls, young women and their children living in Nairobi, Kenya. Our shelter, education and community outreach services, coupled with local resources and the refugee community, empower this population to live healthy lives. By providing resources for long-term support, these girls and young women become catalysts for strengthening networks creating sustainable change within the local and global communities.	

46	Honeycare Africa	Honey Care Africa is an innovative, rapidly expanding Kenyan social enterprise established expressly to increase the income of rural farmers. To date, Honey Care has doubled the income of several thousand small scale farmers through its "Money for Honey"
47	I-Dev International	I-DEV designs and builds economically-viable, market-based businesses and industries at the base of the pyramid. We do this by aligning the interests of corporations and local communities to create bottom line value for both. I-DEV combines busin
48	Innovation Eye Centre	Africa has some truly dedicated and inspirational social entrepreneurs who want to make a real and positive difference to the lives of others. Jacqueline Kiage is doing just that in rural Kenya by starting a world-class social enterprise eye clinic, Innovation Eye Centre, to provide life-enhancing eye surgery and specialist eye care to patients that is affordable and accessible. Jacqueline is an MBA Alumni of the Universita' Cattolica Del Sacro Cuore Altis Graduate School of Business and Society in Milan, Italy.
49	Jamii Bora Trust	Jamii Bora offers several types of loans for micro-businesses, school fees, health and housing. By 30 November 2005, Jamii Bora Trust had given out more than 144,760 loans to its members and a total KES 1,197,543,780 out of which KES 824,278,875 had been
50	Jokinda Women Group	Originally formed as a womens group, the group is now composed of 25 women and 8 men. They are main activity include managing a tree nursery and making of handicrafts such as baskets for sale. They would like to venture in ecotourism to supplement their

51	Jorova Crafts Kenya	Jorova Crafts is a handicrafts producer organization. We make Jewelry (necklaces, bracelets, earrings, fingerings), Key holders, baskets and shopping bags(using textile, sisal, bananana fiber and recycled plastic bags & bottle tops), hats, Holiday and ...
52	Juhudi Kilimo LLC	Juhudi Kilimo is changing the way farmers do business. We finance targeted agricultural assets for smallholder farmers and rural enterprises across Kenya. Operating exclusively in very rural areas, we give smallholder farmers access to the tools they need
53	Juqwaa	Providing physical and online space for collaboration, community and creativity. Providing job matching services.
54	K-Rep Bank	K-Rep Bank is a leading and fast growing Commercial Bank that targets the Micro Finance sector but also provides a wide range of banking services. K-Rep Bank's mission is to provide exceptional financial services that create value and enrich the lives of ...
55	Kasigau Conservation Trust	We are a Community Based Organisation that supports various groups in enterprise from natural resources. We have eco-tourism bandas and are helping local women's groups to sell their baskets by looking for a constant market for their products. We also st ...
56	Kaya Kinondo Conservation and Development Group	Kaya Kinondo Conservation and Development (KKCDG) was formed in 2001 to protect and conserve Kaya Kinondo sacred forest. The org runs an Kaya Kinondo Ecotourism project, a community initiative that links biodiversity conservation with tangible social and ...
57	Kazuri Beads Ltd	Kazuri, which means small and beautiful in Swahili, is hand-painted ceramic jewellery made in Kenya. Every bead which makes up a necklace or bracelet is shaped by hand by one of the 300 local women employed by Kazuri. The beads are then kiln fired once, g

58	Kenya Agency to Development of Enterprise and Technology	Microfinance subsidiary of World Vision Kenya. KADET (the Kenya Agency for the Development of Enterprise and Technology) is a micro-finance institution and a liability limited company that was established by World Vision Kenya in 2000, to economically emp ...
59	KACE - Kenya Agricultural Commodity Exchange	Connects farmers and buyers in different markets and facilitates the sale of goods by collecting and disseminating market information (commodity prices, quantity and location) via various platforms such as Soko Hewani, a mobile platform. Operates through Market Resource Center franchise (MRCs). Provides other services such as transportation, quality checks and product consolidation all at a fee
60	Kenya Ecumenical Church Loan Fund	ECLOF KENYA is a medium microfinance institution providing financial and non-financial services to micro, small and medium entrepreneurs in Kenya. It was registered under the Companies Act (Cap 486) as a company limited by guarantee in 1994. It provides s
61	Kenya Gatsby Trust	The Centre for International Market Access (CIMA) is the marketing arm of Kenya Gatsby Trust (KGT). Whose main objective is to promote the development and marketing of Fair Trade and environmentally friendly products from the micro and small enterprises
62	Kenya Livestock Marketing Council (KLMC)	is a membership organization that comprises of men, women and youth groups who are pastoralists of whom we support on capacity building and train them on value addition on products like milk, bones, horns etc. We are also involved in market structure ...
63	Kenya Women Finance Trust	KWFT is a Deposit Taking Microfinance organisation. The goal of the Kenyan Women's Finance Trust (KWFT) programme is to promote the access of economically active low-income women to sustainable financial and non-financial .

64	Kenya Women Holding	Dr Jennifer Riria, Group CEO of Kenya Women Holding is one woman that is proof positive of the power of individual entrepreneurs to make a difference. She has singlehandedly transformed the microfinance industry in Kenya in order to tangibly improve the lives of women. Because of her efforts, hundreds of thousands of Kenyan women now have access to finance, previously not available to them, and as a result, are today empowered to live their lives and fulfill their own potential and dreams.
65	Ket Wangi Widows and Orphans Group	We sell sugar cane seedlings to the local farmers and we also do tree nursery which we sell for no profit and the money received we use for taking care of ket wangi orphans and poor old widows. Ket Wangi Widows and Orhpans has 3 project to take c
66	Kibera Paper Kenya	Kibera Paper Card Project started in May 2001 at the Kibera Slum.Kibera Paper is an ingenious solution that offers a living wage for fulfilling work. Local offices donate waste printed matter and this is pulped down, dyed and dried, and transformed into b
67	Kick Start	Provides affordable irrigation tools for poor smallholder farmers in sub-Saharan Africa. Facilitates access to credit and extension services (agronomic skills and input use). Offers training on entrepreneurship.
68	Kilimo Salama	Uses technology to provide affordable micro-insurance products to smallholder farmers scattered throughout Africa. Also provides free financial literacy training.
69	Kourage Athletics	Kourage Athletics is a US 501(c)3 non-profit that reduces poverty through creating running apparel that are designed, manufactured, and managed by Kenyan youths. Kourage garments are exported and sold globally with revenues reinvested into Kourage and the

70	Lamaco Engineering	designs sisal processing machines and provides farmers with farm gate processing to meet the export market quality requirements	
71	Lake Elementaita Eco-Tourism Kenya	Lake Elementaita Eco-Tourism is an eco/community tourism project operating in central Kenya. The project assists local communities around Lake Elementaita in sustainable tourism activities. The project has recieved support from a number of international p	
72	Machakos Surgery	Speciosa Mbula Nguku is the founder and director of Machakos Surgery where she is also an anesthesiologist and pain specialist. Machakos Surgery operates as a surgical clinic in eastern Kenya, the first network of surgical hospitals in Kenya offering quality, affordable and ethical care. Speciosa works with children living with disabilities as part of a team dedicated to restoring dignity to patients through surgically correcting deformities. She holds a bachelor's degree in medicine and surgery and a master's degree in anesthesiology.	
73	Machakos District Co-operative Union Ltd (MDCU)	a recognized regional center of excellence in service provision to co-operatives and their members	
74	Makiga Engineering Services Ltd	is a private sector company committed to offering low cost, eco friendly and durable construction using appropriate building technologies. The heart of our operation rests on our unique manual machine presses for making interlocking stabilised soil blocks (ISSB) for building. The design of our machines and the interlocking blocks are a patented design. With a high sensitivity to the customer's need and budget, Makiga offers almost 30 years of combined technical design and application of bulk process equipment.	

75	Mango True Mirage	In Kenya, handmade crafts are treasured as a source of our rich culture. At Mango, we stand for uniqueness, style, and customized products. Mango believes in Fair Trade. Our operations are guided by the WFTO code of conduct (www.wfto.com).	
76	Melchizedek Hospital	Uses cross-subsidisation to provide comprehensive hospitalbased healthcare, both in-patient and out-patient, that is affordable and accessible to low and middle income groups	
77	Metropolitan Hospital	Comprehensive hospital-based healthcare, both in-patient and out-patient, that is affordable and accessible to low and middle income groups. Fully integrated, self-designed software system to increase efficiency and reduce costs	
78	Micro Kenya Limited	To improve the livelihoods of its clients and the economies of the countries in which it operates through the provision of efficient and customer focused financial services while earning an above average return for its shareholders and creating a rewardin	
79	M-Kopa Solar		
80	Molyn Credit Limited	a micro finance organization offering among other loans Dairy Value Chain loans, water and renewable energy loans with a focus on the people, planet and profit. We believe that increased income in the rural areas will come from offering them produc	
81	Monda African Art Ltd	a member of Kenya Federation of Alternative Trade (K.E.F.A.T), Confederation of Fair Trade in Africa (C.O.F.T.A) and a provisional member of the World Fair Trade Organization (W.F.T.O/I.F.A.T).	
82	Mount Kenya Organic Farming (MOOF AFRICA)	Promotes and works with organised small-scale farmers and medium level farmers to promote Ecological Organic Agriculture in Kenya. This is achieved through on-farm training , organic trials, Demonstrations , farmers training, making links betwe	
83	Mumwa Crafts Association		

93	Pamoja Women Development Programme	PAWDEP is a leader in providing microfinance solutions to women groups running small scale industry and farming. We seek to empower women financially to run viable, competitive, and rewarding enterprises that can compete locally and internationally	
94	Penda Health		
95	Path international	is an international nonprofit organization that transforms global health through innovation. We take an entrepreneurial approach to developing and delivering high-impact, low-cost solutions, from lifesaving vaccines and devices to collaborative progr	
96	Perfection Plus	a Fair-trade producer. Based in the semi-rural locality of Kikuyu, on the outskirts of Nairobi, we have been producing hand-made functional craft items with inspirational messages from environmentally sustainable woods ...	
97	Plant a Fruit	We act as a social enterprise, operating under strong business principles, generating our own revenues through the sale of grafted fruit seedling, edible landscaping services and providing specialized extension services but with the sole purpose of effect	
98	Real IPM (Integrated Pest Management)	Integrated Pest Management solutions and extension services.	
99	Renewable Energy Ventures (K) Ltd.	is a consultancy and project advisory company in the fields of renewable energy and energy efficiency. We also run the ""Solanterns Initiative"", a program to replace kerosene lamps with our high-quality solar lanterns an	
100	Rutuba Bio Agric and Organic Fertilizers Ltd	Our company manufactures organic fertilizer that is 100% organic. Through a patented technology, the organic fertilizer is fortified with eight macro and over sixteen micro nutrients beneficial to the plant. It offers the best option for farmers who choos	

101	Salvonaris Agency	We are a team of young social entrepreneurs providing professional volunteer/internship placement and hosting services in Kenya and Zanzibar. As a team on the ground, working with various projects, we are able to tailor-make placements to suit each volunt ...
102	Sanpad Products	Lucy Kapkirwok is a social entrepreneur and the founder and CEO of Sanpad Products in Kenya. SANPAD is a sanitary pad-pant business, an innovative low cost initiative aimed at manufacturing affordable and accessible sanitary pads cum pants to address the needs of women and girls in resource poor settings. Lucy is committed to improving the lives of women and young girls in Africa, especially those from poor communities.
103	Scav-initiative Self Help Group	We have a tree nursery to help fight deforestation and desertification which are monster to future generations. We have projection for pig farming to help fight poverty and raise school fee for the high school students. We make and sell liquid detergents
104	SEED Development Group	Mission: To increase household Incomes, enhance lives and livelihoods of poor communities in Western Region of Kenya through provision of financial services Vision: Our vision is the bringing of financial services within walking distances in the rural area

105	SEMA	<p>Faith Nafula Wafula is the founder of SEMA, a youth-targeted initiative which creates policy change and aims to shift mentality and behavior to end the cycle of gender-based violence (GBV) in Kenya. She implements the program at Strategic Applications International, where she is the Gender-Based Violence Program Officer. Through SEMA, Faith has reached over 4,000 university, secondary school and community level youth with GBV training on awareness and advocacy. SEMA also launched the first GBV reporting phone app in Kenya. Faith lives in Nairobi, Kenya, holds a law degree and is currently pursuing a master's degree in governance, peace and security at Africa Nazarene University.</p>
106	Sidai	<p>Offers comprehensive package of support to franchisees to ensure business success and quality of services delivered to farmers. Services include veterinary services at farm gate and free agricultural extension services.</p>
107	SISDO	<p>The mission of SISDO is to provide affordable and reliable financial services to entrepreneurs for wealth creation and improved livelihoods. SISDO's vision is to be the financial services provider of choice to entrepreneurs. SISDO is a specialized micro finance</p>
108	Sky Link Innovators	<p>Skylink innovator was founded in 2008, inspired by the need to provide the community with innovative intervention for managing social and environmental problems. &nbsp; The need that spurred the birth of sky link was the levels of poverty in the communi ...</p>
109	SocEntLab	<p>SocEntLab East Africa was founded 21. March 2011 SocEntLab was started as Cactus Social Enterprise, but changed its name after merging with a norwegian company. It is a social enterprise and thinkthank based in Nairobi, Kenya, started by Svein Mork Dahl a</p>

110	Solar Cookers for Africa	Solar Cookers For Africa is specialises in supporting Solar Cooker and Fuel efficient Stove initiatives across Africa. We are in the process of building a Continental Wide Network. Goods are sold at very low prices or donated.	
111	Sproxil	Verification of authentic drugs through mobile technology to combat drug counterfeits in the market.	
112	Statunga Ecotours	Statunga Ecotours is a partnership of community based groups in western Kenya working to promote nature conservation in Western Kenya region. Our main offices are located in Kisumu city but we operate in the entire western Kenya tourism circuit. Our visio ...	
113	Tabaka Riotoyo Youth Group	Production and selling of Kisii soapstone handcrafts. The organization was formed in 1996, by a few artisans who had a common interest, after having worked with some middlemen who were doing business with individual's producers in the area. Products made ...	
114	Takamoto Biogas	providing an energy solution that is not only modern and reliable, but is also RENEWABLE. Farmers who use Takamoto Biogas require only the waste produced on their own farms and the spirit to try something new to have a clean, unlimited supply of cooking fuel for all of their cooking needs!	
115	Ten Thousand Villages	Ten Thousand Villages is an exceptional source for unique handmade gifts, jewelry, home decor, art and sculpture, textiles, serveware and personal accessories representing the diverse cultures of artisans in Asia, Africa, Latin America and the Middle East ...	

116	The Ol Pejeta Conservancy	Vision: A Model for Modern Wildlife Conservation & Mission: The Ol Pejeta Conservancy works to conserve wildlife, provide a sanctuary for great apes and to generate income through wildlife tourism and complementary enterprises for re-investment in ...
117	Totoknits	Toto Knits is a collection of hand-made creations for babies and children. Each piece is hand-knitted with love and a sense of fun and is made to last! Our inspiration comes from our surroundings here in the African bush and of course, the tolos who wear ...
118	ToughStuff International	ToughStuff's mission is to bring affordable energy products to people without access to electricity thereby helping to increase living standards, improve health, enhance the environment, and build enterprise and employment; Global sale of solar products. Works with commercial and non-profit partners on Business in a Box (BIAB) interventions with solar village entrepreneurs. Disaster relief work for example in the aftermath of Haiti Earthquake
119	Trinity Jewellery Crafts	The Trinity Jewellery was started in April 1984 by 3 young members born in Mathare Valley, one of the oldest and largest slums in Nairobi, Kenya. It practices code of conduct of fair trading and helps young people of slums and largely from disadvantaged sec ...
120	Twala Cultural Project	Twala is a community organisation which is doing tourism services for income. We do cultural tourism, baboon walks, Maasai cattle walks, homestays, bee keeping and honey production, Maasai Beadwork.& We are a Maasai women driven project and ...

121	Ubiashara Kenya	Ubiashara Kenya (UBK) is a young development institution based in Kenya that provides funding and capacity building support to low income populations to enable them graduate out of extreme poverty. 80% of UBK activities target women clients. UBK employs a
122	Ufanisi Afrika	The Ufanisi Afrika Foundation recognizes the fact that an economically stable,empowered and educated youth strengthens the development of society. Given their numbers in the population ratios, it is important to note that if they are empowered to sustain
123	Upper Hill Eye and Laser Centre	Provision of specialist eye care to areas where such services are not otherwise available.
124	Viva Afya	Affordable, accessible primary healthcare via micro-clinics in poor areas made sustainable through the use of a ‘hub and spoke’ model where one larger, more equipped ‘hub’ supports and provides more specialised services to a number of ‘spoke’ clinics
125	Women Economic Empowerment Consort	Mission: To empower disadvantaged but economically active rural women in Kenya to enable them meet their basic needs and improve their living conditions both socially and economically through savings mobilization, credit provision and information dissemin ...
126	Yehu Microfinance Trust	YMT is a financial services organization that models itself after the Grameen Bank in Bangladesh. We use a group-based lending methodology and work exclusively in rural and peri-urban Coastal Kenya. Yehu offers savings and a variety of loan products to it ...
127	YOUNG MENS' CHRISTIAN ASSOCIATION (YMCA)	We have hostels, restaurants and rental houses that help us fund our core and program budgets. We have a memorandum of understanding with the Green Africa foundation on efficient energy and water consumption and recycling at our centres

128	Zana Africa	Provision of re-designed sanitary wear to make it more affordable and appropriate for low-income environments. The enterprise also supports women's health awareness and education programmes.
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