

**CO-OPERATIVE UNIVERSITY, SAGAING
DEPARTMENT OF CO-OPERATIVE STUDIES
MASTER OF SOCIAL ENTERPREISE MANAGEMENT**

**ANALYSIS OF THE SOCIAL ENTREPRENEURIAL
INTENTIONS AMONG MANDALAY REGION YOUNG
ENTREPRENEURS ASSOCIATION (MRYEA)**

**SU SANDAR LWIN
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MSEM (II) – 16
(MSEM 2nd BATCH)
NOVEMBER, 2019**

Certification

I hereby certify that the content of this thesis is purely from my own works and appropriate citations are acknowledged. Information from sources is referenced with comments and ideas from the writer.

Ma Su Sandar Lwin

MSEM (II) - 16

ABSTRACT

Social entrepreneurs play an essential role in societal development that is one species in the genius entrepreneur. Social entrepreneurs seek to develop innovative solutions to global problems. The objectives of this study are to explore the social entrepreneurial intentions and to examine the influencing factors on social entrepreneurial intentions. Young persons have intentions for their profession. In this study, the theory of planned behavior entrepreneurial model was employed in which the antecedents of social entrepreneurial intentions could be divided into dimensions of attitude towards behavior, subjective norms and perceived behavioral control. The primary data of this study was gathered by 80 entrepreneurs from Mandalay Region Young Entrepreneurs Association by using a simple random sampling method. Descriptive analysis, Pearson correlation and multiple linear regression analysis were used in this study. And, other needed information as the secondary data was obtained from reference books, internet websites and literature review from different researches. According to multiple linear regression analysis results, attitude toward entrepreneurship is most influencing factor on social entrepreneurial intention. Subjective norms are the second influencing factor on Social Entrepreneurial Intention. Perceived behavioral control is the third influencing factor on Social Entrepreneurial Intention. In this study suggests that the young entrepreneurs should significantly change their mind-set. Moreover, the Government should provide assistances by reducing the taxes, assigning non-fully-deductible tax for young social enterprise industries with appropriate recover duration. The Ministry of Commerce should support the needed assistances for the development of social enterprise culture in public. In the potential stage, social enterprise organizations should try themselves to celebrate the fair trades and campaigns in urban areas in upper and lower region of Myanmar for getting the awareness of public. Entrepreneur associations also have to try to get encourage from the respective international organizations with well preparation plans.

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LIST OF ABBREVIATIONS

ASEAN	=	Association of Southeast Asian Nations
DICA	=	Directorate of Investment and Company Administration
DOSM	=	Department of Statistics, Malaysia
GDP	=	Gross Domestic Production
GEM	=	Global Entrepreneurship Monitor
MRCCI	=	Mandalay Region of Chambers of Commerce and Industry
MRYEA	=	Mandalay Region Young Entrepreneurs Association
MWEA	=	Myanmar Women Entrepreneurs Association
MYEA	=	Myanmar Young Entrepreneurs Association
SEI	=	Social Entrepreneurial Intention
UMFCCI	=	Union of Myanmar Federation of Chambers of Commerce and Industry
VIF	=	Variance of Inflation Factor

CHAPTER 1

INTRODUCTION

Entrepreneurship is a phase of creativity for entrepreneurs and of understanding values. An entrepreneur is an individual who often seeks changes, responds to changes instantly, and uses them as an opportunity. With ample resources, education and own creativity requirements, intellect, energy can be converted into a professional business person. Business activity leads to the promotion of economic and social growth. The complex method of generating incremental wealth is entrepreneurship. Wealth is created by people who, in terms of equity, time and/or career commitment, assume the major risks or provide value for some good or service. Entrepreneurship is the creation of small to medium-sized companies, plays a vital role in the creation of wealth, establishes living standards, increases employment and encourages creativity, competition and growth in every country or community.

By putting together creativity and opportunity, a social entrepreneur finds executable solutions to societal issues. In the business and non-profit world, they rely on wise thinking and run diverse organizations altogether. Social entrepreneurship is the development of a way of failing to identify social issues through financially viable innovations. Social entrepreneurship's origins lie in the private sector's evolution. Although the symbiosis of government, business, and non-profit organizations has addressed social needs for a long time, there have still been inequalities and loopholes, particularly in underdeveloped nations. Social entrepreneurs drive social innovation and transformation in various fields including education, health, environment and enterprise development. They pursue poverty alleviation goals with entrepreneurial zeal, business methods and the courage to innovate and overcome traditional practices. A social entrepreneur, similar to a business entrepreneur, builds strong and sustainable organizations, which are either set up as not-for-profits or companies.

Some researchers have identified the concept as a way to bring about social change in society through social entrepreneurship with non-profit business initiatives. Social entrepreneurship, an alternative to commercial entrepreneurship, is a promising tool for alleviating social problems. Numerous voluntary and public organisations, societies, and private organizations are represented in their life, working together to

accomplish a common social upliftment objective, rather than only concentrating on making a profit for personal gain.¹

Social entrepreneurship is a 'species in the genus of entrepreneurship,' according to Dees (1998:3). Social entrepreneurship is a profit-seeking business concept with the goal of achieving social value, like the commercial entrepreneurship². In addition, by establishing new social enterprises and improving existing ones, social entrepreneurship, as an entrepreneurial behavior, gains social value, while at the same time alleviating social problems in society.

Souitaris et al (2007) have defined entrepreneurial intention as that state of mind of a person which directs a person's action towards employing self, as against seeking employment in an organization. Intention for self-employment is the most studied factor of enterprise formation. Intentions have been attributed as a factor which predicts planned behavior even if the behavior is infrequent, difficult to perceive and is adopted after a long-time lag.

This paper is interested in the factors of social entrepreneurial intentions. Theory of Planned Behavior Entrepreneurial Model - TPBEM (Krueger & Carsrud, 1993) has been extensively studied in entrepreneurship studies and has been found to be a robust indicator of entrepreneurial intentions and behavior (Kautonen, van Gelderen, & Fink, 2013). The TPBEM stipulates that intentions are predicted by a person's attitudes toward entrepreneurship, the perceived subjective norms and the perceived behavioral control. These factors have been identified as antecedents of social entrepreneurial intentions to become a social entrepreneur.

1.1 Rationale of the Study

Today, many people are having difficulties to earn a living due to the global changing economy. People need to find out a solution which can help them create a new job instead of working with others. Due to that, people who have the kind heart and innovative person try to involve in the field of entrepreneurship and become self-employed as it is more secure, safe and at the same time can generate huge income. Entrepreneurial activity is increasing throughout the world and no doubt that entrepreneurs and entrepreneurship are playing important roles in today's global

¹ Mair and Naboa, Martin and Osberg, Determinants of Social Entrepreneurial Intention, 2007.

² Maryam Fozia, Prof. Ayesha Farooq, Entrepreneurship Intentions in Educated Youth: An Asian Insight, (2019).

business environment. This increased focus on entrepreneurship as a driver of economic development has come in the wake of a stronger emphasis on private-sector development. Entrepreneurs play an important role in bringing in economic changes and advancements to a country's economy. Social enterprises have the potential to provide solutions for pressing social and environmental issues, such as educational outcomes, access to healthcare and youth unemployment in the world. Besides, social enterprises, as well as social entrepreneurs, create innovative initiatives and solutions to unresolved social problems, putting social value creation at the heart of their mission in order to create a benefit to different individuals, communities and other groups.

The main focus of the social entrepreneur is the well-being of society and the environment. They find ways to solve the issue when they see a problem in the society, climate, or ways of the people. Social entrepreneurship could be explained by a combination of passion for a social mission with an idea of business, innovation and determination. Social entrepreneurial intention is stated as an individual's desire and determination to engage in new social venture creation. The more social entrepreneurship thought grows, the more we have as a country of social entrepreneurs. Moreover, the requirement of developing social entrepreneurship is a vital factor for any economy which is essentially true for a developing country like Myanmar as well.

Despite many problems in the world, social entrepreneurship could make an important contribution to many of these areas, as it has in many other countries in Europe, through work integration for employment and social inclusion, through more socially cohesive welfare services, rural development and through its contributions to civil society by building trust and social capital.

Social entrepreneurship is a process by which citizens build or transform institutions to advance solutions to social problems, such as poverty, illness, illiteracy, environmental destruction, human rights abuses and corruption, in order to make life better for many.

Therefore, the promotion of youth social entrepreneurship is crucial considering the central role of entrepreneurs in creation jobs, promoting innovation and increasing the general social welfare. The business entrepreneurs' final objective is wealth creation. However, the social entrepreneurs focus primarily on social value creation and/or the stimulation of social transformation.

Entrepreneurship research has graduated in recent years beyond its initial emphasis on descriptive anecdotal case evidence and concept and delimitation attempts

(Bacq & Janssen, 2011; Dacin, & Tracey, 2011; Mair & Martí, 2006). Sets of social entrepreneurship theories and ideas frequently focused on grounded qualitative analysis have emerged in the field (Datta & Gailey, 2012; Haugh, 2007; Hockerts, 2015a; Jones, Latham, & Betta, 2008; Townsend & Hart, 2008; Tracey & Jarvis, 2007). However, researchers have only started empirical testing of the emerging ideas for social entrepreneurship research in the last few years. (Bloom & Smith, 2010; Corner & Ho, 2010; Desa, 2012; Liu, Eng, & Takeda, 2013; Teasdale, McKay, Phillimore, & Teasdale, 2011). Thi Phuong Anh Tran (2018) Social Entrepreneurial Intention in Vietnam aimed to explore more about the intention of someone to become a social entrepreneur. Subjective norms have the greatest effect on the attitude toward a behavior. This study observed that the greatest and most direct determinant of the social entrepreneurial intention is the attitude towards social entrepreneurial behavior. Have a powerful, indirect influence on the social entrepreneurial intention. Perceived control, on the other hand, does not directly affect social entrepreneurial intension, but rather indirectly.³

In Myanmar, there are many commercial organizations such as UMFCCI, MRCCI, MYEA, MWEA, MRYESA and so on. The Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI) is the national organization representing the interests of the private sector. It supports the business community by sharing information on trade and investment, and providing commercial opportunities through business facilitation, business matching and trade fairs. While UMFCCI represents more traditional businesses, Myanmar Young Entrepreneurs Association (MYEA) as an association under UMFCCI represents the innovation and energy of young entrepreneurs. In 2016 and 2017, MYEA organized tow large events on social enterprises with more than 1500 participants each. Mandalay Region Young Entrepreneurs Association (MRYESA) was organized with the guidance by MRCCI and MYEA. Every young entrepreneur can collaborate in this association.

The main objectives of the Mandalay Region Young Entrepreneurs Association (MRYESA) are to empower young entrepreneurs in Mandalay Region and provide entrepreneurial leadership and creativity that establish a good entrepreneurial environment in Myanmar. As of today, they have organized and participated in numerous events and activities with the variety of organizations both locally as well as

³ Thi Phuong Anh Tran, Social Entrepreneurial Intention: An Empirical Study in Vietnam, 2018.

internationally. And, their members include an impressive pool of young entrepreneurs covering all sectors of the industry. Therefore, this study was conducted to investigate factors on social entrepreneurial intention and their respective antecedents through this study as the social entrepreneurial intention field matures.

1.2 Objectives of the Study

The objectives of this study are as follows:

- (1) to explore the social entrepreneurial intentions of young entrepreneurs, and
- (2) to examine the influencing factors on social entrepreneurial intentions.

1.3 Methods of Study

In this study, both primary and secondary data are used. And the descriptive analysis and multiple regressions analysis are used to explore the relationship between social entrepreneurial intentions and influencing factors on it. The primary data is collected by using the structured questionnaires that constitute three sections, the primary data is collected.

Section A consisted of questions requesting demographic information of the participants. Section B comprised questions regarding with the nature of the business. Statements on social entrepreneurial intentions were part of Section C. These statements used the 5-point Likert scale to rank items from 1 (Strongly Disagree) to 5 (Strongly Agree) (Strongly Agree).

The research sample was determined by simple random sampling method for survey. Descriptive method and multiple linear regressions analysis are used to analyze the data. Pearson correlation is used to find a linear relationship among factors defined in this study. And, other needed information as the secondary data was obtained from reference books, internet websites and literature review from different researches.

1.4 Scope and Limitation of the Study

This study focuses on the relationship between social entrepreneurial intentions and factors influencing on it. There is population about 188 members in Mandalay Region Young Entrepreneur Association (MRYEA). According to sampling method, it was surveyed 80 members among these members. In addition, the limitation of the study is that entrepreneurs from other areas will not be covered by it.

1.5 Organization of the Study

There are five chapters in this study. Chapter 1 is concerned with introductory part of the study. Chapter 2 describes theoretical background including theories of selected social entrepreneurial intention and factors influencing on it. Chapter 3 describes background history of Mandalay Region Young Entrepreneurs Association. Chapter 4 indicates empirical analysis on the social entrepreneurial intention of young entrepreneurs in Mandalay Region. Finally, Chapter 5 summarizes the conclusion section which comprises findings and recommendations. Results are made based on the findings of the study.

CHAPTER 2

LITERATURE REVIEW

The literature on entrepreneurs, entrepreneurship, social entrepreneurship and social entrepreneurial intentions is reviewed in this chapter. This chapter starts with the concept of entrepreneurs and entrepreneurship being explored. It continues by discussing related literature on its development to address the idea of social entrepreneurship. Here, as an effective model for the study of social entrepreneurial intention formation, the theory of planned behavior is suggested.

2.1 Entrepreneur, Social Entrepreneur, Characteristics of Social Entrepreneurs and Young Social Entrepreneur

The question of “Who is an Entrepreneur?” has no one definition or answer. The term ‘entrepreneur’ is used in various ways and various views. In common parlance, being an entrepreneur is associated with starting a business. The term ‘entrepreneur’ originated in French economists as early as the 17th and 18th centuries. In the 19th century, Jean Baptiste Say said that ‘The entrepreneur transfers economic resources out of a lower region and into a higher productivity and higher yield area. In the 20th century, Joseph Schumpeter described entrepreneurs as the innovators who drive the ‘creative-destructive’ process of capitalism. In these words, ‘the function of entrepreneurs is to reform or revolutionize the pattern of production’. They can do this in many ways: by exploiting an invention or, more generally, an untried technological possibility for producing a new commodity or producing an old one in a new way, by opening up a new source of supply of materials or a new outlet for products, by reorganizing an industry and so on. Schumpeter’s entrepreneurs are the change agents in the economy. By serving new markets or creating new ways of doing things, they move the economy forward.⁴

Entrepreneurship is a process of creativity for entrepreneurs and of realizing values. The dynamic process of creating incremental wealth is entrepreneurship. Wealth is created by people who, in terms of equity, time and/or career commitment, assume the major risks or provide value for some product or service. The product or

⁴ Social Entrepreneurship, Third Year Text Book, Department of Co-operative Studies, Co-operative University, Sagaing

service may or may not be new or special, but by receiving and allocating the necessary skills and resources, value must somehow be infused by the entrepreneur.'

Stevenson and Jarillo (1990:23) define entrepreneurship as the process through which individuals pursue opportunities with scarce resources at hand. In the same vein, Kao (1993:69) defines entrepreneurship as "the process of doing something new and something different for the purpose of creating wealth for the individual and adding value to society". According to Timmons (2002:27), entrepreneurship means "thought, reasoning and acting that is concerned with opportunity, holistic in approach, and balanced in leadership.' Likewise, Ma and Tan (2006:704) are of the view that entrepreneurship is determined by, inter alia, the desire to achieve, the need to be creative and constantly aiming at being innovative.⁵

Van Praag and Versloot highlight a number of ways in which entrepreneurship impacts on economic development. Firstly, entrepreneurship improves the number and quality of employment in economies. Secondly, entrepreneurship brings about innovation, which is new ways of production as well as production of new and improved products. Thirdly, entrepreneurship enhances productivity and growth in terms of the country's gross domestic production (GDP). Lastly, the individuals' utility levels improve in an entrepreneurial environment as the entrepreneurs' expected outcomes are higher with respect to the risk involved in the process.

Social Entrepreneur

Social entrepreneurs are individuals who create businesses with the aim to serve people in society. In other words, social entrepreneurs tackle social challenges and respond to those challenges where the market and the public sector fail to do so. "Social entrepreneurs are not satisfied with only selling a fish or teaching how to fish. Until they have revolutionized the fishing industry, they will not rest.' Bill Drayton. In the literature on social change of the 1960s and 1970s, the words social entrepreneur and social entrepreneurship was first used. The word, promoted by Bill Drayton, the founder of Ashoka, came into widespread use in the 1980s and 1990s. By integrating creativity, resourcefulness and opportunity, a social entrepreneur identifies workable solutions to social problems.

⁵ Dr. A. Irin Sutha and Dr. P. Sankar (1016), Entrepreneurial Intention and Social Entrepreneurship among University Students in Chennai City, International Journal of Engineering Studies, Volume 8, Number 1, 2016.

While a business entrepreneur might create entirely new industries, a social entrepreneur creates creative solutions to social issues in completely new sectors and then introduces them on a wide scale. Around the world, there are many stories of social entrepreneurs. Muhammad Yunus, who won the Nobel Peace Prize in 2006 because of his 'Microfinance' social enterprise, is one of the most popular and inspiring role models. In 1976, he founded Grameen Bank, making microloans feasible in a creative way. The Grameen was prepared to assist instead of saying 'no' to poor people in Bangladesh who want small amounts of capital to stand on their own feet. Muhammad Yunus emphasized that this type of 'Microfinance' is "not charity." (Muhammad Yunus, 2005). To date, in 58 countries worldwide, this innovative model has been replicated (London & Morfopoulos, 2010), and Yunus Muhammad is one of the world's most inspiring social entrepreneurs.⁶

Dees (1998), social entrepreneurs in the social sector play the role of agents of change by;

- Adopting a mission to create and sustain social value (not just private value),
- Recognizing and relentlessly pursuing new opportunities to serve that mission,
- Engaging in a process of continuous innovation, adaptation and learning,
- Acting boldly without being limited by resources currently in hand, and
- Exhibiting a heightened sense of accountability to the constituencies served and for the outcomes created.

The primary objective of the social entrepreneur is social and/or environmental well-being. They take steps to help solve that problem when they see a problem in the society, climate, or ways of the people. It is not wealth or money that is the key focus for the social entrepreneur. Rather, they put more emphasis on serving the community's needs and wants in a more resourceful way. Sometimes, with little funds and money, they can participate in their projects, while still having an impact on society. Social entrepreneurs aim to create a better environment for the world to live in. The difference between "social entrepreneur" and "business entrepreneur" are shown in the following generally.

- Social entrepreneurs, like any company capitalist, often identify holes and create a venture to serve the 'unnerved' markets.

⁶ Tiwari et al. Journal of Global Entrepreneurship Research, 2017

- The goal of setting up the venture is the primary difference between the corporation and the social entrepreneurs.
- While the activities of business entrepreneurs concentrate on building a company and generating money, the goal of social entrepreneurs is to create social change.
- A business entrepreneur may create societal changes, but that is not the main purpose of starting the venture. Similarly, a social entrepreneur may generate income, but that is not the primary reason for him or her to start the venture.
- Profitability-not 'profit-making'-is important to the social entrepreneur, though. Being 'profitable' helps the venture's self-sustainability, and also acts as a self-monitoring tool. In order to demonstrate that we are covering costs and as a measure of efficacy, profit making is often recognized as a critical condition of performance.

The importance of wealth creation is another key difference between social entrepreneurs and business entrepreneurs. The 'money' is the same as income for the company entrepreneur. However, for the social entrepreneur, wealth also requires social and environmental capital creation/sustenance. Therefore, a social entrepreneurship initiative must demonstrate a positive social and/or environmental impact to be viable⁷.

Social Entrepreneurship

Social entrepreneurship is a mechanism that starts with the perceived social potential, transfers it into an enterprise model, decides and accomplishes the wealth required to implement the enterprise, initiates and expands the enterprise and returns the future to the achievement of the goal of the enterprise. From starting a company to extending an organisation to collaborating with ano, it can take several forms (Short et al. 2009). Researchers have found that social entrepreneurship is a method that can generate value through the creative use of resources (Shaw and Carter 2007). Social companies seek and leverage opportunities that can produce social capital by promoting social change or addressing social needs to satisfy their primary motives. (Prieto 2014). Social entrepreneurship is understood as a process that “create creative solutions to immediate social challenges and mobilize the necessary ideas, capabilities, capital and social

⁷ Dr. A. Irin Sutha and Dr. P. Sankar (1016), Entrepreneurial Intention and Social Entrepreneurship among University Students in Chennai City, International Journal of Engineering Studies, Volume 8, Number 1, 2016

arrangements for successful social transformations. (Alvord, Brown, & Letts, 2004, p.262).

In reality, social entrepreneurship is funded by several organisations and initiatives. For example, Ashoka in the USA, which supports social entrepreneurship by identifying and investing in leading social entrepreneurs around the world, is one of the most popular organizations. Its message is that a change-maker should be anybody. The Schwab Foundation for Social Entrepreneurship in Switzerland, a non-profit organization with the goal of encouraging social entrepreneurship and promoting social entrepreneurs as an important catalyst for innovation and change in society, is a second example. The SEED project, a global project to encourage and support social and environmental entrepreneurship to achieve sustainable development and poverty reduction, is another organization.⁸

Characteristics of Social Entrepreneurs

Dees characterized social entrepreneurs as a rare breed. It is argued that social entrepreneurs are people with exceptional inherent behavior. It is further argued that not everyone should aspire to be a social entrepreneur because the desire to become one is special in certain people. Barendsen and Gardner arrive at a similar understanding and conclude that social entrepreneurs are people with rooted beliefs that form early in life, particularly driven by some form of trauma early in life. Table 2.1 provides a summary of the characteristics of social entrepreneurs.

Table (2.1) Characteristics of social entrepreneurs

Source	Characteristic	Description of characteristic
Dees (1998)	Social sector change agents	Social entrepreneurs adopt a mission to create change, recognize new opportunities, and engage in a continuous process of innovation while acting boldly irrespective of limited resources.
Brinckerhoff (2000)	Risk takers	Social entrepreneurs take risks on behalf of the people in their organization.

⁸ Zakia Setti, Entrepreneurial Intention among youth in MENA Countries, 2014

Waddock and Post (1991)	Private sector citizens	Social entrepreneurs are citizens of the private sector who identify opportunities in the public sector and in so doing play critical roles of bringing change to this sector.
LaBarre <i>et al</i> (2001)	Dedicated innovators	Social entrepreneurs aim at tackling some society's challenges through the development of novel ideas from the business.

Source: Determinants of Social Entrepreneurial Intention (Mair and Naboa, 2003)

Young Social Entrepreneur

It's a little trickier to describe youth social entrepreneurship. Using Ashoka's concept of social entrepreneurship as "catalysts of system-wide social change" would exclude the majority of young people under the age of 18 because "system-wide change" is not achieved by most younger youth-led initiatives. The United Nations defined youth as individuals between the age group of 15 to 24 (Youth and United Nations, 2010). The Government of Myanmar defined youth as individual between ages of 18 to less than 40 (DOSM, 2014). Hence, in this paper, youth is defined between ages of 18 to 40. Young social entrepreneurs need help, but sometimes with more force, in many of the same ways as more experienced social entrepreneurs. There is an increasing number of organizations that help youth social entrepreneurs through skills training, funding, networks, and advocacy, including Youth Venture, Peace Child (Be the Change) and Youth Social Enterprise Initiative (YSEI). They target young people between the ages of 12 and 30 and provide frameworks for potential work in the growth of youth social entrepreneurs. Adolescence is the time of life where people establish their identities as individuals, begin to explore larger social interactions, and engage with the wider world individually. Enabling young people to participate meaningfully in projects that they build not only makes young people stakeholders in their immediate future, but also in the long-term well-being of their society. While offering opportunities for the development of a variety of skills, including critical thinking, writing, public speaking, organizing, and group dynamics, youth social entrepreneurship also has the ability to create a more engaged citizenry⁹.

⁹ Patrick Adriel H Aure (2018), Exploring the Social Entrepreneurial Intention of Senior High School and College Students in A Phillippine University, Journal of Legal, Ethical and Regulatory Issues, Volume 21, Issues 2, 2018

2.2 Social Entrepreneurial Intention

Intentions are an action-oriented state of mind that guides the actions of a person to achieve a particular purpose (Bird, 1988:442). Intentions are interesting as a state of mind for those who wish to become entrepreneurs (Krueger et al., 2000:411). While entrepreneurial ideas are exciting and inspiring, for the ideas to become manifest, clear intentions must be present. (Bird, 1988:442). In general, intention may be defined as a willingness to try something or to behave in a particular manner (Ajzen, 1991). Accordingly, the intention is the cognitive representation of an individual's determination to display a certain behavior (Fayolle, Gailly & Lassas-Clerc, 2006b). Krueger therefore stipulates that entrepreneurship as a method of finding opportunities is simply an intentional process.

Researchers generally define entrepreneurial purpose on the basis of the concept that intentions present the conviction that a person will conduct a certain activity and that entrepreneurship is a 'process of developing a new venture or organization' (Shane, S. and Venkataraman, S., 2000). The word 'entrepreneurial purpose' is interpreted by a person as " a self-recognized belief that he/she intends to operate a new business venture and expects to do so actively at some stage in the future.' (Thompson, 2009, p. 676). Therefore, in understanding why someone wishes to be an entrepreneur, researching entrepreneurial intent plays a key role.

Behavioral intention towards social entrepreneurship of Known as the purpose of social entrepreneurship, a person's belief, desire and determination to launch a new social venture can be described as (Tran & Von Korfflesch, 2016). The person thought that he or she could create a company that could accomplish a social purpose by using a business model (MaGIC, 2015). He or she must be able to run a company that is profitable and can have a social effect on the environment at the same time. The social enterprise or social enterprise was usually developed to solve pressing problems overlooked by the public and private sectors and produce revenue and profit at the same time by selling goods or services required by the existing market(MaGIC, 2015)¹⁰.

¹⁰ Thi Phuong Anh Tran, Social Entrepreneurial Intention: An Empirical Study in Vietnam, 2018

2.2.1 Theory of Planned Behavior Entrepreneurial Model - TPBEM (Krueger & Carsrud, 1993)

The TPBEM is rooted in the Theory of Planned Behavior – TPB (Ajzen, 1991), but it is applied in the particular field of entrepreneurship. Similar to TPB, TPBEM shows that there are three fundamental antecedents of entrepreneurial intention. The first is the ‘perceived attractiveness’ of entrepreneurship, which is the attitude that someone holds with the expectation of venture creation. It develops based on perceived desirability. The second is the ‘perceived of social norms’ for the engagement in venture creation. The last is the ‘perceived control/self-efficacy’, which one maintains for entrepreneurial behaviors.¹¹

Theory of Planned Behavior - TPB (Ajzen, 1991)

The TPB is focused on the premise that a certain amount of preparation is required for any action and can be clarified by a desire to embrace that behavior. With regard to the process of intent, the TPB insists that behavioral attitude, subjective norm, and perceived behavioral control affect the purpose. Here, a behavioral attitude is a perception or opinion of a specific action. Subjective norm refers to the perceived pressure to carry out the target behavior from social contexts (especially those with a significant influence on him/her, such as family or a close friend). Perceived behavioral control in enacting a behavior may be perceived as either ease or difficulty. (Ajzen, 1991).¹²

2.2.2 Intention Models in Entrepreneurship

In the decades from the 1980s until now, there are some key intentions that models can be divided into three strands. Next, models, such as the Theory of Planned Actions TPB and the Social Cognitive Career Theory-SCCT, come from social psychology in general. Second, models explicitly concentrate on the particular field of entrepreneurship, such as the Entrepreneurial Event Model SEE and Bird’s model (Bird, 1988). Finally, models come from the integration of the two previous sets, such

¹¹Patrick Adricl H Aure (2018), Exploring the Social Entrepreneurial Intention of Senior High School and College Students in A Phillippine University, *Journal of Legal, Ethical and Regulatory Issues*, Volume 21, No 2, 2018

¹² Thi Phuong Anh Tran, *Social Entrepreneurial Intention: An Empirical Study in Vietnam*, 2018

as the EPM (Krueger & Brazeal, 1994) Entrepreneurial Capacity Model and the EIM Model of Entrepreneurial Intentionality (Boyd & Vozikis, 1994).

The Entrepreneurial Event Model-SEE, and the Theory of Expected Behavior-TPB were, however, the basis for other models in the 1980s and 1990s. These two are still regarded as the core theory-driven models used over time by researchers to study the purpose of venture development (Audet, 2004; Liñán et al., 2005). The SEE model was used primarily to explain the purpose and behavior of entrepreneurship. In the SEE, when they perceive both the viability and desirability of venture development, individuals plan to start their own company. In comparison, on the basis of the theory that perceptions, subjective norms, and perceived behavior control decide the intention to perform a particular behavior, TPB was designed to describe individual behavior in general.¹³

The Social Entrepreneurial Event Model (SEE)

Two stages are explained in the model: intention and decision making to start a new company. The decision to start a new venture needs two things in the last step of the model: (1) intention towards entrepreneurship and (2) a precipitating (or displacing) event as a catalyst to guide the actions of a person instead of his or her inertia or habit. Focusing on the first level, however, this model demonstrates that the desire to start a company is derived from expectations of desirability and viability to become an entrepreneur along with a tendency to act on possibilities. In particular, perceived viability is defined as the ability to start a business, while perceived desirability is relevant to the overall attractiveness of the company. Two examples of the use of this model are Peterman & Kennedy (2003) and Audet J. (2004).

Bird's model (Bird, 1988)

The model is about the execution of entrepreneurial concepts, and one aspect of that process is purpose. The business purpose stems from one's logical and intuitive thinking about developing a company. Numerous personal and environmental contextual variables influence this feeling. In particular, the process of purpose starts with the 'personal needs, interests, values, behaviors, and beliefs' (Bird, 1988, p. 445).

¹³ Thi Phuong Anh Tran, Social Entrepreneurial Intention: An Empirical Study in Vietnam, 2018

Entrepreneurial Potential Model (EPM)

Krueger and Brazeal (1994) introduce the Entrepreneurial Potential Model which integrates the concepts in Entrepreneurial Event Model by Shapero and Sokol (1982) and the Theory of Planned Behavior by Ajzen (1991). It is believed that people venture into entrepreneurship as a result of planned behavior indicated by intention (Krueger and Brazeal 1994; Krueger et al. 2000). Hence these models represent entrepreneurship by showing that intention which is highly influenced by attitudes and that beliefs guides the focus to the favorable behavior, and these attitudes and beliefs are based on perception derived from the surrounding environment (Krueger and Brazeal 1994). The Entrepreneurial Potential Model simplifies the previous models by matching up the perceived desirability to attitude toward behavior and subjective norm, and perceived feasibility to perceived behavioral control (Krueger and Brazeal 1994). Attitude toward behavior and subjective norm correspond to each other in which personal perception of the behavior is also influenced by perception of other people who are close to him or her.¹⁴

Entrepreneurial Intentionality Model – EIM (Boyd & Vozikis, 1994)

The EIM is an extension of the Bird model, but it incorporates the SCCT's new 'self-efficacy' variable. In the model, intentions are developed based on how individuals view their social and physical environment and how they expect their behavior's potential effects. In particular, the purpose is explicitly guided by two constructs, 'self-efficacy' and 'attitudes & expectations' that address entrepreneurship. 'Self-efficacy' is the confidence of an individual in his or her capacity to perform entrepreneurial duties. Attitudes & expectations apply to the development of a new venture created by logical analytical thought and holistic thinking that is intuitive. Noticeably, the authors Boyd and Vozikis concluded that the most significant factor affecting entrepreneurial intentions is entrepreneurial self-efficacy, and it is considered an intermediary between thoughts on venture development and entrepreneurial intentions. EIM is one of the most dominant intention-based models, according to authors such as Chen, Greene, & Crick (1998), and Zhao, Hills, & Seibert (2005), and serves as an important basis for research on the relationship between entrepreneurial self-efficacy and entrepreneurial purpose.

¹⁴ Thi Phuong Anh Tran, *Social Entrepreneurial Intention: An Empirical Study in Vietnam*, 2018

Social Cognitive Career Theory - SCCT (Lent et al., 1994)

SCCT is a theory of vocational psychology that has been used widely to describe career issues-related decision-making actions. The theory stresses that cognitive-individual factors (e.g., self-efficacy, perceptions of entrepreneurial outcomes, and goals/intent) influence career growth. The SCCT is based on Bandura's general social cognitive theory. Here, goals are described as " the determination of one to engage in a particular behavior ". Self-efficacy is " people's judgments about their ability to organize and execute courses of actions needed to achieve specified forms of performance " (" I know I can do it "). (Bandura A, 1986a, p.391). The anticipation of entrepreneurial results is one's certainty about the effects or impacts of specific actions (" If I do it, what will happen '). Determination or intention to take action in a particular domain depends on two variables in the SCCT theory. The first is the judgment of the ability of individuals per se to handle and execute the actions (self-efficacy). The second is the probable and imagined implications of performing specific activities (expectation of entrepreneurial results) for individuals (Bandura A, 1986a; Lent et al., 1994). The theory also implies that both human and environmental/contextual elements impact the decision-making process related to a profession. These variables are sources of self-efficacy, anticipation of results, and purpose (Lent et al., 1994).¹⁵

2.3 Influencing Factors on Social Entrepreneurial Intentions

Numerous factors have been identified in the literature as determinants of entrepreneurial intentions. For example, Dawkins and Frass (2005;511) argue that intentions are determined by individual's attitude towards behavior, normative support and perceived behavioral control. Lebusa (2014:761) is of the opinion that entrepreneurial intentions are influenced by an individual's entrepreneurial knowledge, perceived desirability and perceived feasibility. These suggestions give a clear indication that intentions towards an entrepreneurial behavior are highly subjective and depend on how people believe in themselves as being capable of achieving their potential.

Mair and Naboia (2003:7) argue that entrepreneurial behavior is an intentional behavior that is directed towards a specific entrepreneurial event. Krueger and Reilly (2000:411) further emphasize that intentions are a central theme in the comprehension

¹⁵ Thi Phuong Anh Tran, Social Entrepreneurial Intention: An Empirical Study in Vietnam, 2018

of the entrepreneurial process. Therefore, it can be argued that in the context of social entrepreneurship, these intentions can even be more pronounced.

In 1991, The Theory of Planned Behavior by Ajzen is based on the assumption that a certain amount of preparation is needed for any behavior. Therefore, three elements influence social entrepreneurial intentions, such as the behavioral attitudes of the subject, subjective norms, and the perception of behavioral control of the subject. Therefore, investigating factors that influence social entrepreneurial intentions can be the first step towards the discovery of a social entrepreneurship.

(i) Attitudes toward the entrepreneurship

The variable ATE refers to the degree to which an individual has a good or bad evaluation or assessment of the conduct in question. ATE refers to the personal pull of one towards a given target action. The attitude towards entrepreneurship is the most sought after principle of purpose in the TPB. According to Ajzen and Fishbein, ATE is "the good or bad assessment of individuals for performing or not performing certain behavior" (Ajzen et al. 1980). Thus, in relation to the evaluative aspect of those particular purposes, attitude varies from the characteristics. In the study of entrepreneurial intention, ATE proved to be a significant factor that has a positive impact on intention. (Erikson 1998; Koçoğlu and Hassan 2013). In several studies, following perceived behavioral control, ATE has proven to be the best or second strongest predictor of entrepreneurial intentions (Krueger and Brazeal 1994).. We therefore follow ATE as an attitude towards becoming a social entrepreneur for the purpose of this research study, i.e. the degree to which the positive or negative evaluation of social entrepreneurship as a career choice is possessed by the participant.¹⁶

(ii) Subjective Norms

Subjective norms apply to the person understanding and reaction to the reference category of social factors such as family, friends or others to think about entrepreneurial behavior or their entrepreneurial decision-making. These norms are what a person perceives what other people important to him think he should do. His

¹⁶Fawwaaz Davids, The Theory of Planned Behavior and The Entrepreneurial Event Model as Predictive Models of Entrepreneurial Intention, 2017

perception may or may not reflect the reality of what these important people actually think (Ajzen & Fishbein, 1980). Ajzen defined subjective norms such as "the perception of social pressure by the person to perform the behavior under consideration or not to perform" (Ajzen and Fishbein 1977). This indicates the behavior of a person can be greatly influenced by those who are important to him. This is due to the fact that the individual perceives that their view to his behavior is influenced by their opinion. However, it is possible that the views of these people are completely different to the perception of the individual, sometimes diametrically opposite.

(iii) Perceived Behavioral Control

Perceived behavioral control refers to the self-belief and trust of a person in his or her ability to be an entrepreneur and to recognize control and success in entrepreneurial activity. (Ajzen, 2002). Bandura (1986) views perceived self-efficacy being overlapped by the perceived behavioral control; perceived self-efficacy is an individual's perceived ability to complete a particular behavior successfully (Ajzen, 1987). In entrepreneurial research, the perceived behavioral control is considered as one of the best predictors of intent is perceived behavioral control. The perceived behavioral control is defined by Liñán and Chen as "the perception of the ease or difficulty of becoming an entrepreneur" (Liñán and Chen 2009). The researcher used the perceived behavioral control in relation to this concept as ease or difficulty in being a social entrepreneur. Ajzen (2002) consider self-efficacy as the subset of perceived behavioral control.

CHAPTER 3

BACKGROUND HISTORY OF MANDALAY REGION YOUNG ENTREPRENEURS ASSOCIATION (MRYEA)

This chapter describes the background history, missions, vision, organizational structure and activities of Mandalay Region Young Entrepreneurs Association.

3.1 The Launch of Young Entrepreneurs Association in Mandalay

In 2008, there was an initiative between ASEAN and China to form the ASEAN China Young Entrepreneurs Forum, where the leading young entrepreneurship associations from ASEAN and China would come together for the development of entrepreneurship in the region. At that time, Myanmar did not have a representative organization to participate in this initiative. Due to this, under the guidance and support of the Union of Myanmar Federation of Chambers of Commerce and Industry (UMFCCI), the Myanmar Young Entrepreneurs Association (MYEA) was formed in November 2009.

MYEA participated actively in local and regional entrepreneurship development events and grew rapidly. In June 29, 2012, the Group was upgraded and became the Myanmar Young Entrepreneurs Association (MYEA). The association is one of the primary architect and founding members of the ASEAN Young Entrepreneurs Council and it was recognized by the Ministry of National Planning and Economic Development of the Republic of the Union of Myanmar as the Lead Association that will represent Myanmar in the Council. This cemented the association not only as a local but regional player in the entrepreneurship development space.

And then, MYEA visited Mandalay for lunching of Young Entrepreneurs Association in 2014. Mandalay Region Young Entrepreneurs Association is launched in 2016 for Youth in Mandalay. MYEA and MRCCI guided and advised to establish young entrepreneurs association in Mandalay. The main purpose of MRYEA is to engage youth entrepreneurs in local with the international youth entrepreneurs. And then, MRYEA was registered 22nd March 2017 at the DICA.

Vision

The vision of MRYEA is to emerge of young entrepreneurs in Mandalay Region and to create the perfect future for them.

Missions

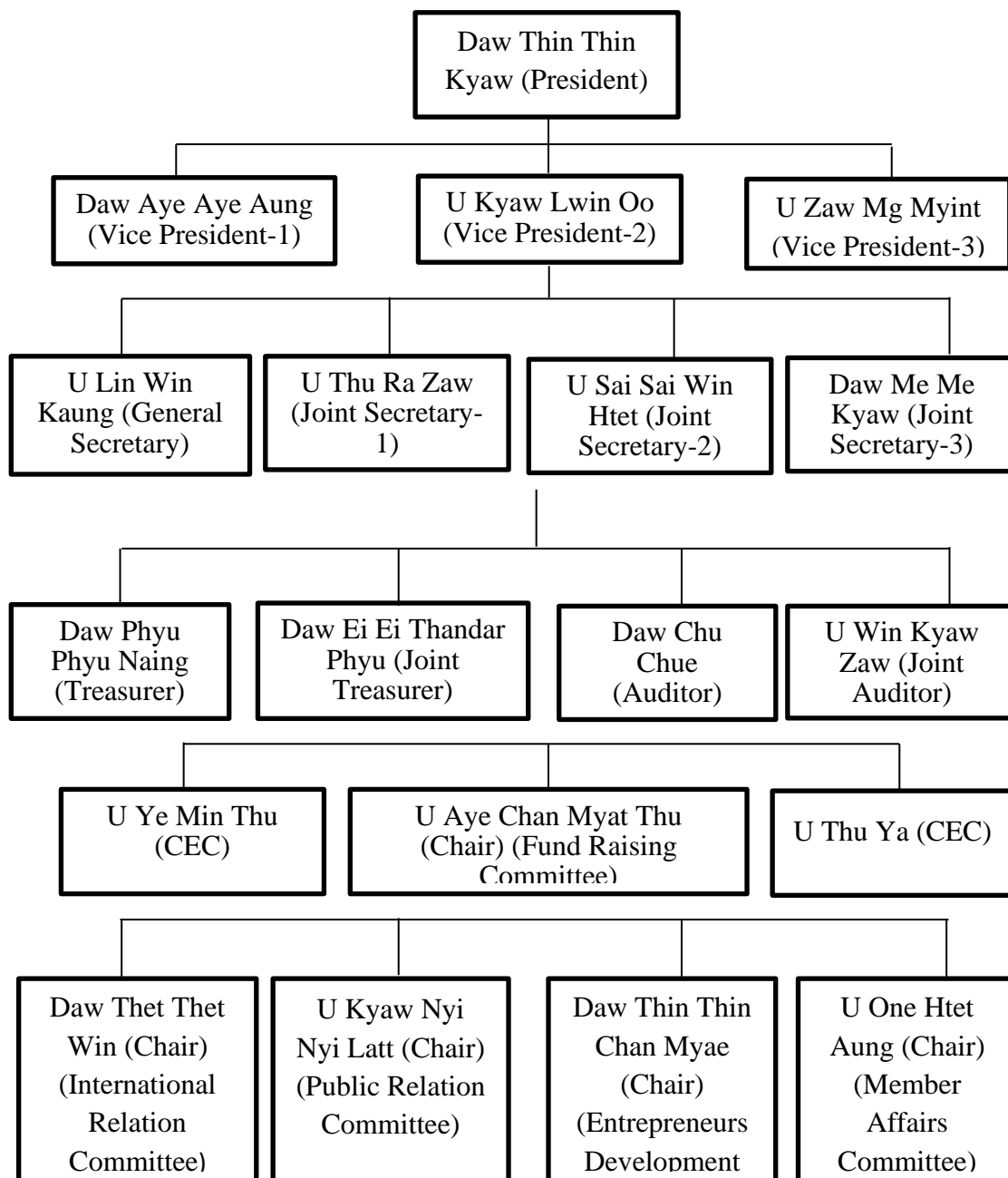
The missions of MRYEA are the following -

1. To participate with the government and other organizations for the economic and social development of Myanmar.
2. To collaborate with the society for the economic development of Mandalay Region.
3. To encourage young entrepreneurs in Mandalay Region who intend to expand the global market.
4. To provide for the communication between international organizations and business men in Mandalay Region.
5. To maintain Myanmar culture and good business practice by participating in young entrepreneurs.
6. To operate in the form of non-governmental organization.
7. To collect the global economic knowledge and then share to youth entrepreneurs.
8. To participate in making regional policies, setting visions.
9. To collaborate with the relevant of the departments, organizations and societies for the solidarity of members, for the achievement of market place and for the solutions of problems.
10. To participate between young entrepreneurs in Mandalay Region and the government for the legislation affairs.

3.1.1 The Organizational Structure of Mandalay Region Young Entrepreneurs Association and Annual Meeting

Firstly, MRYEA was registered with (35) executive members. They organized board of directors for launching their organization. The board of directors was elected with one member one vote system. In this organization, Dr. Zaw Myint Mg(Chief Minister of Mandalay Region), U Aung Than, U Aung Win Khaing (Mandalay Myotha Industrial Development Public Co.,Ltd), U Moe Kyaw Kyaw (Htun Kar Construction), and Daw San Kyu(Diamond Star Co.,Ltd) are responsible as the Patrons. U Aung San Win (Aung Tharmardi) and U Than Aung (Director, Ministry of Labor, Immigration and Population, Retired) are advisors of MRYEA. And then, the Central Executive Committee (CE) includes (15) members. They are responsible and accountable for their respective roles. The annual general meeting is held every year and executive members'

annual report and balance sheets of this organization will report in annual general meeting. The organizational structure of MRYEA can be seen as follows:



Source: MRYEA

Figure (3.1) Organizational Structure of MRYEA

Annual Meeting

To accomplish the duties of this organization, Administrative committee, Central Executive Committee and Executive Committee was held regularly meeting every month. Moreover, this organization was organized the (5) committees to implement the missions and vision of the organization.

Table (3.1) Committees of MRYES

No.	Committee	Chairperson
1.	Member Affairs Committee	U One Htet Aung
2.	Entrepreneurship Development Committee	Daw Thin Thin Chan Myae
3.	Public Relation Committee	U Kyaw Nyi Nyi Latt
4.	Fundraising Committee	U Aye Chan Myat Thu
5.	International Relation Committee	Daw Thet Thet Win

Source: MRYES

3.2 Activities of Mandalay Region Young Entrepreneurs Association

Each committee regularly performs the following activities every year. Central Executives Committees, Executives Committees and members of MRYES actively participate in the activities.

Corporate Social Responsibility of MRYES (2016-2019)

MRYES is responsible the activities with regard to CSR regularly. A meeting was held to select member and executive committee of MRYES at the Nobel Mingalar Hotel. As a first step of MRYES, a panel discussion was also held. Among the guests, 280 youths were listed to be members.

At the first step of CSR activity, on 5th August 2016, MRYES has donated to the flood victims of Mandalay and Sagaing Division.

On 22nd Oct 2018, MRYES has donated the foods to the Yellow Generation Wave (YGW, Mandalay).

Member Affairs of MRYES (2016-2019)

On 12th July 2018, MRYES was held the event “2018 MRYES New CEC and EC Members Welcome Banquet and Networking” Ceremony to pay respect Patrons and City Elders from Mandalay Region at Mandalay Convention Centre.

A trip was held by the MRYES as the MRYES Member Retreat Trip at the National Kandawgyi Botanical Gardens (Pyin Oo Lwin) to gain the Teamwork to achieve the work flow and friendship between the MRYES Members.

On 30th April 2017, Networking Party was held at Rurar Mandalay Hotel.

Public Relation of MR YEA (2016-2019)

2016-2017-2018 representatives from MR YEA attended the Myanmar Entrepreneurship Summit which was held at MICC – 2 (Naypyidaw).

On 19th July – 21th July 2018, the President of Myanmar Young Entrepreneurs Association (MYEA) and members held the Retreat Program for Mandalay Region Young Entrepreneurs Association (MR YEA) at Bagan Sense Hotel.

On 4th – 5th October 2018, MR YEA responsible persons were attend the “Growth in International Markets A Tool Kit for SMEs” training at Novotel Hotel, Yangon.

Human Resource Management of MR YEA (2016-2019)

On January 8th 2017, “Online Marketing and E-Commerce and Payment” sharing discussion was held in ShwePyiThar Hotel.

On June 13th 2017, the discussion “Leadership for Entrepreneurs” by U Pyay Khaing (MEI Singapore) was held in Mandalay ICT Park.

On 11th to 13th August 2018, MR YEA’s Patron, President, Vice President and Executives were presented the activities of MR YEA and the products of Members in “Youth Comprehensive Development Festival” which was celebrated at the Mandalay University Campus.

On 18th – 19th October 2018, the responsible Persons from MR YEA were attended the “Capacity Development Training for Selected , the responsible Persons from MR YEA were attended the “Capacity Development Training for Selected Staff Member of the SME agencies” training which was held at Reno Hotel, Yangon.

CHAPTER 4

ANALYSIS ON SOCIAL ENTREPRENEURIAL INTENTION OF YOUNG ENTREPRENEURS IN MANDALAY REGION

In this chapter, the personal profile and organization profile were analyzed by using descriptive method. In this study, quantitative methods are used to explore the profile of the young entrepreneurs in the survey as complete as possible. Descriptive method, Pearson correlation and multiple linear regression analysis are carried out to analyze factors of social entrepreneurial intentions.

4.1 Survey Area, Theory and Variables of the Study

In general the area of this study was Mandalay City. Mandalay City was located in the central dry zone of Burma by the Irrawaddy River at 21.96 degree North, 96.08 East, 80 meters (260 feet) above sea level and 716 km (445 miles) north of Yangon, the new capital city site was 66km² (25.5 sq mi) in area, surrounded by four rivers. The plan called for 144 square block grid patterned citadel, anchored by a 16 square block royal palace compound at the center by Mandalay Hill. The population has 1225553 (2014 census). Ethnic groups living in Mandalay City are Burmas, Indian, Chinese and Shanese. The Religions in Mandalay City are “Theracvada Buddhism, Christianity, Hinduism and Islam.

This study was carried out the lists form Young Entrepreneurs were augmented with a list provided by Mandalay Region Young Entrepreneurs Association. The office of MRYEA locates at the room (6A) 3rd floor, corner of 34th and 78th street, Yadanabon Cyber Corporation Ltd, Mandalay. The enterprises of young entrepreneurs located around the Mandalay City. The primary data of this study was gathered by 80 entrepreneurs among 188 members from Mandalay Region Young Entrepreneurs Association by using a simple random sampling method. Descriptive analysis, pearson correlation and multiple linear regression analysis were used in this study. And, other needed information as the secondary data was obtained from reference books, internet websites and literature review from different researches.

Sampling consisted of selecting a part of the total population for the study which was representing of the large group from which they are selected. The following formula was utilized in calculating the sample size.

$$n = \frac{N}{1 + e^2N}$$

Where, n = sample size

N = number of entrepreneurs

E = the level of precision (A 95% confidence level or 5% level of precision was assumed)

The sample size was 80 respondents.

The theory of planned behavior entrepreneurial model is applied in the particular field of entrepreneurship. This theory shows that there are three fundamental antecedents of entrepreneurial intention. The first is the attitude towards entrepreneurship. It develops based on perceived desirability. The second is the subjective norms for the engagement in venture creation. The last is the perceived behavioral controls which are maintains for entrepreneurial behaviors.

Dependent variable (Y) is the social entrepreneurial intention. Social entrepreneurial intention is a state of mind that is action-oriented and directs an individual's behavior towards achieving a specific goal.

Independent variables (X) are attitude towards entrepreneurship subjective norms and perceived behavioral control. Attitude towards entrepreneurship is a person's good or bad assessment toward performing or not to perform certain behavior. It is the degree to which person posses' positive or negative assessment toward social entrepreneurship as a career option. Subjective norms refer to the individual perception and response to social factors "reference group" such as family, friends or others think about performing entrepreneurial behavior or their decision on entrepreneurial. These norms are what a person perceives what other people important to him think he should do. Perceived Behavioral Control refers to an individual's self-belief and confidence in his/her capability being an entrepreneur and realizing control and success in entrepreneurial activity.

4.2 Analyzing the Demographic factors of the Respondents

Demographic factors, the first part of the questionnaire in the survey include respondent's gender, age, region of origin, level of education, marital status, birth order, use of social. The results are shown in the following table (4.1).

Table (4.1) Demographic factors of the Respondents

Sr No.	Variables	Classification	No. of Respondents	Percentage (%)
1	Gender	Male	35	43.8
		Female	45	56.3
		Total	80	100.0
2	Age	21-24	6	7.5
		25-29	7	8.8
		30-34	43	53.8
		35-39	24	30.0
		Total	80	100
3	Region of origin	Urban	56	70.0
		Rural	24	30.0
		Total	80	100.0
4	Level of Education	High school	5	6.3
		Graduate	65	81.3
		Master	10	12.5
		Total	80	100
5	Marital Status	Marriage	51	63.8
		Single	29	36.3
		Total	80	100.0
6	Birth Order	Only child	8	10.0
		Eldest	17	21.3
		Youngest	32	40.0
		Other	23	28.8
		Total	80	100.0

Source: Survey Data, 2019

According to table (4.1), it was found that 35 respondents are male while 45 respondents are female. In percentage, female entrepreneurs are (56.3%) and male entrepreneurs are (43.8%) of total respondents. The gender composition is very similar in a lot of organization in Myanmar. That is, percentage of female is normally higher than the percentage of male according to 2014 census. And, this gender gap in social entrepreneurial activity is significantly different from the world's social entrepreneurs,

according to “Global entrepreneurship Monitor (GEM) 2017 to 2018: Special Report on Social Entrepreneurship”. GEM estimates 55% to be male and 45% to be female. But in South-East Asia, where female representation is high, regardless of the type or phase of entrepreneurship.

According to this table, as the most of the proportion of the total population aged between 30 to 34 years was 43 and as the least of the proportion of the total population aged between 21 to 24 years was 6. We can assume that the age between 30-34 are more interest to build an enterprise and they have more creativity, innovative and social entrepreneurial intention. And, these findings indicate that in general, the younger generations may be more interested in making positive changes in their world through social entrepreneurship. It was also found that in “GEM 2017 to 2018: Special Report on Social Entrepreneurship”, social entrepreneur mostly associated with the young demographic factors (specifically 18 to 34 years olds).

According to table, out of the total respondents (n=80), 56 respondents (70%) were urban and 24 respondents (30%) were rural. Table (4.1) provides a graphical presentation of the region of origin distribution of the participants. Therefore, we can assume that urban area has more entrepreneur intention than rural area because of having opportunities, chances and many other things to become an entrepreneur. Moreover, most of the entrepreneurs were born in urban.

Education levels are categorized into high school, graduate and master degree. It is found that 5 respondents (6.3%) are high school level, 65 respondents (81.3%) are graduate level and 10 respondents (12.5%) are master level. As the most of the respondents' educational level is graduate level but as the least of the respondents' educational level is high school level. We can assume that majority of respondents are bachelor degrees who they can have self-confidence, innovativeness, risk taking, social entrepreneurial intention and employment opportunities after first degree and they are more likely to become social entrepreneurs than the other level. Although some entrepreneurs hold master and high school level related to their business. Social entrepreneurs' education levels may differ substantially across regions of origin.

According to table, it was found that 51 respondents (63.8%) got marriage. Only 29 respondents (36.3%) are single. According to Kauffman Foundation's reports 2017, around (71%) of all entrepreneurs are married and they are more likely to succeed than single counterparts because of making more money and smarter decision, having another set of eyes and more saving, work harder and live longer, stress reduction and

decrease of loneliness. Therefore, we can assume that married person intent to start and actually start new businesses more frequently than single.

Birth order is one of the influencing factors for a person to become an entrepreneur whether or not supporting of their family. It is found that 17 respondents (21.3%) are eldest in their family, 32 respondents (40.0%) are youngest in their family and 23 respondents (28.8%) are others in their family. There are a few respondents as only child. According to Table (4.1), it is obvious that youngest in family is more potential to become an entrepreneur because they tend to have more freedom, are subsequently more likely to try new things and do what they want to do. According to Myanmar Culture, most of parents give more freedom to youngest than other siblings. And, they have more opportunity to learn from their elder brother/sister in their family. Moreover, youngest children tend to be charmers, risk-takers, ideas people, creative and challenge authority, parenting expert. In other word, these facts are the basic concepts of the entrepreneurship to become an entrepreneur. But, some previous research states that eldest child in a family is more potential to be an entrepreneur.

4.3 Analysis on the Business Profile of the Respondents

This study describes the business profile of respondents that is studied and analyzed under five categories that include types of business, business location, number of employees, size of business and source of finance.

The questionnaire of types of business was categorized into three items service, manufacturing and trading.

According to Table (4.2), there are 13 respondents in services, 48 respondents in manufacturing and 19 respondents in trading sector. In percentage, (16.3%) of respondents are business owners in service industry, (60.0%) are owners in manufacturing and (23.8%) are trading companies. The majority of respondents are manufacturing sector. Therefore, manufacturing sector can have a great potential in entrepreneurial field in the current situation. According to table, 69 respondents (86.3%) of the business are located in urban whereas 11 respondents (13.7%) of the business are located in rural areas. This reflects the fact entrepreneurs concentrated in urban locations higher than social enterprise in rural location. The result shows that 22 respondents have 10 employees, 51 respondents have 11 to 50 employees and 7 respondents have 51 to 100 employees. Most of respondents have 11 to 50 employees in their enterprises. The result shows that 23 respondents owned micro enterprise, 43

respondents owned small enterprise and 14 respondents owned medium enterprise. It was found that most of respondents operated as small enterprises. According to the results, they invested their business with the microfinance, family support and their own finance. It was found that 57 respondents can access from their own finance, 18 respondents from family and 5 respondents from microfinance organizations. This result shows that the most significant financial source for the respondents is own finance.

Table (4.2) Business Profile of the Respondents

Sr No.	Variables	Classification	No. of Respondents	Percentage (%)
1	Types of Business	Service	13	16.3
		Manufacturing	48	60.0
		Trading	19	23.8
		Total	80	100.0
2	Business Location	Urban	69	86.3
		Rural	11	13.7
		Total	80	100.0
3	Number of Employees	<10 employees	22	27.5
		11-50 employees	51	63.7
		51-100 employees	7	8.8
		Total	80	100.0
4	Size of Business	Micro enterprise	23	28.7
		Small enterprise	43	52.8
		Medium enterprise	14	17.5
		Total	80	100.0
5	Source of finance	Microfinance	5	6.3
		Family	18	22.5
		Own finance	57	71.3
		Total	80	100.0

Source: Survey Data, 2019

4.4 Reliability Analysis of the Study

Cronbach's Alpha was used to analyze the reliability of the research. It was first name alpha by Lee Cronbach in 1951. It is commonly used as a measure of the internal consistency or reliability. Therefore, this study is used Cronbach's alpha to measure the reliability of items in this study. Theoretically, alpha varies from zero to 1. Empirically, alpha can take on any value less than or equal to 1, including negative values, although only positive values make sense. A commonly accepted value of alpha is 0.6 as the minimum and higher values of more than 0.6 are more desirable. Cronbach's alpha will generally increase as the inter-correlations among test items increase and is thus known as an internal consistency estimate of reliability of test score. Table (4.3) shows results of reliability test for each variable.

Table (4.3) The Cronbach's Alpha for All Variables

Variables	Cronbach's Alpha	No. of items
Attitude towards entrepreneurship	0.782	5
Subjective norms	0.746	5
Perceived behavioral control	0.702	12
Social Entrepreneurial Intention	0.748	12

Source: Appendix B

According to the Table (4.3), the reliability statistic for attitude towards entrepreneurship is 0.782, for subjective norms is 0.746, for perceived behavioral control is 0.702 and social entrepreneurial intention is 0.748. The results indicate the consistency and usability of variables in the analysis. Since all of the reliability coefficient of questionnaire items are greater than the recommended value of 0.7. Therefore, the instruments can be considered sufficiently reliable for the analysis.

4.4.1 Analysis of Influencing Factors on Social Entrepreneurial Intention

This section is described into two main parts. Firstly, the mean and standard deviation of the influencing factors on social entrepreneurial intention is shown. Then, the result of the influencing factors on attitude towards entrepreneurship, subjective norms and perceived behavioral control are shown in the following tables.

Table (4.4) Influencing Factors on Social Entrepreneurial Intention

No.	Items	Mean	Std.
1.	Attitude towards entrepreneurship	3.6500	0.83590
2.	Subjective norms	4.0875	0.68332
3.	Perceived behavioral control	4.1313	0.55543
4.	Social Entrepreneurial Intention	3.9688	0.64309

Source: Appendix B

According to the Table(4.4), the factors influencing on social entrepreneurial intention in MRYE A is attitude towards entrepreneurship where its mean of 3.6500 with standard deviation of 0.83590 which it is the nearest to the “strongly agree”. The second is subjective norms with a mean of 4.0875 with standard deviation of 0.68332 which it is the nearest to the “strongly agree”. The third is perceived behavioral control with a mean of 4.1313 with standard deviation of 0.55543 which it is the nearest to the “strongly agree”. The fourth is social entrepreneurial intention with a mean of 3.9688 with standard deviation of 0.64309 which it is the nearest to the “strongly agree”.

First of all, the mean and standard deviation of the influencing factors are presented. In this study, the most remarkable characteristics of attitude towards entrepreneurship, subjective norms and perceived behavioral control are used to measure the influencing factors of social entrepreneurial intention.

Characteristics of the attitude towards entrepreneurship of young entrepreneurs in MRYE A are shown as follows. 5 items of attitude towards entrepreneurship questionnaires about entrepreneurs are measured by using five-likert scale ranging from 1= Strongly Disagree to 5 = Strongly Agree. Then, mean and standard deviation of social entrepreneurial intention of attitude towards entrepreneurship are presented in table (4.5).

As presented in Table (4.5), attitude towards entrepreneurship can be seen as moderately high since the overall mean value is 3.77. According to the results, it can be concluded that the most of the respondents have higher attitude towards entrepreneurship to become social entrepreneur. They have a strong attitude and compassion emotionally respond in thinking about socially disadvantaged people for solidarity.

Table (4.5) Attitude towards entrepreneurship

No.	Items of Attitude towards entrepreneurship	Mean	Std.
1.	When thinking about socially disadvantaged people, I try to put myself in their problems.	3.51	0.968
2.	Seeing socially disadvantaged people triggers an emotional response in me.	3.49	1.079
3.	I feel compassion for socially marginalized people.	4.09	0.578
4.	I would like to show solidarity for groups in need.	4.00	0.811
5.	I encourage and motivate my employees to help socially disadvantaged people.	3.79	0.937
	Overall Mean	3.77	

Source: Appendix B

Characteristics of the subjective norms of young entrepreneurs in MRYE are shown as follows. 5 items of subjective norms questionnaires about entrepreneurs are measured by using five-likert scale ranging from 1= Strongly Disagree to 5 = Strongly Agree. Then, mean and standard deviation of social entrepreneurial intention of subjective norms are presented in table (4.6).

Table (4.6) Subjective norms

No.	Items of Subjective norms	Mean	Std.
1.	It is an ethical responsibility to help people less fortunate than ourselves.	3.99	0.626
2.	We are morally obliged to help socially disadvantaged people.	3.85	1.170
3.	Social justice requires that we help those who are less fortunate than ourselves.	4.26	0.896
4.	It is one of the principles of our society that we should help socially disadvantaged people.	3.96	0.754
5.	Our family and friends want us to start social enterprises to help socially disadvantaged people.	4.19	0.956
	Overall Mean	4.05	

Source: Appendix B

As presented in Table (4.6), subjective norms can be seen as the highest level since the overall mean value is 4.05. According to the results, the respondents agreed that they are morally obliged to help socially disadvantaged people. Moreover, the respondents strongly agreed that social justice requires that they help those who are less fortunate than themselves. This may explain that most of the respondents have highly moral obligation to become social entrepreneur. They thought of starting a new business with a social mission can be influenced by perceptions of ethical responsibility, social justice and moral obligation in society towards the potential social entrepreneur.

Characteristics of the perceived behavioral control of young entrepreneurs in MR YEA are shown as follows. 12 items of perceived behavioral control questionnaires about entrepreneurs are measured by using five-likert scale ranging from 1= Strongly Disagree to 5 = Strongly Agree. Then, mean and standard deviation of social entrepreneurial intention of perceived behavioral control are presented in table (4.7).

As presented in Table (4.7), perceived behavioral control can be seen as the highest level since the overall mean value is 4.06. According to the results, it can be concluded that, the most of the respondents have positive view on perceived behavioral controls about their intention. The respondents are good at putting plans into and then they can contribute to solve societal problems. Moreover, they have good communication to motivate people. In other words, they are good speakers or listeners.

Table (4.7) Perceived behavioral control

No.	Items of Perceived behavioral control	Mean	Std.
1.	I am good at recognizing opportunities.	4.04	0.625
2.	I am good at explaining things.	3.81	0.858
3.	I am good at problem solving.	3.86	0.896
4.	I am good at listening to people.	4.15	0.576
5.	I am good at leading teams.	4.10	0.668
6.	I am good at networking.	4.07	0.632
7.	I am good at establishing trust.	4.21	0.520
8.	I am good at putting plans into action.	4.24	0.733
9.	I am good at working creatively.	3.93	1.028
10.	I am good at fostering awareness.	4.09	0.660
11.	I am good at developing new products and services.	3.97	0.886
12.	Solving societal problems is something each of us can contribute to.	4.23	0.746
	Overall Mean	4.06	

Source: Appendix B

Characteristics of the social entrepreneurial intention of young entrepreneurs in MRYE are shown as follows. 12 items of social entrepreneurial intention questionnaires about entrepreneurs are measured by using five-likert scale ranging from 1= Strongly Disagree to 5 = Strongly Agree. Then, mean and standard deviation of social entrepreneurial intention are presented in table (4.8).

As presented in Table (4.8), social entrepreneurial intention can be seen as the moderately high since the overall mean value is 3.76. According to the results, most of respondents have neutral the statement with easy for them to become a social entrepreneur. But they have nearest strongly agreed with making every effort to start and run my own business to address the basics needs of the society. This means that although most of respondents have social entrepreneurial intention, some of them intend to get profit maximization.

Table (4.8) Social Entrepreneurial Intention

No.	Items of Social Entrepreneurial Intention	Mean	Std..
1.	I expect that at some point in the future I will be involved in launching an organization that aims to solve social problems.	3.88	0.933
2.	I have a preliminary idea for a social enterprise on which I plan to act in the future.	3.76	0.830
3.	I am interested in starting a social enterprise.	3.90	0.756
4.	Becoming a social entrepreneur implies more advantages than disadvantages to me.	3.83	0.671
5.	If I become a social entrepreneur, it would be very likely that my company would be successful.	3.86	0.759
6.	It would be easy for me to become a social entrepreneur.	3.04	1.049
7.	Most people important to me would improve of my becoming a social entrepreneur.	4.06	0.536
8.	A career as a social entrepreneur is attractive to me.	3.71	0.620
9.	If I tried to become a social entrepreneur, I would have a high probability of succeeding.	3.82	0.759
10.	I know a lot about the social problem my social enterprise would address.	3.61	1.364
11.	I can take risks to start new social venture.	3.64	0.830
12.	I will make every effort to start and run my own business to address the basics needs of the society.	4.06	0.623
	Overall Mean	3.76	

Source: Appendix B

4.5 Pearson’s Correlation between Social Entrepreneurial Intentions and Influencing Factors

Pearson’s correlation analysis is a statistical procedure that examines the strength of a linear relationship between two variables. The Pearson’s correlation is also known as the “product moment correlation coefficient” (PMCC) or simply “correlation”. It is known as the best method of measuring the association between

variables of interest because it is based on the method of covariance. It gives information about the magnitude of the association or correlation, as well as the direction of the relationship. This study used the Pearson correlation coefficient (r) with p-value in order to measure the degree of linear association, thereby establishing the relationship among the four variables namely, social entrepreneurial intentions, attitude towards entrepreneurship, subjective norms and perceived behavioral control. The correlation coefficient ranges from -1 to 1. A value of 1 implies that a linear equation describes the relationship between X and Y perfectly, with all data points lying on a line for which Y increases as X increases. A value of -1 implies that all data points lie on a line for which Y increase as X increases. A value of 0 implies that there is no linear correlation between the variables. As the probability is lower than the 0.01 and 0.05 level ($p < 0.01$ and $p < 0.05$), the correlation coefficient is statistically significant. These results indicate that there is a positive linear inter-factor association between four variables. Table (4.9) provides the summary of the correlation for this study.

Table (4.9) Correlation Coefficient of the study

No.	Factors	Pearson Correlation Coefficient	Significance Level
1	Attitude toward entrepreneurship	0.421 ^{***}	0.000
2	Subjective norms	0.366 ^{***}	0.001
3	Perceived behavioral control	0.322 ^{**}	0.004

Source: Appendix B

Statistical significance indicate^{***}at 1% level, ^{**} at 5% level and ^{*} at 10%

According to the Table (4.9), a statistical significant positive correlation is found between social entrepreneurial intention and attitude toward entrepreneurship ($r = 0.421$, $p = 0.000$ $p < 0.01$). This means that as the attitude toward entrepreneurship and social entrepreneurial intention is positive relationship. A statistical significant positive correlation is found between social entrepreneurial intention and subjective norms ($r = 0.366$, $p = 0.001$ $p < 0.01$). This means that as the social entrepreneurial intention and subjective norms is positive relationship. A statistical significant positive correlation is found between social entrepreneurial intention and perceived behavioral control ($r = 0.322$, $p = 0.004$ $p < 0.05$). This means that as the social entrepreneurial intention and perceived behavioral control is positive relationship.

4.6 The Multiple Linear Regression Model

The multiple linear regression models are an extension of a simple linear regression model to incorporate two or more independent variables in a prediction equation for a response variable. The use of two or more independent variables regression analysis is an extension of the basic principles used in two-variable regression analysis. It is necessary to determine the equation for the average relationship between the variable.

The multiple regression models with k independent variables i

$$Y_i = b_0 + b_1X_{1i} + b_2X_{2i} + b_3X_{3i} + \dots + b_kX_{ki} + e_i \quad i=1, 2, \dots, n$$

Where, Y_i = dependent variable in the i^{th} observation

b_0 = intercept

b_1, b_2, b_3 = regression coefficient associated with each of the X_k independent variables

X_k = independent variable in the i^{th} observation

e_i = random error terms

4.6.1 Analysis with Multiple Regressions

The estimated multiple regression model

$$\hat{Y}_i = b_0 + b_1X_{1i} + b_2X_{2i} + b_3X_{3i} + b_4X_{4i} + b_5X_{5i} + b_6X_{6i} + b_7X_{7i} + e_i$$

In constructing the model, the variables are noted as;

\hat{Y}_i = Mean Social Entrepreneurial Intention

X_{1i} = Mean Attitude towards Behavior

X_{2i} = Mean Subjective Norms

X_{3i} = Mean Perceived Behavioral Control

Table (4.10) Explanation of Dependent Variable and Independent Variables

Dependent Variable	Independent Variables
Social Entrepreneurial Intention	Attitude towards entrepreneurship
	Subjective norms
	Perceived behavioral control

Source: Survey Data, 2019

Table (4.11) Results of Multiple Regression Model

Dependent Variable (Social Impact)	Unstandardized Coefficient		Standardized Coefficient	t test	Sig	VIF
	B	Standard Error	Beta			
Constant	1.314	0.566		2.321	0.023	
Attitude toward entrepreneurship	0.213**	0.084	0.277	2.532	0.013	1.242
Subjective norms	0.210**	0.101	0.223	2.088	0.040	1.187
Perceived behavioral control	0.246**	0.118	0.213	2.084	0.041	1.079
F-value	9.224					
Adjusted R square	0.238					

Source: Appendix B

Statistical significance indicate***at 1% level, ** at 5% level and * at 10%

According to the Table (4.11), regression analysis is conducted with social entrepreneurial intention and attitude toward entrepreneurship, subjective norms, perceived behavioral control as the independent variables. Adjusted R square value shows how much of the total variation in dependent variable, social entrepreneurial intention can be explained by independent variable, attitude toward entrepreneurship, subjective norms, perceived behavioral control. Adjusted R square value is 0.238 which mean that predictors (independent variables) represent 23.8% changes in social entrepreneurial intention. Results show F value is 9.224 that is significant at $p= 0.000$ (<0.01).

The regression coefficient between mean social entrepreneurial intention and attitude toward entrepreneurship is 0.213 ($t = 2.532$, $p = 0.013$, $p <0.01$). This shows that attitude toward entrepreneurship is significant effect on social entrepreneurial intention. The regression coefficient between mean social entrepreneurial intention and subjective norms is 0.210 ($t = 2.088$, $p = 0.040$, $p <0.05$). This shows that subjective norms are significant effect on social entrepreneurial intention. The regression coefficient between mean social entrepreneurial intention and perceived behavioral

control is 0.246 ($t = 2.084$, $p = 0.041$, $p < 0.05$). This shows that perceived behavioral control is significant effect on social entrepreneurial intention.

4.7 Findings of Analysis

Attitude toward entrepreneurship is significant effect on social entrepreneurial intention. Therefore, attitude toward entrepreneurship is direct relationship with social entrepreneurial intention. Subjective norms are the significant effect on social entrepreneurial intention. Therefore, Subjective norms are direct relationship with social entrepreneurial intention. Perceived behavioral control is the significant effect on social entrepreneurial intention. Therefore, perceived behavioral control is direct relationship with social entrepreneurial intention.

Therefore, attitude towards entrepreneurship is the most influencing factor on social entrepreneurial intention. Subjective norms are the second influencing factor on social entrepreneurial intention. Perceived behavioral control is the third influencing factor on social entrepreneurial intention.

CHAPTER 5

CONCLUSION

This study examined the demographic factors of young entrepreneurs in Mandalay Region, estimated whether the young entrepreneurs have social entrepreneurial intentions or not and analyzed the relationship between social entrepreneurial intention and its antecedents (attitude towards entrepreneurship, subjective norms and perceived behavioral control) based on the Theory of Planned Behavior Entrepreneurial Model – TPBEM.

5.1 Findings

A descriptive analysis on some of the demographic variables of young entrepreneurs was analyzed. According to the analysis, female entrepreneurs are the more than male entrepreneurs. The gender composition is very similar in a lot of organization in Myanmar. That is, percentage of female is normally higher than the percentage of male according to 2014 census. And, this study found that most of the respondents are in the age 30-34. According to this result, we can assume that the age between 30-34 are more interest to build an enterprise and they have more creativity, innovative and social entrepreneurial intention. And, these findings indicate that in general, the younger generations may be more interested in making positive changes in their world through social entrepreneurship. Moreover, this study found that most of the entrepreneurs were born in urban areas and most of respondents are bachelor degree. We can assume that majority of respondents can have self-confidence, innovativeness, risk taking, social entrepreneurial intention and employment opportunities after first degree and they are more likely to become social entrepreneurs than the other level. And then, birth order is one of the influencing factors for a person to become an entrepreneur whether or not supporting of their family. It is obvious that youngest in family is more potential to become an entrepreneur because they tend to have more freedom, are subsequently more likely to try new things and do what they want to do. It was found that most of the respondents got marriage and some of them are single. Therefore, we can assume that married person intent to start and actually start new businesses more frequently than single.

According to the presence market-oriented reforms in Myanmar, the majority of the respondents are manufacturing sector. Therefore, manufacturing sector can have

a great potential in entrepreneurial field in the current situation. Moreover, most of the business located in the urban and sizes of business are small enterprise and numbers of employees have 11 to 50 employees. The entrepreneurs invest for their enterprises by their own finance.

Before we analyze the statistical analysis of the relationship between social entrepreneurial intention and its antecedents (attitude towards entrepreneurship, subjective norms and perceived behavioral control), we analyzed the factors influencing on social entrepreneurial intention of the young entrepreneurs in the survey as complete as possible. According to the answers of respondents, it is found that most of respondents have higher attitude towards entrepreneurship, subjective norms and they have creativity, innovation and self-confidences or perceived behavioral control to become social entrepreneur. And they have a belief, desire, intention and determination of a person to launch a new social venture that aims to solve social problems. The individual believed that they can create an enterprise that was able to achieve a triple bottom line, social, economic and environmental benefits.

Influencing factors on social entrepreneurial intention according to respondents are attitude towards entrepreneurship, subjective norms and social entrepreneurial intention. The results of mean and standard deviation of social entrepreneurial intention are attitude towards entrepreneurship can be seen as the moderately high level, subjective norms can be seen as the highest level and perceived behavioral control can be seen as the highest level. This means that the most of the respondents have positive view on social entrepreneurial intention about their intention. Emerging social enterprise can increase social innovation works for community development and support the poverty alleviation of the country in the future.

According to the Pearson's correlation result, a statistically significant positive correlation is found between social entrepreneurial intention and attitude toward entrepreneurship. This means that as the attitude toward entrepreneurship and social entrepreneurial intention is positive relationship. A statistical significant positive correlation is found between social entrepreneurial intention and subjective norms. This means that as the social entrepreneurial intention and subjective norms is positive relationship. A statistical significant positive correlation is found between social entrepreneurial intention and perceived behavioral control. This means that as the social entrepreneurial intention and perceived behavioral control is positive relationship.

According to analysis, the regression coefficient between mean social entrepreneurial intention and attitude toward entrepreneurship shows the significant effect. The regression coefficient of subjective norms is significant effect on social entrepreneurial intention. And then, the regression coefficient between mean social entrepreneurial intention and perceived behavioral control are significant effect on each other.

In this study found that, attitude toward entrepreneurship is most influencing factor on social entrepreneurial intention. Subjective norms are the second influencing factor on social entrepreneurial intention. Perceived behavioral control is the third influencing factor on social entrepreneurial intention.

5.2 Suggestions and Recommendations

Social entrepreneurs are agents of change who deliver creative and innovative solutions to society's most troublesome and intractable problems. Social entrepreneurship is a business model that aims at making a profit in order to satisfy the basic needs of the people in society. However, to become a social entrepreneur an individual needs to have the intentions to do so. The study results showed that young entrepreneurs in MRYEA identify social entrepreneurial intentions, attitude towards entrepreneurship, subjective norms and perceived behavioral as factors that influence social entrepreneurship intentions.

In the point of view of young entrepreneurs, it is very important to understand that doing the business has several impacts. The first impact is good for the owner's wealth. The next impact is the social welfare matters of individual employee's benefits depending on their several criteria (e.g. their employees can provide costs in education for their children, siblings and relatives, health care for their family members, donations to other etc.). These senses and system can be trained to accept with deeply understanding by the leading of government's social protection strategy.

The young entrepreneurs should significantly change their mind-set. Moreover, the Government should provide assistance by reducing the taxes, assigning non-fully-deductible tax for young social enterprise industries with appropriate recover duration. The Ministry of Commerce should support the needed assistance for the development of social enterprise culture in public. In the potential stage, social enterprise organizations should try themselves to celebrate the fair trades and campaigns in urban areas in upper and lower region of Myanmar for getting the awareness of public.

Entrepreneur associations also have to try to get encourage from the respective international organizations with well preparation plans.

Like this, if the government's assistance will be obvious, young entrepreneurs' attitude changes will spread quickly. This is one of the strategic training programs for the development of social entrepreneurship.

The government should educate and motivate to participate all of the people. They should practice to buy the products and services from the social enterprises that their priority is to meet social problems. Moreover, their operations must be carried out by using media to widely accept around the world.

It is found that, the perception of young entrepreneurs is influenced by replicating from senior entrepreneurs. The government must develop to understand the youth themselves that the young entrepreneurs are value ethical responsibility, moral obliged and social justice person. Therefore, they must be able to prove that they are accountable to build sustainable and responsible society. Hence, the government must be able to corporate to emerge foundations, strengthen their enterprises.

There are many places where human resources are cultivated, especially is the classrooms. In these places, the curriculum should be designed to be strategic lessons with related social science. And then, monitoring should be conducted. Moreover, the youth should be developed by making seminars, broadcasting educate programs in the social media. When they are young, they should be taught to compare and think with the religious. Every responsible citizen especially educated person must participate to develop social entrepreneurship culture for society's sustainable development.

This study found that most of the entrepreneurs operate in the form of small enterprise. Young entrepreneurs should develop and operate medium and large enterprises for the development of the economy of Myanmar. Moreover, the government should support credit and regulate the laws for young entrepreneurs to operate easily their businesses.

According to this finding, attitude toward entrepreneurship is the first significant factor. This means setting responsible the mind for the social solutions may be difficult for the business organization's owners and at the conditions which is in initiating positions. But must of developed countries can generate social entrepreneurs and social enterprises firms are well developed. These countries have many social enterprises firms as the icon for social welfare. So, they can show as the idol person the outcome to the youth for sustainability of their community. Next one is the unity for

the intended organization. Since our country is developing country stage, they government should effort to change the mind of the youth especially in business organization by distributing knowledge, making strategic plan to get awareness from public and understand the values of unity and impact of unity.

According to analysis, social entrepreneurial intention and attitude towards entrepreneurship is strongly positive relationship. Hence, young entrepreneurs need to have attitudes to be a successful social entrepreneur. Moreover, young entrepreneurs will have to feel the compassion relevant with the marginalized people. So, they should try to solve the problems of the socially disadvantaged people and then they will have to intend to be a social entrepreneur.

According to survey data, most of the young entrepreneurs believe that social justice requires for socially disadvantaged people. So, we need to morally obligate to help for them. Key traits and characteristics of highly effective social entrepreneurs include ambition and a lack of acceptance of the status quo or accepting the world “as it is”. Moreover, the most important factor for young entrepreneurs is self-confidence. Hence, they should possess the best qualities to run sustainable social enterprises that will help for the marginalized people.

A social entrepreneur is motivated by a desire to help, improve and transform social, environmental, educational and economic conditions. The social entrepreneur is driven by an emotional desire to address some of the big social and economic conditions in the world, for example, poverty and educational deprivation, rather than by the desire for profit. The social entrepreneur participates in profit-seeking business ventures if only to use the profits generated to create valuable social programs. However, some of the young entrepreneurs among MRYEA who intend to generate the company’s profit maximization. Their final objective is wealth creation. So, they can be a successful entrepreneur but they aren’t easy to be a successful social entrepreneur.

Potential social entrepreneurs should initiate their business with a higher chance for success because daily operations and profit earning are necessary for venture sustainability. The young and experienced social entrepreneurs should guide and motivate youth to participate in social activities. Moreover, they should modify the existing ways, techniques and create new innovative ways for sustainable development. And, most of entrepreneurs involve in the manufacturing sector. Although the manufacturing sector is already an important source of output, growth and jobs for the economy, they should involve other sectors (service, trading) to increase the country’s

export as a developing country. If a country exports a greater value than its imports, it has a trade surplus. Therefore, net exports increase the wealth of a country.

The skills of the younger generation should be considered by government and social entrepreneurs and assisted by expert advice and financial support to uplift the young social entrepreneurs. The government should provide that in order to enable young entrepreneurs to become involved in social entrepreneurship, the government should provide for the development of a convenient and supportive social entrepreneurship environment. It should provide social enterprises with economic and political support. For example, in terms of economic support, the availability of venture capital, favorable credit conditions and adequate infrastructure should be provided by the state. The government should issue advantageous and priority policies, rules, and legislation to promote social enterprises in society with regard to political support. Specifically, special policies, such as funding, sponsoring and reducing taxes for social enterprises, can be created. In addition, the government can implement networking or consultancy services and events for potential social entrepreneurs.

5.2 Needs for Further Study

This study contributes to current state of youth entrepreneurial intention in Mandalay Region. Furthermore, this study cannot cover the entrepreneurs from other areas. Based on the above-mentioned results, attitude towards entrepreneurship is crucial for motivating employees and understanding customer needs, and the motive to engage in social entrepreneurship should necessarily be morally obliged. This paper result is expected to be a good basis for the future social entrepreneurial intention research. And, the results of the studies should be applied in the entrepreneurship field to increase the awareness of the social entrepreneurial intention of young entrepreneurs. As one of the earliest studies examining the antecedents to social entrepreneurial intention among business men in an emerging economy, this study provides preliminary findings on the roles of attitude towards entrepreneurship, subjective norms and perceived behavioral control on social entrepreneurial intention. It is hoped that more research will be conducted to add richer information and contribute to the literature in the field of social entrepreneurship, specifically in the context of emerging economies.

Appendix (B)

SPSS Output

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	percontr, Subjecnorm, Atbehavior ^b		. Enter

a. Dependent Variable: sentreinten

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.517 _a	.267	.238	.56138	.267	9.224	3	76	.000

a. Predictors: (Constant), percontr, Subjecnorm, Atbehavior

b. Dependent Variable: sentreinten

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.721	3	2.907	9.224	.000 ^b
	Residual	23.951	76	.315		
	Total	32.672	79			

a. Dependent Variable: sentreinten

b. Predictors: (Constant), percontr, Subjecnorm, Atbehavior

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.314	.566		2.321	.023	.186	2.442
Atbehavior	.213	.084	.277	2.532	.013	.046	.381
Subjecnorm	.210	.101	.223	2.088	.040	.010	.411
percontr	.246	.118	.213	2.084	.041	.011	.481

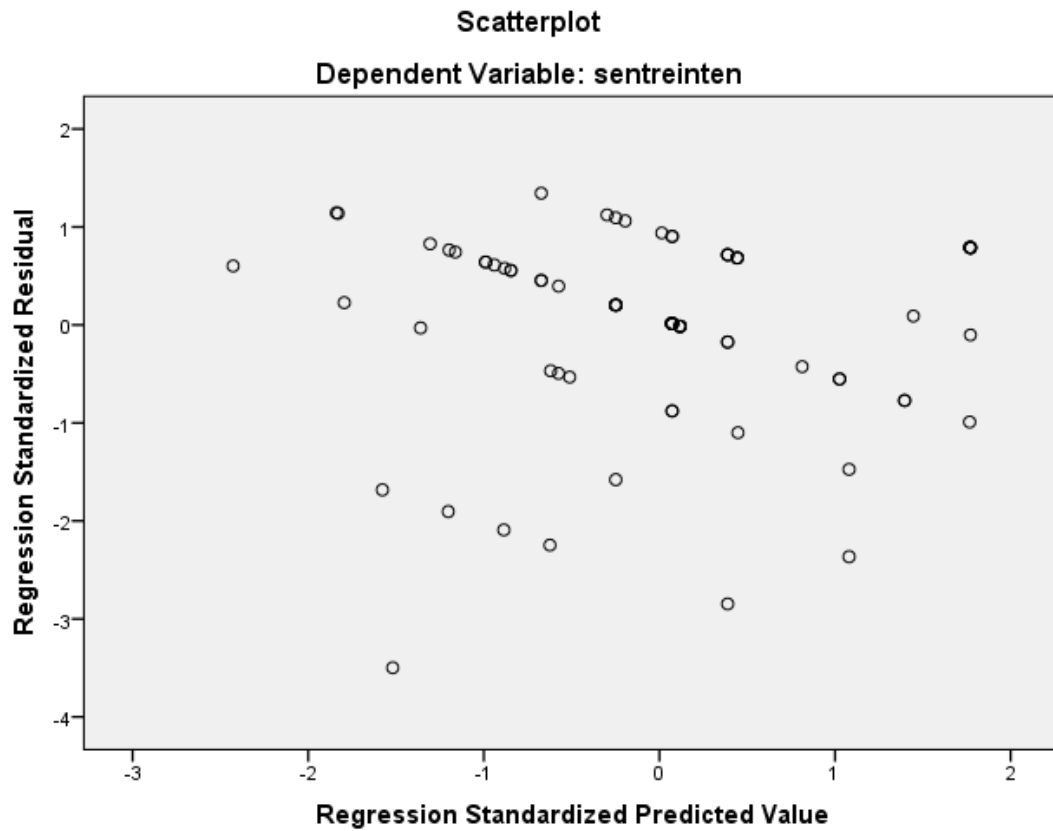
a. Dependent Variable: sentreinten

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1621	4.5572	3.9688	.33225	80
Residual	-1.96409	.75498	.00000	.55062	80
Std. Predicted Value	-2.428	1.771	.000	1.000	80
Std. Residual	-3.499	1.345	.000	.981	80

a. Dependent Variable: sentreinten

Chart



Correlations

		Atbehavior	Subjecnorm	percontr	sentreinten
Atbehavior	Pearson Correlation	1	.392**	.264*	.421**
	Sig. (2-tailed)		.000	.018	.000
	N	80	80	80	80
Subjecnorm	Pearson Correlation	.392**	1	.161	.366**
	Sig. (2-tailed)	.000		.153	.001
	N	80	80	80	80
percontr	Pearson Correlation	.264*	.161	1	.322**
	Sig. (2-tailed)	.018	.153		.004
	N	80	80	80	80
sentreinten	Pearson Correlation	.421**	.366**	.322**	1
	Sig. (2-tailed)	.000	.001	.004	
	N	80	80	80	80

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

