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Summary of Doctoral Thesis

The implications of social entrepreneurship on non-financial reporting in the European context

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Summary

The structure of the doctoral thesis:

Introduction

The theme of this work comes from the undeniable concern regarding the reality of many people to be supported in overcoming the difficulties they encounter, as a result of the precarious social situation. We cannot speak of a unanimously accepted definition of the idea of social entrepreneurship, this being a subject of interest both for researchers in the field of management and entrepreneurship, but also for political decision-makers, put in a position to decide on this subject. It is necessary to study some aspects necessary to understand the status and effects of social entrepreneurship. The use of the social term emphasizes the role and contribution that the person (entrepreneur) has, through the need to solve some issues related to vulnerable groups in contemporary society. It can be stated that there is no distinct approach from the social one, since all forms of entrepreneurship involve social characteristics.

Along with the increasing complexity of economic relations, the distinction between the goals of commercial entrepreneurship as opposed to social entrepreneurship, as well as the differences regarding the impact that the two forms produce, has become more and more clear. Therefore, the comparison of the two categories of entrepreneurship leads to the idea that the social one engages ethical responsibility at the community level, giving it priority in relation to the interest in profit. In the conditions of the existence of incorrect practices on the market, of increasingly threatening ecological imbalances to the environment grafted onto the reality of a permissive legislation, the need for a global approach becomes current, by promoting businesses that place greater emphasis on ethical principles and ecological. This aspect delimits two other subjects, the first represented by social entrepreneurship itself, associated with a social purpose and mission, and the second revealed by the steps taken by the entities in order to solve certain problems related to the sustainability of such an activity, under the conditions competitive market.

In accordance with its assumed purpose, the social entrepreneur is forced to pursue the achievement of financial sustainability by developing business models designed to ensure the financing of social activities. Dees (1998) believes that the possibility of obtaining income is dependent on the social problem that an entrepreneur has to face. Therefore, it does not surprise the existence of an increasing number of such entities that have reoriented their activities towards objectives in the sphere of social responsibility and ensuring sustainable development. Corporate social responsibility does not give due priority to social values, even if it formally integrates them into its own activity (Bacq, Janssen, 2011). An activity can be social, even if the entity that promotes it is a commercial one, as a social enterprise can pursue economic goals, therefore profit, because achieving a benefit (profit) is a condition of viability on the market. In this sense, an attempt to represent the social purpose paradigm would start from the compatibility of innovative activities with the achievement of some social objectives. This path can be achieved equally by a non-profit organization, the standard case, or by a commercial enterprise, the case of social entrepreneurship (Faminow et al., 2009). Therefore, the social responsibility of an entity overlaps with activities specific to social entrepreneurship only under the aspect of certain programs or activities. To rephrase, the scope of social entrepreneurship does not include only social enterprises, but also the activities with this specificity, which an entity or an organization carries out

General lines of the structure of the thesis and its thematic area

In order to address social problems, it is necessary for social entrepreneurs to benefit from financial support, there being, of course, the obligation to ensure transparency in the use of funds allocated for this purpose and therefore reporting, within this type of entrepreneurship, becomes an essential process in the communication of activities and the impact generated. Since the reporting of particular aspects is a complex and contextual process, subject to the specifics of such an activity, traditional reporting, focused exclusively on financial information, cannot capture the aspects that allow the qualitative assessment of the social impact. Reporting within social entrepreneurship is a dynamic process, reflecting the development of the social organization, and from this perspective it would be useful to include impact indicators in it, able to provide information related to social results, the services offered or their accessibility and quality, all thus meeting the expectations of the beneficiaries. In order to reflect the efficiency with which the available funds are used, entrepreneurs must evaluate and compare the performances achieved with the risks to which, inevitably, their business is exposed.

The aspects involved in the materialization of financial and non-financial transparency represent the basis of the dialogue between non-profit organizations and interested parties, constituting an expression of responsibility towards the communities of which they are a part. Financial reporting is translated by the materialization of the dialogue with financiers and the community, through the resources it benefits from, thus becoming a tool that allows the motivation of certain fiscal facilities, allowed by the existing legislation. Non-financial reporting ensures the transparency of the proposed objectives, their social performance, the efficiency and quality of the programs implemented, being a necessary guarantee for their continuation and their usefulness.

Compatible and coherent reporting methods are needed, so that this information is as relevant and objective as possible, because social entrepreneurs have a more complicated mission than commercial ones, the latter being familiar with evaluations through standardized tools that reflect efficiency their operational In addition, we can talk about a greater responsibility towards the various interested parties, from ethical considerations, but also from the complexity of the relationships assumed by the social sphere. This involves additional challenges caused by the fact that social phenomena have multiple causes and effects, difficult to quantify, and the measurement of social impact should be effective, appropriate, useful, validated by commonly used, evidence-based models. Moreover, the transparency and relevance of the reporting process determines the minimization of investors' risk, in the approaches related to social entrepreneurship.

The spectrum of research approaches can be summarized by the following questions:

- is the non-financial reporting able to capture the entities' concern for social entrepreneurship, respectively for social responsibility?
- how could social entrepreneurship, respectively social responsibility, meet the increasingly diverse needs of society?
- what impact is created at the level of society by engaging entities in such forms of involvement?
- is the orientation of social entrepreneurs towards sustainable development objectives carried out with the same intensity, regardless of the nature of the targeted objective?

Our research aims to, based on the analysis of the phenomena of social entrepreneurship and the social responsibility of entities, identify their potential to create social value and contribute to ensuring the sustainability of development, non-financial reporting having a moderating role in this sense.

The synthetic presentation of the thesis chapters

In the first chapter, dedicated to the literature review through bibliometric study, using a set of specialized articles, we will research, from the perspective of social entrepreneurship and corporate social responsibility, the ways in which the bibliographic references that will be selected can be grouped around the two concepts. Thus, the research questions can be answered, revealing the importance of the two economic realities, by noting the differences, similarities and complementarity between them. Last but not least, attention will be paid to specific issues, the identification of significant features of corporate social responsibility, of the diversity of social entrepreneurship, which determine specific approaches to measuring social impact, differentiated behavior according to both the intentions and resources allocated, as well as the geographical area of manifestation. The bibliometric analysis that we will carry out is an example for defining the features and characteristics of the analyzed concepts, by correlating the informational content from several fields, under the sign of sustainable development, using scientific mapping through the VOSviewer software program.

It identifies specific aspects within a certain field of study, the connections between them, the authors with the most articles, the related publications, therefore a visibility of the scientific production and which can, in the end, outline a vision of the issue in mind. The construction of the bibliometric map brings together ideas subordinate to social entrepreneurship, corporate social responsibility, both connected on the principles of sustainability, leading to the proposed selection of articles, based on the importance of these concepts in solving current challenges. Moreover, entrepreneurial sustainability has the role of issuing sustainable solutions for the categories of problems (social, economic or environmental), which, currently, are not addressed by the market, but are the object of interest of many studies.

In the second chapter, the one dedicated to the systematic study of the literature on the issue of social entrepreneurship and corporate social responsibility, the idea of entrepreneurship is analyzed, with its particularization in its social form and the context in which those involved in the economic mechanisms began to become aware of the interference between the two concepts. The entrepreneurial dimension will be seen as a generator of systemic social changes or as a space for new hybrid partnerships, determining the emergence of new types of organizations. An enumeration of the directions in which social entrepreneurship entities will be able to act would include for-profit organizations that pursue social missions, non-profit organizations that generate commercial income, as well as mixed organizations, suggesting that the traditional limits of what was traditionally understood through entrepreneurship they become more flexible.

The findings, arrived at from the bibliometric study, highlighted multiple aspects of the type of challenges, risks and performances that social entrepreneurship entails. For this reason, the perspective of cultural diversity and existing traditions in different geographical regions is of interest for the third chapter. The other major coordinate, in addition to culture, is religion, which will be seen not only as a personal or micro-collective option, but also as a factor capable of influencing economic and social behavior, thus exerting effects on entrepreneurship in the more different forms of manifestation. Social entrepreneurship is all the more meaningfully targeted, as it is a major topic of discussion and has the closest links to the economic and social situations of the many people at risk of poverty and exclusion. Assessments on the transposition of social entrepreneurship in other areas of the globe, whose cultural traditions, sociological characteristics, economic dynamics, differ quite a lot from the Euro-Atlantic space will not be excluded. The role and influence of cultural factors are conditioned by the introduction of Hofstede's criteria, as well as the related dimensions, which reflect their predictive ability in terms of readiness for entrepreneurship.

The next chapter analyzes the particularities of the non-profit sector, both in the European states and in Romania, the legislation and regulations that define the operating conditions of the companies in this field, the specific accounting and fiscal particularities. On the other hand, the role of non-financial reporting is emphasized in order to ensure the transparency and sustainability of non-profit organizations, both desired becoming important (because it provides a better perspective on the organization) and useful in approaching other directions in which it can develop. In other words, a quality report will provide information about objectives, strategies, motivations regarding the targeted activities, details about the involvement in voluntary actions, meeting the requirements of the beneficiaries, the ability to achieve the objectives of social interest, as well as about the assurance efforts of financial sustainability.

In order to provide an image on the reporting of non-financial information and to evaluate the degree of transposition of the objectives of sustainable development in the practice of social entrepreneurship, in the fifth chapter we will analyze a series of reports of some non-profit organizations through which different situational experiences will be revealed, the factors and ways of achieving the objectives proposed by each individual entity. The database provided by the organization Global Reporting Initiative (GRI) provides information for those entities that have published a sustainability report or an annual activity report. These led, through different regression models, to the identification of links between the variables of interest, facilitating, through this reporting, according to GRI standards, the finding of a common language through which organizations communicate their impact, report their responsible dimension, social attitude, improving and thus the image created.

The sixth chapter proposes a perspective on the current requirements regarding the reporting and measurement of social impact, as important steps for a social entity, because it allows it to set realistic objectives, to make decisions in accordance with existing possibilities and resources. Such an evaluation can be considered effective when it brings solid arguments that the intervention of the social enterprise has changed for the better the community of which it is a part, an example of this is the case study that we propose, within a project carried out at the level a foundation, recognized in terms of the charitable activity carried out. At the same time, the role and importance of non-financial indicators aimed at non-profit organizations are emphasized. After an exploratory approach to information about non-profit organizations, their opportunities and entrepreneurial skills, which through their social mission improve life in the communities where they operate, the transparency of those practices through which the social mission is achieved is highlighted.

We aim to highlight the contribution of these organizations to a sustainable development, the ways of assessing the social impact, the inherent limits of the reporting methods and the relevance of information regarding their financial performance or the field in which they operate. In order to identify to what extent the economic, social, community and voluntary aspects constitute the goals of these entities, ratings will be given grouped on a Likert scale, for the mentioned characteristics, thus reflecting the quality of their activity.

The empirical study carried out in the seventh chapter is about the integration of non-financial indicators in the reporting process carried out by entities in the economic environment, for which the requirements of sustainable development have required them to provide information that reflects the commitment to behave ethically and to contribute to economic growth by improving the quality of life of employees, the environment and the local community in which they operate. Thus, the European Commission and the European Council of the European Union initiated a legislative accounting framework to increase the visibility of companies with over 500 employees, with the reporting of non-financial information, through Directive 2014/95/EU of the European Parliament. The requirement to present this non-financial information is thus imposed as an exercise of their accountability towards the interested parties in terms of policies, results and risks related to personnel, social and environmental aspects, respect for human rights, combating corruption, insofar as they are relevant for the entity and for the community of which it is a part.

Recent non-financial reporting initiatives require a change in reporting to ensure sustainable corporate behaviour. This is also supported by the activity of the entities obliged to carry out the respective reporting, which also imposes a certain flexibility, which does not affect the quality of the reporting. We propose nonlinear and logistic regression models to investigate the dependence of types of non-financial statements on different variables under study, such as organization size and social indicators.

Methodological and interpretive aspects

The purpose of this research is to propose an approach to the issue of social entrepreneurship with the integration of both theoretical and empirical aspects. The paradigm for understanding the concept of social entrepreneurship focuses on two levels, one being represented by those entities that have an explicit social purpose, and the other level, through the commitment of companies to fulfill social or community missions, mainly embodied in the social responsibility strategy corporate (RSC). The attitude of the economic entity can be oriented towards the fulfillment of some social goals or be subordinated to the goal of making a profit.

It could be appreciated that there is an ordering of desirable ends to differentiate between a social enterprise and a commercial enterprise. The ordinance does not exclude the simultaneous presence of the social purpose in long-term projects, for both categories of enterprises. Social goals presuppose gradations of finesse in the design of priorities in the medium term, at least, at the level of an organization. Thus, one facet of the organization's policy is the statement, in the declarative mode, of the priority that will be enjoyed by the social problems that concern the employees, and another facet is the centering of the organization's policy on results, in the hope that the results will be more visible, on a local level or regional, will give satisfaction to all interested parties.

In this context, it becomes clear why most of the literature in the field focuses on a dichotomous approach, given, on the one hand, by the social economy with social entrepreneurship, and, on the other hand, by the commitment to corporate social responsibility . In order to ensure comparisons under equivalent measurement/estimation conditions between two or more phenomena, processes with an impact on social entrepreneurship, we used as sources of information, in addition to the specialized literature, macroeconomic statistics databases, starting from the coordinates revealed in the bibliographic references consulted. Epistemologically, we established a set of theoretical and conceptual benchmarks, focused on the major notions derived from the subject of the doctoral thesis: social economy, social impact, added value, sustainable development, the existence of the relationship between the materialization of social goals / obtaining profit, which varies around a balance established by the logic of the competitive market or political-administrative decisions issued by public authorities.

In support of the foundation of the concept of social entrepreneurship, there are various opinions regarding its impact on economic activities, by highlighting organizations that have attributes with a strong social connotation (Chandra, Kerlin, 2021). The context in which social entrepreneurship materializes depends on the objective / subjective ratio, when an assertion is formulated about the social reality and its combination with the economic aspect. What kind of interpersonal relationships generate an entrepreneur's inclination towards humanitarian causes? Are there relations from the real-concrete level, which can be identified, easier or more difficult, but which belong to the objective reality, installed together with the economic and social system that appeared, at the level of almost all European states, after 1990? Or, rather, can we talk about desirability, intentions, stemming from some contemporary aspects of a social order, undesirable but present, such as the unemployment rate, the material condition of disadvantaged people, whose social insertion has proven unsuccessful? Epistemological conditioning allows the choice of research methodology, and researchers have various and multiple tools to study social reality (Van de Ven, Engleman, 2004), starting with the hypothetical-deductive methodology, which is based on the results of officially published statistical data and which lead to a particular reality, continuing with the inductive side (such as situations built on case studies), which allow obtaining a conclusion with general value.

Poverty, lack of resources, social exclusion and not only these issues with a visible social impact represent epistemological challenges, in that any researcher, interested in social issues, is looking for and motivating a contextual variable that allows him to research social entrepreneurship , both from the point of view of temporal landmarks, and from the point of view of circumscription landmarks in a geographical space, with the related cultural traditions or the religiosity of the people involved in such social actions. The way in which the various entities have responded to social needs results from the policies of the decision-makers, from the collaboration of several parties involved, such as the direct beneficiaries or the financiers of these activities.

Speaking in terms of the triad notions-judgments-reasonings, we obtained the distinct trajectories of approach, comparison and decision, both for the consideration of the deductive perspective (from the general to the particular, where the inference made is rationally necessary and valid in accordance with the premises prior to the research, in principle exhaustive), as well as for the inductive perspective (from the particular to the general), through which one departed from individual, minor premises, bearing the stamp of the singular, isolated situation, ending with the constitution of a unitary whole (Zaiț, 2015).

Social entrepreneurship and its related notions were studied under the assumption of the following conditions:

- constructivist, to integrate research results and discover their socio-economic implications. Extrapolating to the topic of the doctoral thesis, I corroborated my own points of view, with the opinions derived from the literature, with reference to the ability of some non-financial indicators to reflect certain characteristics of the entities under study;

- deductive (general-particular), through which, starting from the theoretical statements supported by specialized literature, we arrived at concrete aspects in the area of the punctual approach, especially in the framework of statistical interpretations and the inferences arising from them. Example: introducing and discussing the influence of some variables (which express the size of the entity) on the ways of reporting carried out by them;

- inductive (particular-general), through which a path of knowledge opposite to that of the deductive case was covered, such as, for example, in the monitoring of non-financial reporting, which should include, from the point of view of social aspects, those indicators that help to understand how the entity tries to have a social impact through the assumed responsibilities. These aspects will be analyzed through certain predictors (independent variables).

The first part of the research carried out is based on the bibliometric study, based on the content of a set of articles (years of publication between 2005 and 2020), which respond to the importance given to social entrepreneurship and corporate social responsibility. This stage is completed by mapping the scientific literature, which is based on a considerable volume of articles, materialized in obtaining bibliometric maps. Their attributes are the identification of areas of interest in research, the characterization of links between research fields, the evaluation of the volume of scientific literature relevant to them.

For the characterization of non-profit entities, graphic methods are used that highlight the frequencies of the researched variables, allowing either the implicit testing of Gauss Laplace normality, or the detection of links between two qualitative variables or between a qualitative variable and another quantitative one. Where the nature of the variables allowed, parametric tests are used (Student test, t or one-factor ANOVA), and linear regression models are useful for identifying dependencies between variables, respecting the conditions imposed by their specificity.

To characterize the links between quantitative variables, parametric correlation models are used, based on the use of Pearson coefficients, and in order to identify relationships between qualitative variables, expressed numerically, a non-linear (quadratic) regression model is used. In the case of qualitative variables, multivariate analysis is used, through the technique called Factorial Analysis of Multiple Correspondences (AFCM). Logistic regression is used to rank a set of (independent) predictor variables, depending on the effect they produce for analyzing the entities' non-financial reports.

Based on quantitative and qualitative data, one of the methods recognized in the evaluation of the effectiveness of supporting social causes, called the social return on investment, is applied in projects of this kind, involving consistent contributions in terms of the validity, robustness and opportunity of the results obtained. This is a tool that can be adapted in various contexts to express the social impact from the perspective of the financiers as well as the beneficiaries, and the "added value" demonstrates the efficiency of the project and clarifies the way the resources are used.

Part I: A theoretical view on social entrepreneurship and corporate social responsibility

Social entrepreneurship aims to, through innovation and creativity, acting on opportunities, solve social problems, thus contributing to positive changes in society, lead to a social balance of the implementation of responsible practices of companies, which, revealed through financial and non-financial information, reveals the degree of corporate social responsibility. The two concepts, to which we have referred, facilitate the creation of viable social structures, able to constitute a means of flexible adaptation, meeting the requirements of sustainable development.

Chapter 1: Literature review through bibliometric study

Social entrepreneurship is, through the ever more dynamic evolution of the number of articles dedicated to it, an unquestionably topical area of economic research, of interest to many other areas of knowledge, such as sociology, law, ethics, biodiversity conservation, etc. This growth is also accompanied by a sub-thematic diversity, which transforms social entrepreneurship into a difficult approach to outline, this being the motivation for the appearance of a massive volume of bibliographic references, which address particular aspects of this field.

Bibliometric mapping of scientific literature is the field that quantitatively studies all kinds of bibliographic data, constituting a visual representation of the literature that is the basis of documentation for any scientific work. The purpose of bibliometric mapping is to provide an overview of the scientific literature, from a certain field or related to a distinct aspect of it. The applications of this technique for investigating scientific literature can materialize in three directions:

- identification of the main research areas, grouped by fields of interest;
- evaluation of the volume of scientific literature, by fields of interest;
- notification of the links between the research fields.

The method known as the visualization of similarities ("visualization of similarities" - VOS) brings under the gaze of specialists bibliometric maps, which visually express cognitive realities regarding co-citation or co-authorship relationships, on a set of articles selected from databases international data, on criteria specific to a certain research, appropriate to a globalized world.

The materialization of bibliometric maps is based on the VOSviewer application (a term denoting the expression "visualization of similarities" or, in English, "visualization of similarities"), hereinafter referred to by the acronym VOS (van Eck, Waltmann, 2010). The VOS application is created to represent a pair of "objects" so that the distance between them reflects their "similarity". The applied principle is the one according to which, the greater the "similarity" between two "objects", the closer they are placed to each other.

The bibliometric analysis is considered useful by focusing on research directions reflected by the keywords used, offering ways to understand the motivation and orientation of potential entrepreneurs, identifying development strategies of social entrepreneurship, capable of leading to sustainable development. Not without importance is the measurement of social impact, simultaneously with the description of the circumstances in which new types of organizations can operate, which choose the path of social entrepreneurship, such as hybrid organizations, for which it is aimed to highlight the impact of the entity on social entrepreneurship (Phan Tan, 2021) .

To clarify the links between the keywords, the minimum threshold condition of the frequency of occurrence of a certain keyword is set, and in the present case, out of 1717 keywords in the set of articles, only 110 remain that exceed this minimum threshold of 5 such coincidences, recommended by the software instructions. Regarding the types of maps offered by VOS, three categories of them are available, listed below: network (intensity of links), overlay (the value of the qualitative attribute associated with the keyword) and density (the density of keywords close in frequency of occurrence to a word given).

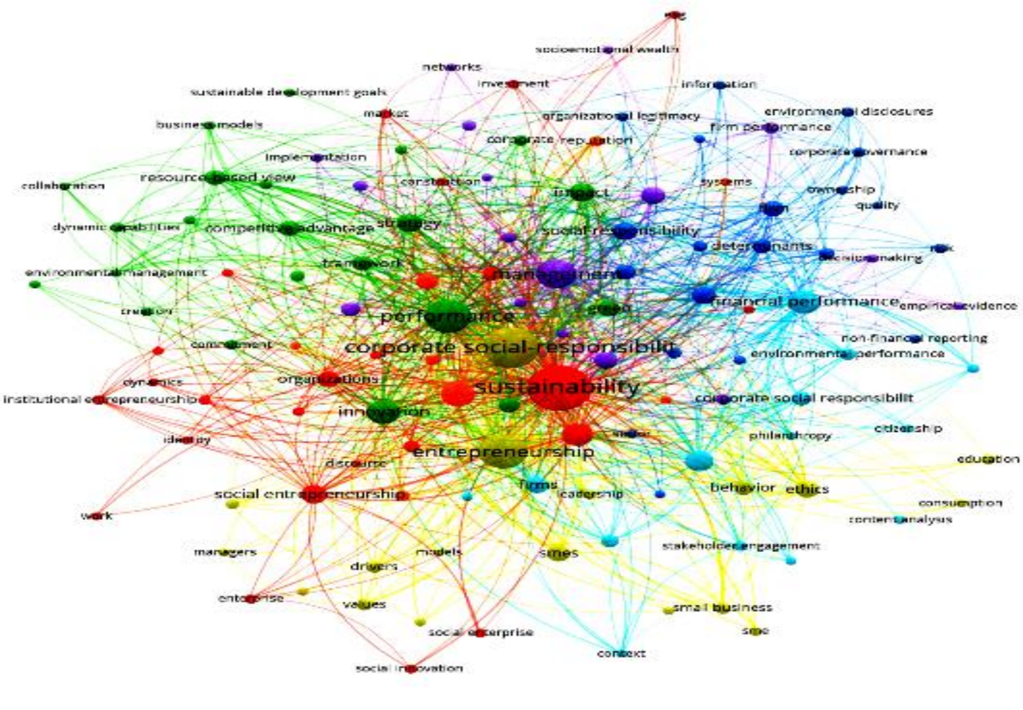

Figure 1. Network VOS map for keyword occurrence frequencies
Source: own processing

In Figure 1, the network map suggests that the items represented by the chosen keywords have the closest connections with most of the other items in the map, an aspect revealed by the size of the nodes (colored circles) and the connecting lines between them. The co-occurrence of keywords identifies research trends, in the sense that innovation acts as a promoter of entrepreneurial activity, as well as as a motivating factor in identifying new ways to achieve social entrepreneurship. It can be said, on the side of these aspects, that bibliometric maps, made through the VOSviewer software resource, offer facilities in that they can provide interactive visualizations in the research field studied and allow us to analyze established patterns or investigate economic-social challenges current, as it results from the specialized literature.

Chapter 2: The systematic study of the literature on the issue of social entrepreneurship and corporate social responsibility

Social entrepreneurship, through the benefits it achieves, has become a very widespread and topical practice in recent years, involving innovative approaches in fields such as education, environmental sciences, economy, human rights, being considered an important element in the sustainable development of countries (Mair, Noboa, 2006). It can also be a tool that determines systemic social changes (Nicholls, 2006) and a space for new hybrid partnerships (Austin et al., 2006), thus giving legitimacy to new types of mixed organizations. They consider for-profit organizations pursuing social missions, non-profit organizations generating commercial income and mixed organizations and intersectoral collaborations, all of which suggest that the traditional boundaries of this sector tend to fade (Battilana, Lee, 2014).

Social entrepreneurship offers political actors and administrative decision-makers from different hierarchical levels a space for reflection and examples of good practices for achieving the desired social economy in the current landscape. Since the size of the efforts made by the state as a global administrator of a country can be overwhelming, the experiences from the sphere of social entrepreneurship will represent a solution to improve this shortcoming (Leadbeater, 1996; Nyssens, 2006).

According to Mort et al. (2003), social entrepreneurship is a multidimensional construct, which involves behavior intended to lead to the achievement of the social mission, having the ability to recognize opportunities to create social values. Mair and Marti (2004) believe that this is a process that consists in the innovative use of existing resources, to explore and exploit opportunities in order to fulfill a social mission. Thus, a series of key characteristics can be observed that aim to focus on social or environmental results, which have priority over strategic considerations of profit making. Another defining characteristic is innovation, which can be traced through new organizational models, through products and services that respond to new societal challenges (Huybrechts, Nicholls, 2012). Given the fact that both social responsibility and social entrepreneurship refer to entities, organizations, people engaged in social activities, the next chapter will deal with factors, such as religion and culture, that have the potential to contribute to the initiation and development of these processes .

Social entrepreneurship appears and adapts to the new in an environment dependent on government public policies (flexible fiscal treatments, adopted financing mechanisms), on political decision-making factors, which are likely to encourage the stimulation and development of this sector, on specific economic conditions the respective country / geographical area, to the extent that the state meets the social needs belonging to a disadvantaged population segment, each of these conditions representing an opportunity that influences this activity. Other determinants, which allow the development of a favorable social-economic environment, refer to the ideological orientation of the entrepreneur, the educational level he has, the duration and level of the initial/continuous professional training courses, his personality traits, his age or gender, each of these explaining and promoting a certain level of understanding and tolerance, a way of thinking and acting based on ideas and beliefs.

Chapter 3: Religion and culture – determinants of social entrepreneurship

The third chapter gives due priority to religion and culture as factors having a major influence on AS. In a globalized and secularized world, a reconsideration of ethical and moral benchmarks is necessary, likely to lead to changes in the contemporary value system. Solving the major imbalances in the era of globalization of economic and social life is a current desire. The great monotheistic religions are represented by Christianity, Islam and Judaism, of which, in the thesis, the first two were detailed from the point of view of the population practicing the respective faith.

The economic environment is defined by the socio-cultural and religious context in which it takes place, and entrepreneurs, through the cultural values they acquire, through their religion, through their personality traits, create a favorable environment for economic activities. Eisenstadt (1968) shows the importance of the transformative potential of a religion that influences entrepreneurial behavior by providing a greater degree of social openness between individuals.

An intercultural dialogue could lead to greater understanding and tolerance between communities, so governments and religious leaders should also find ways to strengthen this process. Globalization brought to the fore the fact that cultural differences, in Huntington's (1996) view, become more acute even than political ones, being the main force that divides people into groups ("future wars might be fought not between countries , but between cultures"). Culture, and through it spoken language and religion, influences human behavior, either through the ideas transmitted or through the specific rules of a religious belief, so there is a strong impact on economic changes.

Longeneeker (1998) opined on the relationship between religious commitment and business ethics, indicating a higher level of ethical decisions for those individuals whose religious involvement was greater. In the same coordinates, the opinion of McGuire et al. (2012) which noted that entities in areas with stronger religious impact reported fewer financial irregularities, given that there is a positive association between religiosity and managers' moral commitments. Over time, specialized literature has tried to research the influence of the world's most important religions, i.e. Christianity, Buddhism, Hinduism and Islam, on the values of work, finding that each of them sees human activity, work, in a different light positive. Even those without any religious affiliation see work as an important component of humanity.

The specialized literature has highlighted that social norms and local religiosity have an influence on choices related to corporate social responsibility, influencing their financial performance. Increasing consumer interest in socially responsible firms that care about social issues implies increased sales, (Lev et al., 2010). The issue of CSR includes a variety of stakeholders, which include employees, but also the community where the company is based, McGuire et al. (2012) showing that employees can influence, through local religious belief, decisions related to business ethics, performance and investment. Those firms, which make socially responsible decisions for altruistic reasons, in a first phase sacrifice their profit for these social benefits (Elahuge, 2005), and this will lead to an improvement of the reputation and the attraction of new customers.

From the perspective of cultural values, the literature associates individual or personal values with a pro-social behavior, favorable to entrepreneurship, so that through cultural values, one community ends up being different from another (Hofstede, 1980), there are even measurements that allow the comparison of cultural environments, as premise of the desirability of an entrepreneurial career.

In order to make a global comparison, it was considered that the Hofstede measurement system, established for about three decades, validated, through extensive research, in different countries of the world, is a good tool that allowed the association between culture and demographic and geographic indicators , economic and political of a society (Kale and Barnes, 1992). If, initially, Hofstede outlined four cultural dimensions, confirmed by empirical research (power distance, individualism, masculinity, uncertainty avoidance), later, Bond (Hofstede, Bond, 1988) added a fifth dimension, called long-term orientation, and Minkov (2010) added a sixth dimension, called indulgence (Hofstede et al., 2010; David, 2015).

The meaning of Hofstede's cultural dimensions involves, respectively, the following attributes: power distance, which involves monitoring inequality between people; individualism, particularized in the dynamics of the individual-society relationship, masculinity, consisting in pursuing, with priority, the achievement of material goals, simultaneously with the neglect of spiritual ones; uncertainty avoidance, seen as superimposed on another cultural dimension, long-term orientation; indulgence denotes the characteristic of a culture to have a certain degree of permissiveness towards the satisfaction of personal needs and desires.

An eclectic theory of entrepreneurship, due to Verheul et al. (2002) state that, in a society, the position of entrepreneurship is dependent on the capabilities and preferences of the population. At the same time, there is a certain influence of environmental and geographical conditions on entrepreneurship, therefore, the influence of cultural factors appears more difficult to notice. The offer to be an entrepreneur is the result of many human capacities, including personality traits. Etzioni (1987) finds that entrepreneurship is encouraged in societies where entrepreneurs have a better represented status, and Hofstede et al., (2004) state that higher shares of dissatisfied people in a society have greater tendencies towards entrepreneurship, wanting - and an increased degree of autonomy.

Taking into account all the cultural factors that impact entrepreneurship, it is supported if high individualism, uncertainty avoidance, low power distance and high masculinity coexist. It can therefore be stated that power distance is negatively correlated with social entrepreneurship activity.

Part II a: Theoretical and Empirical Considerations on Reporting non-financial and social impact measurement

The change from profitability to sustainability involves and encourages the business community to find the most effective way of reporting the activity, and the objectives of sustainable development can strategically guide to adopt the most innovative ways of materializing these options. Giving due priority to sustainability issues is natural by referring to the sustainable development goals as defined by the UN and thus they are a benchmark for the further evolution of the world economy as a whole.

Chapter 4: Non-financial reporting and transparency of non-profit organizations

An organization in the non-profit sector has an extensive range of values that include continuity, culture, history and traditions specific to the community of which it is a part, all of which are important in characterizing relationships with stakeholders. The visibility of the principles to which the organization has subscribed, the ways in which it identifies with them in order to strengthen its position, generates trust and sustainability, through the specific actions that make it capable of solving social problems, these being some landmarks, which allow the image to be firmly outlined organization in society.

Social entrepreneurship is largely influenced by the institutional environment in which it takes place, this being defined as a set of legal norms, administrative procedures and social policies specific to the national context. The development of social entrepreneurship differs, in the European context, from the inheritance of customs from the former political regimes that divided the continent (capitalism or communist totalitarianism), from the role of the government in creating support schemes designed specifically for the social economy, from the attestation and certification of social enterprises and those of insertion, of the existence of investment markets with social impact, as well as of the cultural traditions specific to each country. In most European countries, through the European Commission, through the funds allocated in this sense, social protection measures are taken, through "social investment packages", these contributing to the modernization of social protection systems through measures of:- employment; and - combating poverty and social exclusion.

The legal forms of entrepreneurial organizations are represented by social enterprises, which are part of the third sector or of the social economy, carrying out an activity in the public interest or of a community. Thus, through an entrepreneurial strategy, whose purpose is social, they bring innovative solutions to various social problems, exclusion and unemployment (OECD, 1999).

An overall analysis of the level of information reported by non-profit organizations shows how their quality adds credibility, emphasizes the importance of this sector, contributing to visibility in the community. A good report should contain information about objectives, strategies, explanations about actions and programs carried out, details about volunteering, performance, the ability to fulfill its social mission and about efforts to be financially sustainable (Roslan et al., 2017) .

Chapter 5: Empirical study on non-financial reporting practices of non-profit organizations in European countries

The objectives of sustainability have as defining features the spread of the idea of sustainability in the achievement of the desired, of economic integration, of inclusion through economic partnerships, and the reporting of non-financial information has an important role in dealing with these realities, by supporting entities in the operationalization of these initiatives.

The need to disclose non-financial information to the public and to interested parties comes from an ethical obligation of non-profit organizations to carry out their activities responsibly, since, in large part, they work for the community (Gazzola and Ratti , 2014). The concerns that exist due to social problems, the economic crisis and climate change have led to the requirement to accept the values of sustainability in the activity strategy of the entities.

Non-profit organizations represent the most important economic actor in promoting social entrepreneurship. The need to quantify the contributions made to its promotion leads to the search for the most innovative ways of social-economic action. In this sense, Conde, Rodriguez (2020) identifies similarities between the relevant indicators of the social economy and their contribution to the objectives of sustainable development, as well as aspects of correlation with sustainability indicators. The social progress achieved and its communication through their activity report is thus highlighted.

Horne et al. (2019) emphasized the fact that entrepreneurs do not orient with the same intensity towards any SDG, there is a concentration of entrepreneurial interest for certain objectives. However, the absence of entrepreneurial activity related to a particular SDG shows that entrepreneurs do not identify adequate opportunities to move towards that goal. In the absence of entrepreneurs active in a field, there is little chance of innovative solutions being initiated by the private sector to achieve sustainable development goals, as required by the 2030 Agenda (General Assembly, 2015).

To understand how these entities balance their organizational mission with public accountability to stakeholders, as well as societal impact, we will analyze a series of reports from non-profit organizations that will capture the complexity of the social entrepreneurship process. From the sample of 70 entities, for which a domain was established, respectively a way to achieve it, a third condition was also taken into account, namely the adherence of each organization to the characteristics of a Sustainable Development Goal (SDG). This conditioning introduces a so-called "compliance quota" with the requirements of a given SDG, expressed dichotomously by the values 0 or 1, where the minimum level (0) represents the absence of the intention of non-profit organizations to adhere to the respective SDG, and the maximum level (1) represents the expression of the clear, unequivocal intention of the respective entity included in the study, to comply with the respective SDG requirements. To graphically illustrate the dependencies between the variables included in the study, we will render the equation $z = f(x,y)$, where the values of the dependent variable, ODD scores 01, 03, 04, 05, 08, 10, 13 and 16, (ie exactly ODD in which option 1 predominates), and on the other two axes the values of the independent variables x = Domain, respectively y = Modality (through which the domain is translated into practice) are shown.

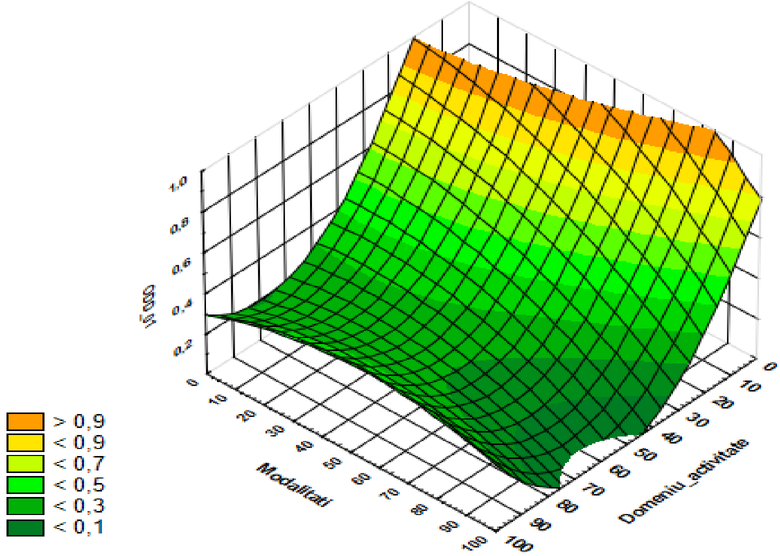

Figure 2- The rates of compliance with ODD_01 (No poverty) from the perspective of the Modalities and Fields of activity of the entities included in the study

The graph shows that we do not have a distribution that indicates a preference for a certain modality, each proving feasible and useful, contributing to achieving this goal.

Chapter 6: A perspective on the current system of reporting and measuring social impact within non-profit organizations in Romania

The research related to this chapter aims to ensure the reporting and measurement of the impact produced at the level of non-profit organizations in order to support social entrepreneurship, through their contribution to the solution of various current problems.

The framework of this research is an exploratory approach to collect data provided by non-profit organizations, regarding social entrepreneurship, materialized through their activity, to improve the lives of people in the communities in which they operate. The social dimension resulting from the transparency of those practices, through which the social mission is achieved, the contribution of these organizations to a sustainable development, are elements of the current context for the configuration of the study on social entrepreneurship.

We aim to build a perspective on the current reporting system, financial and/or non-financial, of these organizations, the limits of these disclosures, the relevance of the information and the influence they can have on the various quantitative variables, represented by their financial/social performance or of the field in which they carry out their activity.

Therefore, it can be appreciated that the frequency of entrepreneurial activity in a field of sustainable development is a prerequisite for progress in that direction, given the specific conditions of interdependence between the objectives.

In this part of the research, we aimed to identify the activities generating social value, reflected by the objectives of sustainable development. Their achievement is also promoted through government public policies, which provide an enabling regulatory environment with an integrated approach to issues related to climate change, clean energy, biodiversity conservation, issues related to public health and social inclusion.

Researching the economic and social impact of these organizations aims to promote and increase their institutional visibility, as well as raise awareness of their growing importance. The analysis of their performance confirms their contribution to remedying some gaps in the social assistance system or to the integration into work of those social categories that are more difficult to employ, exposed to the risk of social exclusion (vulnerable or unqualified people).

The purpose of the proposed research is the analysis of a set of activity reports of some associations and foundations of public utility, which, through their objectives, respond to some social needs, the way in which these entities offer either opportunities for work, education and training (through social integration) , or various social support services for disadvantaged people (medical assistance). The analysis will allow the identification of the means by which these organizations respond to various social needs, realized through the funds generated by their activities or from the local budget or from European projects. The information about the performance of these entities will prove the ability to achieve their objectives and obtain the results of social interest, the assessment being carried out through a set of characteristics, which depend on their specific context and problems, demonstrating the extent to which these organizations represent a potential scope for social entrepreneurship.

The measurement of the social impact has priority for each social entity because it allows it to set realistic objectives, to make decisions in accordance with the existing possibilities and resources. There is currently a wide diversity of social impact measurement methods, which rely on specific attributes, given the diverse characteristics of social enterprises, as well as the type of impact being analyzed, thus making it difficult to define a single, common measurement system. Many entities encounter difficulties in selecting the best method of measuring the effects produced by their own activity (Perrini et al., 2021).

Measuring social impact can be considered effective when it provides solid arguments that the intervention of the respective social enterprise has changed the lives of its beneficiaries for the better. Admittedly, there are various difficulties during the measurement process, some of which relate to inappropriate regulation both at the national and international levels. Among these difficulties, we can list the subjective judgment involved in any evaluation method, the way of assigning quantitative values and other necessary data, which are often difficult to obtain. Extending the discussion, the relationship between the action taken by the social enterprise and the impact created by it is in many cases unclear, leading the measurement into an uncertain zone regarding the significance of the results obtained. In other words, not every social impact can be quantified with some ease: the harder the entity's behavior is to evaluate, the harder it is to measure the impact generated by it.

Non-profit entities want the definition of tools capable of providing evidence of the impact of their activity on the parties involved, but also on the communities. The most used methods for measuring social impact, which combine quantitative but also qualitative data, are the social return on investment (Social Return on Investment - SROI), the balanced scorecard of social enterprises (Social Enterprise Balanced Scorecard - BSC), cost-benefit analysis benefit (Cost Benefit Analysis - CBA) and the method entitled "Best Available Charitable Option - BACO". These tools for measuring social impact are considered effective and popular

(Clark et al., 2004), each method gathering a considerable number of citations in the specialized literature (Perrini et al., 2021).

The social return on investment is a tool that can be applied in many fields of activity, being thus designed to be implemented in the organizational culture of entities, with the aim of communicating, through annual reports, the social impact to both financiers and beneficiaries. Social impact assessment demonstrates its effectiveness, providing transparency and legitimacy in the organizational objectives of the entities involved.

Through the case study carried out, we demonstrated the ability of the researched organization to highlight the way to use its resources, proving the ability to carry out broad social missions, to report the impact created following the implementation of its programs, to develop the social initiative, through ways that win the trust of the parties involved.

Chapter 7 Empirical study regarding the reporting of social aspects in economic entities

The current economic environment, characterized by globalization, competition, with major social and ecological challenges, requires companies to reevaluate their performance through an approach that includes both financial and non-financial aspects, so as to reflect social responsibility and environment in the context of the sustainable development of society.

The nuance of the concept of performance requires the identification and use of indicators that are as adequate as possible to valorize the entity's development strategy from an economic, social, environmental and cultural point of view. The evaluation of these aspects, which mainly reflect the social and environmental performance, offers the entities numerous benefits, ensures their sustainability, as well as the possibility to face the constraints of the interested parties (associates, investors, employees, customers).

These non-financial indicators must be chosen in such a way as to reflect the social and environmental changes that take place in a certain period of time, identifying causal links with the company's objectives. The usefulness of these indicators is indisputable, but their selection depends on the field of activity, on the management of the company, on the importance of the processed data and their interpretation, their quality being in close correlation with the managerial experience of the organization, being often subjective, with the presentation of only positive aspects . On the other hand, indicators that reflect financial performance are introduced based on past (historical) data, being a consequence of changes in non-financial indicators (Evans, 2017). The insufficiency of financial indicators in the corporate evaluation system has been demonstrated in several studies, focusing on short-term objectives and neglecting long-term ones (Halek et al., 2020).

The requirements of sustainable development require companies to provide information to interested parties, and that these be accessible and reflect, promote objectives with economic, social and environmental impact. Thus, the European Commission and the European Council of the European Union initiated an accounting legislative framework to increase the transparency of companies in the disclosure of non-financial information by those entities that have more than 500 employees (Directive 2014/95/EU of the European Parliament and of the Council of 22 October 2014).

This responsibility is a permanent commitment to behave ethically, contributing to economic growth at the same time as supporting the improvement of the quality of life of employees, the environment and the local community (Holme, Watts, 2000). In this sense, the obligation to present non-financial information also involves aspects related to employees, social and environmental issues, respect for human rights, fighting corruption, to the extent that they are relevant for the entity and for the community of which it is a part.

The requirements of the non-financial statement related to social and employee aspects refer to actions related to gender equality, the application of the International Labor Organization conventions regarding respect for decent working conditions, social dialogue, representation through trade unions, aspects related to health and safety at work. Regarding the integration of environmental policies, the correct management of waste, the choice of alternative sources of energy, the rational use of natural resources, as well as the commitment of the entity in the direction of sustainable and permanent development are taken into account.

In corporate practice, the format of this reporting is quite heterogeneous, because each entity reports financial, social and environmental information differently. From the analysis of the data related to the entities that made this report in 2019, as a result of Order no. 3456/ 07.11.2018 the existence, in addition to the stand-alone non-financial statement, of a series of reports with different names depending on the integration of specific issues (environmental report, social report) or a comprehensive approach to several aspects of sustainability.

The objective of our research is to identify the entities that publish relevant, useful and concise social non-financial information, which comply with the provisions of the European Directive 2014/95/EU, at the level of 2019, so that comparability between the reporting units is ensured. The aim was to identify those essential aspects, which capture a correct image of the entity from the pursued perspective, threshold from which, by omission or erroneous presentation, the reports can influence certain decisions of their users.

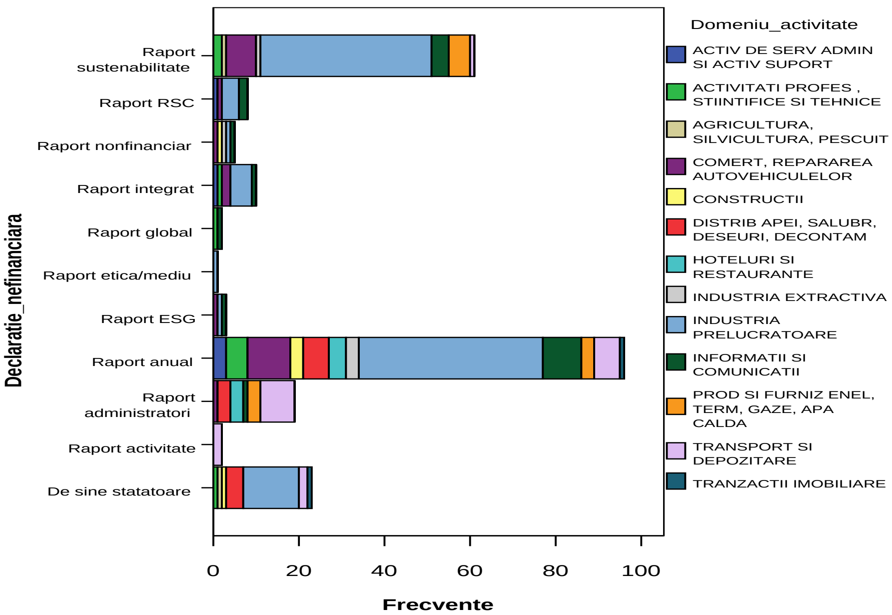

Figure 3. The link between the fields of activity of the companies and the types of non-financial statements submitted

Source: own processing according to our own database, developed from the data accessed from the listafirme.ro website

Our research included a number of 608 companies, of which only 230 remain in the study, that is, only those that submitted non-financial statements. for which we present the connection between the fields of activity of the companies and the types of non-financial declarations submitted by them in Figure no. 3.

Logistic regression models a relationship between a dependent and an independent variable, consisting of two or more categories. The categories measure belonging to a dichotomous decision (yes/no) or the presence/absence of an event whose presence is tested. It owes its name to the natural logarithm of the likelihood ratio (probability p that a variable has a characteristic of interest / probability (1-p) of not having it), logit called logit. The ratio of the two probabilities, called the odds ratio, helps to order the influence of the independent variable on the dependent one.

Table 1. Structure of the variables involved in the study

Structure of independent variables		**Number**	**Percentage**
employee issues	0	13	5,7
	1	217	94,3
non-financial key performance indicators	0	20	8,7
	1	210	91,3
the relationship with the community	0	68	29,6
	1	162	70,4
respect for equal opportunities	0	38	16,5
	1	192	83,5
Total		230	100

Categories of the dependent variable	**Number**	**Percentage**
Non-financial statements	23	10
Activity report	2	0,9
Report administrators	19	8,3
Annual report	96	41,7
ESG report	3	1,3
Ethics/environment report	1	0,4
Global report	2	0,9
Integrated report	10	4,3
Non-financial report	5	2,2
CSR report	8	3,5
Sustainability report	61	26,5

Analyzing the non-financial statements of the entities in the researched database, with the variables of social interest discussed, it was noted that the highest value of the odds ratio is the one found within the independent variable Employee Aspects, and the lowest value was found within the variable independent Community relations. The odds ratio is useful in ranking independent variables according to their degree of treatment, being a way to anticipate a dependency suggested by logistic regression.

Table 2. Odds ratio values for the occurrence of events due to the independent variable

Independent variables	**Report options**	**Report between no. the options yes=1/No=0**	**Odds ratio**
employee issues	1 / 0	217 / 13	16,692
non-financial key performance indicators	1 / 0	210 / 20	10,500
respect for equal opportunities	1 / 0	192 / 38	5,053
the relationship with the community	1 / 0	162 / 68	2,382

It is observed that the highest value of the odds ratio is the one found in the case of the independent variable Employee Aspects (16.692), and the lowest value was found in the case of the independent variable Community Relations (2.382). The odds ratio is useful in ranking independent variables according to their degree of treatment, being a way to anticipate a dependency suggested by a logistic regression.

It is necessary to compare the hierarchy created between the independent variables through the odds ratio (Table 2), compared to the hierarchy created between the independent variables through the logistic regression procedure (Table 3) consisting of the separate introduction of each VI and the notification of the effect produced on the VD, illustrated by the decrease the value of the fitting criterion, corresponding to the respective situation. This procedure is the basis of the logistic regression, and the effects produced were highlighted by the decrease in the values of the fitting criterion

Table 3-Test of the existing probability ratio between the cases of ignoring / accepting the effects of the independent variable

Variables involved in the logistic regression model	**The fitting criterion**	**Confirm the result obtained from the likelihood ratio**		
	-2 Log (likelihood ratio)	Chi-Pătrat(χ2)	NGL	Level of significance .
Initial (ignoring effects of Independent Variables)	1279,018	-	-	-
the relationship with the community	993,602	338,737	10	0,000
respect for equal opportunities	720,208	65,343	10	0,000
employee issues	701,008	46,144	10	0,000
non-financial key performance indicators	695,636	40,771	10	0,000
Final (accepting the effects of Independent Variables)	654,865	-	-	-

From the first situation (built on the basis of the chance ratio, Table 2), the descending ordering of the independent variables results: Employee aspects > Non-financial KPI > Respect for equal opportunities > Relations with the community, and from the second situation (built on the basis of reducing the values of the criterion of fitation, Table 3), results in the order of VI influence on VD (given by the inequalities: non-financial KPI > Employee aspects > Respect for equal opportunities > Community relations.

The resulting hierarchy is also the descending order of the influence of VI on VD obtained from decreasing values of the fitting criterion, since the lowest values of the likelihood ratio imply the most intense effect exerted by VI on VD. Table 3 also shows the values of the non-parametric Chi-square association test ($\chi 2$), a tool for testing the validity of the fitting criterion, attesting to the statistical significance of the result found through logistic regression.

Attention to employees (Employee Aspects) and non-financial key performance indicators (KPIs) hold priority, being the indicators consistently presented in non-financial statements, regardless of the entity's field of activity, and at the opposite pole, issues related to Community Relations are the least present in their reports.

Final conclusions

Our research looked at how entrepreneurship and social responsibility are seen as innovative alternatives to sustainable development, capable of providing flexible responses to current challenges. Considering the multiple existing inter-conditions between non-profit organizations and economic entities, the issue of social entrepreneurship was addressed on both levels, attention being directed towards identifying the ways through which non-financial reporting becomes an important factor in managing changes towards a sustainable economy, in the framework of which one of the important features is precisely the way in which the entities approach social concerns.

We have formulated viewpoints, which provide insights into how social entrepreneurship identifies social problems and develops innovative solutions, sharing sustainability goals. The integration of indicators for the achievement of sustainable development objectives in the framework of non-financial reporting highlighted the characteristics of the entities (non-profit organizations) in the database, in the context of specificity related to the social or environmental sphere.

Our research on non-profit organizations highlighted that there is a wide range of entities with social missions, which bring improvements in the quality of life of people with vulnerable situations, through the social services offered, through the various care, integration, counseling programs offered or through those economic and sustainable development actions at the local and regional level. Moreover, the facilitation of social integration, an integral part of many activities within the entities under study, is a widespread practice within the social economy.

Regarding the evaluation of the quality of volunteering, it has a significant influence on the activities of non-profit organizations through the added economic and social value. At the same time, solidarity and understanding towards people in difficulty is promoted, volunteering having an important role both in the future development of communication skills and in building social cohesion.

The concept of sustainable development implies the commitment of the company / organization to be socially responsible, in accordance with the ethical norms, which should be the basis of the evaluation of employees, with the provision of ecological support to the entire production / trade / service activity, by engaging the factors that depend by the local community where the economic entity is located. The results of the study related to the non-financial reporting of the entities highlight the fact that importance is given to social aspects, the entities proving the awareness of such problems and the need to report them, this behavior demonstrating the way in which the entities seek their legitimacy, through the awareness of social problems. For a nationally representative sample, statistical information was selected regarding the set of quantitative variables and their connection with the modality / type of non-financial declaration submitted by the economic entity.

The selection of the entities included in the study, in order to achieve the objectives of sustainable development, involved the inclusion of a set of values, which incorporate the vision, culture, history and traditions specific to the community of which they are a part. The visibility of the principles adhered to by the researched organizations is a proof of their resilience, as factors of trust and stability over time for the promotion of their social mission. The specificity of the actions that give uniqueness to each organization is an intrinsic attribute of them, distinguishing it from the social actions of state institutions, being the element that contributes to the strategic development of an organization's image. The impact they have on communities reflects the degree of awareness of the theme of sustainable development, as well as the way in which the adoption of non-financial reporting represents a tool for achieving a competitive advantage, for their organizational image and performance.

Considering the multiple challenges faced by these organizations, taking into account the fact that, on the one hand, they must protect the interests of people with social integration problems, and on the other hand, they have to achieve their own financial support, it is necessary to ensure the transparency of actions, the correct management of their reputation, so that organizations build a credible image that reflects the organizational vision and mission, the action strategy.

Accounting related to aspects of sustainable development is a tool through which economic, social and environmental performance is reflected, creating the possibility to make well-informed decisions regardless of the existing context. Predictors of the type of sustainable development objectives were proposed to explain the values of the competitiveness index, generating confidence in the understanding and application of social aspects for the foundation of competitiveness. The way accounting appears and functions in various organizational contexts originates in the complexity of the respective entities, given the various stakeholders they serve, their organizational structures, the composition of existing staff (employees and volunteers), their dependence on multiple sources of funding , but especially the complex issues it tries to address, from the alleviation of poverty and social exclusion, to the promotion of human rights, regardless of religion or ideological beliefs. Given their pervasiveness and influence on society at large, such organizations cannot be considered any less interesting to study than conventional, profit-oriented ones.

Personal contributions

This part of the thesis includes the list of personal contributions, derived from the research of social entrepreneurship and the communication of social value created through the non-financial reporting of non-profit organizations and economic entities.

■ We carried out a bibliometric study, which showed the extent to which the themes of social entrepreneurship and corporate social responsibility are treated, and for its materialization 48 bibliographic references were selected from the consulted literature, resulting in the most widespread approaches in the analyzed articles being those of a conceptual theoretical type. To deepen the research related to the bibliographic analysis, scientific mapping tools were used, by using the VOSviewer software program. Similarities related to the themes of entrepreneurship, social responsibility and sustainability were highlighted in order to create an overview of these topics. The most influential publications, the most visible authors, the keywords included in the studies were identified, all contributing to a more accessible knowledge base.

■ I contributed to clarifying the relationship between social entrepreneurship and corporate social responsibility, I argued the connection between the two concepts and I highlighted the differences between them, following the critical analysis of the specialized literature in the field.

■ We analyzed the effects produced at the level of economic or social behavior under the influence of religious beliefs and customs that have their origin in these beliefs, as well as the effect of religious precepts on entrepreneurial behavior, for two great monotheistic religions, Christianity and Islam.

■. Taking Hofstede's model of cultural dimensions as a starting point, we analyzed the conditions that lead to the decision to be a (social) entrepreneur. Since the conditions presented influence the desire to follow an entrepreneurial career, I described social entrepreneurship as a predictor with somewhat atypical particularities of traditional entrepreneurial behavior.

■. Under the aspect of the role of non-financial reporting in the assessment of the sustainable attitude of non-profit organizations in the European space, non-linear (quadratic) regression models were proposed and discussed to capture, from the content of the activity reports of non-profit organizations, the estimation of their adherence to the sustainable development objectives, defined as such by the document entitled Agenda 2030.

■ From the perspective of social characteristics, used in the evaluation of the activity of non-profit organizations, we proposed inferential models (one-factor ANOVA or the Student test), and we highlighted the significant variability of the quality of the activity of these entities and the orientation mainly towards social integration, through services which involve ensuring the prevention, limitation or removal of risk situations for disadvantaged people.

■ We carried out a case study on a foundation involved in large-scale social-charitable projects in order to know, from reality, the best practices regarding its ability to fulfill social missions, how to use resources, how to measure its performance and social impact of the actions taken.■ Calculating the social return on investment is a useful and accessible procedure, which constitutes a decision-making landmark, allowing the evaluation and validation of the actions carried out by the entity, strengthening the trust of partners in the realization of joint projects.

Thus, the case study applied to an entity contributes to a better understanding of the practices of non-profit organizations, revealing the need to measure the impact generated by it.

■ An empirical study was proposed, regarding the integration of non-financial indicators in the reporting process of economic entities, which allowed, through a logistic regression, to highlight the ranking of some variables of social interest (independent variables: Employee aspects; Community relations; Respect for equality of chances; Non-financial Key Performance Indicators (KPI)) according to the types of declarations of non-profit organizations (dependent variable). Finally, the ranking of the influence of social predictors on the non-financial reporting of these entities is obtained.

Current Limits and Future Research Directions

This paper has certain objective limits with reference to the empirical research within the thesis, which will be presented next.

■ the random selection of items makes it difficult to reconstruct a portfolio of items with a similar structure to retest a working hypothesis. The bibliometric search does not provide the same set of articles from the perspective of a certain subject with the same probability, upon a possible retest (eg: the construction and interpretation of bibliometric maps, which are identical to those obtained initially, by the VOS method, is unlikely).

■ there may be a risk of scoring subjectivity related to giving a different classification / classification for the items of a qualitative scale, when reapplying it in a new context. This risk is expressed by awarding qualifications within the limits of the previous scale, distinct from those originally awarded.

■ an analysis of the non-financial reports for the set of researched organizations, within the GRI database, found that the reports provided by them addressed various areas and ways of solving their assumed mission, that they had a predominantly descriptive character, with relatively little quantitative performance data, which reinforces the idea that for these entities it is more important to concretely expose their activity, than to fit it into the pattern of imposed indicators. Although these reports highlight the motivation considered for the adoption of such frameworks, there is a somewhat low degree of commitment and involvement of organizations in this direction, due to high costs and staff shortages. The search for an appropriate balance between the costs and benefits of these reports requires that the difficulty of accessing the information to be communicated be counterbalanced by the benefit of the entity's credibility.

As a future direction of research, we will focus on the design of questionnaires, in order to assess, among people of different ages, the desire to carry out volunteer activity, to continue this kind of activity, if the people from the target groups targeted by future projects have already worked in this capacity, all these aspects being seen as a source of the future development of social entrepreneurship. Similarly, we will focus on finding those operational procedures, applicable for differentiating between the activities provided by non-profit organizations and traditional ones, that bring improvements in obtaining profitable economic results, supporting entrepreneurial behaviors that generate punctual solutions in each situation.

The guidelines will focus on an analysis of the set of measures that could be considered by the executive authorities in order to support social entrepreneurship, which, through the effects it produces at the level of non-profit organizations, contributes to the accommodation of migrants to the realities of the receiving states, especially in the aspect of blurring the intercultural differences that they feel. At the moment, according to Eurostat, around 21.6 million citizens from third countries (non-EU) live on the territories of the EU states, representing approximately 4.2% of the total EU population. The period of accommodation of migrants depends on finding a job, a step that would allow their integration in the European space. For these reasons, the analysis of aspects related to social issues, consisting of access to housing, the provision of medical assistance, the insertion of children into the European education system is a desirable part of the research efforts. The reasons for the gaps in the integration of migrants refer mainly to aspects found in education, the existence of language barriers, discrimination, the mismatch of jobs with the degree of qualification.

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