

SOCIAL BUSINESS: CHARITY OR BENEFITS?

Inna Koulkova

**Doctor of Economics, Professor in Ural State University of Economics
Yekaterinburg, Russia**

Leo Zashid Malik

**Master of Linguistics and Applied Linguistics; Bachelor of Business Administration,
Major in Marketing BRAC University Business School; Sogou Inc.
Dhaka, Bangladesh**

Abstract. The article analyzes the experience of the successful operation of social enterprises and organizations. It is noted the absence of a precise definition and clear criteria for inclusion the business into the social one. In the first part of this article the classic experience of social business is studied in the People's Republic of Bangladesh, founded by Muhammad Yunus. In the second part of the article the historical experience of social entrepreneurship in the Russian Federation is studied. The authors related Henry Brocard successful business in the late 19th century to social. Further the article presents the modern examples of successful social entrepreneurship and its support from the Russian state. In the third part of the article the authors are looking at more specific and measurable criteria for inclusion business in the social one, in addition to well-known goal-setting. First there is the Criticism of using business goals as a basic principle of social entrepreneurship. Next attempt is made to create more substantial principle. The article was written for the development the concept of social entrepreneurship. It may be useful for professionals in developing of the social business theory area, and for public servants in public bodies and non-state funds, dealing with the support of social business both in Russia and in other countries.

Keywords: social business; social entrepreneurship; principles of social business; social business experience; social business concept.

JEL codes: M 14; M 21..

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Contact

Inna Koulkova

Ural State University of Economics

70-232, 8th of March Str., 620144, Yekaterinburg, Russia

redactor@progress-human.com

Leo Zashid Malik

BRAC University Business School

66, Mohakhali, Dhaka 1212, Bangladesh

leo_zashid@yahoo.com