

THE PECULIARITIES OF IMPLEMENTATION OF SOCIAL IMPACT ASSESSMENT IN SOCIAL ENTERPRISES

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Abstract

Purpose – to analyze the peculiarities of implementation of social impact assessment in social enterprises.

Design/methodology/approach – analysis of scientific literature, expert interview, analysis and interpretation of the research results.

Findings – social enterprises face an increasing pressure from society, governmental and international authorities to measure their impact. These enterprises are usually small and medium-sized, therefore, they lack financial and human resources. The process of social impact assessment requires a lot of time and other resources, as well as involvement of the stakeholders. Furthermore, the complexity and specific nature of certain methodologies often require some expert knowledge. Therefore, social business enterprises, wishing to implement social impact assessment, should seek for cooperation with other organizations, e.g., universities, research centers, non-government institutions that promote the growth of social business, etc.

Research limitations/implications – the research is limited to Lithuanian social business enterprises, therefore, it should be extended to include other Baltic countries in the future.

Practical implications – The present research allows to identify the challenges of implementation of social impact assessment in social enterprises. The results are useful for social business managers to better understand the peculiarities of implementation of social impact assessment.

Originality/Value – social impact assessment is often presented and analyzed by social business practitioners, while this research gives a broader, systematic approach towards the process of impact assessment.

Keywords: social impact assessment, social enterprises

Research type: research paper.