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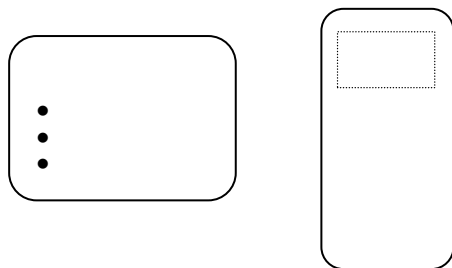
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The Role of Social Imprinting in the Transformation from Commercial Entrepreneurship to Social Entrepreneurship: A Multi-case Study

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Abstract: In combination with social entrepreneurship and imprinting theory, focus on the relationship between commercial entrepreneurs with social imprinting and engagement in social entrepreneurship, the antecedents to participate in social entrepreneurship are explored. Take commercial entrepreneurs as sample, the effect of social imprinting on participation in social entrepreneurship is deeply analyzed. Results show that social imprinting has a direct effect on the participation in social entrepreneurship and the sources of social imprinting can fall into childhood

environment, work experience and prior education. Based on these, the model of drivers of social entrepreneurship with social imprinting embedded is constructed.

Key words: Commercial entrepreneurship; Social entrepreneurship Social imprinting Multi-case study