

Verbytska Anna

*Ph.D. in Public Administration, Associate Professor,
Head of the Department of Marketing, PR-technologies and Logistics,
Chernihiv Polytechnic National University*

DOI: <https://doi.org/10.36059/978-966-397-326-5-3>

**THE ROLE OF COOPERATION
BETWEEN BUSINESS AND SOCIAL ENTREPRENEURSHIP
IN THE PROCESS OF REINTEGRATION OF MILITARY
PERSONNEL, VETERANS AND THEIR FAMILY MEMBERS**

Cooperation with business affects social entrepreneurs as producers and co-producers of social values and their formation as agents of social change. In the scientific literature, cooperation between traditional business and social entrepreneurship, oriented towards social goals, is denoted by the concepts of "social alliances" or "social partnerships". The terms "social partnership", "intersectoral social alliances" and "intersectoral social partnerships" are part of a scientific direction focused on the study of relations between the public, private and non-profit sectors [1]. Social alliances are considered as voluntary cooperation between business and social enterprises aimed at solving social problems [2].

In the works of foreign scientists, cooperation between social and traditional enterprises is denoted by the concept of "intersectoral social partnerships", which demonstrates the combination of meeting human needs and achieving economic goals. In the European context, interdisciplinary social partnerships are an important source of innovation and policy formation [3]. Joint partnerships of business and social enterprises are favorable for the development of participation processes and the expansion of citizens' opportunities for social innovations with an impact on regional and local politics [4].

The cooperation of traditional business and social entrepreneurship includes three stages in the planning of the interaction process.

1. Determination of prerequisites, drivers and mechanisms of cooperation. At the first stage in the planning of cooperation between stakeholders, it is necessary to answer the questions: "With whom to cooperate and what are the goals of cooperation?", "What are the motives of cooperation for both parties?", "What are the drivers of cooperation?". The main focus at this stage should be on studying the drivers and motives of interaction and defining the main areas of cooperation.

2. Establishing the cooperation process. At this stage, it is worth finding answers to the following questions: "What factors promote cooperation and what are the barriers to the development of cooperation?", "What measures should be implemented to eliminate obstacles to cooperation?", "What is the structure (bilateral, network, etc.) and format of cooperation?".

3. Determining the results of cooperation. The questions of this stage are: "How to measure the results of cooperation?", "What are the success indicators of cooperation?", "Who are the beneficiaries of the results of cooperation?", "How to measure the social impact and effect of the implementation of social innovations?". The purpose of the third stage is to analyze the value created and evaluate the results obtained for each partner and the ecosystem as a whole.

Support for the development of social entrepreneurship in Ukraine for servicemen, veterans and their family members as a tool for their reintegration depends on established inter-sectoral cooperation of key partners: state authorities and local self-government bodies, enterprises, educational institutions, public organizations [5].

The development of partnerships between social enterprises and business can be considered as a component of ensuring sustainability and social responsibility of business. Social entrepreneurs can inspire businesses to implement social innovations, build social responsibility programs, including engaging and supporting vulnerable groups of populations. Social entrepreneurs can also collaborate with businesses to create a positive impact on the local community through collaborations aimed at solving economic, social, environmental or other problems. Social entrepreneurs are interested in support from experienced entrepreneurs for networking, acquiring entrepreneurial skills, and knowledge of business management. Business experts and experienced entrepreneurs can support social entrepreneurs in the role of mentors on the basis of mutual exchange of competences: business representatives will be able to gain a broader understanding of social problems and how to create and measure social impact, knowledge about social entrepreneurship that they can use to integrate social impact into business processes.

References:

1. Bryson J. M., Crosby B. C. & Stone M. M. (2006) The Design and Implementation of Cross-Sector Collaborations: Propositions from the Literature. *Public Administration Review*, vol. 66, pp. 44–55.

2. Impact of the European Commission's Social Business Initiative (2020). Report. European Commission. Available at: <https://ec.europa.eu>

3. Austin J. E. & Seitanidi M. M. (2014) *Creating value in nonprofit-business collaborations: New thinking and practice*. San Francisco: John Wiley and Sons, 320 p.

4. Sakarya S., Bodur M., Yildirim-Öktem Ö., Selekler-Göksen N. (2012) Social alliances: Business and social enterprise collaboration for social transformation. *Journal of Business Research*, vol. 65(12), pp. 1710–1720.

5. Petryk O. (2023) Mechanisms of state involvement in the process of social entrepreneurship development as determinants of reintegration of military personnel, veterans of the ATO/OOS and their family members. *Dnipro scientific journal of public administration, psychology, law*, no. 3. DOI: <https://doi.org/10.51547/ppp.dp.ua/2023.3.5>