

CHALLENGES OF CROSS-SECTORAL COLLABORATION OF SOCIAL ENTERPRISES IN BALTIC STATES

Dr. Audronė Urmanaviciene

*Tallinn University, Estonia.
aurmana@tlu.ee*

Beverly Tambari

*Tallinn University, Estonia.
barisile@tlu.ee*

Katerina Chantzi

*Tallinn University, Estonia.
Chantzi@tlu.ee*

Abstract

Purpose: The aim of this article is to identify the main Challenges that social enterprises face while establishing and maintaining collaboration with private, and public sector organizations.

The study also suggested means of improving and developing partnerships as well as the main factors that, social enterprises form cross-sector collaboration with private and public sector organizations.

Design/methodology/approach: The methods of research are analysis of scientific literature, social entrepreneur's interviews, and content analysis.

Findings: The empirical findings of the study disclosed how to improve partnerships development with private, and public sectors. Following the theoretical and empirical research, the article suggests possible means of improving and developing partnerships. It is revealed that social enterprises cross collaboration is a form of collaboration that benefits equally both parties regardless of the type of organization (public, private). Specifically, while collaborating with the private sector, social enterprises get access to financial resources, networks, expertise, gain credibility and legitimacy and it is a great way for them to market themselves and their

services/products. Similarly, while collaborating with the public sector, social enterprises get access to funding and it is a great opportunity for them to scale their social impact.

Research limitations/implications: The methodological choices were constrained by limited sample size but empirical research results are promising and should be validated by a larger sample size and even beyond the regional limits.

Practical implications: This study has gone some way towards enhancing understanding of the challenges that social enterprises face to establish and to maintain cross sector collaboration with the private and public sector and to reveal some practices that can help social entrepreneurs have adopted to overcome them.

Originality/Value: This research provides insights on the cross-sectoral collaboration. From the perspective of social entrepreneurs across the Baltics and provides an analysis of means of improving and developing cross-sector collaboration with the private and public sector, highlighting the challenges that each sector faces in different stages (prior the collaboration, initial stage of the collaboration, and maintaining stage).

Keywords: Social enterprise, cross sector collaboration, private sector partnerships, public sector partnerships.

Research type: Research paper.