



SCIENTIFIC ENQUIRY INTO THE FLAT SOCIAL MEDIA INNOVATION BASED MODELLING OF FLAT SOCIAL ENTREPRENEURSHIP FOR ECONOMIC AND NON-ECONOMIC OPPORTUNITIES

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ABSTRACT

Flat Social Entrepreneurship is an innovation of modelling in the field of social entrepreneurship evolved as the innovation of technology and flat social Medias used in daily life of an individual or an organization. Innovation and technological resources are key to solve social problems that are dealt to have economic and non-economic opportunity as per the need of the individuals and business society. It is a new school of thought in business and management sector. As like as flatly appeared, modelling of flat social entrepreneurship has been developed. The main aim of this investigation is to begin debate flat social entrepreneurship and innovation practices in the world. This paper is based on scientific review in context of social entrepreneurship, flat social Media and innovation and propounded modelling of flat social entrepreneurship. It is a grounded theory based on the first layer from the bottom of flat earth theory as a fundamental, second layer is use of flat social Medias prone entrepreneurship that is a kind of flat social entrepreneurship in the third layer, which could be a basement of innovation. On the fourth layer at top, innovation create new economic and non-economic opportunities. It has a broad scope since flat social Media use in the startup directly and indirectly. Ultimately, innovation cycle takes socio economic transformation by flat social entrepreneurship in the planet.

Keywords: Flat Social entrepreneurship, modelling, innovation and economic opportunities

JEL classification: A13, O31 & O36

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INTRODUCTION

Social entrepreneurship modelling has been widening day by day. Recently, it is regarded as modelling of economic opportunities at the low cost of supply chain in the world. By the discovery and innovation of communication technology, the modelling has become a flat social entrepreneurship. Mass of the practitioners of social entrepreneurship have been carrying its approach to create economic benefits directly and indirectly. Its application has enlarged by information and communication technology innovation. The value generation is crafted by modern means of flat social media by which flat social entrepreneurship has existed in the world for the innovation of economic opportunities at all in the business community. This era has become a



communication technology-based innovation like flat social communication network for social change giving the birth of flat social entrepreneurship to determine economic welfare. Flat social entrepreneurship modelling has been shaping the range of its practicalities as the means of flat social Media evolved. The focal point of this scientific enquiry is to explore modelling of flat social entrepreneurship for economic opportunities generated by flat social Media applications.

Flat Social entrepreneurship has been flourished. Modern information and communication technology governing the innovation. The high effect of means of flat social Media has been observed as a contribution into flat social entrepreneurship. Each and every means of communication and information technology could be the best part of change in the way of innovation. The human culture of idea exchange through flat social Media and benefiting has a significant role to the flat social entrepreneurship as catalyst modelling.

As the previous literature assessment and the qualitative evidence from this scientific inquiry, it is found that it is an innovation of flat social entrepreneurship by the cause of excessive use of flat social Media based transformational knowledges for the economic opportunities and its periphery. Besides, generation to generation; the version of flat social Media has been changed the life system of flat social entrepreneurship lead innovation.

Flat social entrepreneurship is part of business communities. It has broad prospects to find economic opportunities directly and indirectly. Thereby technology and innovation has been made flat social entrepreneurship more sustainable and stronger having application of flat social Media.

Discovery of communication technology has been best practicalities for the social change and economic earnings and welfare. Level of development of society may be assorted in different countries. Flat social entrepreneurship has been emerged through research, development and use of flat social Media, which has led economic growth and development. Means of communication in social innovation profiles have gauged flat social entrepreneurship in business community. Flat social entrepreneurship is more practical in business community's economic and non-economic opportunities. Hence, the main aim of the article is to find out how flat social entrepreneurship innovative modeling has created economic and non-economic opportunities by the production function of flat social Media.

The methods of research

Descriptive and analytical research design is followed in the study. The major concern is to review of innovation of modelling of flat social entrepreneurship based on flat social Media line that has fulfilling profitable and non-profitable opportunities of human and planet to have a key successor.

Results

Flat social entrepreneurship is an approach of social enterprise, which is based on flat social Media. The main concept of this modelling is the result of use of flat social Media that creates an economic and non-economic opportunity to worldwide business communities. Adoption flat social Media in business and society is the



planet of flat social entrepreneurship. In addition, the scope of flat social entrepreneurship could be a part of e-commerce, e-business, service business, real business brand and social enterprise for the economic and non-economic activities as well as social problem. Any time flat social Media has been used in the world passing the information for the flat social enterprise. Social entrepreneurship is a means to improve societal problems and catalyze social change (Alvord et al., 2004).

Full connectivity of flat social Media has been accelerated social business life treating the social problems, which has been establishing the new phenomena of flat social entrepreneurship. The innovative flat social entrepreneurship uplifting the value of social mobility towards the inclusive growth of all persons as of globalization perspective. The whole world exposure and experiences booming by flat social entrepreneurship outsourcing by flat social Media. Parallel use of flat social Media in each and every corner boosting flat social entrepreneurship. Flat social Medias are working globally and establishing flat social entrepreneurship individually in value creativity based on resource available in the surroundings and receiving from the flat social Medias. Unlike, flat social Medias are used country wise and specified its application as per the nature of work. Social entrepreneurship getting input from flat social Media icon. It is a like a device Social entrepreneurship has become an immense tent, which includes all kinds of socially beneficial activities (Martin & Osberg, 2007). Flat social Media use is enough for non-economic benefits. The emergence of the social enterprise is often attributed to shifting stakeholder expectations of not-for-profit organizations to achieve larger-scale social impact while also diversifying their funding (Reis, 1999). The individual level of analysis of social entrepreneurship has often been defined in terms of established models of the commercial, private-sector entrepreneur (Brockhaus, 1980). Social entrepreneurship ventures often look to hybrid commercial models that blend economic and social value creation, often known as social enterprises (Alter, 2002). Social entrepreneurship has largely been focused on defining what it is and what it does and does not have in common with commercial entrepreneurial activity (Dees, 1998).

Entrepreneurs are the creators of civilization. The study of their life and work is of the highest interest for a deeper understanding of the process of innovation (Sandal, 2019). Social entrepreneurs demonstrate creative network building as an important strategic tool in a far broader range of contexts than conventional entrepreneurs (Bar Nir & Smith, 2002). Marketers can no longer rely on mass media channels alone to communicate with their consumers. They must adopt new strategies if they wish to succeed (Kotler & Armstrong, 2011). The use of social media as a marketing tool allows companies to mingle with fellow professionals in the field, conduct research, connect with the community and get business opportunities (Smith & Taylor, 2004). Internet businesses to have access to international markets thereby increasing their market share. Companies can also achieve greater economies of scale (Goel, 2008). Entrepreneurs find it hard to choose appropriate types of social media from several options that are creating fragmented media choice for business utilization (Jones, et al., 2015). Social media can deliver an excellent return for entrepreneurs and can help them to capitalize on social investments (Helal et al., 2018). Social media sites are also useful for providing buyer support and hosting customer reviews and feedback (Cheng & Shiu, 2018). The practice of



internal social media stands by prominent companies communicating with international networks (Jagongo & Kinyua, 2013). There are numerous motives for the uptake of social media usage amongst companies (Uyar & Boyar, 2015). As a consequence of rapid increases in the number of social media formats, many corporations including governmental organizations continue to adopt social media platforms as an essential communications tool to interact and collaborate with others to share content. At the same time, integrated marketing activities are becoming cost effective when social media marketing is adopted (Kim & Ko, 2012). The intensification of social media has changed the way interactions take place with customers (Garcia-Morales et al., 2018). The cooperative action of entrepreneurial organizations and their partners through two-way communication on social media platforms has proven productive (Gavurova et al., 2018). To obtain required funding, influence customers' perception, spread business activity and distinguishable business models, social enterprises need to promote themselves (Dunkwu et al., 2016). Social media facilitates an innovative way to share knowledge (Koch, et al., 2013). Social media are limited to developed countries (Durkin et al., 2013). Groundbreaking and profitable ways of addressing social problems have emerged; there has been a greater focus on how ideas like social entrepreneurship can address critical social problems (Dees & Anderson, 2003). Most businesses have embraced social media, or are in process of doing so; the whole idea of reaching out to their consumers via online social networks is relatively new to the business, and in fact to the marketing world as a whole thus posing various challenges (Kasavana et al., 2010). Moreover, although much discussion has taken place regarding the benefits of social media for business progression, the reliability of such modes of communication has not yet been proven (Maree, 2017). Hence, the social Medias positive aspect and lacking of potential use has flat landscape as the planet has a flat site. The flat social media icon-based information has the parallel effect in cross borders knowledge and idea exchange. Social medialink is working at all in the business opportunities directly and indirectly.

Flat social Medias are connecting every initiator to keep up their business and social welfare. In a certain level, flat social entrepreneurship is the outcome of global integration, regional integration and local integration at the practicum of flat social Media. Technically, flat social Medias are standing as per the applications feature. Ideas are incorporated. Information flow is moved to the worldwide. As per the level of education and awareness, everyone is enjoying flat social entrepreneurship at the global scale. Remote connection and relation are in flat manner. No economic barriers. No geographical barriers. No barriers of see locked. No barriers of landlocked. It is open flow. It is parallel. It is flat transmission. Delivery approach of flat social media is social cum business. Equally benefited at all. All member of ventures and people get chance of transformation receiving information. Mobile set and computers are the part of flat social entrepreneurship where flat social Media's programs accounts are applied. Everyone generates the individual, social, business related information and exposed to the live, display, post andlike, comments, share by which business community gain momentum.

Based on reviewing all the literatures, there is dearth of such kind of study in the previous time. In overall, it is a new model in the field of social entrepreneurship. Hence, flat social entrepreneurship is by product of



modernization applying technology and accounts of flat social media flow. It is a flow of power of flat social Media's uses the flow of information concerned at parallel level worldwide. All kinds of innovative information based on flat social Medias are beneficial for the human behavior and the planet. The contribution of flat social Media is growing flatly. Therefore; based on applications of real-world exposure of flat social entrepreneurship has been a modelling in social innovation of business society.

Discussion

This study has focused on the recent evolve of new model of social entrepreneurship in the world. It has given a new dimension because of the use of flat social Medias. The core concept organically emerged the support of flat earth theory. This theory generally tells that the earth is a kind of flat substance or like disk. Here, flat social Media's functions by the disk in the disk very flatly. The dynamics in the flat earth has flat social Medias and make the economic world more productive and rest has stock of resources not in use. Hence, the backbone of flat social entrepreneurship is flat earth theory and flat social media is heart. Some times because of resource mismanagement all opportunities becoming flat economies in the world. Since, the main debate and discussion in this research is the structure of flat social entrepreneurship governing by flat social Medias in flat landscape of globe. Earth is in flat. Geography appears to see the world flat an original. The following figure reveals the innovative outcome by interacting ideas in flat social media in flat planet by this process of new modeling of flat social entrepreneurship have been nurtured innovatively.

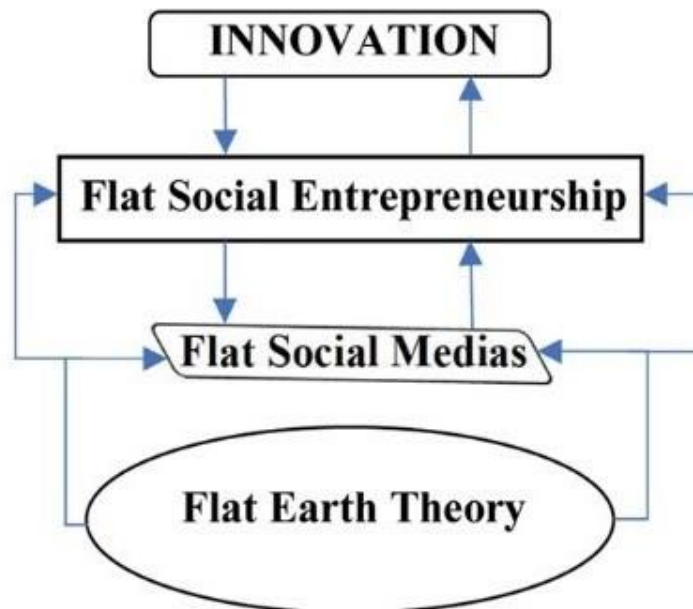


Fig. 1. Evolve of flat Social Entrepreneurship

Source: Author's own invention, 2020.



Innovation allows experiences of economic and non-economic opportunities while social business carrying the level that accounts by flat social entrepreneurship. This is fact that all happens in flat earth. It has been proved and can be claimed that the contribution of the study augmented to flat earth is grounded in high tech world to determine flat social entrepreneurship. Whole universe has a flat segment vertically and horizontally to have benefit. People' creativity is flat. Availability of resource is flat. Management in the business is flat. Opportunities are flat; if there is less opportunity the flat economies emerged. Geography appears to see the world flat an original. Whole universe has a flat segment vertically and horizontal to have benefit. In the analysis, social media sector has been effective in flat means use all around the world. It is a vast and deep scope of as we look into the business. All persons can have flat social Media in house or in an organization or in his own business he or she pass the thought, belief, faith, hobby, or trust , sending ways of solving problems and issues.

CONCLUSIONS

Studying social entrepreneurship, the field has created the way of innovation and innovativeness in flat social Media dimension having the genetic characteristic of flat social entrepreneurship. Flatly social Medias provide services to the business society and innovation measures are carried out to deal social problems valuing business directly and indirectly. Flat social Medias have greater impact on social sector and businessenterprise. Business thoughts are upgraded in the companies. General people and factories high skill labor and low skill getting information and materializing to harness their skill and business. Research output, education and experiences, share idea and information circulation, experiment, training and policy, strategy, thoughts, advocacy, convey flow, planning and visioning have been integrated in the flat social entrepreneurship model with great motivation. Thus, it seems that there is no gravity to inflow and outflow information, which reveals that the WEB is flatly connecting the people. Flat social entrepreneurship has been appeared a new model keeping growth and development dynamics flatly in worldwide. It is finally a capital.

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Conflict of interests

The author declares no conflict of interest.

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Summary

Flat social entrepreneurship modelling has been shaping the range of its practicalities as the means of flat social media evolved. The focal point of this scientific enquiry is to explore modelling of flat social entrepreneurship for economic and non-economic opportunities generated by flat social media applications. By the review, modern information and communication technology are governing the innovation and vice versa. The high effect of means of flat social media has been observed as a contribution into flat social entrepreneurship. The whole world exposure and experiences booming by flat social entrepreneurship outsourcing by flat social media. Parallel use of flat social media in each and every corner boosting flat social entrepreneurship. Flat social Medias are working globally and establishing flat social entrepreneurship individually in value creativity based on resource available in the surroundings and receiving from the flat social Medias. Any time flat social Media has been used in the world passing the information for the flat social enterprise. Technically, flat social Medias are standing as per the applications feature. Ideas are incorporated. Information flow is moved to the worldwide. As per the level of education and awareness, everyone is enjoying flat social entrepreneurship at the global scale. Remote connection and relation are in flat manner. No economic barriers. No geographical barriers. No barriers of sea locked. No barriers of landlocked. It is open flow. It is parallel. It is flat transmission. Delivery approach of flat social Media is social cum business. Equally benefited at all. All members of ventures and people get chance of transformation receiving information. Flatly, social Medias provide services to the business society and innovation measures are carried out to deal social problems valuing business directly and indirectly. Flat social Medias have greater impact on social sector and business enterprise. Business thoughts are upgraded in the companies.