Social value creation requires
Socialization of strategy and social technology innovation

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Abstract

Under the economical nature of globalization and financial manipulation, the movement of over concentrated social wealth and resource exploitation makes the products focus in satisfying the luxurious needs of the high-end consumers. This phenomenon has made the employment and living even more difficult for the disadvantaged groups; not only it cannot meet the social demands with market mechanism, government also falls short in providing satisfactory public welfare in this shiftily changing society. In addition, NPOs are often limited to its unstable resources. All these call for a new form of social business to meet its social welfare purpose by means of enterprise management to make up the dysfunctions of both business and government. This article aims to, in one hand, discuss the supply and demand characteristics and enterprise management under market dysfunction, confirm the mission and goal of social enterprise, redefine social technology and innovation management. In the other hand, based on the business essence of social enterprise, this article tries to draw up the management strategy and decision logic of social enterprise, with the hope to draw from the established business management knowledge the related theories and expand the new type of business which, with its technological effectiveness, can consider the social value creation from both social technology innovation and socialization of strategy.

Keywords: Social enterprise; social innovation; social strategy; market dysfunction; social entrepreneur