

Contents

List of Tables and Graphs	9
Acknowledgements	11
Introduction	13
Chapter 1: The Many Meanings of Social Entrepreneurship	23
1.1 Introduction: Social Entrepreneurship – Still a ‘Messy’ Field of Research	23
1.2 All Things Social Entrepreneurship Carry Meaning(s) – Always	25
1.3 Describing and Defining Social Entrepreneurship – No Innocent Task	27
1.4 Social Entrepreneurship Linked to Wider Narratives	34
1.5 A ‘Systemic’ Perspective: Social Entrepreneurship in Relationship to Neoliberalism	38
1.6 The Meanings of Social Entrepreneurship: Context-Specific, Dynamic and Shaped by Different Actors	44
1.7 ‘Conceptual Confusion’ as the Starting Point of an Empirical Research Project ...	49
Chapter 2: Social Entrepreneurship in Germany	53
2.1 Introduction: ‘Social Entrepreneurship’ in Germany – Perceived as an ‘Imported’ Concept and Still Rather Marginal	53
2.2 How to Make Sense of ‘Social Entrepreneurship’ in the German Context	54
2.3 The Development of a Social Entrepreneurship field in Germany	56
2.4 The (Critical) Reception of the ‘Social Entrepreneurship’ Movement and Its Actors in Germany	65
2.5 The Political and Socio-Economic Context in Germany During the Emergence of Social Entrepreneurship	73
2.6 Social Entrepreneurship in Germany: Once a Neoliberal Movement, always a Neoliberal Movement?	80

Chapter 3: Grasping the Social Entrepreneurship Discourse(s) – Theoretical Framework and Methodology	85
3.1 Introduction: Empirically Investigating the Contested Concept of Social Entrepreneurship in Germany between 1999 and 2021	85
3.2 Discourse(s) as Systems of Thought around Specific Topics	87
3.3 (Critical) Discourse Analysis: Researching Not Text, but ‘Social Practice’	90
3.4 Operationalising the Empirical Research	96
 Chapter 4: Social Entrepreneurship Coming to the Aid of the ‘Sick Man’ (1999–2008)	123
4.1 Introduction	123
4.2 Describing, Explaining, Defining Social Entrepreneurship	124
4.3 Three Groups of Actors and ‘Speakers’, and Social Entrepreneurship Coming to Germany	126
4.4 The Fields for Social Entrepreneurship, the Sectoral Positioning and Relationships to Established Institutions	137
4.5 Why Social Entrepreneurship? The Need and Urgency for SE	140
4.6 Logics and Value Statements in and around Social Entrepreneurship	144
4.7 Business Virtues as a Cure for the ‘Sick Man’?	150
 Chapter 5: Social Entrepreneurship Becoming Part of the Economy (2009–2014)	157
5.1 Introduction	157
5.2 Social Entrepreneurship as Business and Economy	158
5.3 Social Entrepreneurship as Business Ethics and Reform of the Business School	163
5.4 The Search for ‘Purpose’ in Work – Social Entrepreneurship Becoming a Career (Option)	166
5.5 Social Entrepreneurship as Business: Ambiguous Developments	172
5.6 More Voices ‘Speaking’ and Social Entrepreneurs are Not All ‘Heroes’ Anymore ...	177
5.7 Complex and (More) Ambiguous Logics and Value Statements	182
5.8 Critiquing but also Stabilising the Capitalist Economy After the Financial Crisis of 2008	187

Chapter 6: Towards an Entrepreneurial Society, or a Transformation of the Economy, or Both? (2015–2021)	193
6.1 Introduction	193
6.2 Rooted in the Economy and Source of Meaningful Work: More Continuity than Change?	194
6.3 Social Entrepreneurship and the Start-Up World	198
6.4 Institutionalisation and Normalisation of (Some Parts and Aspects of) Social Entrepreneurship	206
6.5 More Actors and the Expansion of the 'Social Entrepreneurship' Term and Concept	212
6.6 Politics of and beyond Social Entrepreneurship	219
6.7 Social Entrepreneurship as Part of a Regional (Economic) Model?	228
6.8 Overlaps with Other Concepts: More 'Confusion' and Ambiguity than Ever?	235
 Chapter 7: On the Rise and on the Move – but where to? Discussion, Reflection and Outlook	239
7.1 Introduction	239
7.2 The Three Periods in the Social Entrepreneurship (Media) Discourse	240
7.3 Ambiguous Social Entrepreneurship: Criticising <i>and</i> Legitimising the Capitalist Economy	244
7.4 The Importance of the Diversity and the Sector(s) of Social Entrepreneurship	248
7.5 The Complex Interrelations between Social Entrepreneurship, Capitalism and the State	250
7.6 Social Entrepreneurship and Other Concepts: Overlaps and (Lack of) Boundaries	254
7.7 Social Entrepreneurship Discourse(s) and Newspapers: Reflections on the Methodological Approach	260
7.8 The Political Potential of Social Entrepreneurship	264
 Reference List	269