

## **Social Entrepreneurial Intentions: A Cross-Cultural Comparison between UK and Malaysia**

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Most comparative studies have been conducted in the context of entrepreneurship in general, very few comparative studies in relation to social entrepreneurship. The research objective of the study is to conduct a comparative study between developed and developing countries and examine the differences between European and Asian culture in the context of social entrepreneurship. Moreover, this research aims to investigate the internal and external factors that could influence social entrepreneurship intentions among the general population in UK and Malaysia. Equal number of cases between the two countries are needed. This research aims to collect a total of 400 survey samples (i.e., 200 from Malaysia respondents and 200 from UK respondents). The current study will use quantitative method through a self-administrated questionnaire. The scale items were derived from existing literature and the responses will be collected via Google Form (i.e., online-based questionnaire). The data will be analyze using statistical analysis such as structural equation modelling (SEM). The research predicts that there will be a significant positive relationship exists among 'Social Vision', 'Social Innovation Orientation' and 'Social Entrepreneurial Intentions'. The significant relationships among 'Social Vision', 'Social Innovation Orientation' and 'Social Entrepreneurial Intentions' are mediated positively through 'Institutional Environment'. These mentioned relationships will be moderated by the influence of culture in both countries (i.e., 'Individual Cultural Values' among participants in UK and Malaysia). There might also be some similarities and differences between these developed and developing countries and the European and Asian culture in the context of social entrepreneurship. This is the first study that examine a cross-cultural comparison between UK and Malaysia in the context of social entrepreneurship. It is important to investigate this research area as the findings are beneficial for future researcher, policy maker and practitioner. The thorough understanding on the factors that could influence social entrepreneurship intentions among the general population are vital as the social problems are increasing, thus, social enterprises are needed more than ever. The findings from this research will shed lights on the individuals' readiness to participate in social entrepreneurship in both developed and developing countries.

**Keywords:** *Cross-Cultural Comparison, Individual Cultural Values, Institutional Environment, Malaysia, Social Entrepreneurial Intentions, Social Entrepreneurship, Social Innovation Orientation, Social Vision, UK*