

## Abstract

Combining the resource efficiency and innovation of entrepreneurship with the positive social and environmental impact sought after by organisational bodies, the concept of social entrepreneurship is relatively young, but quickly becoming a cornerstone toward creating more sustainable and inclusive economies in a world of limited resource.

This research focuses on the social entrepreneurs leading these social ventures specifically through exploring their relationships with role model-like figures from which they have drawn support, inspiration, and motivation throughout their social entrepreneurial journey. The author has worked with the organisation Social Impact Award International and ten founders of impact-based ventures gathering data through a combination of questionnaire and in-depth interview. The results of this work are the inductive establishment of role model profiles for interpretation, a drafted relationship distance framework, and a method for calculating role model influence, all tools which aim to provide understanding, guidance and standardisation for future studies in this field.

## Keywords:

social entrepreneurship, social entrepreneur, role model influence, role model profiles