Compassion and Social Entrepreneurial Intentions in times of COVID-19

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Abstract

The emergence of social entrepreneurship has been undeniably observant all over the world. Its existence has been studied and explored in several scholarly literature. The failure of profit-seeking companies to produce the goods and services, because many people are willing but unable to pay for what they want and need (Seelos & Mair, 2004), gives an opportunity to social enterprises to cover the unmet needs and social goals, specifically in developing country like the Philippines. However, a major catastrophe, the threat of Covid-19, had reshaped the way people do business. The rise of more complicated social problems has been felt more than ever. Prior studies suggest that compassion and perceived feasibility encourage the likelihood of an individual to take part in social enterprises, and these studies have been the theoretical foundation of this study. The study aims to determine the effect of compassion on social entrepreneurial intentions (SEIs); and the mediating effect of perceived feasibility to the relationship of compassion and social entrepreneurial intent in times of Covid-19. The research design of the study is quantitative, descriptive and causal explanatory. An online questionnaire was distributed among 191 business students taking their capstone project as they are considered nascent entrepreneurs. Structural Equation Modelling and SmartPLS 3.0 were used in data analysis. The findings of the study exposed that compassion positively affects social entrepreneurial intentions, and perceived feasibility has partial mediating effects on the relationship of compassion and social entrepreneurial intentions. The study contributes to the social entrepreneurship and traditional entrepreneurial intent literature by introducing compassion as a predictor of social intent. Future researchers may replicate the study in various geographical areas to validate or invalidate the results of this study or future studies may explore other prosocial motivation constructs relationship on social entrepreneurial intentions.

Key Words: compassion; social entrepreneurial intentions; perceived feasibility; social entrepreneurship; Covid-19

Background of the Study

The rise of more complicated social problems, the economic breakdown, and the global threat of COVID-19 pandemic crisis are expected to change the way social entrepreneurs do business. Social entrepreneurs are considered to be the key players in addressing the basic needs; essential services and opportunities; and employing innovative, cost-efficient, and often technology-driven business models (Tiwari, Bhat and Tikoria, 2017) to solve societal and economic difficulties. Several countries have instigated certain initiatives and efforts to promulgate the concepts and implementation of entrepreneurship practice. This is evident in the presence of business incubators, accelerators, technological parks, and co-working spaces aimed to support social and commercial startups. Private and public sectors, the government and higher education institutions (HEIs) also play a significant role in shaping social entrepreneurs with the optimism that these social innovators would create a huge leap toward social development and economic growth. Together with the international organizations such as Organization for Economic Cooperation and Development (OECD, 2014), the World Bank (WB, 2017), the United Nations Organization for Education, Science and Culture (UNESCO, 2014) and the World Health Organization (WHO, 2017), social entrepreneurship is viewed as fundamental for the sustained development of population by addressing the social and economic challenges through innovation (Tapia, Gonzalez-Betanzos, Vargas-Garduno, and Lozano, 2020), and in restoring the world to the new normal.

If entrepreneurship plays a significant role in a country's economic growth and development, entrepreneurial intent increases the probability of a person's determination to start a venture. Forming an entrepreneurial intent is the initial phase in beginning a business (Jovanov, Cabuleva and Mitreva, 2020). It is also considered as the most critical aspect prior to entrepreneurial activity. It is defined as a degree of commitment toward some future actions, which is targeted at launching an undertaking (Krueger, 1993). Bird (1988), one of the first authors who emphasize the importance of intention in theorizing entrepreneurial behavior, further described entrepreneurial intent as a mental orientation that leads an individual towards conception and implementation of unique commercial concepts (Bird, 1988). The link between intention and behavior is very well explained in social psychology (Mair and Noboa, 2006), and the link between intention and entrepreneurial antecedents is established in several scholarly literature.

Social entrepreneurial intent has been a growing concern in several literature nowadays. The intent of an individuals to start a venture to solve social problems of communities experiencing poverty, discrimination, economic deprivation, and others is a significant predictor of human behavior, whether the person will do it or not do it. It is central to understanding the entrepreneurial process (Bird, 1988; Katz and Gartner, 1998; Krueger Jr., 1993; Krueger and Reilly, 2000). So, the higher the intent to start a social venture, the higher probability for social enterprise creation (Mahfud, Triyono, Sudira, and Mulyani, 2020).

"Social entrepreneurship is exercised where some person or group: (1) aim(s) at creating social value, either exclusively or at least in some prominent way; (2) show(s) capacity to recognize and take advantage of opportunities to create value; (3) employ(s) innovation, ranging from outright invention to adapting someone else's novelty, in creating and/or distributing social value; (4) is/are willing to accept an above-average degree of risk in creating and disseminating

social value; and (5) is/re unusually resourceful in being relatively undaunted by scarce assets in pursuing their social venture" as defined by Paredo and McLean (2006). Social entrepreneurs are game changers and agents of change, and they are expected to adapt in different fast-changing market situations. Indeed, social entrepreneurship research has graduated from simply defining the term and it is far beyond descriptive anecdotal cases with qualitative methods (Mair and Noboa, 2006; Bacq and Jansen, 2011; Dacin, Dacin, and Tracey, 2011). However, there are still very few empirical studies on the understanding of the antecedents of social entrepreneurial intent (Hockerts, 2017).

Entrepreneurial Event Model by Shapero and Sokol (1982) is essentially an early intention model on entrepreneurship. The model consists of three elements that affect intention: displacement, perceived desirability, and perceived feasibility. It explains that displacement, could either be positive or negative, is the triggering factor that precipitates change in behavior. This means that the person scans and assesses the best opportunity, and this translates to intention based on his or her perceived desirable and feasible action. The person's perception of desirability is affected by personal attitude, values and feelings resulting from the environment such as family, education and community surrounding (Shapero and Sokol, 1982). On the other hand, the person's perception of feasibility is influenced by available resources such as financial, human resources and related knowledge (Shapero and Sokol, 1982).

The entrepreneurial potential model of Krueger and Brazeal (1994) is an offshoot of Shapero and Sokol's (1982) Entrepreneurial Event Model, and Ajzen's (1991) Theory of Planned Behavior. The theory explains that a person starts a commercial undertaking due to their planned behavior dictated by intention. This intent is affected by perceived desirability to attitude toward behavior and subjective norm, perceived feasibility to perceived behavioral control. Attitude toward behavior and subjective norm corresponds to each other in which personal perception of behavior is also influenced by perception of other people who are close to the person (Ayob, Yap, Sapuan and Rashid, 2013). Krueger and Brazeal (1994) integrates the concept of self-efficacy into perceived feasibility affecting a person's intent.

Most of the social entrepreneurial intent theoretical concepts originated either from the entrepreneurial model (Shapero and Sokol, 1982) or the theory of planned behavior (Ajzen, 1991). There are even successful attempts of scholars to merge and relate the two models, and further refine it. These resulted in well-known theories: social entrepreneurial intent model (Mair and Noboa, 2006), compassionate theory (Miller, Grimes, McMullen, and Vogus, 2012), and social entrepreneurial antecedents scale (Hockerts, 2015). Mair and Noboa (2003) used individual variables such as empathy, moral judgment, self-efficacy, social support, perceived feasibility, perceived desirability and behavioral intention. Mair and Noboa (2003) identified the cognitive-emotional constructs namely empathy and moral judgment, which affect the individual perception of desirability to start an undertaking. On the other hand, the self-oriented and others-oriented enablers are self, efficacy and social support, respectively. These enablers affect the individual's perception of the feasibility to set up a venture. Perceived feasibility and perceived desirability affect the intention to begin a social enterprise.

Existing theories are so limited to self-oriented lens of traditional entrepreneurship models (Miller, Grimes, McMullen, and Vogus, 2012), so the attempt of Miller, Grimes, McMullen, and

Vogus (2012), which uses compassion as other-oriented mechanism and emotional connection that encourage social entrepreneurship, is a breakthrough in social entrepreneurship research. Moon and Koh (2015) contend that compassion is just an affective explanatory variable that affects prosocial motivation, which is responsible for the cognitive processes and lead to social enterprise creation. However, several scholars agree with Miller, Grimes, McMullen, and Vogus (2012) that compassion is both compelling prosocial motivator and an emotional connection the sufferings of others (Davis, 1998, 2007; Fowler, 2000; Atkins and Parker, 2012; Goetz et al., 2010). It is a predictor of entrepreneurial activity (Engel, Ramesh, and Steiner, 2019), and it motivates social entrepreneurship (Dees, 1998). In addition, Cecen (2008) claims that perceived social support consists of three components namely: family, friends, and special persons/partners. Family is the most significant source of social support. Therefore, a person's perceived social support influences his or her perceived feasibility of establishing a social enterprise.

Compassion is also an affective motivator. As Davis (1980) states, empathic concern refers to the affective tendency such as feelings of warmth, compassion and concern for others. The different levels of empathic concern: (1) first level is higher than just cognitive motivator because it has emotion and feeling for others; and (2) second level is more than the emotion and feeling for others, the individual is moved by other suffering and wanting to help (Lazarus, 1991: p. 289). Emotional empathy is the vicarious sharing of other's feelings (Smith, 2006; McDonald and Messinger, 2010). Both emotional and cognitive empathy complement each other in which emotional empathy drives prosocial vision (Smith, 2006). Due to dispositional affect, compassion is regarded as broader (Nussbaum, 1996) than empathic concern which is emotional empathy. The second level empathic concern is known as compassion or compassionate empathy. More so, empathy refers to sharing the emotional state of others while compassion refers to altruistic emotion (Lazarus, 1991; Moon and Koh, 2015). Miller, Grimes, McMullen and Vogus (2012) proposes the compassionate theory whereas compassion-driven cognitive and affective prosocial motivators may directly or may not directly affect individual motivations to establish social enterprise (Moon and Koh, 2015).

Most of the research studies on compassion and social entrepreneurship are conceptual frameworks or empirical research with qualitative methods (Moon and Koh, 2015; Dacin, Dacin and Tracey, 2011; Mair and Marti, 2006; Short et al., 2009). Qualitative studies like those are often limited to their suggestion of generalizable results (Short et al., 2009). The courage of Moon (2015) to quantify and highlight the role of compassion and prosocial motivations in increasing the likelihood of establishing a social enterprise, is supported and guided by the compassionate theory of Miller, Grimes, McMullen and Vogus (2012). Like Miller et al. (2012), Moon (2015) suggest that the relationship of compassion and the likelihood of social enterprise creation is mediated by prosocial motivators of cognitive and affective processes. Compassion as an emotion could be transformed into the choice of establishing a social venture or not, depending on its antecedents (Bacq and Alt, 2018).

Indeed, the definition of compassion is often confusingly muddled even in various ancient and modern literature. Though compassion is being thought as a source of action (Goetz et al., 2010), nevertheless, entrepreneurship literature is still unclear whether compassion can be induced for an individual to launch a social enterprise. Dees (1998) suggests that compassion motivates social entrepreneurship but the mechanisms by which it does so remain poorly understood (Short,

Moss, and Lumpkin, 2009; Zahra, Gedajlovic, Neubaum, and Shulman, 2009). This paper bridges the gap in recent literature for using prosocial motivator such as compassion as a predictor of social entrepreneurial intent. Furthermore, scholars have emphasized the need for social entrepreneurship research in Asia to provide a better picture about the concepts in various cultural-geographical places and in both internationally and locally embedded situations (Chell, Spence, Perrini, and Harris, 2014; Liang, Chang, Liang, and Liu, 2017).

In essence, the lack of agreed definition and adequate measures of compassion in psychology and entrepreneurial literature make it difficult to assess compassion in empirical research (Strauss, Taylor, Gu, Kuyken,, Baer, Jones, and Cavanagh, 2016). The scholars have synthesized existing concepts and integrates common elements and propose a definition of compassion: (1) recognizing suffering; (2) understanding the universality of human suffering; (3) feeling for the person suffering; (4) tolerating uncomfortable feelings; and (5) motivation to act/acting to alleviate suffering. It's recommended for future work to test the validity of the five-element definition of compassion (Strauss, Taylor, Gu, Kuyken, Baer, Jones, and Cavanagh, 2016), and to build on the effect of compassion to the drivers of social enterprise creation intention and behavior (Moon and Koh, 2015).

To this end, there are still very few empirical studies on the understanding of the antecedents of social entrepreneurial intent (Hockerts, 2017). The need to explore social entrepreneurship studies, particularly in the Asian context has been highlighted by several researchers (Lacap, Mulyaningsih and Ramadani, 2018), to provide a comprehensive picture about the concept in various cultural-geographical locations in both local and international (Chell, Spence, Perrini, and Harris, 2014; Liang, Chang, Liang, and Liu, 2017). Most literature available originated from Europe and other Western countries, despite the fact that most of the renowned social enterprises work in South Asia (Tiwari, Bhat and Tikoria, 2017). In addition to this, social entrepreneurship is especially significant in developing country to fill in the gaps in terms of social development and economic discrimination (Chell, 2007). In the Philippines, this phenomenon is thriving, and youth leadership is also emerging (British Council Philippines, 2015; Lacap, Mulyaningsih and Ramadani, 2018). It is still an understudied topic with limited research studies that are usually short of empirical data.

Statement of the Problems

The new decade of the 21st century has started with the emergence of a novel coronavirus. This has largely affected several lives, businesses, and economies across the globe. The outbreak has left economic devastation, and the underlying disparities in healthcare, education, financial stability, and technology have led the crisis to disproportionately impact certain groups and countries. Many lost their jobs and many sectors have resulted in large-scale economic and social consequences. Indeed, the global pandemic threat has shaken the world to its very foundation, and this has been happening before the very eyes of each and every one of us.

Main Problem

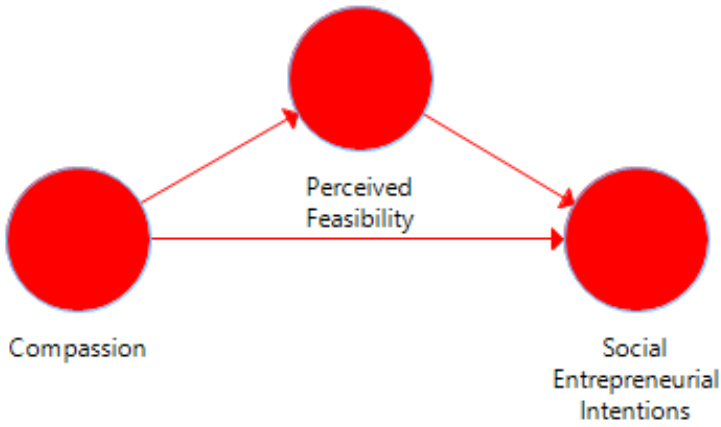
> "What is the effect of compassion on social entrepreneurial intentions in times of Covid-19 as perceived by business students?"

Sub-Problems

1. Does perceived feasibility mediates the effect of compassion to social entrepreneurial intentions in times of Covid-19 as perceived by business students?
2. What is the relationship of compassion on social entrepreneurial intentions in times of Covid-19 as perceived by business students?
3. What is the relationship of compassion on perceived feasibility intentions in times of Covid-19 as perceived by business students?
4. What is the relationship of perceived feasibility on social entrepreneurial intentions in times of Covid-19 as perceived by business students?
5. What is the extent of compassion in times of Covid-19 among business students?
6. What is the extent of social entrepreneurial intentions in times of Covid-19 among business students?

Frameworks

Figure 1
Conceptual Framework



H_{o1}: Compassion has no significant positive effect on social entrepreneurial intentions.
H_{a1}: Compassion has a significant positive effect on social entrepreneurial intentions.

H_{o2}: Compassion has no significant positive effect on perceived feasibility.
H_{a2}: Compassion has a significant positive effect on perceived feasibility.

H_{o3}: Perceived feasibility has no significant positive effect on social entrepreneurial intentions.
H_{a3}: Perceived feasibility has significant positive effect on social entrepreneurial intentions.

H_{o4}: Perceived feasibility has no mediating effect on the relationship between compassion social entrepreneurial intentions.
H_{a4}: Perceived feasibility has a mediating effect on the relationship between compassion social entrepreneurial intentions.

Methodology

The research design was quantitative, descriptive and causal explanatory. The population used was the total number of business students in a specific program, enrolled in their capstone project. The characteristics of the respondents used in the study qualified as nascent entrepreneurs, which was the recommended respondents for intention models as per Krueger (1993). The students are deemed to be nascent entrepreneurs because they are taking their capstone project and about to graduate a few months from the date of the implementation of the study. This is also in consideration of several lockdowns due to the pandemic. Moreover, students are the most common respondents for intention models.

Census is used in the study because the entire population of students enrolled in the capstone project of the specific business program is very small. The link to the online survey was electronically distributed to 191 students. One hundred ninety one responses were collected, resulting in a response rate of 100%. The questionnaire was written in English, and it has compassion, perceived feasibility, and social entrepreneurial intentions parts. Compassion has adopted the five-element proposed by Strauss, Taylor, Gu, Kuyken, Baer, Jones, and Cavanaugh (2016): (1) recognizing suffering; (2) understanding the universality of human suffering; (3) feeling for the person suffering; (4) tolerating uncomfortable feelings; and (5) motivation to act/acting to alleviate suffering; while for perceived feasibility and social entrepreneurial intentions, the questionnaire was adopted from Linan and Chen (2009).

For compassion, the respondents were asked “How well do the following statements describe you?”. It has four questions, and a 5-point likert scale is used. On the other hand, for social entrepreneurial intentions, the respondents were asked “How strongly do you disagree or agree with the following statements about yourself?”. It has six questions, and a 6-point likert scale was used.

To test the validity of the questionnaire prior to its actual distribution, a pretest was done. Respondents with the same characteristics as the identified population for this study were used. It resulted to above 0.70 Cronbach’s Alpha and the Composite Reliability for all constructs, which means that the measures of internal consistency in scale items are considered good for the indicators. Table 1 shows the results of the pretest.

Structural equation model was used to analyze the causal relationships between variables, and SmartPLS 3.0 was also utilized.

Data Analysis and Presentation

Descriptive Statistics

Table 1

Gender of the Respondents

Gender	Number	Frequency
Male	136	71.58%
Female	54	28.42%
Total	190	100.00%

Sample descriptives included the gender of the respondents, history of entrepreneurship in the family and past volunteering experiences. The gender of the respondents is shown in Table 1. Out of 63 respondents, 136 (71.58%) were male and 54 (48.42%) were female while 1 respondent did not specify his/her gender. In the past social entrepreneurship studies, males are more likely to start a social enterprise, and male entrepreneurs outnumbered female entrepreneurs in some countries (Urban and Galawe, 2019).

Table 2

History of Entrepreneurship in the Family

History of Entrepreneurship in the Family	Number	Frequency
Yes	140	65.10%
No	50	26.32%
Total	190	100.00%

Table 2 shows the history of entrepreneurship in the family of the respondents. Out of 191 respondents, 140 (65.10%) revealed that they have history of entrepreneurship in the family, and 50 (26.32%) has no history of entrepreneurship in the family while 1 respondent did not history of entrepreneurship in the family.

Table 3

Past Volunteering Experience

Past Volunteering Experience	Number	Frequency
Yes	105	55.26%
No	85	44.74%

Total	190	100.00%

Thirty-six (57.10%) of the respondents has past volunteering studies, and 27 (42.9%) has no volunteering experience while 1 respondent did not disclose past volunteering experience. As identified by Ip, Wu, Liu and Liang (2017), prior volunteering experience facilitates the generation of social problem awareness which leads in forming a social undertaking.

Mean Responses

Table 4 illustrates the mean responses of compassion indicators: C1=3.68; C2=3.73; C3=3.72; and C4=3.86. As shown in Table 5, a mean of 3.68, 3.73, 3.72, and 3.87 implies that the respondents are being described. The highest of which is 3.86, which is C4= I have feelings that arises in witnessing another's suffering and that motivates a subsequent desire to help; and the lowest is 3.68, which is C1= I am being moved by another's suffering and I want to help.

Table 4

Mean Responses of Compassion Indicators

Compassion	Mean Responses
1. I am being moved by another's suffering and I want to help.	3.68
2. I have an openness to the suffering of others with a commitment to relieve it.	3.73
3. I am being touched by the suffering of others, opening one's awareness to other's pain and not avoiding or disconnecting from it.	3.72
4. I have feelings that arises in witnessing another's suffering and that motivates a subsequent desire to help.	3.86

Table 5

Scoring Index for Compassion Indicators

Mean Responses	Interpretation
4.20 – 5.00	Describes me very well
3.40 – 4.19	Describes me
2.60 – 3.39	Neutral
1.80 – 2.59	Does not describe me
1.00 – 1.79	Does not describe me very well

The mean responses of perceived feasibility are shown in Table 6. The mean responses are the following: PF1=3.72; and PF2=4.01. The mean responses mean that the respondents agree to all the descriptions enumerated. The highest is 4.01, which is PF2= I am determined to create a social entrepreneurial venture in the future; and the lowest is 3.72, which is PF1=I know enough to start a social venture. The scoring index for perceived feasibility is shown in Table 7.

Table 6

Mean Responses of Compassion Indicators

Perceived Feasibility	Mean Responses
1. I know enough to start a social venture.	3.72
2. I am determined to create a social entrepreneurial venture in the future.	4.01

Table 7

Scoring Index for Perceived Feasibility

Mean Responses	Interpretation
4.20 – 5.00	Strongly Agree
3.40 – 4.19	Agree
2.60 – 3.39	Neutral
1.80 – 2.59	Disagree
1.00 – 1.79	Strongly Disagree

The mean responses of social entrepreneurial intentions are shown in Table 8. The mean responses are the following: SEI1=5.63; SEI2=5.86; SEI3=5.68; SEI4=5.82; SEI5=5.43; and SEI6=5.57. The mean responses are between 5.43–5.86 which means that the respondents agree to all the descriptions enumerated. The highest of which is 5.86, which is SE2= My professional goal is to work in a setting where I can use my business skills to craft solutions to social problems; and the lowest is 5.43, which is SE5= I have very seriously thought of working in a social enterprise. The scoring index for social entrepreneurial intentions is shown in Table 9.

Table 8

Mean Responses of Social Entrepreneurial Intentions Indicators

Social Entrepreneurial Intentions	Mean Responses
1. I am ready to do anything to apply my business skills to have a significant impact in reducing social inequities.	5.63
2. My professional goal is to work in a setting where I can use my business skills to craft solutions to social problems.	5.86
3. I felt that I made a positive difference in the lives of the people that I helped.	5.68
4. I will make every effort to use my business acumen to bring about social change	5.82
5. I have very seriously thought of working in a social enterprise.	5.43
6. I have the firm intention to start a social enterprise someday.	5.57

Table 9

Scoring Index for Social Entrepreneurial Intentions Indicators

Mean Responses	Interpretation
6.16 – 7.00	Strongly Agree
5.30 – 6.15	Agree
4.44 – 5.29	Somewhat Agree
3.58 – 4.43	Neutral
2.72 – 3.57	Somewhat Disagree
1.86 – 2.71	Disagree
1.00 – 1.85	Strongly Disagree

Table 10 illustrates the mean responses and interpretation for compassion and social entrepreneurial intentions. Based on the scoring indexes, the questions on compassion with a mean = 3.74 describe the respondents well; perceived feasibility mean = 3.58 means the respondents agree that the statements describe them; and the respondents agree with the questions on social entrepreneurial intentions with a mean = 5.66.

Table 10

Mean Responses and Interpretation

Variables	Mean Responses	Interpretation
Compassion	3.74	Describes me
Perceived Feasibility	3.58	Describes me
Social Entrepreneurial Intentions	5.66	Agree

Construct Reliability and Validity

Table 11

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance
Compassion	0.832	0.864	0.887	0.664
Perceived Feasibility	0.677	0.823	0.800	0.574
Social Entrepreneurial Intentions	0.884	0.885	0.912	0.634

The traditional criterion for internal consistency is the Cronbach's alpha which provides the reliability based on the internal correlations of the constructs. All constructs across categories

reaped values ranging from 0.677 to 0.884 which were deemed to be satisfactory. The 0.677 was the result after removing question numbers 2 and 5. The Cronbach alpha < 0.6 indicated a questionable remark. However, Cronbach alpha is said to be sensitive in the number of items in the scale and generally underestimate the internal consistency reliability. For exploratory research, 0.60 to 0.70 are acceptable. Composite reliability is more reliable for path modeling, so the construct is maintained. The composite reliability values of all constructs across categories scored values > 0.800 anyway, which means that the constructs have near perfect correlations

Outer Loading

Higher outer loading means that the constructs are associated so much with the indicators. Generally, an outer loading with 0.70 or higher is acceptable and below 0.70 should be carefully examined for removal. As for the results, only 1 scored below 0.70, which is the first question in perceived feasibility. The outer loading of P1 = 0.675 is the highest score the construct got after removing some questions. In addition, its deletion does not increase the composite reliability and content validity of the construct, so the reflective indicator is retained.

Table 12

Outer Loadings

	Compassion	Perceived Feasibility	Social Entrepreneurial Intentions
C1	0.740		
C2	0.873		
C3	0.844		
C4	0.797		
P1		0.675	
P3		0.713	
P5		0.870	
SEI1			0.726
SEI2			0.791
SEI3			0.793
SEI4			0.861
SEI5			0.783
SEI6			0.816

In compassion (C1, C2, C3, C4), the indicators reliability achieved values >= 0.70 which means that the indicators have so much in common. Its values were ranging from 0.740 (C1) to 0.873 (C2); perceived feasibility values were between 0.675 (P1) and 0.870 (P2); while the outer loadings of social entrepreneurial intentions were (SEI1) 0.726, (SEI2) 0.791, (SEI3) 0.793, (SEI4) 0.861, (SEI5) 0.783, and (SEI6) 0.816. All the indicators, except for P1, achieved values >=0.70 which means that the indicators are so much in common.

Discriminant Validity

The extent to which a construct is indeed different from other constructs by empirical standards is discriminant validity. Its assessment ensures that the reflective constructs have the strongest relationships with its own indicator. The two approaches used in this study were the Cross Loadings and Fornell-Lacker criterion:

1. Cross-Loadings

Table 13

Cross Loadings

	Compassion	Perceived Feasibility	Social Entrepreneurial Intentions
C1	**0.740**	0.160	0.321
C2	**0.873**	0.369	0.464
C3	**0.844**	0.302	0.326
C4	**0.797**	0.231	0.381
P1	0.116	**0.675**	0.297
P3	0.123	**0.713**	0.290
P5	0.400	**0.870**	0.572
SEI1	0.440	0.479	**0.744**
SEI2	0.437	0.341	**0.791**
SEI3	0.377	0.484	**0.816**
SEI4	0.418	0.396	**0.846**
SEI5	0.270	0.437	**0.764**
SEI6	0.265	0.510	**0.778**

Table 13 illustrates the analysis of two latent variables: compassion measured by 4 indicators; perceived feasibility measured 3 indicators; and social entrepreneurial intentions measured by 6 indicators. The indicator outer loadings were highlighted in each row, and all were higher than its cross loadings. This means that the discriminant validity has been established.

2. Fornell-Lacker Criterion

Table 14

Fornell-Lacker Criterion

	Compassion	**Perceived Feasibility**	**Social Entrepreneurial Intentions**
Compassion	0.815		
Perceived Feasibility	0.340	0.758	
Social Entrepreneurial Intentions	0.466	0.560	0.796

Fornell-Lacker criterion compares square root of the AVE values with the latent correlations. Therefore, the square root of each construct's AVE should be greater than its highest correlation with any other construct. If this is the case, it means that the construct shared more variance with its associated indicators than with any other construct. As seen in Table 14, the square root of each construct's AVE was higher than any other: 0.815 for compassion; 0.758 for perceived feasibility; and 0.796 for social entrepreneurial intentions.

T-Statistics and P-Values

The path coefficient of compassion and perceived feasibility is *t=3.953* and *p=0.001*; compassion and social entrepreneurial intentions is *t=4.688* and *p=0.001*; and perceived feasibility and social entrepreneurial intentions is *t=8.898* and *p=0.001* as shown in Table 15.

Table 15

T-Statistics and P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Compassion -> Perceived Feasibility	0.340	0.344	0.086	3.953	0.001
Compassion -> Social Entrepreneurial Intentions	0.312	0.323	0.067	4.688	0.001
Perceived Feasibility -> Social Entrepreneurial Intentions	0.453	0.455	0.051	8.898	0.001

R Square and R Square Adjusted

R^2 value < 0.3 is generally considered a none or very weak effect size; R^2 value 0.3 < r < 0.5 is considered a weak or low effect size; R^2 value 0.5 < r < 0.7 is considered a moderate effect size; and R^2 value > 0.7 is considered strong effect size (Moore and Flinger, 2013). Table 16 shows the R^2 and R^2_{adj} the model. The R^2 and R^2_{adj} values were 0.115 and 0.111; 0.399 and 0.393 respectively, which means that model has very weak and weak effects. In general, the higher the

R^2, the better the model fits. However, for a field that attempts to predict human behavior, the typical results of R^2 values are lower.

Table 16

R Square and R Square Adjusted

	R Square	R Square Adjusted
Perceived Feasibility	0.115	0.111
Social Entrepreneurial Intentions	0.399	0.393

Path Coefficient

Table 17.

Path Coefficient

	Compassion	Perceived Feasibility	Social Entrepreneurial Intentions
Compassion		0.340	0.312
Perceived Feasibility			0.453
Social Entrepreneurial Intentions			

The path coefficient of compassion and social entrepreneurial intentions is 0.534. Estimated path coefficient close to +1 represent strong positive relationship; -1 represent strong negative relationship; and the closer to 0, the weaker the relationships. The path coefficient analysis revealed that the constructs have moderate positive relationship.

Summary of Hypotheses

Table 17

Summary of Hypotheses

Hypothesis	
H_{o1}: Compassion has no significant positive relationship on social entrepreneurial intentions (SEIs)	reject
H_{o2}: Compassion has no significant positive effect on perceived feasibility.	reject

H_{o3}:Perceived feasibility has no significant positive effect on social entrepreneurial intentions (SEIs).	reject
H_{o4}: Perceived feasibility has no mediating effect on the relationship between compassion social entrepreneurial intentions (SEIs).	reject

As such, all the null hypotheses for this study are rejected based on the results of the T values and P values. Hair et al. (2017) states that in most settings, researchers choose a significance level of 5% that implies that the $p < 0.05$ in order to render the relationship under consideration as being significant. The greater the T value, the greater the evidence that is against the null hypothesis. P values indicate how well the sample data supports the null hypothesis. It measures how compatible the data are to the null hypothesis. Thus, a low P value is needed to prove that the alternative hypothesis is true, and high T values indicate significant influences.

Conclusion and Recommendation

In this study, we sought to examine the effect of compassion to social entrepreneurial intentions (SEIs), and we have proven that it has a significant positive effect. The students surveyed generally responded positively that compassion leads individuals to the intention of establishing a social enterprise. This supports prior studies of Miller, Grimes, McMullen and Vogus (2012) and Moon and Koh (2015) that compassion increases the likelihood of a person to engage in social undertaking. Findings of the study further confirmed that compassion has a positive relationship with social entrepreneurial intentions. This is also in consideration that the study was done during the pandemic situation whereas several social and economic outbreaks were happening. The results may differ if the study has been done before or after the COVID-19 pandemic. Moreover, the study has been conducted in Manila, Philippines. Future researchers may replicate the study in various geographical locations to validate the results of this study.

In addition, the study confirmed that compassion has a positive significant effect to the perceived feasibility of establishing an enterprise; and perceived feasibility has a positive significant effect on social entrepreneurial intentions. This means that the respondents believed that compassion increases the individual's perceived feasibility of the venture; and the perceived feasibility of the respondents increases their intention to start a social enterprise. Findings of the study confirmed that compassion has a positive relationship with perceived feasibility; and perceived feasibility has positive relationship with social entrepreneurial intentions. Moreover, perceived feasibility was found to have a positive and partial mediating effect on the relationship of compassion and social entrepreneurial intent. The respondents further believed that the perceived feasibility of establishing an enterprise positively and partially mediate compassion and the intent of social enterprise creation. This supports prior entrepreneurial studies of Shapero and Sokol (1982), Krueger and Brazeal (1994), Mair and Noboa (2006), and Hockerts (2015) on the effect of perceived feasibility on intention of enterprise creation, in this case, social enterprise creation.

Based on the study findings, educational institutions' efforts may be explored to embed social entrepreneurship in various business courses as this can be helpful in developing students' intention to engage in business, solving social problems, and helping others. It is encouraged for

schools to come up with scholarly activities that may make the students more compassionate towards others. They should also enhance the individuals perceived feasibility of starting a venture. In doing so, the academic institutions will be able to produce compassionate students equipped with the necessary business skills. This may result in an increase in social enterprises, considering that intention will lead to establishing a venture (Mair and Noboa, 2006; Jovanov, Cabuleva and Mitreva, 2020), which is very much needed in developing countries like the Philippines especially during this difficult time.

As mentioned by the British Council Philippines (2015) and Lacap, Mulyaningsih and Ramadani (2018), social entrepreneurship is flourishing, and youth leadership is emerging; so to encourage more students, potential entrepreneurs and startups to engage into social undertakings despite the pandemic situation, policymakers should formulate regulatory programs and laws that support social entrepreneurship. This is in addition to on-going government initiatives in the presence of business incubators, accelerators, technological parks, and co-working spaces aimed to support social and commercial startups. This may help promote social entrepreneurship in the country, which is considered significant to fill in the gaps in terms of social development and economic discrimination (Chell, 2007).

The major catastrophe that the students experienced due the Covid-19 pandemic may differ from various studies which have been done prior to this research. Another practical implication of the study is it is the first study done in the Philippines that presents compassion and social entrepreneurial intentions in the time of Covid-19. Furthermore, the paper serves as a basis for succeeding study on compassion and social entrepreneurial intentions (SEIs). The data may serve as secondary information for other researchers.

The study contributes to social entrepreneurship and traditional entrepreneurship literature in so many ways. First and foremost, the extension of prior social entrepreneurship framework by introducing compassion as a predictor of social entrepreneurship intent. Its framing is considered one of the first concepts to include compassion as a construct in entrepreneurship literature. The delineation between compassion and empathy can be further explored by future researchers in the context of entrepreneurship. Furthermore, study on prosocial motivations as predictors of social entrepreneurial intent is recommended.

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