

# **STUDENT PERCEPTION OF SOCIAL ENTREPRENEURSHIP AND SOCIAL INNOVATION: A INITIAL POINT FOR ENGAGEMENT PROCESS**

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This paper reports on a study aimed at understanding the different conceptions that Universidad Autónoma de Nuevo León (UANL) students hold of social entrepreneurship and social innovation through an institutional initiative to develop capacities to solve social issues in their communities. The study took a qualitative method to identify a small number of different conceptions of social entrepreneur and social innovation among students from different bachelor programs. Face-to-face, in depth interviews were carried out with 30 students across the university. Transcript data were analyzed using qualitative methods. Different conceptions were found: a) How UANL is associated as a former of social entrepreneurs, b) Social Entrepreneur as a student, analyze of engagement process and c) Social Innovation as catalyzer of creative solutions for social and environmental problems.

The practical implications of this research study could be the creation of tools that benefit directly the models of teaching and learning which could manage programs focused on social innovation and generation of economic and social value. The findings from this research study will inform the next phase of the project, which involves the development of skills/attributes/behaviors matrix for UANL Social Entrepreneur. The findings of this study will address the absence of literature on students' conceptions of social innovation, social entrepreneurship and intrapreneurship. Understanding students' beliefs of such phenomena is relevant to the growing number of universities that address these subjects in the curriculum and practical projects.

**Key words: Social Innovation, Changemaker, Intrapreneurship, skill development.**