

EXPLORING THE CHALLENGES OF SOCIAL AND SUSTAINABLE ENTREPRENEURSHIP STRATEGY: A REVIEW OF THE LITERATURE

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Abstract

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The increasing degradation of the environment and its negative impact on modern economies have generated the need to understand and address the challenges faced by social and sustainable enterprises (SEs) in their quest to create economic, social, and environmental value; therefore, the study sought to analyze the challenges faced by social and SEs through a literature review that encompassed the scrutiny of databases such as Scopus, ScienceDirect, EBSCOhost, and Google Scholar; where the results revealed that social entrepreneurship has become a national contribution to alleviating social, economic, and environmental concerns (Chichevaliev et al., 2023). Being necessary to counter the challenges they present to achieve dual economic and social advantages (Neumann, 2022); revealing a number of multifaceted challenges, including financial, managerial, cultural, institutional, and environmental constraints, based on three pillars (economic, environmental and social), suggesting the need for policies and programs that support the development of entrepreneurial skills and promote an enabling environment for social entrepreneurship that is sustainable in the long term. In addition, it highlights the importance of addressing the challenges identified to promote the viability and sustainability of social enterprises, as well as their contribution to achieving the sustainable development goals (SDGs).

Keywords: Social Entrepreneurship, Sustainable Entrepreneurship, Challenges, SDGs, Socioenvironmental Impact

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1. INTRODUCTION

Globally, social and environmental challenges in entrepreneurship are becoming increasingly daunting, necessitating the integration of ethical, social, and environmental considerations to achieve long-term sustainability. From this perspective, the importance of addressing social issues from a business standpoint is underscored, aiming not only to analyze the economic benefits but also the challenges in society and the environment.

Given the various social and environmental issues worldwide, social entrepreneurship is regarded as the most relevant solution through the employment of a sustainable economic model, especially for developing nations with limited government support (Fazal et al., 2023). In contrast with traditional entrepreneurship, which is based on financial returns, social and sustainable entrepreneurship discovers, creates, and exploits opportunities that generate environmental, social, and economic value (Jha & Pande, 2024).

Therefore, it is essential for entrepreneurs to consider sustainable development goals (SDGs), as through their business, they can contribute to economic growth, reduce poverty and inequality (SDGs 1, 8, and 10), and emphasize the importance of access to education and generating sustainable jobs (SDGs 4 and 8). It also highlights the need for partnerships among organizations, educational institutions, and entrepreneurial entities (SDG 17) and, above all, gender equality and access to organizational resources (SDGs 5 and 9) (Pereira, et al., 2024).

In the same vein, Berdar et al. (2023) consider the co-dependency of enterprises on society for their sustainable development through the integration of corporate social responsibility (CSR) practices as a factor that increases productivity, competitiveness, and added value to services and products. Hence, in a sustainable enterprise (SE), it is necessary to implement and maintain the internal control of three pillars for its development (economic, environmental, and social), with the purpose of contributing to reducing environmental problems through entrepreneurship (Guan et al., 2023; Vig, 2023).

Therefore, entrepreneurs must be aware of the environmental and social impacts both in their current and future ventures because sustainable development is the reason for generating enduring enterprises and maintaining them in the long term without affecting future generations (Baltador & Grecu, 2023; Sarma et al., 2024). A clear example is India, where the charitable organization "Gramshree" aims to empower women to ensure them a lasting income and enable them to become catalysts for social change and sustainable economic development through a hybrid social business model (Purohit & Gupta, 2023).

Therefore, the following research question is posed:

RQ: What are the challenges faced by social and sustainable enterprises, according to the literature review?

The social relevance of this study lies in the significant impact generated by social and SEs in addressing issues such as environmental degradation, inequality, and poverty. Thus, by understanding these challenges, it is possible to promote sustainable development that maximizes social impact.

Moreover, this study is aligned with the SDGs, which provide a global framework for addressing emerging issues. By exploring the challenges of entrepreneurship, opportunities can be identified to contribute effectively to the achievement of the SDGs. Furthermore, this study seeks to contribute to the advancement of knowledge by identifying and analyzing current and emerging challenges in this field. The following objective was formulated: To analyze the challenges faced by social and SEs through a literature review.

The structure of this paper is as follows. Section 2 reviews the relevant literature. Section 3 discusses the methodology employed. Section 4 contains the results of the analysis. Section 5 presents a discussion of the results. Section 6 presents the conclusion, which includes the limitations of the research.

2. LITERATURE REVIEW

2.1. Evolution of social entrepreneurship

The COVID-19 pandemic has had a considerable impact on social entrepreneurship, during the "Crisis 2020", social entrepreneurship positioned itself as a crucial factor for economic growth and sustainable development, adopting online formats, which allowed them to discover new job opportunities and adapt their business models to crisis conditions (Kulkova et al., 2021).

The evaluation of social entrepreneurship has become more relevant in recent years, especially in crisis contexts. A study based on the theory of planned behavior (TPB) evaluated how social entrepreneurial intention decreased in times of deep socioeconomic crises, such as the COVID-19 pandemic (Ruiz-Rosa et al., 2020). The same accelerated the adoption of digital technologies in social entrepreneurship, highlighting how the healthcare crisis drove the development of new forms of digital healthcare and the digitization of the healthcare sector. This study highlighted the importance of digital entrepreneurship in achieving the SDGs through open innovation and emerging technologies (Shamsrizi et al., 2021).

The critical historical review of the concept of social entrepreneurship identified four main thematic areas: conceptualization, theoretical approaches, data mining, and social change outcomes. These areas allow for tracing the evolution of social entrepreneurship and its theoretical and conceptual enrichment over time (Teasdale et al., 2023). Thus, the connection between social entrepreneurship and sustainability has been another important focus, demonstrating how social entrepreneurship can contribute to achieving the SDGs, and evaluating government policies and the regulatory framework from the perspective of these goals. Furthermore, they have highlighted how social entrepreneurship fosters inclusive economic development, providing employment and revitalizing disadvantaged areas (Coronel-Pangol et al., 2023).

2.2. Social entrepreneurship

It is defined as the process involving the development of sustainable solutions to social, environmental, or economic problems, which are addressed with the capacity to endure over time

through continuous improvement in operational efficiency (Kamaludin, 2023). Thus, their initiatives combine conventional business models to promote community welfare and achieve financial success and, consequently, social objectives (Chebo & Dhliwayo, 2024). Therefore, it should be encouraged through the generation of knowledge, training, promotion of equity, and improvement of networks (Macias-Prada et al., 2024; de Magdalene, 2024).

It is also defined as the establishment of initiatives to implement sustainable and social innovations within companies of various sizes (Manjon et al., 2022). Generally, it refers to individuals, networks, and organizations, including nonprofit and for-profit businesses, and charities, that employ codesigned, frugal, and innovative approaches by a community to address social challenges faced by governments, economic markets, and populations (Khalid et al., 2022).

2.3. Sustainable entrepreneurship

It is based on offering environmentally friendly products, generating financial profits and a competitive advantage, which involves maintaining and modifying current ventures to make them more sustainable (Pereira et al., 2023). In other words, it refers to the adoption of business approaches and methods that achieve the satisfaction of the needs of stakeholders and businesses, encompassing the protection, conservation, and improvement of natural and human resources for the survival of communities in the future (Albhirat et al., 2024).

It involves launching new sustainable businesses to maintain and modify the current ones; therefore, its goal must include sustainability based on the SDGs to contribute to environmental care (Sreenivasan & Suresh, 2023). Therefore, knowledge of environmental and social issues must be adopted so that businesses can recognize business opportunities through sustainable development (Diepolder et al., 2024; Qian et al., 2024). Persevering nature, community, and life can achieve economic and noneconomic benefits for society (Sharma et al., 2024).

3. METHODOLOGY

This article employed a qualitative approach, consisting of a literature review combined with document analysis through the exhaustive search, selection, organization, and analysis of results (Chong et al., 2022), based on a wide range of scientific articles that helped to enhance the understanding of the challenges presented by social and sustainable entrepreneurship.

For this purpose, databases with indexed journals such as Scopus, ScienceDirect, EBSCOhost, and Google Scholar were used; their respective Boolean operators, “social and sustainable entrepreneurship”, were used to carry out a more exhaustive analysis of all the articles available from 2022 to 2024, from which the following results were found:

Table 1. Number of documents analyzed

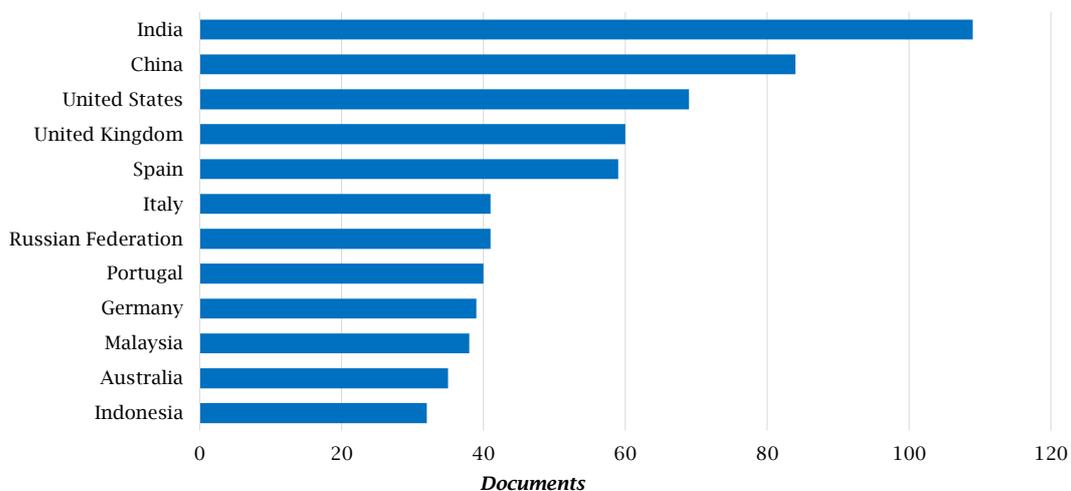
Database	Analyzed articles	Items included	Language
Scopus	904	35	English
ScienceDirect	5131	15	English
EBSCOhost	18	4	English
Google Scholar	16800	2	Spanish
Total	22853	56	

Source: Authors' elaboration.

According to Table 1, 22853 articles were analyzed, of which only 56 were selected, considering the following selection criteria:

- Articles from journals indexed in Scopus, ScienceDirect, EBSCOhost, and Google Scholar.
- Publication date of the last three years, i.e., not less than 2022, because updated information was sought.
- Articles related to the challenges of social and sustainable entrepreneurship, the SDGs, and economic, social, and environmental aspects, among others.
- Articles in Spanish and English.

Figure 1. Documents published by country



Source: Authors' elaboration based on data extracted from Scopus, ScienceDirect, EBSCOhost, and Google Scholar, 2022-2024.

After analyzing the selection filters, it was found that the highest index of published articles was in India, with 108 documents, followed by

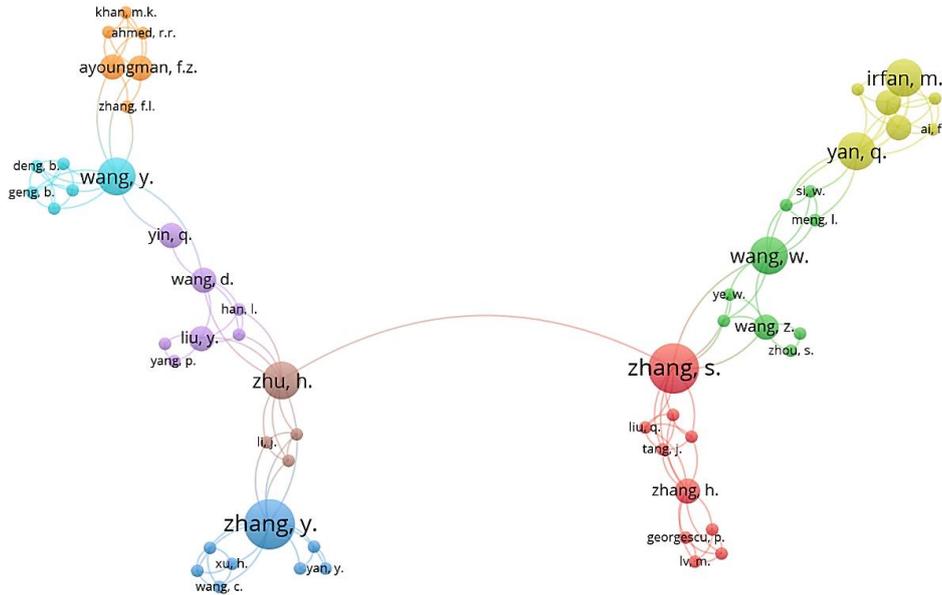
China, with 84; Indonesia was the country with the fewest publications (32) (Figure 1). On the other hand, titles, abstracts, duplicate articles, and

linked community. These central nodes, such as “Zhu, H.” and “Zhang, S.”, represent the pillars of their respective ecosystems, acting as catalysts for ideas, resources, and strategic alliances.

However, this network is neither stagnant nor isolated. Authors such as Wang, Y. and Deng, B. serve as key intermediaries between different research clusters. These communities act as vital bridges, connecting both communities and

facilitating the flow of knowledge and opportunities. Their role is crucial in strengthening the movement as a whole. However, the landscape is even more diverse. Authors such as “Irfan, M.” emerge as independent nodes, contributing their own focus and perspective to entrepreneurship. Although they are not directly linked to the main groups, their presence enriches and fosters innovation.

Figure 3. Bibliometric analysis by authors



Source: Authors' elaboration using VOSviewer.

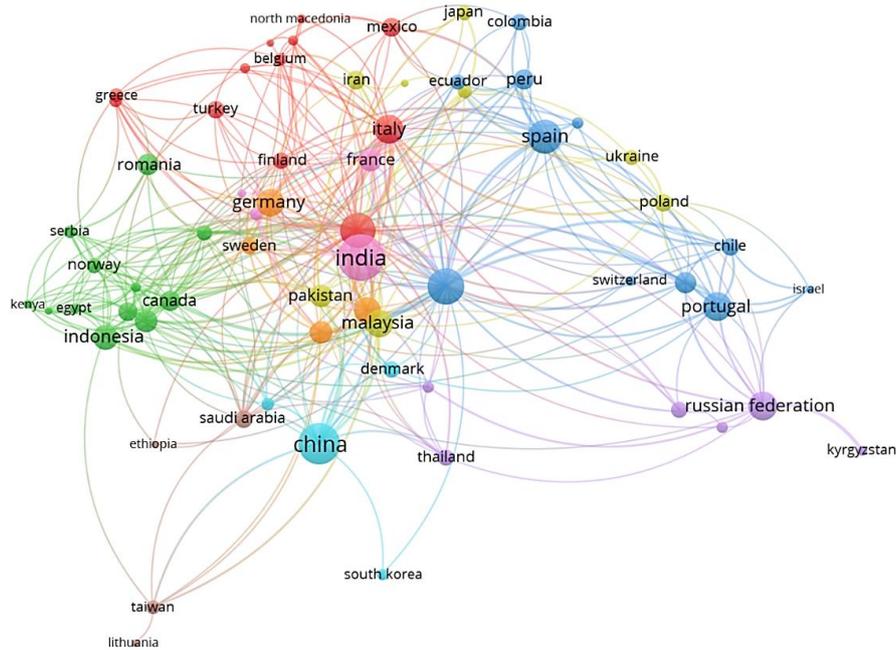
The network analysis of countries (Figure 4) illustrates the connections among various countries in terms of articles published or research related to social and sustainable entrepreneurship. Here, larger and more central countries such as China, India, Germany, France, and Italy play a significant role in global knowledge production on this subject. Other countries such as Malaysia, Pakistan, Ecuador, and Colombia, though represented by smaller nodes, are interconnected, suggesting their participation and contributions in this area.

Regarding the countries with prominent points in this network, the United Kingdom stands out as a highly important and well-connected node within the European cluster. Its multiple and thick connections with neighboring countries such as France, Italy, Belgium, and the Netherlands make it a key point for the diffusion of knowledge about

sustainable entrepreneurship in the region. China has emerged as a central and globally significant Asian hub in this area. Its large node and numerous connections extending to countries such as India, Japan, Malaysia, and South Korea indicate its key role as a creator and disseminator of research and publications in this field within Asia and worldwide.

Although not the largest node, the United States acts as a relevant hub within the North American cluster, closely connecting with Canada and Mexico and with various Latin American countries such as Colombia, Ecuador, and Peru. India also stands out as a prominent node within the Asian cluster, strongly linked to Pakistan and Malaysia, among others, demonstrating its active role in the production of knowledge on social and environmental entrepreneurship in the region.

Figure 4. Bibliometric analysis by country



Source: Authors' elaboration using VOSviewer.

Similarly, the contributions of the various authors were detailed with respect to the challenges presented by social and sustainable entrepreneurship and how to address them so that the enterprise can

be sustainable in the long term and seek social, economic, and environmental impacts, taking into account the SDGs.

Table 2. Documents cited from major databases for the years 2022 to 2024 (Part 1)

Author	Years	Source	Contribution
Tibaingana et al.	2024	Scopus	Management skills are of vital importance for sustainability in entrepreneurship. However, it is also relevant to be taken into account for decision-making and policy investment, because training must be relevant and needs to be encouraged and extended to motivate the creation of sustainable businesses by young people.
Marulanda-Grisales et al.	2024	Scopus	The intrinsic relationship between social entrepreneurship and the SDGs promotes the growth of the economy and industrialization, contributing to the resolution of environmental challenges and in international and national environments to reduce poverty and unemployment rates. However, the challenge lies in obtaining sources of financing to generate employment opportunities in highly vulnerable environments.
Chaves-Vargas et al.	2024	Scopus	Sustainable ventures must be approached from a social perspective that lasts over time to generate a positive impact in the long term; therefore, entrepreneurs must outline their sustainable objectives in environmental, social, and economic terms so that their business persists over time.
Gregori et al.	2024	Scopus	SEs must configure novel business models, enact a network of human and digital actors, demonstrating that they are sustainable through their social networks as part of a socioenvironmental value proposition, leveraging connectivity to capture multidimensional values; further developing the intersection of digital technologies, business models and sustainable ventures.
Choi and Kessler	2023	Scopus	One of the factors affecting the success of a social and sustainable venture is the financial mix, i.e., merging business and family finances, this generates that there is stress and causes them to deviate from the fundamental purpose of the venture, due to the initial focus on supporting sustainability, however, there is pressure to employ business funds as family finances.
Gebhardt and Bachmann	2023	Scopus	Entrepreneurs find opportunities, start their businesses, and are seen as forerunners of sustainability, as they address current market deficiencies and take advantage of opportunities to conserve life, community, and nature and contribute to sustainable development. However, they lack the leverage needed to have a large-scale influence.
Refai et al.	2024	Scopus	Social entrepreneurship presents external constraints including environmental (drought), and institutional and financial shortcomings, where sustainable collective initiatives are needed, accompanied by the use of innovative tools to minimize the impact of limited resources and support from institutions that promote empowerment, sustainable development, and cohesion.

Table 2. Documents cited from major databases for the years 2022 to 2024 (Part 2)

Author	Years	Source	Contribution
Prasetyo et al.	2023	Scopus	Before starting a social and sustainable venture, there is a need to make all entrepreneurs aware of the global importance of using the quality of the environment for human purposes, and this can be achieved with proper budget allocation by the local government to mitigate environmental, economic and social problems in the short and long term.
Turyakira et al.	2024	Scopus	Within social and sustainable entrepreneurship, environmental issues receive less attention compared to other sustainable aspects; furthermore, it was evident that entrepreneurs are financially constrained and their management skills are weak, undermining their potential to achieve their sustainable mission.
Mashapure et al.	2023	Scopus	The main challenges to starting a social enterprise are inadequate support from government schemes, poor knowledge of business management, patriarchal social structure, lack of security in accessing finance, and limited time to balance family and sustainable business pressures.
Huang et al.	2023	Scopus	Sustainable entrepreneurship means protecting and improving the environment and balancing the ecology, which provides necessary resources for long-term sustainable development; therefore, it is important to address global challenges such as nonrenewable waste and global warming.
Shahid et al.	2023	ScienceDirect	Sustainable entrepreneurs face increasing challenges in achieving triple-bottom-line objectives (economic, social, and environmental), such as access to finance, government support, lack of customer awareness, and information asymmetries. Moreover, these challenges are even more visible in developing countries, where finding and exploring sustainability-based business opportunities is very strenuous.
Tandon et al.	2024	ScienceDirect	There are three main challenges that affect the sustainability of social ventures, such as (a) lack of knowledge management, requiring them to acquire, interpret, and apply sustainability knowledge; (b) stakeholder support, due to disparate objectivity and opinion on how to achieve sustainability; and (c) resource constraints, severely affecting profitability issues.
Donaldson et al.	2024	ScienceDirect	Fear of entrepreneurship combined with mistrust in the business idea are factors that lead to greater anxiety in obtaining access to financial resources because it is a social enterprise; thus questioning the economic viability given their personal financial situation; therefore, it is necessary to encourage the further development of business ideas that help the sustainability of the country.
Watson et al.	2023	ScienceDirect	Institutional conditions often act to hinder sustainable entrepreneurs. While policies are important in shaping the conditions for good entrepreneurship, the government does not support sustainable business initiatives because it does not prioritize resources, is deficient in creating sustainable markets, and does not value the potential impact it would bring.
Arejiogbe et al.	2023	EBSCOhost	Sustainable entrepreneurs face increasing challenges to achieve their goals in a triple bottom line, reducing their ability to innovate, to feel empowered, and above all to trust that their business will improve quality of life and access to low-cost healthcare and environmentally friendly outcomes.
Broccia et al.	2022	EBSCOhost	Sustainable entrepreneurs are the representatives of tools to achieve the SDGs, addressing from the perspective of climate change, social inequality, economic development, and human rights, therefore, for these challenges to be solved it is necessary for entrepreneurs to seek high-performance in sustainability.
de Sousa-Filho et al.	2023	EBSCOhost	To overcome environmental, social, and economic challenges, it is important to implement programs based on experiences for empathy training, being essential to develop self-efficacy and efficiency; and improving the ability to identify sustainable and social opportunities.
Baylon Salvador et al.	2022	Google Scholar	The main challenges in social entrepreneurship projects are weak private and public articulation, lack of culture, and lack of family and social support. Therefore, it is necessary to highlight the importance of fostering a social and sustainable culture, emphasizing collective and personal skills.
Calánchez Urribarri et al.	2022	Google Scholar	Despite the challenges of social and sustainable entrepreneurship, it should be taken into account that it increases employment, improves competitiveness, and provides immediate responses to the most vulnerable sectors that are not as well served by national, regional, and local governments.

Source: Authors' elaboration.

Social and sustainable entrepreneurship represents a transformative movement that seeks to harmonize economic development with social justice and environmental preservation. However, this path is not without the obstacles and challenges that entrepreneurs must confront with courage and determination. Therefore, it is essential for these visionaries to acquire and develop robust management skills, as these are the compasses that will guide their decisions and strategies toward long-

term sustainability. Good intentions alone are insufficient; a solid business vision that allows for the setting of ambitious yet achievable goals in the economic, social, and environmental realms is needed.

However, social and sustainable entrepreneurs are not alone in this crusade. These efforts align with the SDGs, which aim to boost economic growth, eradicate poverty and unemployment, and mitigate the impacts of climate change. Nonetheless,

the challenge lies in securing the necessary financing to generate employment opportunities in the most vulnerable communities. One of the major challenges they face is the blending of personal and business finances, which generates stress and diverts them from the fundamental purpose of their venture. Moreover, financial constraints and deficient management skills undermine their potential to achieve their sustainable mission.

However, the obstacles do not end there. They must address external factors such as droughts, weak institutions, and a lack of governmental support. Additionally, they face challenges such as a lack of environmental awareness, patriarchal social structures, and difficulties accessing financing. Despite these adversities, social and sustainable entrepreneurs persist bravely, driven by their vision of a more just and balanced world.

5. DISCUSSION

Entrepreneurs should be aware that their work is crucial for the well-being of current and future generations. With perseverance, innovation, and a solid foundation in sustainable management, they have the potential to transform the world into a more prosperous, equitable, and environmentally respectful place.

Thus, social entrepreneurship has become a national-level contributor to alleviating social, economic, and environmental concerns; consequently, its influence on improving quality of life has elevated the concept to a pedestal. However, awareness remains low, hindering impact and potential scalability (Chichevaliev et al., 2023). Specifically, due to their high degree of scalability and innovation, enterprises play an important role in promoting and accelerating sustainable practices. At least 10% of the SDGs impact more than half of the SDGs; hence, there is a need for policy changes to foster the implementation of CSR strategies and address the lack of attention given to some SDGs (Martínez-Martínez et al., 2024).

This is because when government budgets are evaluated, financing the achievement of the SDGs appears to necessitate reducing expenditures on other indicators; thus, reaching these goals is not a priority, as people are unaware that economic benefits can be generated when social SDGs are met (Del-Aguila-Arcetales et al., 2022). Each time a social enterprise is started, various opportunities are generated to earn economic profits that aid survival and provide employment opportunities for others involved in a country's productive process. The challenge of entrepreneurship lies in overcoming the barriers imposed by the government (Khan et al., 2023).

Entrepreneurship creates various opportunities for people, as it allows for economic gains that support survival and provides employment to others involved in a country's production processes.

A survey conducted by the Global Business Council revealed that 83% of enterprises had adopted sustainable policies, while 86% had adopted specific sustainable objectives, demonstrating that businesses are increasingly focused on promoting public health and protecting the environment, as well as positively encouraging social impact and influence through the promotion of sustainable leadership and CSR (Richardson & Burrell, 2023). Decision-makers must commit not only to supporting sustainable and innovative business

activities but also to reducing challenges in the macroeconomic environment (Proença & Soukiazis, 2023).

This means that sustainability has emerged as a new and determining paradigm in various areas of the economy, offering an alternative approach to addressing complex, global, and long-term issues, such as those caused by human impact on ecosystems, which can be combated through social and sustainable entrepreneurship (Bonfanti et al., 2024; Lechuga-Jimenez et al., 2024). However, in many countries, despite the economic growth that this type of entrepreneurship brings, they face notable obstacles in achieving the SDGs, such as environmental deterioration, inequality, and poverty, which conventional financial entities have not been able to address effectively (Dananjayan et al., 2023).

Therefore, a sustainable ecosystem allows entrepreneurs to recognize opportunities to invest in environmental degradation and obtain social, ecological, and economic benefits through the application of a circular business model, where cooperation between institutes, governments, universities, clients, and suppliers is sought to boost corporate sustainability (Chaudhary et al., 2023; Pascucci, 2023). Bearing in mind that at the beginning of entrepreneurship, it is important to introduce sustainable objectives that significantly increase the likelihood of business growth; however, intrinsic difficulties still exist in reconciling sustainability with economic goals in the initial stage of the entrepreneurship process (Bataineh et al., 2023; Chistov et al., 2023).

Thus, it is necessary to counteract the challenges presented by social and sustainable entrepreneurship to bring about dual economic and social advantages, becoming a valuable tool for governments to achieve sustainable development and being able to rely on entrepreneurs who have planned to start and manage a sustainable business (Neumann, 2022).

This study recognizes the intrinsic relationships among social entrepreneurship, sustainability, and SDGs. This study demonstrates how enterprises can contribute to the achievement of the SDGs through the generation of positive impacts on society and the environment. However, it highlights the challenge of obtaining financing to generate employment opportunities in vulnerable environments, underscoring the need to address financial barriers to social and sustainable entrepreneurship. These challenges underscore the need for adequate support, both at the governmental level and through financial and training initiatives, to strengthen the viability and sustainability of enterprises.

Similarly, external limitations, such as environmental and institutional deficiencies, as well as cultural and social barriers that may hinder the success of social and SEs, are noted. This highlights the need for sustainable collective initiatives and institutional support to minimize the impact of limited resources and promote an enabling environment for sustainable entrepreneurship.

6. CONCLUSION

A review of the literature confirmed that social and sustainable ventures face a range of challenges spanning financial, managerial, cultural, institutional, and environmental aspects. These

challenges are inherently interconnected and may vary depending on the geographical, economic, and social context in which the ventures operate. Hence, the critical importance of managerial skills and relevant training for the success of social and sustainable ventures is emphasized.

Additionally, the commitment between social and sustainable entrepreneurship and the SDGs has been reaffirmed, as has their potential to generate a positive impact on society and the environment. However, several external and cultural limitations that can affect the viability and sustainability of social and sustainable ventures have been identified. These include environmental, institutional, and financial deficiencies, as well as cultural and social barriers that can hinder the success of these ventures.

Therefore, the importance of adopting an integrated and collaborative approach to address the challenges of social and sustainable entrepreneurship is underscored. This involves collaboration among various actors, including governments, institutions, businesses, and civil society, to promote an environment conducive to innovation and business sustainability.

The findings of this systematic review have significant implications for both the practice of social and sustainable entrepreneurship and future research in this field. Practically speaking, the results underscore the necessity of addressing the myriad challenges faced by social and sustainable entrepreneurs, including financial, management, cultural, institutional, and environmental limitations. To overcome these challenges, the development of supportive policies and programs is recommended to foster entrepreneurial skills, provide access to resources, and create a conducive environment for social and sustainable entrepreneurship. This could involve training initiatives, mentorship programs, collaboration networks, and specific financing schemes for enterprises with a social and environmental focus.

Furthermore, the findings highlight the importance of promoting greater awareness and understanding of SDGs among entrepreneurs and stakeholders. Encouraging the alignment of enterprises with the SDGs can drive a broader positive impact and contribute to the achievement of these global goals.

From a research perspective, this review identifies several areas that require further exploration. Future studies could examine the effectiveness of different approaches and strategies to address the challenges of social and sustainable entrepreneurship and investigate the factors that influence the success and long-term sustainability of these enterprises. Additionally, more research is needed on the actual impact of

social and SEs on achieving the SDGs and how to measure and maximize this impact.

Another promising research area is the exploration of collaborative models and partnerships among social entrepreneurs, governments, nonprofit organizations, and the private sector to address challenges more effectively and expand the reach and scale of solutions.

This systematic literature review on the challenges of social and sustainable entrepreneurship presents several limitations that should be considered when interpreting the results. First, the review was based on a limited number of databases (Scopus, ScienceDirect, EBSCOhost, and Google Scholar), which might have excluded relevant studies indexed in other sources. Although these databases are widely used and recognized in the academic field, additional research published in journals or repositories may not be included in these platforms. Furthermore, the review focused on articles published between 2022 and 2024, which could have limited the inclusion of earlier studies addressing the challenges of social and sustainable entrepreneurship. While this date range was selected to obtain the most up-to-date information, earlier research might contain relevant findings that were not captured in this review. Another limitation to consider is the heterogeneity of the studies included in terms of methodologies, geographical contexts, and theoretical approaches. Although this diversity can provide a broad view of the subject, it may also complicate direct comparison and generalization of the results. It is important to consider the different contexts and approaches when interpreting the findings of this review. Additionally, there might be publication bias, as studies with positive or statistically significant results are more likely to be published than those with negative or inconclusive results. This bias could have influenced the studies included in the review and, consequently, the conclusions drawn. Finally, the review was based on the interpretation and analysis of the authors, which could have introduced a degree of subjectivity. Although a systematic approach was followed and predefined criteria were applied, the selection and interpretation of the studies may be subject to the authors' perspectives and experience.

Despite these limitations, the current systematic review provides a valuable synthesis of the literature on the challenges of social and sustainable entrepreneurship and lays the groundwork for future research in this field. It is recommended that subsequent studies address these limitations by expanding the search to other databases, considering a broader data range, and conducting additional analyses to address the heterogeneity of the included studies.

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