

# DOES SOCIAL INNOVATIONS INFLUENCE ON SUSTAINABLE ENTREPRENEURSHIP IN SRI LANKA

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The interconnection among innovation, sustainable development, and entrepreneurship, is a subject of immense interest these days, as society is looking for answers heading to sustainable development. Further, Social Innovations can play a significant part in the development of Sustainable Entrepreneurship in the context of sustainable development. Given this context; this study investigates the Influence of Social Innovation on Sustainable Entrepreneurship in Sri Lanka. The Multiple case study method was used, and data were collected by conducting in-depth interviews with fifteen Sustainopreneurs. The findings of the study reveal that Social Innovations positively influences the Sustainable Entrepreneurship in Sri Lanka in the aspects of business idea generation, to inspire the Sustainopreneurs and to the existence of the Sustainoprenarial business. This study contributes to the Social Innovations and Sustainable Entrepreneurship literature as there has been an absence of studies conducted on this field. The research recommendations deliver useful information to practitioners and policymakers, who would support inform future strategies in this field.

**Keywords:** *Entrepreneurship; Social innovations; Sri Lanka; Sustainability; Sustainable entrepreneurship; Sustainopreneurs; Sustainable development*

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