References

Allen, N. J., & Meyer, J. P. (1997). *Commitment in the workplace: Theory, research and application*, Thousand Oaks, CA: Sage Publications Ltd.

Alvord, S. H., Brown, L. D., & Letts, C. W. (2004). Social entrepreneurship and societal transformation an exploratory study. *The journal of applied behavioral science*, 40(3), 260-282.

Ambler, T., Barrow, S. (1996). "The employer brand". *Journal of Brand Management*, 4 (1), 185-206.

Atolia, M., & Prasad, K. (2011). Relative wealth concerns and entrepreneurship. *Economica*, 78(310), 294-316

Austin, J. E., Stevenson, H. H., & Wei-Skillern, J. (2003). Social entrepreneurship and commercial entrepreneurship: Same, different, or both?. Division of Research, Harvard Business School.

Austin, J., Stevenson, H., & Wei-Skillern, J. (2006). Social and commercial entrepreneurship: Same, different, or both? Entrepreneurship: Theory & Practice, 30(1), 1–22.

Ayurveda in Sri Lanka, (2014). Retrieved from https://www.lanka.com

Backhaus, K., Tikoo, S. (2004). "Conceptualizing and researching employer branding", *Career Development International*, 9 (5), 501-517.

Barendsen, L., Gardner, H. (2004). *Is the social entrepreneur a new type of leader*? Leader to Leader, 34 (1), 43-50.

Barney, J.B. (1991). "Firm resources and sustained competitive advantage". *Journal of Management*, (17), 99-120.

Bhide, A. (2000). *The Origin and Evolution of New Business*. Oxford University Press: New York.

Bielefeld, W. (2009). Issues in social enterprise and social entrepreneurship. *Journal of Public Affairs Education*, 69-86.

Bornstein, D. 2004. *How to change the world. Social entrepreneurs and the power of new ideas.* Oxford: Oxford University Press.

Boxall, P. (1998). Achieving competitive advantage through human resource strategy: Towards a theory of industry dynamics. *Human resource management review*, 8(3), 265-288.

Brinckerhoff, P. C. (2000). Social entrepreneurship: The art of mission-based venture development. John Wiley and Sons.

Brinkerhoff, P. (2001). Why you need to be more entrepreneurial—and how to get started. *Nonprofit World*, 19(6), 12-15.

Brooke, G. T. (2010). Uncertainty, profit and entrepreneurial action: Frank Knight's contribution reconsidered. *Journal of the History of Economic Thought*, 32(02), 221-235.

Burt, R.S. (1992), *Structural Holes: The Social Structure of Competition*. Harvard University Press, Cambridge, MA.

Carroll, A.B., Shabana, K. M. (2010), "The business case for corporate social responsibility: a review of concepts, research and practice", *International Journal of Management Reviews*, 12 (1), 85-105.

Carson, D., Gilmore, A., Perry, C., & Gronhaug, K. (2001). *Qualitative marketing research* CA, USA: Sage Publications, Inc.

Cavana, R. Y., Delahaye, B. L., & Sekaran, U. (2001). *Applied Business Research: Qualitative and Quantitative Methods* (1st ed.). US & Australia: John Wiley & Sons Australia, Ltd

Creswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches*. CA, USA: Sage Publications, Inc.

Dacin, Dacin, & Tracey. (2011). Social Entrepreneurship: A Critique and Future Directions Organization Science. 22(5), 1203–1213

Dees, J. G. (1998). Enterprising nonprofits: What do you do when traditional sources of funding fall short? *Harvard Business Review*. January/February: 55–67.

Dees, J. G., & Elias, J. (1998). The challenges of combining social and commercial enterprise. *Business Ethics Quarterly*, 8(1), 165-178.

Dees, G.J. (2001). "The meaning of social entrepreneurship", Retrieved from; http:// www.caseatduke.org/documents/dees_sedef.pdf.

Denzin, N. K., & Lincoln, Y. S. (2003). *Introduction: The discipline and practice of qualitative research. Handbook of qualitative re-search* (2nd ed., pp. 1-28). Thousand Oaks, CA: Sage Publications.

Donaldson, T., & Preston, L. E. (1995). The stakeholder theory of the corporation: Concepts, evidence, and implications. *Academy of management Review*, 20(1), 65-91.

Eisenberg, B., Kilduff, C., Burleigh, S., & Wilson, K. (2001). The role of the value proposition and employment branding in retaining top talent. *Society for Human Resource Management, Alexandria, VA*.

Elkington, J. (1997). Cannibals with forks. *The triple bottom line of 21st century*. London, Thousand Oaks California, New Delhi: SAGE Publications.

Elving, W.J.L. (2010). "Trends and developments within corporate communication: an analysis of ten years", Corporate Communications: *An International Journal*, 15 (1), 5-8.

Emerson, R. M., Fretz, R. I., & Shaw, L. L. (2011). *Writing ethnographic fieldnotes*. University of Chicago Press.

Eswaran Brothers Tea Exporters (Pvt) Ltd, Retrieved from http://www.eswaran.com

Fontaine, C. (2006). AHaarman, and S Schmid.". *The Stakeholder Theory*." *Edlays education*, *1*, 1-33.

Freeman, R. E., & Evan, W. M. (1991). Corporate governance: A stakeholder interpretation. *Journal of Behavioral Economics*, *19*(4), 337-359.

Freeman, R. E. (2000). "Business Ethics at the Millenium.". *Business Ethics Quarterly* 10(1), 169-180.

Friedman, M. (1970). The Social Responsibility of Business is to Increase its Profits. *New York Times Magazine*, 13, 32-33.

Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. *Handbook of qualitative research*, *2*(163-194).

Hambrick, D. C. (1983). High profit strategies in mature capital goods industries: A contingency approach. *Academy of Management journal*, *26*(4), 687-707.

Haugh, H. (2007). New strategies for a sustainable society: The growing contribution of social entrepreneurship. *Business Ethics Quarterly*, 17(4), 743–749.

Harding, R. (2006). Social Entrepreneurship Monitor. London Business School, London.

Heskett, J. L., & Schlesinger, L. A. (1994). Putting the service-profit chain to work. *Harvard business review*, 72(2), 164-174.

Hitt, M.A., Ireland, R.D., Camp, S.M.& Sexton, D.L. (2001). Guest editors' introduction to the special issue strategic entrepreneurship: entrepreneurial strategies for wealth creation, *Strategic Management Journal* 22(6–7), 479–491.

Hockerts, K. (2006). Entrepreneurial opportunity in social purpose business ventures. Social entrepreneurship, 1, 142-154.

Ireland, R. D., Hitt, M. A., Camp, S. M., & Sexton, D. L. (2001). Integrating entrepreneurship and strategic management actions to create firm wealth. *The Academy of Management Executive*, *15*(1), 49-63.

Jackson, L. (2006), "People as important as profits", Business Times, March 12, p. 20.

Jiao, H. (2011). A conceptual model for social entrepreneurship directed toward social impact on society. *Social Enterprise Journal*, 7(2), 130-149.

Jeffs, L. (2006, June). Social entrepreneurs and social enterprises: do they have a future in New Zealand. In *Conference proceedings from the ICSB world conference*.

Khan, S. N. (2014). Qualitative research method-Phenomenology. *Asian Social Science*, *10*(21), p298.

Knight, F. H. (1921). Risk, uncertainty and profit. New York: Hart, Schaffner and Marx.

Knight, F.H. (1942) Profit and Entrepreneurial Functions, *The Journal of Economic History* 2, 126 - 132.

Kryger, A. H., Esmann Andersen, S., & Thomsen, C. (2011). Conceptualising employer branding in sustainable organisations. Corporate Communications: *An International Journal*, 16(2), 105-123.

Langlois, R. N., Cosgel, M. M. (1993). Frank Knight on risk, uncertainty, and the firm: a new interpretation. *Economic inquiry*, 31(3), 456-465.

Lesabe, R. A. F., & Nkosi, J. (2007). A qualitative exploration of employees' views on organisational commitment. *SA journal of human resource management*, *5*(1), 35-44.

Lievens, F., & Highhouse, S. (2003). The relation of instrumental and symbolic attributes to a company's attractiveness as an employer.*Personnel Psychology*, *56*(1), 75-102.

Light, P. C. (2005). Searching for social entrepreneurs: Who they might be, where they might be found, what they do. In Draft presented at the Conference of the Association for Research on Nonprofit and Voluntary Organizations, 17-19.

Mair, J., Marti, I. (2006), "Social entrepreneurship research: a source of explanation, prediction, and delight". *Journal of World Business*, 41, 36-44.

Mair, J., Robinson, J., & Hockerts, K. (Eds.). (2006). *Social entrepreneurship* (p. 3). New York: Palgrave Macmillan.

Margolis, J. D. and Walsh, J. P. 2003. Misery loves companies: Rethinking social initiative by business. *Administrative Science Quarterly*, 48: 268–305.

Martin, R. L., & Osberg, S. (2007). Social entrepreneurship: The case for definition. *Stanford Social Innovation Review*, 28–39.

Merriam, S. B. (2009). *Qualitative research: A guide to design and implementation*. San Francisco, CA: Jossey-Bass.

Meyer, J. P., & Allen, N. J. (1991). A three-component conceptualization of organizational commitment. *Human resource management review*, *l*(1), 61-89.

Meyer, J. P., Allen, N. J., Smith, C. A. (1993). "Commitment to Organizations and Occupations: Extension and Test of a Three-Component Conceptualization". *Journal of Applied Psychology*, 78(4), 538-552.

Meyer, J.P., Allen, N.J. (1997). *Commitment in the Workplace: Theory, Research, and Application*. Thousand Oaks, CA: Sage Publications.

Mitchell, R. K., Cohen, B. (2006). Stakeholder theory and the entrepreneurial firm. *Journal of small business strategy*, 17(1), 1-15.

Miller, T. L., Grimes, M. G., McMullen, J. S., & Vogus, T. J. (2012). Venturing for others with heart and head: How compassion encourages social entrepreneurship. *Academy of Management Review*, 37(4), 616-640.

Morgan, D. L., & Spanish, M. T. (1984). Focus groups: A new tool for qualitative research. *Qualitative sociology*, 7(3), 253-270.

Morrison, E.W. (1995), "Organizational citizenship behavior as a critical link between HRM practices and service quality". *Human Resource Management*, 35, 493-512.

Morsing, M. (2006). "Corporate moral branding", Corporate Communication. *An International Journal*, 11(2), 97-108.

Mowday, R. T, Porter, L. W & Steers, R (1982). *Organisational linkages, psychology of commitment, absenteeism and turnover*. San Diego, CA: Academic Press.

Murphy, P. J., & Coombes, S. M. (2009). A model of social entrepreneurial discovery. *Journal of business ethics*, 87(3), 325-336.

Neuman, W. L. (2011). *Social Research Methods: Qualitative and Quantitative Approaches* (7th ed.). USA: Allyn and Bacon, Inc.

Palys, T. (2008). Purposive sampling. *The Sage encyclopedia of qualitative research methods*, 2, 697-698.

Patton, M. Q. (1990). *Qualitative Evaluation and Research Methods* (2nd ed.). Thousand Oaks, CA, USA: Sage Publications, Inc.

Pesqueux, Y., & Damak-Ayadi, S. (2005). Stakeholder theory in perspective. Corporate Governance: *The international journal of business in society*, 5(2), 5-21.

Pless, N. M. (2012). Social entrepreneurship in theory and practice—an introduction. *Journal of Business Ethics*, 111(3), 317-320.

Porter, M.E., Kramer, M.R. (2006). "Strategy & society: the link between competitive advantage and corporate social responsibility". *Harvard Business Review*, 84(12), 78-92.

Preuss, L., Haunschild, A. & Matten, D. (2009). "The rise of CSR: implications for HRM and employee representation". *The International Journal of Human Resource Management*, 20(4), 953-73.

Priem, R. L., & Butler, J. E. (2001). Is the resource-based "view" a useful perspective for strategic management research?. *Academy of management review*, *26*(1), 22-40. Sheldon, M. E. (1971).

Punch, K. F. (1998). Introduction to Social Research: Quantitative and Qualitative Approaches (1st ed.). London, Thousand Oaks California, New Delhi: SAGE Publications.

Rossouw, D., Vuuren, V. L. (2004). *Business Ethics*. 3, Oxford University Press, Cape Town.

Rucci, A.J., Kirn, S.P. & Quinn, R.T. (1997). "The employee-customer-profit chain at Sears", *Harvard Business Review*, 83-98.

Rwigema, H. and Venter, R. (2004), *Advanced Entrepreneurship*, Oxford University Press, Cape Town.

Ryan, A., Schmit, M. J., & Johnson, R. (1996). Attitudes and effectiveness: Examining relations at an organizational level. *Personnel Psychology*, 49(4), 853-882.

Santos, F. M. (2012). A positive theory of social entrepreneurship, *Journal of business ethics*, 111(3), 335-351.

Sarasvathy, S.D. (2001), "Causation and effectuation: toward a theoretical shift from economic inevitability to entrepreneurial contingency", *Academy of Management Review*, 26 (2), 243-64.

Schensul, J., & LeCompte, M. (2012). *Essential ethnographic methods: A mixed methods approach* (2nd ed.). Lanham, MD: AltaMira Press.

Schuyler, G. (1998). Social entrepreneurship: Profit as a means, not an end (Digest 98. *Kauffman Center for Entrepreneurial Leadership*.

Seelos, C.,Mair, J. (2005). Entrepreneurs in service of the poor: Models for business contributions to sustainable development. *Business Horizons*, 48(3), 241-246.

Sharma, N.L.C. (2014),"Employer branding: strategy for improving employer attractiveness", *International Journal of Organizational Analysis*, 22 (1), 48 – 60

Sharir, M., Lerner, M. (2006), "Gauging the success of social ventures initiated by individual social entrepreneurs", *Journal of World Business*, 41, 6-20.

Shaw, E., Carter, S. (2007). Social entrepreneurship: Theoretical antecedents and empirical analysis of entrepreneurial processes and outcomes, *Journal of small business and enterprise development*, 14(3), 418-434.

Sheldon, M. E. (1971). Investments and involvements as mechanisms producing commitment to the organization. *Administrative Science Quarterly*, 143-150.

Spear, R. (2006). "Social entrepreneurship: a different model?", *International Journal of Social Economics*, 33 (5-6), 399 – 410

Stamler, B. (2001). Companies are developing brand messages as a way to inspire loyalty among employees. *New York Times*, *5*(2001), *5*.

Sullivan, S. E. (1999). The changing nature of careers: A review and research agenda. *Journal of management*, 25(3), 457-484.

Sullivan, J. (2002). Crafting a lofty employment brand: a costly proposition.*ER Daily, November*, 25.

Sullivan, J. (2004). Eight elements of a successful employment brand. *ER Daily*, 23(2), 501-517.

Sun, L-T., O'Brien, J.C. and Jiang, Q. (2001), "Human development and economic system: a unitary approach", *International Journal of Social Economics*, 28 (5-7), 526-60.

(The) Conference Board (2001), *Engaging Employees through Your Brand*, The Conference Board, New York, NY.

The Economist. (2014, November, 24), Retrieved from http://country.eiu.com

The Official News Portal in Sri Lanka. (2015), Retrieved from http://news.lk

Thomsen, H.K.A.S.E.C. (2011)."Conceptualising employer branding in sustainable organisations", Corporate Communications, *An International Journal*, 16 (2), 105 – 123.

Turner III, Daniel, W. (2010). Qualitative interview design: A practical guide for novice investigators. *The qualitative report*, *15*(3), 754-760.

Urban, B. (2008). Social entrepreneurship in South Africa: delineating the construct with associated skills. *International Journal of Entrepreneurial Behavior & Research*, 14(5), 346-364.

Vanoverberghe, D. (2010). Economic Wealth Added, the relevant economic measurement for profit maximization. *Journal of Business*, Forthcoming

Venkataraman, S. (1997). *The distinctive domain of entrepreneurship research*. In J. Katz (Ed.), Advances in Entrepreneurship, Firm Emergence and Growth, 3, 119-138. JAI Press.

Work in Sri Lanka. (2013), Retreived from http://workinsrilanka.lk/living/healthcare-insri-lanka/

Wright, P.M., McMahan, G.C. (1992). "Theoretical perspectives for strategic human resource management". *Journal of Management*, 18 (2), 295-320.

Yin, R. K. (2009). *Case study research: Design and methods*. Thousand Oaks, Sage Publications.

Yin, R. K. (2014). *Case study research: Design and methods*. Thousand Oaks, Sage Publications.

Yunus, M., Jolis, A. (1998). Banker to the Poor. Aurum Press, London.

Yunus, M. (2007). Creating a world without poverty: Social business and the future of capitalism. Public Affairs.

Zahra, S., & Dess, G. G. (2001). Entrepreneurship as a field of research: Encouraging dialogue and debate. *Academy of Management Review*, *26*(1), 8-10.

Zahra, S. A., Rawhouser, H. N., Bhawe, N., Neubaum, D. O., & Hayton, J. C. (2008). Globalization of social entrepreneurship opportunities, *Strategic Entrepreneurship Journal*, 2(2), 117–131.