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The Crucial Factors in the Sustainable Development of Social Enterprises: A Business Anthropological Case Study on Charity Shop in China

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ABSTRACT Based on a quantitative survey, this paper investigates the current situation of the development for social enterprises by drawing data from charity shops in Guangdong province, China. The paper seeks to identify the crucial factors associated with charity shops sustainable development, which lead to significant changes in the social transformation, and common patterns across a small set of successful charity shops through employing participant observation and in-depth interviews. After using the business anthropological methods, several conclusions which have formed as preliminary hypotheses are drawn. Four general observations are important for further learning on the sustainable development of charity shop, and four crucial factors such as, organizational arrangements, characteristics of leaders, characteristics of innovations in operation, scaling up and social transformation will affect the sustainable development of charity shop. It will contribute to the understanding of the determining factors for sustainable development of social enterprise. Finally, relevant implications are drawn and limitations of the study are discussed accordingly.