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Research Article

The Pursuit of Gaining Legitimacy through Marketing Strategy: A Case of Social Enterprises in UAE

Abdul Ghafar, Malini Nair, Shahira Elalfy & Roberta Fenech

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Abstract

Social entrepreneurship is in its nascent stages in the UAE. The social and economic value created by the social enterprise may only be sustained through a process of legitimisation. It is imperative for social enterprises to adopt a strategic approach to marketing in attaining legitimacy. The purpose of this study is to investigate how marketing practices support social enterprises in increasing legitimacy. A qualitative multiple case study methodology is adopted. Multiple sources of evidence are used from seven social enterprises participating in this study. The main conclusion is that the strategic use of marketing for legitimacy purposes that goes beyond moral legitimacy, is not sufficiently taken advantage of within social enterprises in the UAE. This study has important implications and recommendations for social entrepreneurs, as well as experts in the field of digital marketing.

Keywords: Social entrepreneurship digital marketing legitimacy social media multiple case-studies

Disclosure Statement

No potential conflict of interest was reported by the author(s).

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