

Impact of frugal innovations on the social entrepreneurship of Multinational enterprises (MNEs) in developing countries

Dr. Walker Brooks

PHD, Marketing Management

Brown University

ABSTRACT

Aims: The current research is conducted to analyze the impact of frugal innovation on the social entrepreneurship of MNEs in developing countries. The study also aims to identify the effect of economies of scale as the mediating factor between frugal innovation and MNEs.

Method/design: The study is based on a primary quantitative method in which the responses of 200 participants were collected through a survey questionnaire on a 5-point Likert scale.

Findings: Statistical analysis showed a high correlation between the affordability of frugal innovation and the dependent variable of social entrepreneurship of MNEs in developing countries. However, the quality of products has an insignificant impact on the social entrepreneurship of MNEs in developing countries. Moreover, research has found a strong relationship between the mediating factor of economies of scale and the relationship between affordability and social entrepreneurship of MNEs in developing countries.

Future implications: The current research would also help guide future researchers in conducting studies on other developing countries like Iran and Peru, and researchers can consider other independent variables of frugal innovation.

Keywords: *Frugal innovation, MNE, social entrepreneurship, developing countries*