

## SOCIAL ENTREPRENEURSHIP IN ROAD SAFETY AND TRAFFIC MANAGEMENT

S.I.S. Manage<sup>1</sup>, Niranga Amarasingha<sup>2</sup>  
*Faculty of Engineering, Sri Lanka Institute of Information  
Technology, New Kandy Road, Malabe, Sri Lanka.*  
<sup>1</sup>saranisiriwardana4@gmail.com, <sup>2</sup>niranga.a@sliit.lk

**ABSTRACT** – This study was carried out to examine the role of social entrepreneurship in road safety and traffic management. Road safety and traffic management are critical issues that affect communities worldwide, and social entrepreneurship offers a new approach to address them. The study aims to identify the characteristics of the organizations that have contributed to road safety and traffic management and to identify innovative social entrepreneurial initiatives that have been implemented in the field of road safety and traffic management. Specifically, it seeks to explore how social entrepreneurship initiatives contribute to improving road safety measures and traffic management systems, with a focus on their impact, effectiveness, and potential for scalability and sustainability. Through this research, it is expected to fill the gap in knowledge about the potential of social entrepreneurship in road safety and traffic management and provide insights into how social entrepreneurship can be leveraged to achieve social impact in these areas. The research employs qualitative research methods, including interviews and case studies, to analyze social entrepreneurial initiatives in road safety and traffic management in Sri Lanka. The study also considers the role of partnerships between social entrepreneurs, governments, and other stakeholders in achieving social impact in road safety and traffic management. The findings of this study can inform policymakers, practitioners, and social entrepreneurs about effective strategies for promoting road safety and improving traffic management. Ultimately, this study aims to contribute to the field of social entrepreneurship by highlighting its potential for creating social impact in the critical area of road safety and traffic management.

**Keywords:** Social Entrepreneurship; Road safety; Traffic management.

### 1. INTRODUCTION

Road safety improvements are gaining more and more attention globally, as it is one of the leading causes of death in many countries [1]. Traffic management is also a major concern, with heavy traffic congestion and lack of use of new technologies. To improve road safety and traffic management, it is important to look into social entrepreneurship. Social entrepreneurship is a multifaceted concept that combines an entrepreneurial perspective with a social purpose [2]. It is an approach by individuals, groups, startup companies, or entrepreneurs, in which they develop, fund, and implement solutions to social, cultural, or environmental issues. [3]. The scope of the present study is to examine social entrepreneurship in road safety and traffic management sectors. It refers to innovative and sustainable initiatives undertaken by individuals or organizations, primarily driven by social and community-oriented goals, aiming to address road safety and traffic management challenges in novel and impactful ways such as developing and implementing technology-driven solutions to reduce traffic accidents and fatalities, launching community-based awareness campaigns to educate the public about safe driving practices, creating platforms or apps, collaborating with local authorities and transportation agencies to design and implement road infrastructure improvements that prioritize safety. But it is rare to find social entrepreneurship in road safety and traffic management sectors specifically due to some of the reasons such as Road safety and traffic management may not be seen as an area where social entrepreneurship can have a significant impact and Road safety and traffic management issues can be complex and require a deep understanding of transportation systems, policy, and technology [4]. Research has found that there is a bidirectional relationship between social entrepreneurship and road safety, traffic management, and smart cities [5]. Entrepreneurs establish technological ventures that aid in the socio-

technical transformation of cities into smart cities, while data is produced that aids businesses in looking for new opportunities [6]. This research aims to fill the literature gap between social entrepreneurship and road safety and traffic management and the smart city concept. The aim of the research is to identify the characteristics of the organizations that have entrepreneurs in road safety and traffic management. The research will identify and analyze specific social entrepreneurship ventures that have successfully contributed to road safety improvements and efficient traffic management, highlighting their innovative approaches and measurable impact.

## **2. MATERIALS AND METHODS**

As for the first step, a comprehensive literature review is conducted on social entrepreneurship, road safety, and traffic management. It helps in understanding the existing theories, concepts, and frameworks related to the topic, identifying research gaps, and building a strong theoretical foundation for the study. “Social Entrepreneurship Ecosystem Framework” is employed as a theoretical framework to guide the research and fill the literature gap on the role of social entrepreneurship in road safety and traffic management [7]. The framework comprises several interconnected elements: social entrepreneurship initiatives, enabling environment, stakeholders, partnerships innovation, technology public awareness, behavior change, and impact and scalability. By utilizing the Social Entrepreneurship Ecosystem Framework, the research can comprehensively analyze the interplay of these elements in promoting road safety and improving traffic management. In order to collect data and information, interviews are conducted with the organizations that have ventured into road safety and traffic management-related projects. The interview process starts with identifying diverse organizations involved in social entrepreneurship projects for road safety and traffic management, including non-profits, social enterprises, startups, community groups, and government agencies for a comprehensive understanding. The consent of the organizations is taken by contacting them and a set of open-ended interview questions that explore various aspects of their social entrepreneurship projects will be asked in the interviews and the interviews will be recorded and transcribed. It is expected to analyze data collected through interviews to identify recurring themes, patterns, and valuable insights. To ensure the reliability and validity of the findings, triangulating the interview data with other sources, such as existing literature, reports, and data on road safety and traffic management in the relevant regions will be considered.

## **3. RESULTS AND DISCUSSION**

According to the results of the literature survey, it could be identified that there is a literature gap in social entrepreneurship in road safety and traffic management. According to the desk studies carried out; smart traffic management systems, driver training, and education, safe infrastructure design, and introducing new technologies for safe driving are the areas in which social entrepreneurs have focused related to road safety and traffic management. Since advanced road infrastructure equipped with modern technologies, and well-maintained roads available in developed countries, they have greater resources to invest in advanced traffic management systems, smart infrastructure, and data analytics. Sri Lanka might have less advanced road infrastructure, especially in rural areas. Limited resources may impact the implementation of high-tech solutions and comprehensive road safety measures. But some companies have ventured into road safety campaigns, training programs, conducting research, and developing policies and guidelines. Some of them are the Automobile Association of Ceylon (AAC), the Road Safety Council of Sri Lanka (RSCSL), LOLC General Insurance Sri Lanka, and AIA Insurance Allianz Lanka. According to the findings, most of these organizations have focused more on conducting road safety awareness programs including schools under corporate social responsibility (CSR) projects. It could be found out some of the potential challenges that social entrepreneurs face in road safety and traffic management initiatives. Some of them are access to funding, regulatory barriers, stakeholder engagement, scalability, long-term sustainability, and public awareness and behavior adoption.

#### 4. CONCLUSION

In conclusion, this study highlights the importance of research on social entrepreneurship in road safety and traffic management. By examining innovative social entrepreneurial initiatives in the field, this research can provide valuable insights into effective strategies for addressing these critical issues. Social entrepreneurship offers new models of social impact that can empower local communities, fill gaps in knowledge, and inform policy and practice. By providing valuable insights into the effectiveness and impact of social entrepreneurship initiatives, the research can inform the development of effective strategies for promoting road safety and improving traffic management. Some practical implications are supporting social entrepreneurship initiatives, enhancing stakeholder engagement, incorporating behavioral change strategies, facilitating regulatory reforms, promoting data sharing and technology adoption, building sustainability plans, and fostering public awareness and support. By exploring the potential of social entrepreneurship in road safety and traffic management, this study can contribute to the broader field of social entrepreneurship and offer new perspectives on how to achieve positive social impact in these critical areas. The findings of this study can help inform the development of effective strategies for promoting road safety and improving traffic management, ultimately contributing to a safer and more sustainable future for communities around the world.

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