

I am delighted to introduce to you the *Social Enterprise Journal's* second edition of 2016 published by Emerald publishers. First, I would like to thank the journal board, the selected reviewers and of course the authors for the papers enclosed.

Now to the papers for this issue of *SEJ*. The first paper co-authored by Monica Diochon (St Francis Xavier University, Gerald Schwartz School of Business) and Yogesh Ghore (Coady International Institute, Canada) titled "Contextualising a social enterprise opportunity process in an emerging market", seeks to contribute to a better understanding of how a social enterprise opportunity is brought to fruition in an emerging market via a micro-franchise start-up. The second paper co-authored by Mary Dato-on Conway (Rollins College, Crummer Graduate School of Business) and Jerri Kalakay (Antioch University, Culver City, California) titled "The winding road of social entrepreneurship definitions: a systematic literature review", begins by briefly summarizing the origin of social entrepreneurship, followed by an abbreviated discussion of the development of the literature. Next, a discussion of the systematic literature review methods used for selecting and reviewing the literature is explained, including details on search strategy and analysis. An holistic discussion of the social entrepreneurship construct and proposals for future research topics follows the presentation of findings.

The third paper of this issue is authored by Yanto Chandra (City University Hong Kong-Public Policy) titled "A rhetoric orientation view of social entrepreneurship" extends our understanding of the ways in which social entrepreneurs give sense to and legitimize their work by introducing a *rhetoric-orientation view* of social entrepreneurship. The fourth paper by Artur Steiner (Glasgow Caledonian University, Yunus Centre for Social Business and Health) titled "The playground of the rich? growing social business in the 21st century", aims to explore how nascent social businesses move beyond the incubation phase, and it develops understanding of how early stage social businesses access finance to achieve growth.

The fifth paper is a polemical paper titled "Re-imagining social enterprise" written by a practitioner Alan Kay from an unashamedly normative stance. Alan worked closely with, and was a great friend of, the late John Pearce (author of *Social Enterprise in Any Town*). This paper will outline the context and challenges currently facing social enterprise both from outside and from inside the social enterprise movement. This paper re-affirms a paradigm for social enterprises through re-imagining how social enterprise should and could contribute to the creation of a fairer and more just society. The final is co-authored by Jane Farmer, Tracey De Cotta, Katharine McKinnon, Heather Douglas (all at La Trobe University Melbourne) plus Jo Barraket (Swinburne University of Technology), Sarah-Anne Munoz (University of the Highlands and Islands) and Michael James' Roy (Glasgow Caledonian University, Yunus Centre for Social Business and Health) and titled "Social enterprise and wellbeing in community life". This paper uses relational geography and aligned methods to reveal the intricate connections between social enterprise and wellbeing realisation in community life. There is potential to pursue this research on a larger scale to provide needed evidence about how wellbeing is realised in social enterprises and then extends into communities.

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