

2nd Doctoral Seminar in Social Entrepreneurship and Philanthropy (SEPHI)

Monday 16 & Tuesday 17 July 2018
Comptoir Général, Paris (France)

Organizers

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Guest speakers



Filipe Santos, Professor and Chair in Social Entrepreneurship at Católica-Lisbon School of Business and Economics.

Alnoor Ebrahim, Professor of Management at The Fletcher School of Law and Diplomacy, Tufts University (*to be confirmed*).

Theme of the seminar

Increasingly, private initiatives are called upon to tackle social and environmental problems that established government and market actors struggle to solve on a global scale. Such private initiatives include new forms of market mechanisms, enterprises, and funding modes – all aiming for sustainable, positive impact.

This seminar focuses on two such initiatives that have received greater attention from both researchers and practitioners: philanthropy and social entrepreneurship. Philanthropy consists in “private giving for public purposes” (Salamon, 1992) and includes all types of voluntary aid from individuals and private organizations to good causes. While in-kind donations and volunteering are sometimes included in this definition, philanthropy usually focuses on financial resources. Far from being limited to wealthy donors and charitable foundations, philanthropy encompasses innovative and diverse phenomena such as cause-related marketing, street fundraising, and crowdfunding. Social entrepreneurship entails

“creating social value by providing solutions to social problems” (Dacin et al. 2011). To provide such solutions in collaboration with key stakeholders, social entrepreneurs develop innovative organizational models known as “social enterprises” that use market mechanisms to generate long-term social impact (Defourny & Nyssens, 2010; Battilana & Lee, 2014).

Once fringe topics in management and social sciences, philanthropy and social entrepreneurship were initially met with a mix of enthusiasm, skepticism, and confusion. Lasting definitional debates led scholars to label these terms as “essentially contested concepts” (Daly, 2011; Choi & Majumdar, 2014). However, over the last decade, both philanthropy and social entrepreneurship have become increasingly researched as empirical settings for new theoretical developments, and several articles have been published in leading academic journals (e.g. Battilana & Lee, 2014; Wang & Qian, 2011).

While much progress has been made regarding the motivations, the processes, and the outcomes of both philanthropy and social entrepreneurship, knowledge remains scarce on several key dimensions. In particular, the interaction between philanthropy and social entrepreneurship, between “funding” and “operating” for the common good, while tangible in practice, has received little scholarly attention so far.

Through this seminar, we encourage research and reflection on issues located at the crossroads of both phenomena, including:

- Social impact and its assessment, including the impact of social enterprises on their beneficiaries, and of philanthropic funding on recipient organizations.
- The availability and relevance of different types of funding (e.g. grants, loans, equity, social impact bonds) for the specific needs of social enterprises at both early phases and growth/scaling phases.
- Collective impact and innovative alliances between philanthropic organizations and social enterprises, and the blurring roles between “funders” and “operators”.
- Inter-organizational relationships between philanthropic organizations and social enterprises: how deals are structured, how ties are created, how supportive ecosystems emerge, etc.
- The sharing economy and collaborative models, particularly how they affect traditional philanthropy (e.g. crowdfunding, tech for good) and social entrepreneurs (e.g. open-source and peer-to-peer organizations).
- New ownership and governance models: foundation-owned enterprises, crowd-equity in social enterprises, and other forms of “steward ownership”.

This list is not exhaustive and we welcome work on other issues in or at the intersection between philanthropy and social entrepreneurship.

Objectives of the seminar

The seminar is integrated within a range of dynamics on social entrepreneurship and philanthropy that the three sponsoring institutions frequently engage. It is also connected to international research networks in these domains such as EMES (social enterprise/entrepreneurship) and ERNOP (philanthropy).

This seminar aims to support doctoral students doing research in the fields of social entrepreneurship and philanthropy – and at the crossroads of these fields. Based on the critical analysis of theoretical and empirical articles, students will get acquainted with several research avenues in the field. They will then be asked to locate their own research project(s) within the extant literature and to discuss their upcoming research agenda with the scholars and the other students.

The seminar will enable doctoral students to:

- Acquire an overview of the literatures in social entrepreneurship and philanthropy and their theoretical underpinnings;
- Learn about research development and paper writing in this field;
- Strengthen their research project and locate it on the “research map” of social entrepreneurship and philanthropy;
- Develop ties with young and senior scholars in an emerging research community.

Target audience and application

All doctoral students in social and management sciences interested in the theme are welcome. A previous class related to social entrepreneurship or philanthropy is useful but not compulsory. Each doctoral student will have the opportunity to present a research project or a paper and receive feedback from other participants and guest speakers.

For doctoral students interested in validating ECTS credits for the seminar, it is possible to receive a course certificate issued by HEC Liège, University of Liège, provided that the course evaluation is positive. The following evaluation is proposed: 25% project presentation; 25% summary of a guest speaker presentation; and 50% final written work. Please mention whether you need the ECTS validation when applying for the seminar.

Interested candidates should send a sample research paper or outline of their research in attachment to an email motivating their participation. The application should be sent **by Monday 30 April 2018** to Aurélie Couvin: couvin@essec.edu. Organizers will accept as many applications as possible, up to the limit of 20 participants. The seminar is free but please note that participants should cover their travel and accommodation costs.

Program contents

Guest speaker lectures, presentations by PhD students, thematic workshops, and group discussions. A detailed program will be released soon.

References and suggested readings

Bacq, S., & Janssen, F. (2011), "The multiple faces of social entrepreneurship: A review of definitional issues based on geographical and thematic criteria", *Entrepreneurship & Regional Development*, 23:5, 373-403.

Battilana, J., & Lee, M. (2014). Advancing Research on Hybrid Organizing – Insights from the Study of Social Enterprises. *Academy of Management Annals*, 8(1), 397–441.

Bekkers, R., & Wiepking, P. (2011), "A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms That Drive Charitable Giving", *Nonprofit and Voluntary Sector Quarterly*, 40:5, 924–973

Choi, N., & Majumdar, S. (2014). Social entrepreneurship as an essentially contested concept: Opening a new avenue for systematic future research. *Journal of Business Venturing*, 29(3), 363–376.

Daly, S. (2011), "Philanthropy as an Essentially Contested Concept", *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 23:3, 535–557.

Defourny, J. & Nyssens, M. (2010), "Conceptions of Social Enterprise and Social Entrepreneurship in Europe and the United States: Convergences and Divergences", *Journal of Social Entrepreneurship*, 1:1, 32-53.

Ebrahim, A., Battilana, J., & Mair, J. (2014). The governance of social enterprises: Mission drift and accountability challenges in hybrid organizations. *Research in Organizational Behavior*, 34, 81–100.

Gautier, A., & Pache, A.-C. (2015), "Research on Corporate Philanthropy: A Review and Assessment", *Journal of Business Ethics*, 126:3, 343–369.

Mair, J., & Hehenberger, L. (2014). Front-Stage and Backstage Convening: The Transition from Opposition to Mutualistic Coexistence in Organizational Philanthropy. *Academy of Management Journal*, 57(4), 1174–1200.

Nicholls, A. (2010), "The Legitimacy of Social Entrepreneurship: Reflexive Isomorphism in a Pre-Paradigmatic Field", *Entrepreneurship Theory and Practice*, 34:4, 611-633.

Porter, M. E., & Kramer, M. R. (2002), "The Competitive Advantage of Corporate Philanthropy", *Harvard Business Review*, 80:12, 56–69.

Santos, F. (2012). A positive theory of social entrepreneurship. *Journal of Business Ethics*, 111(3), 335–351.

Sulek, M. (2010), "On the Modern Meaning of Philanthropy", *Nonprofit and Voluntary Sector Quarterly*, 39:2, 193 –212.

Wang, H., & Qian, C. (2011), "Corporate Philanthropy and Corporate Financial Performance: The Roles of Stakeholder Response and Political Access", *Academy of Management Journal*, 54:6, 1159–1181.