THE 17TH ANNUAL SOCIAL ENTREPRENEURSHIP CONFERENCE

November 5, 2020

KELLEY SCHOOL OF BUSINESS

USC Marshall School of Business Brittingham Social Enterprise Lab
WELCOME!

On behalf of the Department of Management & Entrepreneurship, the Johnson Center for Entrepreneurship & Innovation, the Institute for Entrepreneurship & Competitive Enterprise at the Kelley School of Business, Indiana University, and the Brittingham Social Enterprise Lab at the Marshall School of Business, University of Southern California, we welcome you to the 17th Annual Social Entrepreneurship Conference! Over the past 16 years, we believe our conference has had something for everyone—academics, practitioners, and students with an interest in social entrepreneurship, social enterprise, innovation, sustainability, and impact. We have been fortunate to have the foremost thought leaders, scholars, and social entrepreneurs present their latest research and initiatives. Even if virtually this year, we are united in our determination to uphold this tradition.

In past years, some of our keynotes within our academic conference have included Julie Battilana, William Baumol, Marya Besharov, Gordon Bloom, Paul Bloom, Oana Branzei, Debbi Brock, Tina Dacin, Silvia Dorado, Alnoor Ebrahim, Mary Ann Glynn, Helen Haugh, Kai Hockerts, Geoffrey Kistruck, Jim Koch, Norris Krueger, Matthew Lee, Paul Light, Tom Lumpkin, Johanna Mair, Jeffery McMullen, Kumar Nair, Alex Nicholls, Anne-Claire Pache, Ana Maria Peredo, Philip Phan, Jeffrey Robinson, Filipe Santos, Christian Seelos, Durreen Shahnaz, Dean Shepherd, Ute Stephan, David Townsend, Paul Tracey, Tyler Wry, and Jeffrey York.

Within our practitioner conference, Nobel laureates Paul Romer, Michael Spence, and Muhammad Yunus, as well as Scott Barrie, David Bornstein, Margot Brandenburg, Laura Callanan, Susan Davis, Greg Dees, Cheryl Dorsey, Bill Drayton, Jed Emerson, Darell Hammond, Scott Harrison, Andrew Kassoy, Mark Kramer, Tris Lumley, Debra Natenshon, Jacqueline Novogratz, Sara Olsen, Linda Rottenberg, Jason Saul, Billy Shore, Richard Steele, Tom Szaky, Brian Treistad, Michael Weinstein, and Georgette Wong, among others, have been with us over the years.

We are the largest academic gathering on social entrepreneurship. This year we received over 80 abstracts, making the selection process particularly difficult as many potentially good papers had to be rejected. We received abstracts from 22 countries all over the world: Australia, Austria, Belgium, Brazil, Canada, Egypt, France, Germany, Hong Kong, India, Italy, Mexico, New Zealand, Netherlands, Nigeria, Norway, South Africa, South Korea, Spain, Switzerland, United Kingdom, and the United States.

Same as in the past, this year’s academic conference is dedicated to the ongoing development of theory, research, and education on social entrepreneurship and its impact on global communities. Over the course of one day, scholars, researchers, students, and practitioners from various countries and disciplines will discuss emerging concepts and explore topics in social entrepreneurship, social enterprise, social innovation, sustainability, and impact.
Themes at this year’s conference build on past trends while opening the path to new streams of research in the field, including, to name just a few:

- Necessity in social entrepreneurship;
- Faith, spirituality, and social entrepreneurship;
- Social entrepreneurship ecosystems;
- Empowerment and inclusion through social entrepreneurship;
- Grand challenges and the local-global dilemma.

Research themes such as impact measurement, crowdfunding, resourcefulness, and hybridity still occupy a significant space on this year’s agenda.

New additions to this year’s program feature two highly topical and excellent panel proposals selected from the pool of submissions.

The **Opening Keynote Panel**, on “Community, Entrepreneurship, and Resilience: How Local Communities Bounce Back (and Forward) from Exogenous Shocks and Stresses” is organized by **Christina Hertel** (EPFL, Switzerland) and **Domenico Dentoni** (Montpellier Business School, France) and will feature:

- **Steffen Farny**, Leuphana University of Lüneburg, Germany
- **Philip O’Donnell**, Dublin City University, Ireland
- **Natalie Slawinski**, Memorial University of Newfoundland, Canada
- **Trenton A. Williams**, Indiana University, USA

We will end the conference with our **Closing Keynote Panel** on “Social Entrepreneurship, Human Emancipation, and the Dignity of Work” that will feature:

- **Steve Bradley**, Baylor University, USA
- **Lowell Busenitz**, University of Oklahoma, USA
- **Maija Renko**, DePaul University, USA
- **David Townsend**, Virginia Tech, USA

While our conference participants represent a wide range of viewpoints, we are all unified by a commitment to building and supporting social entrepreneurs and their organizations. We hope that you enjoy this program that was built *from the bottom up* with a care for diversity and inclusion in mind, and that you gain useful insights and inspiration during our time together.

We wish you all the best for a successful conference,

Sophie Bacq, Conference Director
Jill Kickul, Conference Co-Founder and Advisor
ACKNOWLEDGEMENTS

Indiana University

Kelley School of Business
Dean’s Office

Idalene F. “Idie” Kesner
Dean, Kelley School of Business
Frank P. Popoff Chair of Strategic Management
Professor of Management

Laureen Maines
Executive Associate Dean of Faculty and Research
KPMG Professor of Accounting

The Johnson Center for Entrepreneurship & Innovation

Donald F. Kuratko (Dr. K)
Executive & Academic Director
Jack M. Gill Chair of Entrepreneurship

Sandra Martin
Assistant Director

Department of Management & Entrepreneurship

Dan Li
Chair, Department of Management & Entrepreneurship
L. Leslie Waters Chair in International Business,

Lisa Nees, Kathy Hakeem, and Tammy Rader

All my wonderful M&E colleagues...

Kelley Student Volunteers

Salem Alsanousi, Nicolas Conry, Andrew Davis, Vika Dudaney, and Akshat Sureka

University of Southern California

Marshall School of Business
Dean’s Office

Geoffrey Garrett
Dean, Marshall School of Business
Robert R. Dockson Dean’s Chair in Business Administration
Professor of Management and Organization

Gareth M. James
Deputy Dean, Marshall School of Business
E. Morgan Stanley Chair in Business Administration

Brittingham Social Enterprise Lab

Scott and Ella Brittingham
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Michelle Chow
Program Administrator

Robin Williamson
Administrative Assistant

The Lloyd Greif Center for Entrepreneurial Studies

Elissa Grossman
Director
Orfalea Director’s Chair in Entrepreneurship
AGENDA
## THURSDAY, NOVEMBER 5, 2020

### Morning Schedule

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<tr>
<td>8:30–9 a.m.</td>
<td>Dean’s Remarks</td>
<td>Idalene F. “Idie” Kesner, Dean of the Kelley School of Business, Frank P. Popoff Chair of Strategic Management</td>
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<tr>
<td>8:30–9 a.m.</td>
<td>Welcoming &amp; Opening Remarks</td>
<td>Sophie Bacq, Associate Professor of Entrepreneurship, IECE Entrepreneurship Faculty Research Fellow, Kelley School of Business, Jill Kickul, Narayan Research Directorship in Social Entrepreneurship, Brittingham Social Enterprise Lab, Professor, Lloyd Greif Center for Entrepreneurial Studies, USC Marshall School of Business</td>
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<tr>
<td>9–10:15 a.m.</td>
<td>Opening Keynote Panel</td>
<td>“Community, Entrepreneurship, and Resilience: How Local Communities Bounce Back (and Forward) from Exogenous Shocks and Stresses” Moderated by: Christina Hertel (EPFL), Domenico Dentoni (Montpellier Business School &amp; Wageningen University)</td>
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<td>10:15–10:30 a.m.</td>
<td>15’ Break</td>
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<tr>
<td>10:30–11:45 a.m.</td>
<td>Paper Session 1</td>
<td>Hybridity &amp; Mission Drift, Discussant: Matthew Grimes, University of Cambridge</td>
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<tr>
<td>10:30–11:45 a.m.</td>
<td>Paper Session 2</td>
<td>Necessity in Social Entrepreneurship, Discussant: Erin Powell, North Carolina State University</td>
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<tr>
<td>10:30–11:45 a.m.</td>
<td>Paper Session 3</td>
<td>Institutional Theory in Social Entrepreneurship Research, Discussant: Paul Tracey, University of Cambridge</td>
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<td>10:30–11:45 a.m.</td>
<td>Paper Session 4</td>
<td>Value in Social Entrepreneurship Research Business Models, Discussant: Silvia Dorado, University of Massachusetts Boston</td>
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<tr>
<td>10:30–11:45 a.m.</td>
<td>Paper Session 5</td>
<td>Measuring Social Impact, Discussant: Hans Rawhouser, University of Nevada, Las Vegas</td>
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<tr>
<td>10:30–11:45 a.m.</td>
<td>Paper Session 6</td>
<td>New Frontiers in Social Entrepreneurship Research, Discussant: Lindsay Sain Jones, University of Georgia</td>
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<tr>
<td>11:45–11:55 a.m.</td>
<td>10’ Break</td>
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<tr>
<td>11:55 a.m. – 12:45 p.m.</td>
<td>Paper Session 7</td>
<td>Characteristics of Social Entrepreneurs, Discussant: Elisa Alt, King’s College London</td>
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<tr>
<td>11:55 a.m. – 12:45 p.m.</td>
<td>Paper Session 8</td>
<td>Crowdfunding, Discussant: Annaleena Parhankangas, Iowa State University</td>
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### Afternoon Schedule

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<th>TIME (in EST time zone)</th>
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<td>12:45–1:30 p.m.</td>
<td>Lunch Break</td>
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| 1:30–2:45 p.m.         | Paper Session 9 | Civic Wealth Creation  
Discussant: Antonino Vaccaro, IESE |
|                        | Paper Session 10 | Impact Investing  
Discussant: Eric Zhao, Indiana University |
|                        | Paper Session 11 | Legitimacy & Stakeholder Governance  
Discussant: Greg Fisher, Indiana University |
|                        | Paper Session 12 | Faith, Spirituality, & Social Entrepreneurship  
Discussant: Benyamin Lichtenstein, University of Massachusetts Boston |
| 2:45–3:00 p.m.         | 15’ Break |              |
| 3:00–4:15 p.m.         | Paper Session 13 | Social Entrepreneurship Ecosystems  
Discussant: Brian Bergman, Indiana University |
|                        | Paper Session 14 | Empowerment & Inclusion through Social Entrepreneurship  
Discussant: Oana Branzei, Ivey Business School |
|                        | Paper Session 15 | Grand Challenges & The Local-Global Dilemma  
Discussant: Joel Gehman, University of Alberta |
|                        | Paper Session 16 | Poverty & Resourcing Strategies  
Discussant: Geoffrey Kistruck, York University |
| 4:15–4:30 p.m.         | 15’ Break |              |
| 4:30–5:45 p.m.         | Closing Keynote Panel | “Social Entrepreneurship, Human Emancipation, and the Dignity of Work”  
Steve Bradley, Baylor University  
Lowell Busenitz, University of Oklahoma  
Maija Renko, DePaul University  
David Townsend, Virginia Tech |
| 5:45–6:00 p.m.         | Closing Remarks and Best Paper Award | Donald F. Kuratko (Dr. K)  
The Jack M. Gill Distinguished Chair of Entrepreneurship  
Professor of Entrepreneurship; Executive & Academic Director  
Johnson Center for Entrepreneurship & Innovation;  
Institute for Entrepreneurship & Competitive Enterprise  
The Kelley School of Business |

We hope you all had a fantastic conference—and hope to see you all next year!
## 10:30–11:45 A.M. SESSIONS

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<th>10:30–11:45 a.m. (EST)</th>
<th><strong>Session 1</strong> Hybridity &amp; Mission Drift</th>
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<td>Lindsay Sain Jones</td>
<td>Elisa Alt</td>
<td>Annaleena Parhankangas</td>
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<td>van Rijn, Raab, Roosma, &amp; Achterberg</td>
<td>To Prove and Improve: An Empirical Study on Why Social Entrepreneurs Measure their Social Impact</td>
<td>Siebold</td>
<td>Koers-Stuiver, Danskin-Englis, &amp; Groen</td>
<td>Pidduck, Cummings, &amp; Snider</td>
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<td>Artificial Intelligence and Social Entrepreneurship: Exploring Intersections for Societal Impact</td>
<td>Gender’s Influence on Starting a Social Business by User Innovators: An FsQCA Analysis</td>
<td>It’s All About Her: The Double-Edged Sword of Narcissistic Rhetoric in Education Crowdfunding</td>
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<td>Social Purpose Startup Success</td>
<td>Oppression, Emancipation, and Entrepreneurship: How Different Types of Entrepreneurs Experience Emancipation Differently?</td>
<td>What Drives Sustainable Entrepreneurs to Engage in Crowdfunding?</td>
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Social Entrepreneurs’ Identity Formation and Practices of Freedom: Sources of Identity and Identity Work towards Freedom
## 1:30–2:45 p.m. SESSIONS

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<td><strong>Presentation 1</strong></td>
<td>Dowin Kennedy</td>
<td>Boulougne, Durand, &amp; Flammer</td>
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<td>Creating Community: Longitudinal Social Network Analysis of A Locally Oriented Entrepreneurial Community</td>
<td>Impact Investing and the Fostering of Entrepreneurship in Disadvantaged Urban Areas: Evidence from Microdata in French Banlieues</td>
<td>The Challenge of Legitimacy for Social Entrepreneurs</td>
<td>The Cathedral as Capital – Congregational Assets and Micro-Lending</td>
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<td>Stein &amp; Minniti</td>
<td>Sharma, Tracy, Morrow, &amp; Pollack</td>
<td>Newman</td>
<td>Smith, Lawson, Jones, Holcomb, &amp; Minnich</td>
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<td>Competition and Coordination in Civic Wealth Creation</td>
<td>Give Me a Minute: The Dialectic of Time in Impact Investing</td>
<td>Crafting Stakeholder Perceptions of Legitimacy: The Case of the Kejetia Petty Trader Association</td>
<td>Believing in Impact Investing: Unleashing Faith-based Investors through Spiritual Identity Work</td>
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<td><strong>Presentation 2</strong></td>
<td>Lumpkin &amp; Bacq</td>
<td>Ghosh Moulick &amp; Linder</td>
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<td>Civic Wealth Creation: Five Principles that Distinguish the Phenomenon</td>
<td>Philanthropic Capital for Social Hybrids</td>
<td>There Is No Plan(Et) B: Stakeholder Governance Aligning Incentives Towards The Amazon Rainforest Preservation</td>
<td>Supporting Factors in Social Intrapreneurs’ Environments – A Qualitative Study</td>
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<td><strong>3:00–4:15 p.m. (EST)</strong></td>
<td><strong>Social Entrepreneurship Ecosystems</strong></td>
<td><strong>Empowerment &amp; Inclusion through Social Entrepreneurship</strong></td>
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<td><strong>Presentation 1</strong></td>
<td>Audretsch, Belitski, Eichler, &amp; Schwarz</td>
<td>Packalen, Lysaght, Fecica, &amp; Krupa</td>
<td>Gatzweiler, Frey-Heger, &amp; Beckman</td>
<td>Morris &amp; Kuratko</td>
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<td>Entrepreneurial Ecosystems, Institutional Quality and the Unexpected Role of Sustainability</td>
<td>Understanding How Workplace Integration Social Enterprises Foster Meaningful Work for Those Living with Mental Illnesses</td>
<td>Distributed Experimentation in Response to Grand Challenges: Pursuing Alternative Solutions to Global Displacement</td>
<td>Poverty and Entrepreneurship: Understanding the Liability of Poorness</td>
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<td><strong>Presentation 2</strong></td>
<td>Yun, Jeong, &amp; Kim</td>
<td>Siqueira, Honig, &amp; Nafari</td>
<td>Fernhaber &amp; Zou</td>
<td>Chauhan</td>
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<td>Other Ties that Bind: Performative Impacts of Organizations Supporting Social Enterprises on Social Entrepreneurship</td>
<td>Minority Women Entrepreneurs, Social Capital, and Entrepreneurial Ingenuity: The Role of Commons Innovative Financial Strategies</td>
<td>Viewing Grand Challenges as International Entrepreneurial Opportunities</td>
<td>Reverse Migration and Social Entrepreneurship</td>
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<td><strong>Presentation 3</strong></td>
<td>Dutta</td>
<td>Mihelcic &amp; Kreiner</td>
<td>Montoya, Sharma, Stark, &amp; Spetic</td>
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<td>Pulling at Heartstrings or Natural Selection: A Signaling Theory Perspective on Social Impact Accelerators and Selection Decisions</td>
<td>Ableism at Work: Lessons from and for Social Enterprises</td>
<td>Place and Social Entrepreneurship: Review and Research Agenda</td>
<td>A Multilevel Model of Resource Interactions In Cross-sector Social Partnerships</td>
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SPEAKERS
Sophie Bacq is an Associate Professor of Entrepreneurship and an Institute for Entrepreneurship & Competitive Enterprise Faculty Fellow at the Kelley School of Business, Indiana University. Sophie investigates and theorizes about entrepreneurial action aiming to solve intractable social and environmental problems at the individual, organizational, and civic levels of analysis. In particular, she examines 1) the drivers of social entrepreneurial intention, 2) the governance of social enterprises as organizations subject to competing demands and multiple principal stakeholders, and 3) the civic wealth creation that results from collective action involving enterprises, communities, and regimes of support.

Sophie has co-edited several books on these topics. Her research has been published in leading academic journals such as Academy of Management Discoveries, Academy of Management Perspectives, Academy of Management Review, Academy of Management Learning & Education, California Management Review, Entrepreneurship & Regional Development, Entrepreneurship: Theory & Practice, Journal of Business Ethics, Journal of Business Venturing, and Journal of Small Business Management. She is a field editor at the Journal of Business Venturing. She serves on the editorial review boards of the Academy of Management Journal, Entrepreneurship: Theory & Practice, and Journal of Management. With Tom Lumpkin, she is the recipient of the 2020 Academy of Management Perspectives’ Best Article Award, for their article titled “Civic wealth creation: A new view of stakeholder engagement and societal impact.”

Sophie has taught and conducted empirical research on social entrepreneurship in Europe, the United States, and South Africa. She is the co-teacher of the Doctoral Seminar in Social Entrepreneurship (www.sedocseminar.org). Prior to joining Indiana University, she was a Thomas E. Moore Faculty Fellow and assistant professor in entrepreneurship and innovation at Northeastern University, and a visiting scholar at New York University Stern School of Business. She received her doctorate in economic and management sciences from the Université catholique de Louvain (Belgium), where she also received her master’s and bachelor’s degrees in business engineering.
Jill Kickul holds the Narayan Research Directorship of Social Entrepreneurship in the Brittingham Social Enterprise Lab and is a professor in the Lloyd Greif Center for Entrepreneurial Studies. She was formerly at New York University’s Stern School of Business as the director of their Social Entrepreneurship Program and the chair for the 30-course MBA specialization in social innovation and impact. Prior to joining Stern, she was the Richard A. Forsythe Chair in Entrepreneurship in the Thomas C. Page Center for Entrepreneurship at Miami University and a Professor in the management department in the University’s Farmer School of Business. Prior to joining the Miami University faculty, she was the Elizabeth J. McCandless Professor in Entrepreneurship at the Simmons School of Management.

Jill is the founding director of the Annual Conference on Social Entrepreneurship, now one of the largest academic conferences in the field. Her bestselling book, Understanding Social Entrepreneurship: The Relentless Pursuit of Mission in an Ever Changing World (Routledge Publishing) has been adopted for the classroom by over 80 universities. Jill’s primary research areas of interest have included innovation and strategic processes within new ventures, and more recently, wealth creation in transitioning economies and social innovation. She has published more than 100 articles in leading entrepreneurship and management journals, including Academy of Management Learning and Education, Entrepreneurship Theory and Practice, Small Business Economics, Journal of Management, Journal of Operations Management, Journal of Organizational Behavior, California Management Review, and the Journal of Business Ethics.

Professor Kickul is the president of the United States Association for Small Business and Entrepreneurship (USASBE), the executive vice-president of the Entrepreneurship Research Society, and the editor of the Social Entrepreneurship Journal (sponsored by Kauffman Foundation). Her work on entrepreneurship education development and curriculum design has been nationally recognized and supported through the National Science Foundation (NSF) and the Coleman Foundation for Entrepreneurship Excellence, and was named by Fortune Small Business as one of the Top 10 Innovative Programs in Entrepreneurship Education. In 2017, Jill was awarded the Educator of the Year Award by USASBE.
OPENING KEYNOTE PANEL

Community, Entrepreneurship, and Resilience: How Local Communities Bounce Back (and Forward) from Exogenous Shocks and Stresses

Many local communities around the world are confronted with exogenous shocks and stresses—from pandemics, wars, earthquakes or tsunamis to the effects of climate change, poverty or food insecurity—that affect their nature and functioning. In face of these adversities, communities differ widely in their behaviors and (re-)actions and, in doing so, some show more resilience than others. Recent research has shown that the creation of new ventures—and, more broadly, human processes of organizing—can have beneficial effects on a community’s ability to deal with adversities and even transform through their response. Yet, research at the intersection of community-based entrepreneurship and socio-ecological resilience is still in its infancy. Hence, in this panel, we aim to advance a scholarly dialogue on when and how communities can enhance their resilience through new venture creation and human processes of organizing, and why some communities seem to be more successful in such endeavors than others. We have assembled a group of experts, stemming from multiple countries, scholarly generations, who have conducted research on communities in various geographical contexts (e.g., Haiti, Chile, Kenya, Newfoundland, Australia, Malawi, Italy, The Netherlands, and Germany) that faced a variety of exogenous shocks and stresses.

PANELISTS

Steffen Farny, Leuphana University Lüneburg
Natalie Slawinski, Memorial University of Newfoundland
Domenico Dentoni, Montpellier Business School & Wageningen University
Philip O’Donnell, Dublin City University
Trenton A. Williams, Kelley School of Business, Indiana University
Christina Hertel, École Polytechnique Fédérale de Lausanne (EPFL)

MODERATORS

Domenico Dentoni, Montpellier Business School & Wageningen University
Christina Hertel, École Polytechnique Fédérale de Lausanne (EPFL)
OPENING KEYNOTE SPEAKERS

**Steffen Farny**
Steffen is an Assistant Professor at Leuphana University Lüneburg in Germany. His main research interests are entrepreneurship and sustainable development, institutional theory, sociology of emotions, and post-disaster recovery. As a qualitatively-minded researcher, he has conducted ethnographic field-work studying entrepreneur-community dynamics after acute shocks including earthquakes, volcano eruptions and hurricanes.

**Philip O’Donnell**
Philip is an Assistant Professor at Dublin City University from where he obtained his PhD in 2020. His research mainly focuses on entrepreneurial activity and different livelihood strategies in resource-deprived communities under constant socio-economic stress. For instance, he has spent many months in Nairobi, Kenya, studying the relationship between entrepreneurship and identity in slum communities. Based on this research, he can contribute valuable insights into how resilience to ‘shocks’ and ‘stresses’ manifests differently.

**Natalie Slawinski**
Natalie is an Associate Professor at the Memorial University of Newfoundland. In her research, she has focused on organizing both under ongoing stress caused by climate change, and in the aftermath of acute crises. In particular, she has conducted a multi-year study of a social enterprise on Fogo Island, Newfoundland, Canada, aiming to build cultural and economic resilience. She will share her insights on how community regeneration depends on how members of social enterprises manage paradoxes of place that surface from the interdependencies between the organization and the community.

**Trenton A. Williams**
Trent is an Associate Professor and William L. Haeberle Professor of Entrepreneurship at Kelly School of Business at Indiana University. He has published widely on organizational responses to acute crises such as the 2010 Haiti earthquake or the 2009 bushfire disaster in Victoria, Australia. In his research, he explores how disasters can trigger compassionate organizational responses, how communities build resilience in the aftermath of crises, and the differences in the processes and interactions between emerging organizations and communities.

**Domenico Dentoni**
Domenico is a Full Professor at the Montpellier Business School (France) and Visiting Professor at Wageningen University (the Netherlands). He is interested in processes of organizing in the face of grand challenges, predominantly through the lenses of complexity theory. He currently manages research projects that study relationships between community dynamics, entrepreneurship, and resilience across multiple countries in Europe, Sub-Saharan Africa (Malawi and Zimbabwe) and, most recently, South-East Asia (the Philippines).

**Christina Hertel**
Christina is a Post-Doctoral Research Associate at EPFL, Switzerland. In her research, she focuses mainly on collective forms of entrepreneurship as a means for addressing local problems in communities exposed to ongoing socio-economic stresses, and for tackling grand societal challenges. She has conducted qualitative, ethnographic research in multiple European countries, and is currently leading a research project exploring the relationship between entrepreneurial action, multi-level identity dynamics, and community resilience.
Social entrepreneurship continues to emerge as a critical mode of entrepreneurial action, blending the dual goals of addressing numerous social problems while also creating new economic value such as creating jobs. This panel addresses the main business models used with social entrepreneurship along with some of the assumptions and limitations of these models. More specifically, we discuss how emerging social venturing business models address concerns about the dignity of work, and subsumed therein, with broader conceptualizations of emancipatory work for overcoming the constraints of local institutional voids and other social impediments. We examine the important differences and complementary roles of charitable and market-based modes as critical to the “dignity of work” and the emancipatory goals of social entrepreneurs. We seek to stimulate constructive dialogue for how to address some of our world’s most pressing needs through leveraging both charitable and market-based modes of social entrepreneurship to facilitate long-term human emancipation.

PANELISTS

Steve Bradley, Baylor University
Lowell Busenitz, University of Oklahoma (Facilitator)
Maija Renko, DePaul University
David Townsend, Virginia Tech
CLOSING KEYNOTE SPEAKERS

Steve Bradley
Steven W. Bradley (Ph.D., Indiana University) is the Steven Chair of Entrepreneurship & Private Enterprise at Baylor University and the Founding Faculty Director of the Baugh Center for Entrepreneurship & Free Enterprise. His broad research interests include the relationship between resources, environments, and organizational survival and growth. Specifically, he has studied resource constraints and resourcefulness using the context of microfinance in several developing countries. He has also conducted related research on organizational sponsorship in the form of incubators, accelerators, and maker spaces. He is currently examining the intersection of entrepreneurship and public policy. Steve’s teaching responsibilities are currently in the area of social entrepreneurship and economic development.

Lowell Busenitz
Lowell W. Busenitz (Ph.D., Texas A&M University) is the Michael F. Price Chair in Entrepreneurship Emeritus at the University of Oklahoma. Professor Busenitz’s research focuses on how entrepreneurs think and make decisions in the development of new ventures. He also studies how entrepreneurs garner new resources. His research interests have primarily been with startup and social entrepreneurs. He co-founded of the Center for Entrepreneurship at the University of Oklahoma and has mentored over 200 teams in their development of new venture startups while teaching entrepreneurship at the undergraduate, masters and Ph.D. levels. In recognition of his incredible service to the field of entrepreneurship, Lowell received the 2020 Career Mentor Award from the Entrepreneurship Division of the Academy of Management. Being semi-retired, he is now being an ‘entrepreneur of life’ seeking to learn to write more practitioner and faith-oriented books.

Maija Renko
Maija Renko (Ph.D., Florida International University) is a Professor and Coleman Chair of Entrepreneurship at DePaul University, Driehaus College of Business, where she teaches entrepreneurship and social entrepreneurship classes. Her research and teaching interests are focused on the early stages of the entrepreneurial process, social entrepreneurship, and technology entrepreneurship. Maija’s teaching and research contribute to a better understanding of how entrepreneurs build successful businesses that not only generate financial rewards for those involved, but also contribute to positive social change, a sense of achievement for those—often disenfranchised members of the society—involved, and the advancement of society through the introduction of innovations. Her interdisciplinary, collaborative work on the topic entrepreneurship among people with disabilities is pioneering in its focus. Currently, she is a co-principal investigator on a $2.4M federal grant for research on how entrepreneurship can help youth with disabilities.

David Townsend
David Townsend (Ph.D., University of Oklahoma) is the Union Junior Faculty Fellow in Entrepreneurship, Associate Professor in the Department of Management, and the Academic Director of the Apex Center for Entrepreneurs at Virginia Polytechnic Institute and State University. His research focuses on building and extending theories of entrepreneurial action and agency into the field of entrepreneurship, examining the role and resolution of uncertainty and other related knowledge problems through entrepreneurship, and on examining the implications of artificial intelligence for entrepreneurship.
DISCUSSANTS

Elisa Alt, King’s College London

Brian Bergman, Indiana University

Oana Branzei, Ivey Business School

Silvia Dorado, University of Massachusetts Boston

Greg Fisher, Indiana University

Joel Gehman, University of Alberta

Matthew Grimes, University of Cambridge

Geoffrey Kistruck, York University

Benyamin Lichtenstein, University of Massachusetts Boston

Annaleena Parhankangas, Iowa State University

Erin Powell, North Carolina State University

Hans Rawhouser, University of Nevada, Las Vegas

Lindsay Sain Jones, University of Georgia

Paul Tracey, University of Cambridge

Antonino Vaccaro, IESE

Eric Zhao, Indiana University
KELLEY INSTITUTE FOR SOCIAL IMPACT

Fostering social change is important to Kelley faculty, staff, and students. For over 30 years, Kelley has offered programs and courses that encourage students to think broadly about the impact of their work on the local community and the world. The Kelley Institute for Social Impact (KISI) engages students, alumni, nonprofits, corporations, and university partners in fostering positive economic and social change locally, domestically, and internationally.

KISI’s mission is to empower socially conscious undergraduate students to make a difference in local and global communities through education, service, career development, and leadership opportunities. In the 2019-2020 academic year, KISI students volunteered more than 11,400 hours, worked with 64 community partners, and engaged over 2,500 students through 81 unique events.

KISI actively fulfills its mission by advising six student organizations, coordinating student internships, providing career exploration resources, and hosting special events.

“...We empower business-minded students to make an impact on the world...”
Student Organizations

CLD: The mission of Civic Leadership Development (CLD) is to increase Kelley students’ awareness of social challenges through direct community service to the Indiana University Bloomington Campus and Bloomington-area nonprofits. CLD offers students opportunities to engage in constructive dialogue with community and nonprofit leaders, and to develop students’ leadership skills, business acumen, and professional networks.

ABP: The Alternative Break Program (ABP) provides opportunities for students to travel domestically and abroad to address social challenges. The trips immerse students in a new environment, providing an experiential understanding of challenging social issues.

SEEK: Social Enterprise Engagement at Kelley (SEEK) expands the boundaries of business by empowering students to apply their professional and diverse skill sets in exploring the intersection between enterprise and social responsibility. SEEK strives to create unique, hands-on experiences that give back to the community.

Trocker: Microfinance is made real with the student-run Trocker Microfinance Initiative. Founded by Kelley students, Trocker focuses on microfinance, both in the United States and overseas. From consulting with local nonprofits, traveling, bringing in speakers, to weekly discussions, Trocker strives to engage a diverse perspective on complex social issues.

Net Impact: Net Impact is an international nonprofit organization with a mission to inspire, educate, and equip individuals to use the power of business to create a more socially and environmentally sustainable world. The undergraduate Net Impact chapter at Kelley strives to educate members about sustainable careers and enterprises as well as provide opportunities and connections in the industry.

180 Degrees Consulting: 180 Degrees Consulting provides socially conscious organizations around the world with high-quality consulting services. They work with organizations to develop innovative, practical, and sustainable solutions to whatever challenges they are facing.
Student Internships

KISI offers co-curricular business internships with a focus on social impact, both locally and internationally. All KISI internships successfully went virtual for the 2020 summer in Bloomington and abroad.

KISI is proud to partner with nonprofits and social enterprises to offer internships to Kelley undergraduate students. Students practice the marketing, management, communication, accounting, or finance skills they are learning in the classroom to make a tangible difference in the community.

Local internships are an opportunity for students to gain specialized experience with a focus on social entrepreneurship, economic development, and community service. Locations have included Big Brothers Big Sisters, My Sister’s Closet, Habitat for Humanity, and many others. International internships focus on microfinance, women’s empowerment, education, poverty alleviation, and locations have included Phnom Penh, Cambodia; Cape Coast, Ghana; Lima, Peru; and Johannesburg, South Africa.

Special Events

The Kelley Institute for Social Impact works with the Kelley School of Business and Indiana University to offer programs, speakers, and hands-on learning experiences for students who want to foster positive economic and social change worldwide.
Whirlpool Habitat for Humanity Campus Blitz Build

Since 2010, KISI has partnered with Habitat for Humanity of Monroe County, the Kelley School of Business, and Whirlpool Corporation to build a house on campus in 10 short days with the help of over 400 volunteers! After the home is completed, it is moved from campus to its permanent location in Monroe County and bought by a family in Habitat’s program. The pandemic has altered the implementation of the build this year; however, the partnership is adapting accordingly to ensure community needs are met.

Social Impact Case Competition

The Kelley Institute for Social Impact (KISI) hosts an annual case competition to bring together socially minded students at Indiana University. Made possible by a gift from Kelley School of Business alumnus Lance Breitstein, BS’11, the Kelley Impact Competition challenges students to find and implement solutions to a local social issue in Bloomington, Indiana. In addition to monetary prizes for the top three performing teams, the winning team receives up to $10,000 in seed money to support the implementation of their idea and create lasting change in the community.

JOHNSON CENTER FOR ENTREPRENEURSHIP & INNOVATION (JCEI)

JCEI’s academic programs are nationally ranked and globally respected. Our center is recognized as one of the world’s leaders in entrepreneurship research and education with groundbreaking research appearing in top academic journals, books adopted by universities around the globe, and through our comprehensive entrepreneurship curriculum offered at the Ph.D., MBA, and undergraduate levels, as well as our Entrepreneurial Innovation Academy for MBA students.

THE INSTITUTE FOR ENTREPRENEURSHIP & COMPETITIVE ENTERPRISE (IECE)

IECE is an academically focused initiative established to enhance the entrepreneurial mindset across the entire Indiana University campus. The institute is housed at the Kelley School of Business in the Johnson Center for Entrepreneurship & Innovation to enlarge the entrepreneurship faculty team, support the continued output of world-class research, develop new staff positions, and develop new programs.
UNDERGRADUATE COURSES

Social Entrepreneurship (BUS-W 355)
Social entrepreneurship is more than a set of tools and techniques for starting and growing a social enterprise: It is a mindset and a way of looking at social issues that are opportunity-focused and creative. It is about passion—doing what you love. It is about creating wealth in all its forms: economic value, social innovation, sustainability, and making a difference in the communities we serve. The purpose of this course is to provide students with a working knowledge of the concepts, opportunities, and challenges of social entrepreneurship across contexts and perspectives. By engaging in a collaborative learning process, this course helps prepare students personally and professionally for meaningful employment by reflecting on social entrepreneurship issues.

Social Entrepreneurship in Costa Rica (BUS-D 272)
Through lectures, case studies, and extensive classroom dialogue, in this course, students have the opportunity to learn how to think strategically and to act opportunistically with a socially-conscious business mindset, and to understand how that applies to the Costa Rican social enterprise ecosystem. In addition to an in-depth study of the socio-cultural, technological, economic, and political environment of Costa Rica, student teams have the freedom to pursue their research on an approved subject. Some examples of topics former students have researched are eco-tourism, the banana and coffee industries, Costa Rica’s military (or actually, lack thereof), and personalities such as Laura Chinchilla or Juan Mora Fernandez. Finally, this course’s objective is to appreciate the importance of being sensitive to cultural differences when interacting with individuals who come from different countries.

GRADUATE COURSES

Social Entrepreneurship (BUS-W 508)
How can one person make a difference in the commercial age? Using case studies, video clips, discussion, and lecture, this course aims to provide an introductory overview of what social entrepreneurship is, what it is not, why it is needed, and how social entrepreneurs have adapted and innovated business models to various forms of capitalism around the world to overcome institutional obstacles, tackle social problems, and make a profit in the process.

Sustainable Entrepreneurship by Design (BUS-W 510)
Sustainability is more than simply “greening” business. It refers to the difficult challenge of managing the triple bottom line: profit, planet, and people. Envisioned as an advanced course (prerequisite: W508) about entrepreneurship for the greater good, this course is designed to be a theory-driven workshop of learning by doing. To discover opportunities for sustainable innovations, students develop their discovery skills by identifying a societal issue in a product-market of their choosing, for which they then design a solution. The project culminates in a ‘trade show’ in which student teams present a 3-D physical prototype (or perhaps a dramatization, for service innovations) of their solution to the customer problems, pain, or needs they have discovered.
GRADUATE CERTIFICATE IN SOCIAL ENTREPRENEURSHIP

The Certificate in Social Entrepreneurship is an 18-credit hour program of study. The certificate is a cooperative program between the School of Public and Environmental Affairs and the Kelley School of Business. It is available only for students enrolled in the MPA or MBA programs. The Social Entrepreneurship Certificate prepares students for innovatively approaching public needs with a combination of entrepreneurial practices and social purposes—through the for-profit, nonprofit, and governmental sectors.

MBA NET IMPACT CHAPTER

Net Impact is a powerful and influential network of more than 10,000 MBA students and professionals committed to using the power of business to improve the world. Net Impact was founded in 1993 as Students for Responsible Business to promote and enhance values and ethics in the private sector. Today, Net Impact activities are focused on managing the triple bottom line—people, planet, and profit—in today’s rapidly evolving business environment.

The Net Impact chapter at Kelley continues to grow and was recently recognized by national headquarters with Gold Chapter status. Originally created in 2008, the Kelley chapter continues to progress from previous developments such as social impact curriculum integration, career resources and development, and an ever-expanding national network of passionate young students and professionals. Our vision is to foster an engaged and thoughtful community of leaders committed to advancing social impact at Kelley and in business.

Net Impact strives to educate Indiana University students about sustainable careers and enterprises as well as to provide opportunities and connections in the industry.

2019-2020 Projects

A team of five worked with UITS to plan a movie viewing focusing on the environmental impact of technology. UITS is looking to expand this event through partnerships across campus to reach more students and add a more interactive, educational component that teaches students how they can get involved.

A team of five assisted Solar Indiana Renewable Energy Network in creating a method of collecting information from homeowners to discover how many potential solar customers are in the City of Bloomington. The method that was created is repeatable and scalable to surrounding Indiana cities and counties.

A team of five worked with Green Camino to expand its customer base, increase public awareness for its services, and show potential customers the importance of composting. To do this, they targeted organizations such as neighborhood/homeowners associations and IU students.
SOCIAL ENTREPRENEURSHIP
at the USC Marshall School of Business
Brittingham Social Enterprise Lab
The Brittingham Social Enterprise Lab (BSEL)

In 2008, the Society and Business Lab at the USC Marshall School of Business was created to provide students with the business skills and networks they need to prepare for successful careers in social impact. Endowed in 2013 as the Brittingham Social Enterprise Lab (BSEL), the Lab now serves over 1,500 undergraduate and graduate students and prepares them to be social innovators. Through its curriculum, career development, coaching and events, BSEL equips its students with the business skills and resources to create sustainable, market-based solutions to the world’s most pressing challenges.
BSEL Highlights

• A Master of Science in Social Entrepreneurship (MSSE), the first degree of its kind at a U.S. business school;

• 15 undergraduate and graduate courses in social entrepreneurship, impact investing, feasibility and new venture management;

• An interdisciplinary undergraduate minor in social entrepreneurship;

• The Society and Business Fellows Program, a highly selective cohort-based fellowship for MBA students who are serious about pursuing careers in the social sector, and an MBA summer internship subsidy;

• The Undergraduate Scholars Mentoring Program, a cocurricular program that matches undergraduate students with industry leaders;

• The Jacobson Lecture Series, a monthly lunch where students have the opportunity to meet and learn from successful social entrepreneurs and social impact professionals tackling various issues, including homelessness, food insecurity, sustainability and more;

• A fellowship that places post-graduate students at the Clinton Foundation in New York.

“My classmates inspire me. They come from the diverse fields of nonprofit, business, education, real estate and more. Yet, we all have one thing in common: the eagerness and the willingness to serve others in the most efficient way possible.”

MEGAN STRAWTHER
MSSE ’15
The USC Marshall Brittingham Social Enterprise Lab: Dedicated to creating the next generation of enlightened, responsible business leaders and social entrepreneurs.

Master of Science in Social Entrepreneurship (MSSE) Program

The Master of Science in Social Entrepreneurship is a business degree with a social conscience. The MSSE empowers students to participate in a new model of achieving social impact. The program was created for individuals who see injustice and are driven by opportunity and innovation to find market-based solutions.

The MSSE program prepares students to:

• Build essential business and entrepreneurship skills;
• Make an impact in areas including poverty alleviation, healthcare, gender equity, education and the environment;
• Create, grow and manage successful social enterprises;
• Join the ranks of leaders pioneering cutting-edge solutions to the world’s most pressing social challenges.

Graduates of the MSSE program will:

• Start their new ventures with confidence;
• Improve the efficiency and sustainability of for-profit or nonprofit social enterprises;
• Bring more meaning to a career in the private sector;
• Leverage connections with like-minded colleagues who share their values.

MSSE Curriculum

With an emphasis on best practices in entrepreneurship, management and leadership to solve the world’s most pressing social challenges, the skills-based curriculum for the MSSE requires 30 units, consisting of nine required courses and two elective courses. Courses are taught by USC Marshall School of Business faculty who are award-winning teachers, scholars and practitioners. In each required course, faculty members will teach their area of expertise through a social impact lens.

MSSE Courses Include:

• Social Entrepreneurship
• Social Entrepreneurship: Design, Develop, and Deliver
• Social Innovation Design
• Accounting Concepts and Financial Reporting
• Marketing Management
• Strategic Formulation for Competitive Advantage
• Corporate Finance
• Investing in Impact Ventures
• Cases in Feasibility Analysis
MBA Society & Business Fellowship

Sponsored by the USC Marshall Brittingham Social Enterprise Lab (BSEL), the MBA Society and Business Fellowship Program is a highly selective, year-long opportunity for the small cadre of MBA and MBA.PM students who are seeking a business degree in order to pursue careers in poverty alleviation, including homelessness, education, and global health.

As a Society and Business Fellow, students receive:

• Personal mentoring from the Brittingham Social Enterprise Lab (BSEL) staff;
• Targeted guidance and counseling for summer internships and full-time employment;
• Professional development tailored to nontraditional business careers;
• Priority registration for BAEP 591: Social Entrepreneurship
• Funding towards professional development;
• Frequent, private opportunities to meet with industry leaders and exposure to best practices in social entrepreneurship;
• A subsidy of up to $2,500 to complete a summer internship at an eligible nonprofit organization; and
• Membership in a cohort of like-minded students and professional networking relationships with colleagues who share values.

Jacobson Lecture Series

Every month the lab hosts a lunch featuring a leader in the social impact. Students have the opportunity to meet and learn from successful social entrepreneurs and social impact professionals tackling various issues, including homelessness, food insecurity, sustainability and more.

BSEL Scholars Mentoring Program

The Scholars Mentoring Program is a nine-month mentoring and skills-building experience for a group of juniors and seniors engaged in social innovation. BSEL Scholars starting or building a social impact venture receive advising from successful social entrepreneurs who serve as Senior Fellows at the Lab. They also receive professional development workshops, access to the BSEL student and professional network, invitations to networking opportunities and more.

Social Entrepreneurship Minor

The Minor in Social Entrepreneurship provides students from all undergraduate majors with a foundation in the context and practice of social entrepreneurship, nationally and internationally. The Minor provides an understanding of social entrepreneurship and its relationship to multiple sectors, as well as an understanding of management skills specific to starting and maintaining a social enterprise. The curriculum includes options allowing the student to tailor coursework to his or her individual academic interests and professional aspirations.