



3rd Doctoral Seminar in Social Entrepreneurship and Philanthropy (SEPHI)

8-9 September 2020
HEC Liège Management School, Liège (Belgium)

Call for Applications
(deadline: 30 April 2020)

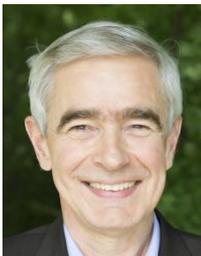
Organizers

Arthur Gautier, Assistant Professor, Executive Director of the ESSEC Philanthropy Chair, ESSEC Business School (gautierart@essec.edu)

Benjamin Huybrechts, Associate Professor in Social and Cooperative Entrepreneurship, emlyon business school and HEC Liège (huybrechts@em-lyon.com)

Virginie Xhaufclair, Associate Professor, Baillet-Latour Chair in Social Investment and Philanthropy, HEC Liège (v.xhaufclair@uliege.be)

Guest speakers



Jacques Defourny,
Professor of Economics,
HEC Liège,
Liège University



Danielle Logue,
Associate Professor of Innovation,
Entrepreneurship & Management,
UTS Business School



Nevena Radoynovska,
Assistant Professor of
Strategy & Organization,
emlyon business school

Theme of the seminar

Increasingly, private initiatives are called upon to tackle “grand challenges”, i.e. social and environmental problems that established government and market actors struggle to solve on a global scale. 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. 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 do so, 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 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 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.
- The connections and contributions of social entrepreneurship and philanthropy to building alternative economic models to transition to a more sustainable society.
- 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

This seminar aims to support doctoral students doing research in the fields of social entrepreneurship and philanthropy – and at the crossroads of these fields. 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).

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, Liège University, provided that the course

evaluation is positive. Students who wish to receive the ECTS validation should mention it when applying for the seminar. They will then receive more information regarding the final evaluation, consisting of the submission of a full paper and the presentation of their research project.

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 30 April 2020** to Nathalie Jourdan: Nathalie.jourdan@uliege.be. Organizers will accept as many applications as possible, up to 20 participants. The seminar is free of charge but please note that participants should cover their travel and accommodation costs.

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.