

3RD DOCTORAL SEMINAR IN  
SOCIAL ENTREPRENEURSHIP AND  
PHILANTHROPY

# SEPHI

HEC LIÈGE  
Management School  
Belgium

6-7  
MAY  
2021

● **Call for  
applications**

● **Deadline:  
1st March 2021**

# ORGANIZERS

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- **Nevena Radoynovska**, Assistant Professor of Strategy & Organization, emlyon business school ([radoynovska@em-lyon.com](mailto:radoynovska@em-lyon.com))
- **Virginie Xhaufclair**, Associate Professor, Baillet-Latour Chair in Social Investment and Philanthropy, HEC Liège ([v.xhaufclair@uliege.be](mailto:v.xhaufclair@uliege.be))

# GUEST SPEAKERS



## Johanna Mair

PROFESSOR OF ORGANIZATION, STRATEGY  
AND LEADERSHIP  
HERTIE SCHOOL OF GOVERNANCE  
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## Danielle Logue

ASSOCIATE PROFESSOR OF INNOVATION  
ENTREPRENEURSHIP & MANAGEMENT  
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# THEME OF THE SEMINAR

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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 (Ferraro et al., 2015; Marti, 2018). 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 “the innovative use of resource combinations to pursue opportunities aiming at the creation of organizations and/or practices that yield and sustain social benefits” (Mair & Noboa, 2006). To do so, social entrepreneurs develop innovative organizational models known as “social enterprises” that use market mechanisms to generate long-term social impact (Battilana & Lee, 2014; Defourny & Nyssens, 2010). 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” (Choi & Majumdar, 2014; Daly, 2011). However, over the last decade, both philanthropy and social entrepreneurship have become increasingly researched, and a growing number of articles have been published in leading academic journals (e.g. Battilana et al., 2015; Cobb et al., 2016; Cuypers et al., 2015; Hehenberger et al., 2019; Lee et al., 2020; Wry & Zhao, 2018).

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. Recent studies on impact investing constitute a promising exception (Hehenberger et al., 2019).

Through this seminar, we encourage discussion between scholars interested in research on issues located at the crossroads of both phenomena, including:

- Social impact and its assessment, such as 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 and multistakeholder initiatives involving philanthropic actors, social enterprises and other stakeholders.
- 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 in which 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 a 2-page outline of their research in attachment to an email motivating their participation. The application should be sent **by 1st March 2021** to Shoaib Ul-Haq: [suhaq@uliege.be](mailto:suhaq@uliege.be). Organizers will accept as many applications as possible, up to 20 participants.

At this stage, the seminar is planned on a face-to-face mode. However, if the sanitary situation does not enable in person presence for all the participants, virtual participation would be considered – either for all or for part of the participants. The seminar is free of charge but please note that, in case of in person participation, 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.
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- 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.
- Cobb, J. A., Wry, T., & Zhao, E. Y. (2016), “Funding financial inclusion: Institutional logics and the contextual contingency of funding for microfinance organizations”, *Academy of Management Journal*, 59:6, 2103-2131.
- Cuypers, I., Koh, P.-S., & Wang, H. (2015), “Sincerity in corporate philanthropy, stakeholder perceptions and firm value”, *Organization Science*, 27:1, 173-188.
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- Hehenberger, L., Mair, J., & Metz, A. (2019), "The assembly of a field ideology: An idea-centric perspective on systemic power in impact investing", *Academy of Management Journal*, 62:6, 1672-1704.
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- 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.
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- Nicholls, A. (2010), "The legitimacy of social entrepreneurship: Reflexive isomorphism in a pre-paradigmatic field", *Entrepreneurship Theory and Practice*, 34:4, 611-633.
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- Sulek, M. (2010), "On the modern meaning of philanthropy", *Nonprofit and Voluntary Sector Quarterly*, 39:2, 193 -212.
- Wry, T., & Zhao, E. Y. (2018), "Taking trade-offs seriously: Examining the contextually contingent relationship between social outreach intensity and financial sustainability in global microfinance", *Organization Science*, 29:3, 507-528.