



University of Oxford  
**Skoll Centre for Social  
Entrepreneurship**  
Saïd Business School



14-16 SEPTEMBER 2009

The background of the page is a large, abstract image composed of numerous curved, overlapping bands of orange and black. The bands create a sense of depth and movement, resembling a stylized architectural structure or a dynamic, flowing pattern.

**INTERNATIONAL SOCIAL INNOVATION  
RESEARCH CONFERENCE 2009**  
RECONFIGURING MARKETS, BLURRING  
SECTOR BOUNDARIES AND CHALLENGING  
INSTITUTIONAL ARRANGEMENTS.



## WELCOME TO ISIRC 2009



We are delighted you have joined us for this three day conference which promises to advance social entrepreneurship research and practice around the world. Over 50 papers have been accepted from a wide array of countries including Australia, Belgium, Canada, Denmark, Ethiopia, Hong Kong, Italy, Sweden, the UK and the USA. ISIRC has sought to bring together practitioner-driven work in UK social enterprise with international multi-disciplinary social entrepreneurship research. We are excited about the delegate mix which includes a significant number of social entrepreneurs, ensuring that the academic research presented reflects and is relevant to practice.

There is little doubt that researchers have a key role to play in co-creating the field of social entrepreneurship alongside practitioners and policymakers. And while the boundaries of what constitutes social entrepreneurship still remain flexible, and much theory building remains to be done, the Skoll Centre views the situation as a unique opportunity for researchers from different fields and disciplines to challenge and rethink their central concepts and assumptions.

I would like to thank Dr Alex Nicholls from the Skoll Centre together with our main partner, London South Bank University (and most specifically Professor Alex Murdock) who have worked

tirelessly to ensure the success of this event.

We hope all delegates will benefit from the knowledge exchange and shared learning the event provides.

**Pamela Hartigan**  
**Director**  
**Skoll Centre for**  
**Social Entrepreneurship**

**THE CURRENT GLOBAL FINANCIAL CRISIS PRESENTS SOCIAL INNOVATION - CONCEIVED HERE AS ACTIONS EXPRESSED IN SOCIAL ENTREPRENEURSHIP AND SOCIAL ENTERPRISE - WITH BOTH NEW CHALLENGES AND UNIQUE OPPORTUNITIES.** SOCIAL ENTREPRENEURS AND SOCIAL ENTERPRISES ARE ALREADY SKILLED AT ADDRESSING FAILED MARKETS, EXPLOITING BRICOLAGE IN RESOURCE CONSTRAINED CONTEXTS, AND USING SOCIAL INNOVATION TO TACKLE INTRACTABLE 'WICKED' PROBLEMS. BUT THE KEY QUESTION IS HOW FAR CAN SOCIAL INNOVATION HELP FORGE A NEW GLOBAL ORDER THAT IS MORE SUSTAINABLE, RESPONSIBLE, AND HUMANE THAN WHAT HAS GONE BEFORE? IN SUM, WHAT CAN IT CONTRIBUTE TO THE NEW MARKETS, SECTORS, AND INSTITUTIONS OF DISRUPTED LATE MODERNITY?

## INTRODUCTION TO THE PROGRAMME

Social entrepreneurship and social enterprise research has now reached a stage of maturity where it is important to go beyond increasingly monological questions concerning definitions and look instead for new perspectives and disciplinary analyses that focus on more complex and contingent questions. This event aims both to broaden the discussion concerning social innovation and to foster and propagate a new wave of high quality critical research on the topic. It will bring together scholarly traditions considering the role of innovation in social businesses, social movements, not-for-profits, state actors, and the broader social economy.

This conference unites two established events for the first time in Oxford: the Social Enterprise Research Conference (SERC) and the International Social Entrepreneurship Research Conference (ISERC). The aim is to combine their two traditions in an exciting new hybrid: in the case of the former, a strong focus on social enterprise in the UK with significant practitioner-driven content; in the case of the latter, an international academic conference centred on multi-disciplinary social entrepreneurship research. This three day conference will have the first day dedicated to UK-based research followed by two days of more international papers.

For the purpose of this conference social innovation is conceived as the outcome of any individual, group, organisational, or network activity that combines a distinct social or environmental mission with innovation around process, outcomes, or context and a clear market orientation. The latter includes social enterprises that generate profit but also co-operatives, not-for-profits, charities, voluntary organizations, and state actors that demonstrate a performance-driven, competitive, and outward looking strategic approach to their mission objectives.

**Dr Alex Nicholls**  
**Professor Alex Murdock**

# MONDAY 14 RESEARCH FROM THE UK

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0900 - 1000 **REGISTRATION AND MORNING COFFEE** RECEPTION HALL

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1000 – 1100 **WELCOME AND OPENING PLENARY** NELSON MANDELA LECTURE THEATRE

**Welcome** Colin Mayer, Dean of Säid Business School

**Social Entrepreneurship And Market Orientation: The Struggle For Organisational Legitimacy** Alex Nicholls and Greg Dees

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1100 – 1130 **BREAK** SEMINAR ROOM B

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1130 – 1300 **1: LOGICS OF SOCIAL INNOVATION A**  
NELSON MANDELA LECTURE THEATRE

**When Care Gets Personal: The Impact of Personal Budgets on Social Innovation**

Alex Murdock

**Challenges in Researching Minority Related Social Enterprises**

Sara Calvo

**2: STRATEGIC APPROACHES TO SOCIAL INNOVATION**  
EDMOND SAFRA LECTURE THEATRE

**Is Social Marketing Particularly Relevant to Social Enterprises?**

Sarai Barton and Rory Ridley-Duff

**Resource Advantage Theory and Fairtrade Social Enterprises**

Bob Doherty, David Bryde, John Meehan and Stephen Letza

**Innovation in the Homelessness Field**

Simon Teasdale

**3: PERFORMANCE AND IMPACT MEASUREMENT A**  
LECTURE THEATRE 5

**Accounting for Value: A Case Study of the Barriers Experienced by Social Enterprise**

Shona McLroy, Phil Considine and Nigel Lowthrop

**Measuring and Embedding Social Impact**

Jim McLoughlin, Babak Sodagar, Jamie Kaminski and Sean Dennis

**Speke: A View of Regeneration in a Localized Third Sector Setting**

Robbie Davison

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1300 – 1430 **LUNCH** SEMINAR ROOM B

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1430 – 1600 **4: PUBLIC POLICY A**  
NELSON MANDELA LECTURE THEATRE

**Commissioning, Contracts and Connectivity – Is it really happening?**

Mike Bull and Sue Baines

**Researching Social Enterprise: The Nature, Focus and Planned Work of the Social Enterprise ESRC Cluster of the Third Sector Research Centre**

Alex Murdock, Fergus Lyon, Ash Amin and Bob Doherty

**Mapping the Extent and Models of Social Enterprise in the National Offender Management Service**

Nicky Stevenson

**5: SOCIAL INVESTMENT A**  
EDMOND SAFRA LECTURE THEATRE

**The Management and Ownership of Assets by Communities**

Mike Aiken, Ben Cairns and Stephen Thake

**Social Impact through Responsible Investment in Social Enterprise**

Charles Jardine

**Emerging Resource Flows for Social Entrepreneurship**

Alex Nicholls and Rob Paton

**6: GOVERNANCE AND ACCOUNTABILITY A**  
LECTURE THEATRE 5

**Governance, HRM and Employee Relations: Re-theorising the field of “people management” in social enterprises**

Tracey Chadwick-Coule and Rory Ridley-Duff

**Social Enterprises, Cooperation and Competition**

Fergus Lyon

**Developing a Governance Diagnostic Tool for Social Enterprise**

Rory Ridley-Duff, Tracey Chadwick-Coule and Mike Bull

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1600 – 1630 **BREAK** SEMINAR ROOM B

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1630 – 1730 **CLOSING PLENARY** NELSON MANDELA LECTURE THEATRE

**Innovation, Public Policy and Public Services Delivery in the UK** Stephen Osborne and Louise Brown

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**ISIRC 2009 CONFERENCE DINNER AT HARRIS MANCHESTER COLLEGE.** ALL ATTENDEES ARE INVITED TO AN EVENING OF DINING AND DISCUSSION AT HARRIS MANCHESTER COLLEGE, MANSFIELD ROAD (PLEASE REFER TO MAP OF OXFORD IN PROGRAMME). PLEASE AIM TO ARRIVE BY 1945.



## TUESDAY 15 INTERNATIONAL RESEARCH

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0900 - 1000 **MORNING COFFEE** SEMINAR ROOM B

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1000 – 1100 **OPENING PLENARY** NELSON MANDELA LECTURE THEATRE  
**Conceptions of Social Enterprise and Social Entrepreneurship in Europe and the United States**  
Jacques Defourny and Marthe Nyssens

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1100 – 1130 **BREAK** SEMINAR ROOM B

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1130 – 1300 **7: LOGICS OF SOCIAL INNOVATION B**  
LECTURE THEATRE 4

**Developing Effective Ecosystems for Social Innovation**  
Geoffrey Desa

**Social Innovation in Remote and Rural Areas**  
Jane Farmer, Artur Steinerowski,  
Sarah-Anne Muñoz

**A Thorny and Unresolved Issue: Are Religious Entrepreneurs Social Entrepreneurs?**  
Randy Ataide

**The Blurring Boundaries of Social Enterprise: Do Organisational Forms Still Matter?**  
Benjamin Huybrechts

**8: PERFORMANCE IMPACT AND MEASUREMENT B**  
EDMOND SAFRA LECTURE THEATRE

**Managing the Double Bottom Line in Social Entrepreneurial Ventures**  
Sophie Bacq

**WISE Evaluation: Innovation Assessment Model**  
Elisa Chiaf and Davide Giacomini

**Making Differences: Strategies for Scaling Social Innovation for Greater Impact**  
Frances Westley and Nino Antadze

**Taking into Account Direct and Indirect Impacts when Measuring**  
Michel Maree and Sybille Mertens

**9: PUBLIC POLICY B**  
LECTURE THEATRE 5

**Public Entrepreneurship: A Special Kind of Social Entrepreneurship**  
Bjorn Bjerke

**When is the State Accelerating and When Consolidating Social Innovation?**  
Jef Breda

**WISES: A cross national study**  
Aujke Smit, Joost van Genabeek and Mike Klerkx

**The Umbilical Relationship between State and Cooperatives**  
M Kathikeyan

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1300 – 1430 **LUNCH** SEMINAR ROOM B

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1430 – 1600

**10: LOGICS OF SOCIAL INNOVATION C**

LECTURE THEATRE 4

**Understanding Innovation: Building Legitimacy in the Journey from Idea to Embeddedness**

Michele-Lee Moore and Frances Westley

**White Tigers: Theorizing Social Entrepreneurs as Social-ecological Change Agents**

Rafael Zeigler

**Social Innovation as a Discipline: Agency and Scale**

Kirsten Robinson

**11: NETWORKS AND SYSTEMS B**

EDMOND SAFRA LECTURE THEATRE

**Creation, Maintenance and Dissipation of the Relational Social Capital within Social Cooperative Enterprises**

Claudio Travaglini

**Social Entrepreneurship and Social Capital: Theory and Empirical Evidence**

Christiana Weber, Barbara Weber and Jan Kratzer

**Scaling a Social Innovation through the Dissemination of Principles and Taking a Catalytic Innovation Approach**

Sharon Zivkovic

**From Emergent Idea to Social Enterprise**

Dario Carrera, Andrea Granelli and Alberto Masetti-Zannini

**12: NEO INSTITUTIONALISM**

LECTURE THEATRE 5

**Social Entrepreneurship or How Open Social Innovation is Possible in Established Structures**

Jane Farmer, Artur Steinerowski and Sarah-Anne Muñoz

**Social Innovation: Implications of Emerging Institutionalized Constructions**

Ulrika Levandar

**Bridging Institutional Theory and Social Deviance Literature**

Tomislav Rimac and Johanna Mair

**Impact of Social Innovation on Institutional Configurations**

Lars Hulgard and Gladius Kulothungan

**13: GOVERNANCE AND ACCOUNTABILITY B**

SEMINAR ROOM A

**Changing the Rules in Use? An Examination of the Role of Social Enterprise in Local Governance**

Jo Barraket and Verity Archer

**Being Responsible: Third Sector Governance**

Filippo Addari, John Baker, Hanneke de Bode, Olivier Boned and John Pepin

1600 – 1630 **BREAK** SEMINAR ROOM B

1630 – 1730 **CLOSING PLENARY** LECTURE THEATRE 4

**Schumpeter, Kirzner, and Theories of Social Entrepreneurship** Gordon Shockley





# WEDNESDAY 16 INTERNATIONAL RESEARCH

0900 - 1000 **MORNING COFFEE** SEMINAR ROOM B

1000 – 1100 **OPENING PLENARY** NELSON MANDELA LECTURE THEATRE  
**Whatever Happened to Mutuality in Financial Services?** Jonathon Michie

1100 – 1130 **BREAK** SEMINAR ROOM B

1130 – 1300 **14: SUSTAINABLE DEVELOPMENT A**  
LECTURE THEATRE 4  
**The Role of ECO-WISE in Sustainable Development**  
Maria Anastasiadis  
**Greening Goliaths versus Emerging Davids** Kai Hockerts  
**Green Technology Implementation in Developing Countries**  
Mario Molteni and Antonio Masi

**15: NETWORKS AND SYSTEMS B**  
RHODES TRUST LECTURE THEATRE  
**Spaces for Social Creativity: Integrating Social Entrepreneurship, Conflict Engagement and the Arts**  
Victor Freidman and Ariane Antal  
**Social Entrepreneurship has Complexity Science Written All Over It**  
Jeffrey Goldstein, James Hazy, Joyce Silberstang and Ron Schultz  
**Analysis of Innovative Practice**  
Dennis Harrison  
**The Solidarity Based Economy in the Basque Country** Juan Carlos Perez de Mendiguren Castresana

**16: PERFORMANCE IMPACT AND MEASUREMENT C**  
LECTURE THEATRE 5  
**Impact Intelligence and the New High-performance Organization**  
**Analysing for Good: The Investing for Good Methodology for the Analysis and Rating of Impact Investments**  
Adrian Hornsby  
**The Functions of Measurement in Social Entrepreneurship**  
Alex Nicholls

1300 – 1430 **LUNCH** SEMINAR ROOM B

1430 – 1600 **17: SOCIAL INVESTMENT B**  
LECTURE THEATRE 4  
**Do Social Enterprises Finance their Investments Differently?**  
Alessandro Fedele and Raffaele Miniaci  
**Do Thin Mints Take a Bite Out of Donations? Donor Reaction to Nonprofit Commercial Activities**  
Brett Smith, Maria L. Cronley and Terri Barr  
**Technology-aided “Real-time” Feedback Loops in International Philanthropy**  
Marc Maxson and Josh Goldstein  
**Student Loan Company – A Pilot Study in Ningxia, China** Jolie Lam

**18: SUSTAINABLE DEVELOPMENT B**  
RHODES TRUST LECTURE THEATRE  
**New Innovations in Payment for Ecosystem Services as Poverty-Reduction Strategies**  
Shaun Paul, David Barton Bray and Eric Jacobsen  
**Disruptive Innovations in Resource Management and Environmental Governance**  
Per Olsson and Victor Galaz

**19: LOGICS OF SOCIAL INNOVATION D**  
LECTURE THEATRE 5  
**Progressive Clusters: Scaling Up Solar Energy Markets in East Africa**  
Alejandro Litovsky  
**The Genealogy of Social Entrepreneurship**  
Heather Cameron  
**Can a Childcare Social Enterprise Model Contribute to Mending a Broken Society?**  
Jane O’Sullivan

1600 – 1630 **BREAK** SEMINAR ROOM B

1630 – 1730 **CLOSING PLENARY AND SUMMARY** NELSON MANDELA LECTURE THEATRE  
**Where Next? Possible Future Directions in Social Entrepreneurship Research**  
Alex Nicholls and Alex Murdock



## ABOUT THE CONVENORS

### **SKOLL CENTRE FOR SOCIAL ENTREPRENEURSHIP**

The Skoll Centre for Social Entrepreneurship at Oxford University's Saïd Business School is a leading academic entity for the advancement of social entrepreneurship worldwide. The Skoll Centre fosters innovative social transformation through world-class education, cutting-edge research, and collaboration among business, policy, academic, and social leaders. It was founded in 2003 with a £4.4 million investment by the Skoll Foundation, the largest funding ever received by a business school for a research centre in social entrepreneurship.

[www.sbs.ox.ac.uk/skoll](http://www.sbs.ox.ac.uk/skoll)

### **SAÏD BUSINESS SCHOOL**

Established in 1996 the Saïd Business School is one of Europe's newest and fastest growing business schools. An integral part of Oxford University, the School embodies the academic rigour and forward thinking that has made Oxford

a world leader in education. The School has an established reputation for research in a wide range of areas, including finance and accounting, organisational analysis, international management, strategy, social entrepreneurship and operations management. The School is dedicated to developing a new generation of business leaders and entrepreneurs and conducting research not only into the nature of business, but the connections between business and the wider world.

[www.sbs.ox.ac.uk](http://www.sbs.ox.ac.uk)

### **LONDON SOUTH BANK UNIVERSITY**

London South Bank University (LSBU) is one of the largest universities in London. LSBU offers a wide range of vocationally-orientated courses and is committed to maintaining close links with industry and the local community. LSBU is the most comprehensive provider of postgraduate education to the charity and not for profit sector in the UK. LSBU along with Durham and Middlesex Universities form

the ESRC Third Sector cluster engaged in comparative research into Social Enterprise.

This work will involve £1 million funding over 5 years of which the LSBU's role will primarily involve Knowledge Transfer Partnerships and participation in the placement and voucher elements of the scheme.

The Centre for Government and Charity Management has the following key roles:

- To increase the research and teaching expertise within University in the interlinked fields of management in charity, other non profit organisations and public services
- To contribute authoritatively of the expansion of the 'non profit' field of academic study, through our multi-disciplinary base
- To locate researching and teaching activities in these field firmly within the experiences of and allied to the needs of those managers working in these sector.

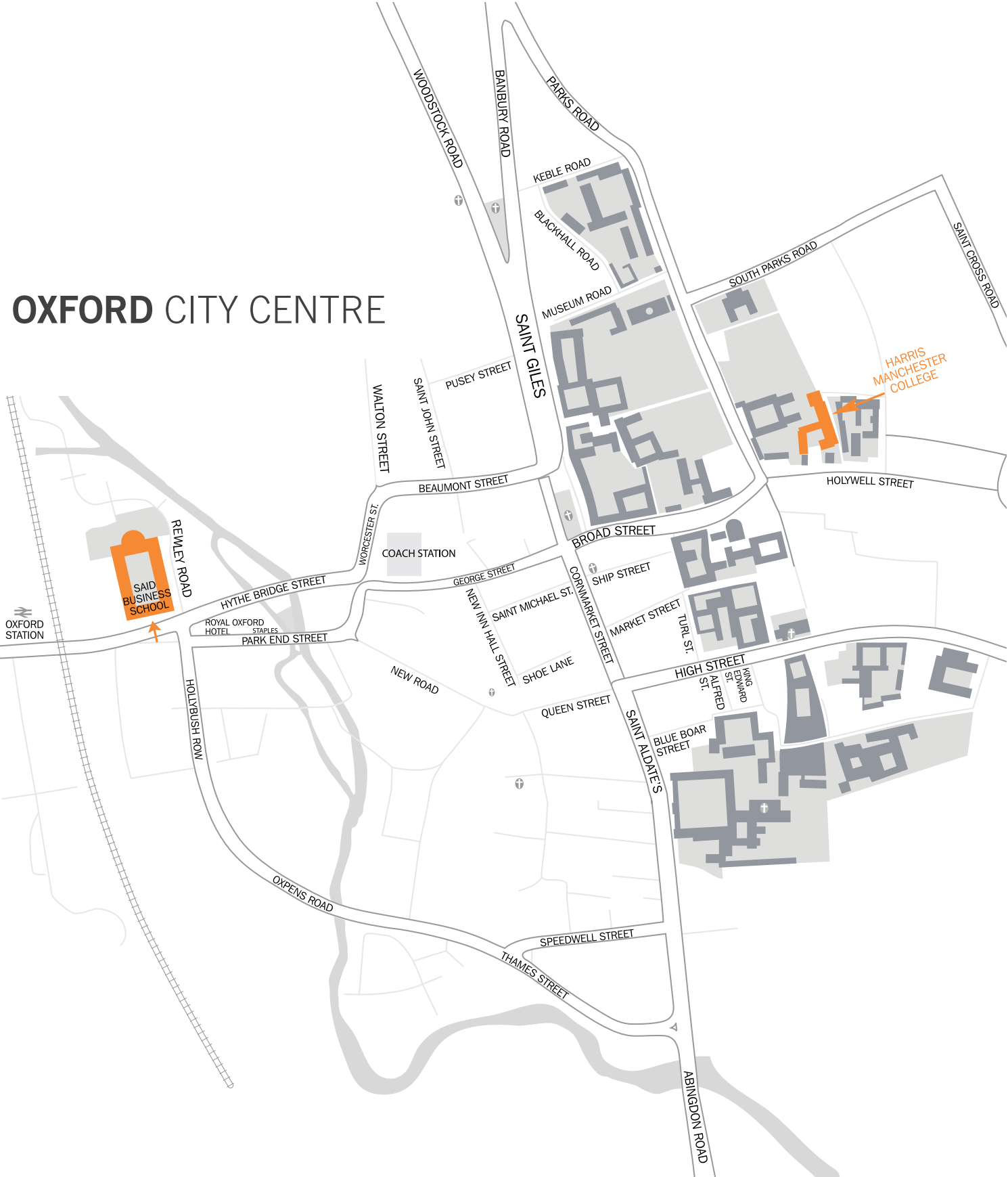
[www.lsbu.ac.uk/bcim/cgcm](http://www.lsbu.ac.uk/bcim/cgcm)

### **PARTNERED WITH THE CO-OPERATIVES RESEARCH UNIT - OPEN UNIVERSITY**

The CRU has nearly 30 years of experience in research, training, consultancy and publications related to the co-operatives, social enterprise and other organisations in the social economy. It has three main aims: to encourage and develop thinking and research on issues of importance to the social economy sector; to support the development of co-operatives and other organisations trading for social or ethical purposes; and to work with practitioners, policy makers and researchers at European, national and local levels to develop comparative analyses of issues for improving policy, development and management.

<http://technology.open.ac.uk/cru>

# OXFORD CITY CENTRE



# SAID BUSINESS SCHOOL

