



## CALL FOR CONTRIBUTIONS

### **4<sup>TH</sup> EMES INTERNATIONAL RESEARCH CONFERENCE ON SOCIAL ENTERPRISE**

### **If Not For Profit, For What? And How?**

**July 1-4, 2013  
University of Liege, Belgium**

The EMES European Research Network, in partnership with the Centre for Social Economy (HEC Management School of the University of Liege), is pleased to announce the 4<sup>th</sup> EMES International Research Conference, on the theme "**If Not For Profit, For What? And How?**", which will take place on July 1-4, 2013, at the University of Liege (Belgium).

After its pioneering research on social enterprise from 1996 through 1999, the EMES European Research Network held major international conferences on social enterprise in Trento, Italy (2001 and 2009) and in Roskilde, Denmark (2011), as well as joint international conferences with the ISTR (Paris, France, 2005 and Barcelona, Spain, 2008), the Karl Polanyi Institute (Paris, France, 2012) and with research networks in Latin America (São Leopoldo, Brazil, 2009) and East Asia (Taipei, Taiwan, 2010). The aim of this 4th EMES International Research Conference on Social Enterprise is to be one of the world's central meeting places for all academics involved in social enterprise and social entrepreneurship research across the globe.

## 1. CONFERENCE THEMES

In a truly worldwide and interdisciplinary perspective, this conference will discuss social enterprise and social entrepreneurship through the growing diversity of approaches that have developed in the last two decades. In such a perspective, the conference will bring together research streams related to the third sector (non-profit sector, cooperatives, social economy, solidarity economy and civil society) and emerging research communities around social innovation, social investment, venture philanthropy, hybrid organisations, etc.

Social enterprises are developing in a variety of fields (social services, health, education, culture, environment, finance, etc.). In order to organise the research discussion across fields and disciplines, the conference will be structured along 10 main thematic lines, which are listed below and described in more details in the next section.

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|---|--|
| 1. Concepts and models of social enterprise                   | 6. Labour and employment                   |
| 2. Social entrepreneurs, opportunities and creation processes | 7. Governance of social enterprise         |
| 3. Social innovation  | 8. Communication and marketing             |
| 4. Civil society and social movements                         | 9. Performance assessment                  |
| 5. Financing social enterprise                                | 10. Institutionalisation and public policy |

## 2. MAJOR THEMATIC LINES

While constituting major avenues in the social enterprise research agenda, the thematic lines defined below should also be seen as various possible "entry points" to examine the development of social enterprise and discuss its contribution to global challenges such as sustainable development, social inclusion, ethics in the economy, etc.

### 1. Concepts and models of social enterprise

In the last two decades, research efforts have been undertaken to conceptualise the phenomenon of social enterprise/social entrepreneurship. This has been done at different levels of analysis: at the level of individuals (social entrepreneurs, volunteers, etc.), of organisations (different types of social enterprise models and legal forms, including cooperatives, non-profit organisations, etc.), of fields and sectors, etc. Yet, much remains to be theorised regarding the specific features of social enterprise, its boundaries and connections with the public, private for-profit and third sectors and its roles in the broader economy. Moreover, a considerable research agenda lies in analysing and comparing how the social enterprise concept(s) and model(s) unfold(s) in different regions of the world.

### 2. Social entrepreneurs, opportunities and creation processes

The profiles and motivations of individual and collective actors engaging in social entrepreneurship and the processes through which they identify and exploit social opportunities are at the heart of the literature on social entrepreneurship. Yet, beyond the description of heroic individuals, much research is still needed towards a better understanding of the rich and complex processes of social enterprise creation, which often require the collaboration of communities, volunteers, foundations, incubators and other supporting structures. This thematic line welcomes papers examining the role and contributions of one or several of these actors, the different steps from opportunity

recognition to social enterprise creation and diffusion and the factors supporting social entrepreneurship in different fields and regional contexts.

### **3. Social innovation**

Social innovation has emerged as an umbrella notion over the last years to designate innovative products or processes directed towards the achievement of social goals. It is commonly assumed that social innovation can appear across organisational boundaries in the public, private for-profit or third sectors. Yet it is not clear how social innovation, as a process or as an outcome, unfolds in each of these sectors. More attention should be paid to the role of social enterprises, whether isolated or in collaboration with other actors, and their specific approach to social innovation as the overarching concern.

### **4. Civil society and social movements**

While a broad agreement exists on the fact that civil society and social movements often provide a background for social enterprise creation and diffusion, the social enterprise/social entrepreneurship discourses may also give birth to intense debates in the civil society. For instance, promoting market-based and business strategies to deal with deep social issues clearly raises controversial issues. Therefore in-depth research is still needed regarding how social enterprises connect with broader movements in society. This thematic line will examine issues such as the place and role of social enterprise in civil society; its contribution to social change; the links with community development, citizenship, volunteering and giving, social capital, philanthropy, etc.

### **5. Financing social enterprise**

Social enterprises have specific and often diversified resources, which can be raised from different sources: market, state, philanthropy, etc. The funding configuration of social enterprises typically differs from that of for-profit businesses and may take a variety of forms. Numerous research questions thus emerge: composition and evolution of social enterprise resource mixes, new funding opportunities (e.g. socially responsible investment, venture philanthropy, ethical banks), roles of different funders, links with organisational governance and missions, etc.

### **6. Labour and employment**

The specific features of social enterprises express themselves in terms of labour and employment approaches (profiles of paid and unpaid workers, behaviour on the labour market, work integration missions, etc.) as well as in their human resource management practices (recruitment, training, motivation, working conditions, remuneration policies). To address such approaches and practices, insights are required from different disciplines such as labour economics, human resource management, organisational psychology, gender theories, etc.

### **7. Governance of social enterprise**

Social enterprises often have a number of specific governance features - search for democratic or participatory decision-making, co-production dynamics including possible participation of the "beneficiaries", funders and other stakeholders - and, as a consequence, they demonstrate a growing trend towards multi-stakeholder governance structures. This thematic line looks at social enterprise governance in a broad sense and from different theoretical and empirical angles, including their legal forms as well as the different types of organisational and inter-organisational processes and structures that define the orientations

of social enterprises, organise the interactions with different internal and external stakeholders, and evaluate the convergence of organisational processes and goals.

## **8. Communication and marketing**

The visibility and perception of social enterprises vary across countries and cultures. Together with other factors, they shape communication and marketing challenges in a different way for each social enterprise and for the field as a whole. Despite significant promotion efforts by social enterprises, public authorities and supporting structures, the social enterprise phenomenon is still in an emerging phase and in need of a broad public adhesion. This thematic line will examine how social enterprises and their supporters communicate about their distinctive identity, values, organisational practices, missions, impact, roles, aspirations, etc., and how existing and future communication channels (including the web) are used, shaped or created in this context.

## **9. Performance assessment**

Much of the legitimacy of social enterprises relies on their ability to achieve their mission(s). The evaluation of such an achievement is, however, particularly difficult to make, as missions are often multi-faceted and difficult to quantify. Research on social enterprise performance is still in its infancy and considerable efforts are therefore required to define performance for such organisations and to create, adapt and implement meaningful tools to assess the different components of performance (social, economic, environmental, political, etc.). This thematic line aims to digest existing efforts in this way and to stimulate new avenues by connecting researchers from different disciplines around this crucial issue.

## **10. Institutionalisation and public policy**

Social enterprise participation in creating and shaping institutional arrangements at the society level requires much attention. Indeed, while social enterprises often play a pioneering role in meeting emergent socio-economic needs, they also develop as a part of broader policies. Their relation with public policies is a two-sided one: they induce public policies fighting unemployment, poverty and all types of social exclusion, on the one hand, while being assigned specific roles by public policies and being supported through specific legal frameworks, new legal forms (social cooperative, CIC, L3C, etc.), dedicated financial instruments and public procurement schemes, on the other hand. Moreover, social enterprises tend to play a major role in fostering private regulation schemes through collaborating with a diversity of actors from the civil society and the corporate world, as observed with the standards developed in fields such as fair trade, microfinance, organic farming, etc. This thematic line welcomes papers analysing social enterprise at the institutional level, using institutional theories in economics, sociology, political science or others, and focusing on various historical and geographical settings.

### 3. CONFERENCE SCIENTIFIC COMMITTEE

#### ***Chairs of the Conference***

Jacques DEFOURNY (University of Liege, Belgium)

Dennis YOUNG (Georgia State University, USA)

#### ***Academic Members***

Avner BEN-NER (University of Minnesota, USA)

Carlo BORZAGA (University of Trento and EURICSE, Italy)

Marie BOUCHARD (Université du Québec à Montréal, Canada)

Taco BRANDSEN (Radboud Universiteit Nijmegen, The Netherlands)

Kam-tong CHAN (Hong Kong Polytechnic University, China)

José Luis CORAGGIO (National University of General Sarmiento, Argentina)

Giulio ECCHIA (Bologna University, Italy)

Bernard ENJOLRAS (Institute for Social Research, Norway)

Luiz Inácio GAIGER (UNISINOS, Brazil)

Keith HART (University of Pretoria, South Africa)

Isabelle HILLENKAMP (University of Geneva, Switzerland)

Kai HOCKERTS (Copenhagen Business School, Denmark)

Marek HUDON (Université Libre de Bruxelles, Belgium)

Lars HULGÅRD (Roskilde University, Denmark)

Lesley HUSTINX (Ghent University, Belgium)

Benjamin HUYBRECHTS (University of Liege, Belgium)

Marc JEGERS (Vrije Universiteit Brussel, Belgium)

Yu-Yuan KUAN (National Chung Cheng University, Taiwan)

Jean-Louis LAVILLE (Conservatoire national des arts et métiers, France)

Linda LUNDGAARD ANDERSEN (Roskilde University, Denmark)

Sybille MERTENS (University of Liege, Belgium)

Alex NICHOLLS (University of Oxford, United Kingdom)

Marthe NYSENS (Catholic University of Louvain, Belgium)

Mary O'SHAUGHNESSY (University College Cork, Ireland)

Nadine RICHEZ-BATTESTI (Université de la Méditerranée, France)

Roger SPEAR (Open University, United Kingdom)

Jaswal SURINDER (Tata Institute of Social Sciences, India)

Isabel VIDAL (University of Barcelona, Spain)

Annette ZIMMER (University of Munster, Germany)

## 4. ABSTRACT SUBMISSION

Abstracts and articles should be submitted in English. Submission of abstracts and papers in French and Spanish will also be accepted, but **the language for presenting at the conference will be English.**

### ***Format of abstracts:***

Please follow the following *Abstract submission guidelines* to produce your abstract:

- All abstracts should be prepared in A4 MS Word format (Arial, size 12, single-spaced).
- Abstracts of papers should **not exceed 600 words and not be less than 400 words** in length, excluding bibliography. They should at least include three distinct sections: **1) Short survey of literature; 2) Research question(s); and 3) Methodology.**
- Authors' full name, title, address, organisation and e-mail address should be included with the abstract. See form on page 9 and on the EMES website for a submission template.
- Panel proposals should include 3 or 4 abstracts submitted in the same format.
- The conference welcomes PhD students. In addition to the requested submission information, they should specify the title of their thesis.
- A maximum of two abstracts per author will be accepted.
- Only e-mail submission to the e-mail address [Lg13@emes.net](mailto:Lg13@emes.net) is accepted. Please make sure that you include the following subject line: *LG13EMES Theme Number Author's last name* (e.g. *LG13EMES Theme 3 Rijpens*).

### ***Selection of abstracts:***

- All paper and panel proposals will be refereed by members of the Conference Scientific Committee on the basis of the abstract submitted.
- PhD students may present their papers in the main workshops, but they will have the alternative option of presenting them in poster sessions if they feel their research ideas and findings are at an early stage of development. PhD students should indicate their preferences when they submit an abstract. The referees will make the final decision as to whether a paper is accepted and in which type of session it is to be presented.

## 5. IMPORTANT DATES

***Authors may choose to submit their paper abstract(s) or panel proposal(s) by November 30, 2012<sup>1</sup> or by February 15, 2013.***

<b>November 30, 2012</b>	Deadline for abstract submission and panel proposals by authors seeking an early notification of acceptance/rejection
<b>December 20, 2012</b>	Notification of acceptance/rejection to authors seeking an early decision
<b>February 15, 2013</b>	Final deadline for abstract submission and panel proposals
<b>March 29, 2013</b>	Notification of acceptance/rejection to authors
<b>April 26, 2013</b>	Early-bird registration at reduced fees
<b>June 15, 2013</b>	Deadline for full paper submission
<b>June 20, 2013</b>	Deadline for conference registration
<b>July 1, 2013</b>	Conference starts

## 6. PROGRAMME

The conference will include special events and activities such as the 3rd ***Forum on Education and Training in Social Entrepreneurship/Social Enterprise (FETSE)***, which aims to foster exchanges and partnerships among university programmes, as well as a **guided tour of emblematic social enterprises** in Liege.

In addition, the programme will include poster sessions especially devoted to early-stage researchers and PhD students. As in previous EMES international conferences, **a special session hosted by the EMES PhD Student Network** will be open to all PhD students, with the aim of networking, sharing ideas, and interacting with professors and senior researchers.

More information on the programme and registration procedure will be made available soon.

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<sup>1</sup> Authors who need to receive notification of acceptance/rejection by the end of the year in order to apply for fellowships or funding, to manage acceptance by their institutions, to begin a visa authorisation process or for any other reason are encouraged to submit their abstract by this first deadline so as to be ensured to get a notification by December 20<sup>th</sup>.



## 7. LOCATION

For its 20<sup>th</sup> anniversary, the Centre for Social Economy will host the conference at HEC Management School - University of Liege, in a 1,000-year old city in the very heart of Europe (one hour by train from Brussels and Köln, two hours from Paris and Frankfurt). More information about travel and accommodation arrangements will be made available soon after the summer (especially regarding hotels best located with respect to the conference sites). Those already interested may want to visit the following website: <http://www.liegecongres.be/EN/INDEX/index.php>

Limited on-campus accommodation will be available for PhD students at a residence on a first-come, first-served basis.



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For any questions about this conference, please write to [Lq13@emes.net](mailto:Lq13@emes.net) .  
You can sign up for news and updates about this conference at [www.emes.net](http://www.emes.net) .



## ABSTRACT SUBMISSION FORM

### 4<sup>th</sup> EMES International Research Conference on Social Enterprise "If Not For Profit, For What? And How?"

July 1-4, 2013  
University of Liege, Belgium

(Please copy and paste all the fields in a Word document, complete it, and email it to [Lg13@emes.net](mailto:Lg13@emes.net))

**Article title:**

**Keywords** (5 keywords maximum):

**Thematic line:**

**Abstract** (400-600 words, excluding references)

Survey of literature:

Research question(s):

Methodology:

Main author:

Title:

Organisation:

Email address:

*(Include additional information about co-authors if there are any.)*

For PhD students, please include your thesis overall title and main research question:

Please submit your abstract by November 30, 2012 or by February 15, 2013, by e-mail only, at [Lg13@emes.net](mailto:Lg13@emes.net), indicating in the subject line: LG13EMES Theme Number Author's last name (e.g. "LG13EMES Theme 3 Rijpens").