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

0900 - 1000  REGISTRATION AND MORNING COFFEE  RECEPTION HALL

1000 – 1100  WELCOME AND OPENING PLENARY  NELSON MANDELA LECTURE THEATRE
  Welcome  Colin Mayer, Dean of Saïd Business School
  Social Entrepreneurship And Market Orientation: The Struggle For Organisational Legitimacy  Alex Nicholls and Greg Dees

1100 – 1130  BREAK  SEMINAR ROOM B

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 Lowthop
  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

1300 – 1430  LUNCH  SEMINAR ROOM B

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

1600 – 1630  BREAK  SEMINAR ROOM B

1630 – 1730  CLOSING PLENARY  NELSON MANDELA LECTURE THEATRE
  Innovation, Public Policy and Public Services Delivery in the UK  Stephen Osborne and Louise Brown
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

0900 - 1000 MORNING COFFEE SEMINAR ROOM B

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

1100 – 1130 BREAK SEMINAR ROOM B

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

1300 – 1430 LUNCH SEMINAR ROOM B
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<td>Understanding Innovation: Building Legitimacy in the Journey from Idea to Embeddedness</td>
<td>Michele-Lee Moore and Frances Westley</td>
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<td>White Tigers: Theorizing Social Entrepreneurs as Social-ecological Change Agents</td>
<td>Rafael Zeigler</td>
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<td>Social Innovation as a Discipline: Agency and Scale</td>
<td>Kirsten Robinson</td>
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<td>1600 – 1630</td>
<td><strong>11: NETWORKS AND SYSTEMS B</strong></td>
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<td>Creation, Maintenance and Dissipation of the Relational Social Capital within Social Cooperative Enterprises</td>
<td>Claudio Travaglini</td>
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<td>Scaling a Social Innovation through the Dissemination of Principles and Taking a Catalytic Innovation Approach</td>
<td>Sharon Zivkovic</td>
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<td>From Emergent Idea to Social Enterprise</td>
<td>Dario Carrera, Andrea Granelli and Alberto Masetti-Zannini</td>
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<td><strong>12: NEO INSTITUTIONALISM</strong></td>
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<td>Social Entrepreneurship or How Open Social Innovation is Possible in Established Structures</td>
<td>Jane Farmer, Artur Steinerowski and Sarah-Anne Muñoz</td>
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<td>Social Innovation: Implications of Emerging Institutionalized Constructions</td>
<td>Ulrika Levandar</td>
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<td>Bridging Institutional Theory and Social Deviance Literature</td>
<td>Tomislav Rimac and Johanna Mair</td>
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<td>Impact of Social Innovation on Institutional Configurations</td>
<td>Lars Hulgard and Gladius Kulothungan</td>
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<td>1730</td>
<td><strong>13: GOVERNANCE AND ACCOUNTABILITY B</strong></td>
<td>SEMINAR ROOM A</td>
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<td>Changing the Rules in Use? An Examination of the Role of Social Enterprise in Local Governance</td>
<td>Jo Barraket and Verity Archer</td>
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<td>Being Responsible: Third Sector Governance</td>
<td>Filippo Addari, John Baker, Hanneke de Bode, Olivier Boned and John Pepin</td>
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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 **OPENING 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

1300 – 1430 **LUNCH** SEMINAR ROOM B

1400 – 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

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

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 Harrisson
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

17: **SOCIAL INVESTMENT 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

18: **SUSTAINABLE DEVELOPMENT B**
RHODES TRUST LECTURE THEATRE
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

19: **LOGICS OF SOCIAL INNOVATION D**
LECTURE THEATRE 5
The Logic of Social Innovation
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
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

SAÏD BUSINESS SCHOOL

Established in 1996 the Said 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

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

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