

JBV Special Issue Symposium

**“Enterprise Before and Beyond Benefit:
A Transdisciplinary Research Agenda for Prosocial Organizing”**

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**April 6-8, 2017
Ivey Business School**

Thursday afternoon: April 6, 2017

(Ashers for all activities)

4-4:30 pm: Welcome Reception
4:30-5 pm: Role-play Author Introductions
5-6 pm: **Plenary 1: 3-D Playbook, Agenda & Aspirations**
6-7 pm: Dinner (assigned seating)
7-8 pm: **Keynote Adam van Koeverden**
<http://www.vankayak.com/about-me/>
8-9 pm: Networking with JBV SI authors and co-editor (open bar)

Friday all day: April 7, 2017

(Ashers for meals, Oak and Elm for paper sessions)

8 – 8:30 am *Breakfast Buffet, Ashers*

8:30 -9 am **Plenary 2: Melissa Power, Founder & CEO (Oak)**

9-9:30 am [For the Love of Laundry](#) Product & Story Sampler

9:30-11 am **Joint Paper Session (Oak)**
Dey & Mason
Rethinking ‘entrepreneurship as social change’:
Entrepreneurship, disruptive truth-telling and utopian imagination
Peredo, Haugh & McLean
The common touch, social enterprise and the neoliberal program

11-11:30 am *Coffee/Tea Break (track mixing exercise)*

11:30 am – 1pm **Parallel Paper Session 1**

Oak	Elm
<i>Presbitero</i>	<i>Siqueira, Guenster, Vanacker & Crucke</i>
Compassionate venturing intention: The roles of prosocial motivation, cognition of suffering and compassionate emotion	Do for-profit social enterprises need new theories? A study of capital structure
<i>Miller & Wesley</i>	<i>Munoz, Cohen & Cacciotti</i>
Conflicts of the heart: Effects of prosocial motivation and logic integration on goal conflict and entrepreneurial orientation in social ventures	Double-edged sword of purpose-driven behavior in sustainable venturing

1 - 2 pm	<i>Buffet Lunch (track mixing exercise), Ashers</i>	
2 - 3:30 pm:	Parallel Paper Session 2	
	Oak	Elm
	<i>Slade-Shantz, Kistruck & Zietmsa*</i>	Conger, York, McMullen & Bergman
	The opportunity not taken: The occupational identity of entrepreneurs in contexts of poverty	B the change: Social enterprise alignment with an emerging category
	Binder & Belz	<i>Beveridge, Sharma & Haigh</i>
	Be the change you want to see in the world: The value creation processes of sustainable entrepreneurs	Being better for the world: Customization or conformity?
3:30 - 4 pm	<i>Coffee/Tea Break (track mixing exercise)</i>	
4 - 5:30 pm	Parallel Paper Session 3	
	Oak	Elm
	André, Cho & Laine	Grimes, Gehman & Gao
	Hybridization of performance measurement and impact assessment: A case study of a social business	Certifiably distinct: How gender role identity and the sustainability context affect B Corp certification
	Dentoni, Poldner, Pascucci & Gartner	Powell, Hamann, Bitzer & Baker
	Consumer entrepreneurship as prosocial practice	There's no silver bullet: A process model of enacting and obscuring conflicting material interests in cross-sector partnerships
5:30 - 6:30 pm	<i>Personal Time</i>	
6:30 - 7 pm	Walk or shuttle from Spencer to Ivey	
7 - 9 pm:	Reception @ Ivey (keynotes, building tours, meet the faculty, food & drinks)	
	Kelsey Ramsden, https://www.nsb.com/speakers/kelsey-ramsdem/	
	Michelle Quintyn, President and CEO of Goodwill Industries, Great Lakes	

Saturday morning: April 8, 2017

8 - 8:30 am	<i>Breakfast Buffet, Ashers</i>
8:30 - 9 am	Plenary 3: Steve Cordes, Executive Director (Oak)
9 - 10:30 am	Plenary 4: 3 D Editorials , 30 minutes each, Q&A format (Oak)
10:30 - 11 am	<i>Coffee/Tea Break</i>
	Youth Opportunities Unlimited <i>Product & Story Sampler</i>
11 am - 12 pm	Plenary 5: Where to from here? Jeff Mullen, Editor-in-chief & Co-editors (Oak)
12 - 1pm	<i>Buffet Lunch, Ashers</i>

Doctoral/Early Scholar Consortium begins at 1 pm. The two groups will network over lunch.