JBV Special Issue Symposium

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

Oana Branzei, JBV Field Editor (Sustainability), Ivey Business School Western University
Ed Gamble, Jake Jabs College of Business & Entrepreneurship, Montana State University
Peter Moroz, Hill/Levene School of Business, University of Regina
Simon Parker, JBV Field Editor (Economics), Ivey Business School Western University

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 – 1 pm: Parallel Paper Session 1

Oak
Presbitero
Compassionate venturing intention: The roles of prosocial motivation, cognition of suffering and compassionate emotion

Elm
Siqueira, Guenster, Vanacker & Crucke
Do for-profit social enterprises need new theories? A study of capital structure

Miller & Wesley
Conflicts of the heart: Effects of prosocial motivation and logic integration on goal conflict and entrepreneurial orientation in social ventures

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

Saturday morning: April 8, 2017
8 – 8:30 am  Breakfast Buffet, Ashers
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  Coffee/Tea Break
   Youth Opportunities Unlimited Product & Story Sampler
11 am – 12 pm  Plenary 5: Where to from here? Jeff Mullen, Editor-in-chief & Co-editors (Oak)
12 – 1pm  Buffet Lunch, Ashers

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