

The 10th International Critical Management Studies (CMS) Conference – CMS 2017

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**Critical Perspectives on Alternative Models of Entrepreneurial Organising:
Social Innovation and the De-Growth Economy**

<https://www.edgehill.ac.uk/business/cms2017/>

Conveners:

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Management and Organisation Studies in recent years have witnessed a truly Copernican revolution as entrepreneurial models of organising are no longer conceived exclusively in terms of wealth creation, but redefined as vehicles for emancipation and positive social change (Calás et al., 2009). Alternative models of entrepreneurial organising (AMEOs) represent a collection of organisations, networks and markets including traditional cooperatives with a primarily social orientation (Defourny, 2001) to more broad-ranging approaches to social innovation which mobilise communities to address social needs (Moulaert et al., 2013). The advent of Web 2.0 technologies gave rise to new modes of socio-economic collaboration where large numbers of people share ideas, collaborate and co-produce outside of the logic of capital accumulation. Social purpose crowdfunding (Meyskens & Bird, 2015), commons-based production (Benkler & Nissenbaum, 2006) or non-capitalist mutualisation systems (Demailly & Novel, 2014) are but three examples of how creativity, innovation and sociality are enacted beyond the organisation, with the primary aim of creating public benefit rather than advancing the sectional interests of commercial actors.

While substantial efforts have been made towards a better conceptual understanding of organisational hybridity, too little academic work has focused on the link between alternative models and social innovation - in this context the reconfiguration of social relations such that citizens are empowered to design goods and services which meet their own needs. Social innovation can potentially extend beyond organisational boundaries, linking individuals and groups across neighbourhoods, cities or even regions, and might thus transform extant power relations (Ayob et al. 2016).

Central then to this call for contributions is recognition that AMEOs are not restricted to standalone organisations, but can also be identified in cases where positive social change and social innovation are achieved through the distributed agency of networks of people and organisations. The wider academic literature has tended to hail AMEOs by focussing on “success stories” rather than on their “dark sides”. In light of their eminently positive evaluative accent, it is not surprising that “alternatives” have hardly been subjected to critical scrutiny. Our stream invites proposals from scholars, practitioners and activists interested or working within civil society and AMEOs. Against the backdrop of the above, we welcome submissions on any, but not restricted to the following questions:

- What can we learn from the history of pioneering AMEOs in terms of the advancement of social innovations (e.g. self-help housing movements in the late 19th and early 20th century)?
- How can the socially innovative capacity of alternative forms of entrepreneurial organising be conceptualised? How can we compare the contribution of different sectoral and territorial AMEOs?
- What can empirical studies tell us about the actual potential of AMEOs to address the social needs of citizens? And to what extent could / should these models replace other types of public and social service providers (private for-profit, public, large non-profits)?
- How do AMEOs reconfigure the relationships among local community members, as well as between citizens and “powerful” resource holders and key decision makers in society (e.g. public authorities, corporations)? How do these exercises of co-production, co-design and co-creation pan out? Do they empower the less powerful?
- Can AMEOs offer an alternative to project-based development NGO interventions in the Global South?
- How do regulatory frameworks and normative institutions encourage socially innovative action of AMEOs? What is the scope of influence of these models on regulatory frameworks in particular sectors or territories?
- How do AMEOs engage in social innovation, and how do they hereby participate in alternative economic constellations?

- How can alternative forms of entrepreneurial organising be linked to alternative economic models as steady state or degrowth economy? What is the place of AMEOs within the degrowth discourse? Can AMEOs satisfy needs in a degrowth future? Can they provide a 'sustainable' alternative to existing economic structures or must they eventually revert to a "mainstream" model?

References

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Benkler, Y. & Nissenbaum, H. (2006). Commons-based peer production and virtue. *The Journal of Political Philosophy*, 14(4): 393-419.

Calás, M.B., Smircich, L. & Bourne, K.A. (2009). Extending the boundaries: Reframing "entrepreneurship as social change" through feminist perspectives. *Academy of Management Review*, 34(4): 552-569.

Defourny, J. (2001). Introduction: From third sector to social enterprise. In C. Borzaga & J. Defourny (Eds.), *The emergence of social enterprise* (pp. 1–28). London: Routledge.

Demailly, D. & Novel, A.-S. (2014). The sharing economy: make it sustainable, Studies N°03/14, IDDRI, Paris, France.

Moulaert, F., MacCallum, D. & Hillier, J. (2013). Social Innovation: intuition, precept, concept, theory and practice. In F. Moulaert, D. MacCallum, A. Mehmood & A. Hamdouch (Eds.), *The International Handbook. On Social Innovation Collective Action, Social Learning and Transdisciplinary Research* (pp. 13-24). Cheltenham: Edward Elgar.

Meyskens, M. & Bird, L. (2015). Crowdfunding and value creation. *Entrepreneurship Research Journal*, 5(2): 155-166.

Key dates

Deadline for submission of abstracts: 31st January 2017

Please send an abstract, 500 words maximum, indicating research questions, theoretical approach, methods and main research findings (if applicable) to corresponding stream convener Richard Lang – richard.lang@jku.at by the 31st January 2017.

Decision on selected abstracts: 15th February 2017

Deadline for full paper submission: 12th June 2017