# SOCIAL ENTREPRENEURSHIP AND SUSTAINABILITY

The oikos collection Volume 2





# Case Studies In Social Entrepreneurship And Sustainability The Oikos Collection

Stoecker , Randy, Falcón, Adrienne

#### **Case Studies In Social Entrepreneurship And Sustainability The Oikos Collection:**

Case Studies in Social Entrepreneurship and Sustainability Jost Hamschmidt, Michael Pirson, 2018-02-06 The case studies in this second volume focus on entrepreneurs targeting sustainability issues and how their personal values shape strategies and initiatives. The award winning cases describe new patterns of value creation and the challenges of dealing with existing Case Studies in Social Entrepreneurship and Sustainability Jost Hamschmidt, 2017 In 2008 Ashoka paradigms launched the Changemaker Campus Initiative which applies Ashoka's rigorous criteria to select and support universities as they develop and implement a comprehensive social entrepreneurship plan Through the lessons learned from this network and with input from its broader global network of those experienced in the field Ashoka aims to set a new standard for social entrepreneurship education Indeed despite the rising demand there remains a dire need for quality coursework and global teaching case studies Social entrepreneurs and the pressing challenges they solve are not bound by geographic borders or a single political environment yet there is a lack of the materials necessary to equip students with the skills and mind set required to catalyze systemic social change What few high quality case studies do exist typically highlight social entrepreneurs within the United States This cooperation with oikos within the Social Entrepreneurship Track of the annual oikos Global Case Competition is a critical vehicle for tackling that challenge As a result of this effort more locally relevant case studies are being written peer reviewed and judged than ever before and are able to make their way into the hands of global audiences eager to adopt them into their courses Building social entrepreneurship skills and problem solving abilities are best practiced and honed using real life examples and strategic challenges not just learning theories in a vacuum Case studies provide this exposure and real time training in systemic problem solving Through these 15 teaching cases students learn that social entrepreneurship is about identifying root causes of problems and applying a solution that tackles the system As study upon study has shown the band aid approach does not work To effectively address a social problem the solution must continually adapt and evolve based on market feedback about what works and what needs to change in the model Case Studies in Social Entrepreneurship and Sustainability is the second volume resulting from the oikos Global Case Writing Competition an annual program launched in 2003 to promote the publication of high quality teaching cases in corporate sustainability This book expands the collection with award winning global cases in the rapidly growing field of social entrepreneurship and sustainability In view of the growing importance of various sustainability trends management schools are increasingly challenged to adapt their entrepreneurship and business curricula Management education needs to reflect the trends and provide a broadened understanding of value creation Sustainability is a concept that demands that organizations consider the legitimate expectations of different stakeholders in their value creation processes At the same time it underlines the fact that many sustainability trends offer new business opportunities that entrepreneurs will seize As a result value creation processes need to be reorganized in order to create economic capital while developing social capital and

preserving natural capital Indeed entrepreneurial organizations are increasingly dealing with these challenges The case studies in this book explore both the opportunities and pitfalls entrepreneurs working with organizations with for profit hybrid and non profit business models face in targeting sustainability issues and how their values and core assumptions impact their business strategies. They describe new patterns of value creation new alliances and the challenges of dealing with existing paradigms It is clear that new ways of doing business with a common objective of maximizing social impact are substantially shaping markets and society This textbook of competition winning case studies for management education in the field of social entrepreneurship and sustainability provides excellent learning opportunities tells engaging stories deals with recent situations includes quotations from key actors is thought provoking and controversial requires decision making and provides clear take aways Online Teaching Notes to accompany each chapter are available on request with the purchase of the book Provided by publisher Case Studies in Social Entrepreneurship Michael Pirson, 2017-09-08 This book is an essential resource for the increasing number of facilitators who wish to help students learn about the promise and pitfalls of social enterprise The oikos Ashoka case competition for social entrepreneurship was conceived in 2007 as a way to help find great material and case studies in this emerging field This fourth collection of oikos case studies is based on the winning cases from the 2010 to 2014 annual case competitions These cases have been highly praised because they provide excellent learning opportunities tell engaging stories deal with recent situations include quotations from key actors are thought provoking and controversial require decision making and provide clear take aways This new volume of social entrepreneurship case studies highlights cases from around the globe authored by teachers from around the globe The selected cases span many industries and geographic contexts nevertheless they are connected by a shared ambition to highlight the power of entrepreneurship to solve social problems The cases are clustered in three different sections Socially oriented Enterprise Cases Health and Fair trade Ecologically oriented social enterprises and Corporate Social Entrepreneurship Case Studies in Social Entrepreneurship will be an essential purchase for educators and is likely to be a widely used as a course textbook at all levels of management education Online Teaching Notes to accompany each chapter are available on request with the purchase of the book 
Case Studies in Sustainability Management and Strategy Jost Hamschmidt, 2017-11-28 With the rapidly growing importance of sustainability and corporate responsibility in a globalised world management schools are increasingly integrating long term economic environmental and social issues into their teaching and research Climate change poverty labour standards and human rights are among the many topics that future decision makers will need to face in their careers Business education needs to reflect this new reality and provide a broadened understanding of value creation in order to create economic capital while developing social and preserving natural capital Many sustainability trends also offer interesting new business opportunities that are ripe for entrepreneurial thinking Case studies can be important tools for creating learning processes on different levels students are forced to

struggle with exactly the kinds of decisions and dilemmas managers confront every day In this reflection of reality the values and goals of the student are systematically challenged This can be especially valuable in the context of sustainability and strategy organisations are now continually forced to value the different aspects of sustainability and their interrelations How do social issues impact the economic bottom line How can an environmentally sound strategy create a positive impact on employee motivation and thus have measurable impact on economic performance What comes first and why But excellent case studies for management education in the field of sustainability management and strategy are rare This innovative collection has been produced to fill this gap It is based on the winning cases of an annual competition organised by oikos the international Student Organization for Sustainable Economics and Management So what makes an excellent case in sustainability management These cases have been highly praised because they provide excellent learning opportunities tell engaging stories deal with recent situations include quotations from key actors are thought provoking and controversial require decision making and provide clear take aways These cases explore both the opportunities and pitfalls companies and NGOs face in targeting sustainability issues and how their values and core assumptions impact their business strategies They deal with a myriad of issues including supply chain management stakeholder dialogue social entrepreneurship sustainable marketing ethics governance the business case for sustainability partnerships purchasing and climate change Case Studies in Sustainability Management and Strategy is an essential purchase for educators and is likely to be a widely used as a course textbook at all levels of management education Online Teaching Notes to accompany each chapter are available on request Modernization and Accountability in the Social Economy Sector Ferreira, with the purchase of the book Augusta, Marques, Rui, Azevedo, Graca, Inácio, Helena, Santos, Carlos, 2019-05-31 The social economy sector SES faces pressures for greater accountability to their funders users and citizens and a growing need to report good practices in the social economic and financial impact that they have on the community However these entities often face difficulties related to the lack of an accounting framework that allows them to properly disseminate the results of their activities Thus practices that involve financial reporting and an assessment of their social economic and financial impact are needed to improve their accountability sustainability and operational performance Modernization and Accountability in the Social Economy Sector is an essential reference source that discusses future avenues of development for the management of SES entities accounting control in SES management and measures of performance in the SES Featuring research on topics such as online communication social accounting and value reporting this book is ideal for managers financial consultants academicians researchers and students interested in accounting management internal control auditing and technology use in the SES

Communities and Cultural Heritage Valerie Higgins, Diane Douglas, 2020-11-29 Communities and Cultural Heritage explores the relationship between communities their cultural heritage and the global forces that control most of the world s wealth and resources in today s world Bringing together scholars and heritage practitioners from nine countries this book

contributes to the ongoing dialogue on community heritage by analysing impediments to full community participation The underminin of local communities comes at a high price As the chapters in this book demonstrate the knowledge embedded within traditional and Indigenous heritage creates communities that are more resilient to environmental and social stressors and more responsive to contemporary challenges such as climate change environmental degradation post disaster recovery and relocation Cultural heritage practices often fail to capitalise upon local knowledge and traditional skills and undervalue the potential contribution of local communities in finding creative and resourceful solutions to the issues they are confronting Arguing that the creation of successful community heritage project requires ongoing reflection on the aims methods financing and acceptable outcomes of projects the volume also demonstrates that the decolonization of Western focussed heritage practices is an ongoing process by which subaltern groups are brought forward and given a space in the heritage narrative Reflecting on trends that impact communities and heritage sites across different geographical regions Communities and Cultural Heritage will be of interest to academics students and practitioners of cultural heritage archaeology and anthropology around the world Handbook of Research on Ethics, Entrepreneurship, and Governance in Higher Education Nair, Suja R., Saiz-Álvarez, José Manuel, 2018-09-14 Ethics entrepreneurship and governance are very essential and crucial for the sustainable development of institutions of higher education especially in the face of moral ambiguity or ethical lapses that could occur As such it is vital to explore how to facilitate the effective and efficient development of higher education institutions to put into practice ethical behaviors and entrepreneurial values for the progressive future of society The Handbook of Research on Ethics Entrepreneurship and Governance in Higher Education is a pivotal reference source that provides vital research on the application of ethics entrepreneurship and governance in higher education institutions Featuring coverage topics such academic misconduct ethical leadership and student values this publication is ideally designed for educational administrators professors academicians researchers and graduate level students seeking current research on the impact of globalization on the ethics and governance in higher education through various policy decisions and practices Leading Sustainable Change Rebecca Henderson, Ranjay Gulati, Michael Tushman, 2015 The business case for acting sustainably is becoming increasingly compelling reducing our global footprint to sustainable levels is the defining issue of our times and it is one that can only be addressed with the active participation of the private sector However persuading well established organizations to act in new ways is never easy This book is designed to support business leaders and organizational scholars who are grappling with this challenge by pulling together leading edge insights from some of the world's best researchers as to how organizational change in general and sustainable change in particular can be most effectively managed The book begins by laying out the economic case for change while subsequent chapters describe how leaders at firms such as Du Pont IBM and Cemex have transformed their organizations exploring issues such as the role of the senior team and the ways in which firms shift their identities build innovative cultures and processes and

begin to change the world around them Business leaders will find the book a source of both powerful examples and immediately actionable ideas while scholars will be deeply intrigued by the insights that emerge from the cross cutting exploration of one of the toughest challenges our society has ever faced Populism, Democracy and Community Development Sue Kenny, Jim Ife, Peter Westoby, 2020-12-02 Using international perspectives and case studies this book discusses the relationships between community development and populism in the context of today s widespread crisis of democracy It investigates the development meanings and manifestations of contemporary forms of populism and explores the synergies and contradictions between the values and practices of populism and community development Contributors examine the ways that the ascendancy of right wing populist politics is influencing the landscapes within which community development is located and they offer new insights on how the field can understand and respond to the challenges of populism Alleviating Global Poverty Lewis D. Solomon, 2014-12-05 In the book Lewis D Solomon develops the theme that the profit motive can serve as a powerful force for social good in developing nations making a difference in the lives of those trapped in misery and helping millions out of poverty After focusing on three US based venture capital like firms the book presents evidence that for profit corporations many indigenous funded in part by these capital providers have alleviated global poverty. These investee firms which seek both financial and social returns serve the impoverished by delivering critically needed but affordable goods and services including quality education preventive healthcare light and power and Social Innovation and Sustainability Transition Geoff Desa, Xiangping Jia, 2022-11-09 enhanced agricultural productivity This book uses a historical and modern lens to reimagine the role that Extension could potentially play in catalyzing reciprocal co learning relationships between Land Grant Universities and their diverse local constituencies The establishment of statewide extension systems was once seen as a way to ensure that Land Grant Universities would be accessible and responsive to all of a state s residents Extension systems continue to offer a front door to a major public university in almost every county of the United States but they tend to be viewed primarily as a way to translate science or distribute information from the university to the public This books argues for the importance of Extension and shows that we are conceiving of this system too narrowly Only by retelling the stories of the Extension and getting people to see themselves as part of the story can we imagine a different future in which state universities and land grant colleges engage more authentically and equitably in two way relationships with their local constituents in catalyzing reciprocal co learning relationships between Land Grant Universities and their diverse local constituencies Chapter Palatable disruption the politics of plant milk chapter Feeding the melting pot inclusive strategies for the multi ethnic city chapter A carrot isn t a carrot isn t a carrot tracing value in alternative practices of food exchange chapter Virtualizing the good life reworking narratives of agrarianism and the rural idyll in a computer game and chapter Workable utopias for social change through inclusion and empowerment Community supported agriculture CSA in Wales as social innovation are available open access under a

Creative Commons Attribution 4 0 International license via link springer com Social Entrepreneurship Anders Lundström, Chunyan Zhou, Yvonne von Friedrichs, Elisabeth Sundin, 2013-11-11 This contributed volume features state of the art research from ten different countries on implementation institutionalization and the future prospects of social entrepreneurship This volume aims at bringing together research that considers the context of economy politics and cultural issues combining with the needs of social and human development By conceptualizing the notion of social entrepreneurship and societal entrepreneurship this volume aims to disseminate the numerous streams of research and theory of social entrepreneurship to educators libraries scholars non profit researchers public policy makers practitioners undergraduate and graduate students and any organization or person interested in staying abreast of advances in this area It is also an important reference book for teachers students and faculty interested in conducting research or teaching social Handbook on the Business of Sustainability Gerard George, Martine R. Haas, Havovi Joshi, Anita M. McGahan, Paul Tracey, 2022-02-11 This ground breaking Handbook uniquely focuses on the business of sustainability offering a fresh insight and practical solutions to the challenges that businesses face in making human activity sustainable It is organized into four distinctive themes that cut across levels of analysis and illustrate a rich set of solution contexts that will quide future research Handbook on Participatory Action Research and Community Development Stoecker, Randy, Falcón, Adrienne, 2022-04-08 This Handbook is a critical resource for carefully considering the possibilities and challenges of strategically integrating participatory action research PAR and community development CD Utilizing practical examples from diverse contexts across five continents it looks at how communities are empowering themselves and bringing about systemic change Transdisciplinary Research and Sustainability Martina Padmanabhan, 2017-10-12 Transdisciplinarity is a new way of scientifically meeting the challenges of sustainability Indeed interdisciplinary collaboration and co operation with non academic practice partners is at the core of this creating contextualised socially relevant knowledge about complex real world problems Transdisciplinary Research and Sustainability breaks new ground by presenting transdisciplinary research in practice drawing on recent advances by the vibrant transdisciplinary research communities in the German speaking world It describes methodological innovations developed to address wide ranging contemporary issues including climate change adaptation energy policy sustainable agriculture and soil conservation Furthermore the authors reflect on the challenges involved in integrating non academic actors in scientific research on the tensions that arise in the encounter of theory and praxis and on the inherently normative political nature of sustainability research Highlighting the need for academic institutions to be transformed to reflect transdisciplinarity this timely volume will appeal to postgraduate students and postdoctoral researchers interested in fields such as Sustainability Science Transdisciplinary Studies and Philosophy of Case Studies in Sustainability Management Jordi Vives Gabriel, 2017-11-30 With the rapidly growing importance Science of sustainability and corporate responsibility in a globalised world management schools are increasingly integrating long

term economic environmental and social issues into their teaching and research Climate change poverty labour standards and human rights are among the many topics that future decision makers will need to face in their careers Business education needs to reflect this new reality and provide a broadened understanding of value creation in order to create economic capital while developing social and preserving natural capital Case studies can be important tools for creating learning processes on different levels students are forced to struggle with exactly the kinds of decisions and dilemmas managers confront every day In this reflection of reality the values and goals of the student are systematically challenged This can be especially valuable in the context of sustainability management organisations are now continually forced to value the different aspects of sustainability and their interrelations How do social issues impact the economic bottom line How can an environmentally sound strategy create a positive impact on employee motivation and thus have measurable impact on economic performance What comes first and why This third collection of oikos case studies is based on the winning cases from the 2010 to 2013 annual case competition So what makes an excellent case in sustainability management These cases have been highly praised because they provide excellent learning opportunities tell engaging stories deal with recent situations include quotations from key actors are thought provoking and controversial require decision making and provide clear take aways These cases are clustered in three different sections Large Corporations and Corporate Sustainability Dilemmas Managing Stakeholder Relations and Sustainability as a Source of Differentiation Strategies Case Studies in Sustainability Management will be an essential purchase for educators and is likely to be a widely used as a course textbook at all levels of management education Online Teaching Notes to accompany each chapter are available on request with the purchase of the book Enterprising Communities Anna Davies, 2012-01-12 Provides an internationally grounded and critical review of grassroots sustainability enterprises focusing on the processes that lead to their formation the governing context that shapes their evolution the benefits they create and the challenges that they face in different contexts

Handbook of Sustainability in Management Education Jorge A. Arevalo, Shelley F. Mitchell, 2017-06-30 This Handbook strives to enhance knowledge and application within sustainability in management education SiME across different academic programs geographic regions and personal professional contexts Cross disciplinary and boundary spanning this book focuses on specific themes and is therefore split into four distinct sections one on theory and practice one on transformational interventions in business programs one on the role of external agents and the last on innovative approaches in SiME

Sustainability Marketing Frank-Martin Belz, Ken Peattie, Naz Onel, 2025-08-25 EQUIPS THE NEXT GENERATION OF MARKETERS WITH THE CRITICAL SKILLS AND ETHICAL MINDSET TO LEAD IN A TIME OF UNPRECEDENTED CHANGE Since its first publication in 2009 Sustainability Marketing has set the standard for how marketers can respond to global environmental and social challenges Now in its third edition this award winning text remains a definitive resource in the field blending rigorous theory diverse global examples and actionable strategy Sustainability Marketing offers a comprehensive

structured and deeply insightful guide to integrating social environmental and ethical concerns into modern marketing strategies delivering both theoretical depth and practical tools to help students and practitioners alike navigate the evolving sustainability landscape With a fresh emphasis on global challenges digital transformation and circular economy principles the third edition reflects the latest research real world case studies and pressing debates in the field Covering a wide range of key topics from rethinking the sustainability marketing mix to navigating the ethical tensions of brand activism the authors provide a compelling blueprint for building marketing strategies that drive innovation strengthen brand trust and contribute meaningfully to sustainable development Sustainability Marketing A Global Perspective Third Edition is essential reading for advanced students exploring the future of responsible business educators integrating sustainability into their curriculum and marketing professionals looking to align strategy with purpose and contribute to a more sustainable and equitable world NEW TO THIS EDITION Expanded focus on the UN Sustainable Development Goals SDGs addressing how marketers are aligning strategies with global policy frameworks New content on greenwashing consumer trust and ethical marketing dilemmas Including societal and humanistic marketing perspectives in a polarized media and political environment Cutting edge analysis of digitalization and AI exploring opportunities such as personalization and engagement as well as risks of data asymmetries algorithm driven polarization and deepfakes Deeper integration of circular economy thinking examining how product service systems sharing models and value co creation are reshaping marketing roles and metrics Timely global case studies and updated data ranging from large multinationals to agile start ups across a variety of sectors geographies and consumer segments including new and emerging companies and enterprises that exemplify innovative sustainability marketing practices Insights into brand activism and its risks that help readers understand the fine line between purpose driven engagement and public backlash Coverage of the implications of sustainable supply chains for marketing and the role of traceability and transparency in generating credibility Incorporated and replaced the latest research to strengthen both the theoretical foundation and practical application of sustainability marketing including new research on clean technologies highlighting marketing s role in accelerating adoption and communicating impact WILEY ADVANTAGE Provides a structured step by step approach grounded in the original sustainability marketing framework refined and expanded for today s complex challenges Equips students and professionals with actionable frameworks for implementing sustainability in real marketing contexts Offers a truly global perspective with stories and challenges drawn from every continent that cover diverse industries Reflects the latest academic findings and real world practices while remaining concise and accessible for a 12 week course Employs a balanced critical lens to unpack the tensions trade offs and controversies involved in sustainable marketing Includes learning objectives discussion questions and Sustainability Challenges in each chapter Social Entrepreneurship and Sustainable Business Models Anirudh Agrawal, Payal Kumar, 2018-05-02 Addressing the need for further theorisation and operationalisation of social entrepreneurship in India this edited collection provides a critical and

deeper understanding of the social entrepreneurial ecosystem Covering topics such as entrepreneurial intentions empathy impact investment and standardised social measures the contributors explore the potential of social entrepreneurship and sustainable business models in an Indian context Offering empirical cases and presenting a realistic perspective of the social entrepreneurship landscape in India this collection will undoubtedly be of value to those interested in creating a social and sustainable impact in business and society

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