On economic crisis, “social enterprises”, and networks: an ongoing project

José Luis Molina, Marta Lobato, and Miranda Lubbers, egolab-GRAFO.

Solidarity, reciprocity, and economy in times of downturn: Understanding and articulating the logics of old and new values in late capitalism. February 4-5 2014, UAB.

MINECO (CSO2012-32635)
Research project

Motivations ...

• First, we do need a realistic, and theoretically oriented conceptualization: “Social entrepreneurship” is just a top-down label taken for granted that encompasses very diverse phenomena.

• This conceptualization should have into account concepts as “late capitalism”, “diverse economies” (Gibson-Graham 2010), “economic crisis”, “social economy”, and so on.
Homogenous discourse (Hervieux et al. 2010)
Motivations ...

• Self-named “social entrepreneurs” in Europe show differences compared with “commercial” ones (Hoogendoorn et al. 2011, Hoogendoorn & Hartog 2011):

  – Part time involvement /full time.
  – “U” distributed in terms of age /Medium age.
  – Higher rate of failure during the starting phase.
  – Gender (more women).
  – Community, local oriented /market oriented.
Goals

• To suggest a theoretical framework empirically tested (and not only a prescriptive conceptualization).

• To assess the effect of networking behaviour (both in SNS, local embedded or mixed) on the social venture success.

• To describe the main features of “social entrepreneurs” in Spain (RDS websurvey).
Case study methodology

• 50 cases in several places in Spain.
• Personal Network (>15 alters).
  – Name generators.
  – Networking activity (SNS).
  – Local Embeddeness.
• Social capital questionnaire.
• Interview guide / personal network visualisation.
Examples
Sub panel = 10

• Android app ...
  – Personal network survey.
  – Self-monitorization of communication activities.
  – Casual questions.
  – Basic feedback (compared with a “successful” social entrepreneur.
  – Export + anonimisation of personal network data for obtaining personalized feedback.

• “Social Capital Companion” ... [http://www.inf.uni-konstanz.de/algo/software/scc/](http://www.inf.uni-konstanz.de/algo/software/scc/)
Respondent Driven Sampling websurvey

- **RDS Websurvey** will allow to estimate the number of “social entrepreneurs” in Spain given a working definition.

- Snowball method: Diverse “seeds” → email three invitations to participate by acquaintances → idem ... (until having about 850 responses).
Some preliminary ideas ...

Late Capitalism

Appropriation public spending by Financial elites

Displacement of a well educated class Working on NGOs / social-health services

Social entrepreneurs "down"

Social entrepreneurship market

Social entrepreneurs "up"

Inequalities

Post-materialistic values (ecology, solidarity, cooperation ...) [Inglehart 1991]
Some preliminary insights

Ethnic entrepreneur (former project ITINERE)

Social entrepreneur “down”
Some preliminary insights

Social entrepreneur “up”

- Support from institutions (Ashoka)!

“Commercial” entrepreneur
2014

• Fieldwork, fieldwork, fieldwork ...
• Analysis and comparision.
• Typologies ...
Thanks!

Sites – transfer activities:
http://blogs.uab.cat/enclave/
http://grupsderecerca.uab.cat/egolab/content/enclave-social-entrepreneurship