



Universitat Autònoma de Barcelona

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)



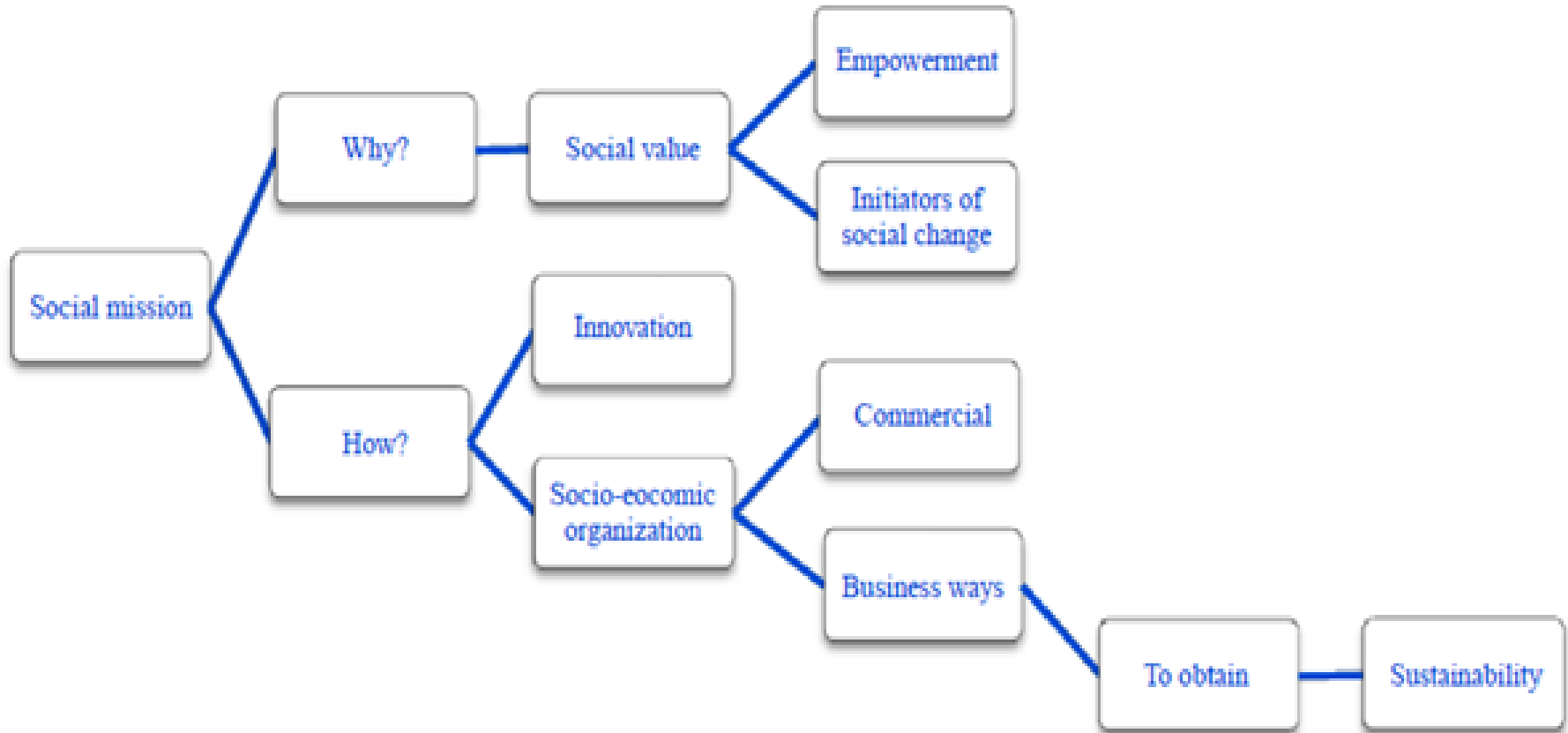
Research project

- “Social entrepreneurship”: local embeddedness, social networking sites and theoretical development - ENCLAVE (2013-2015).

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)



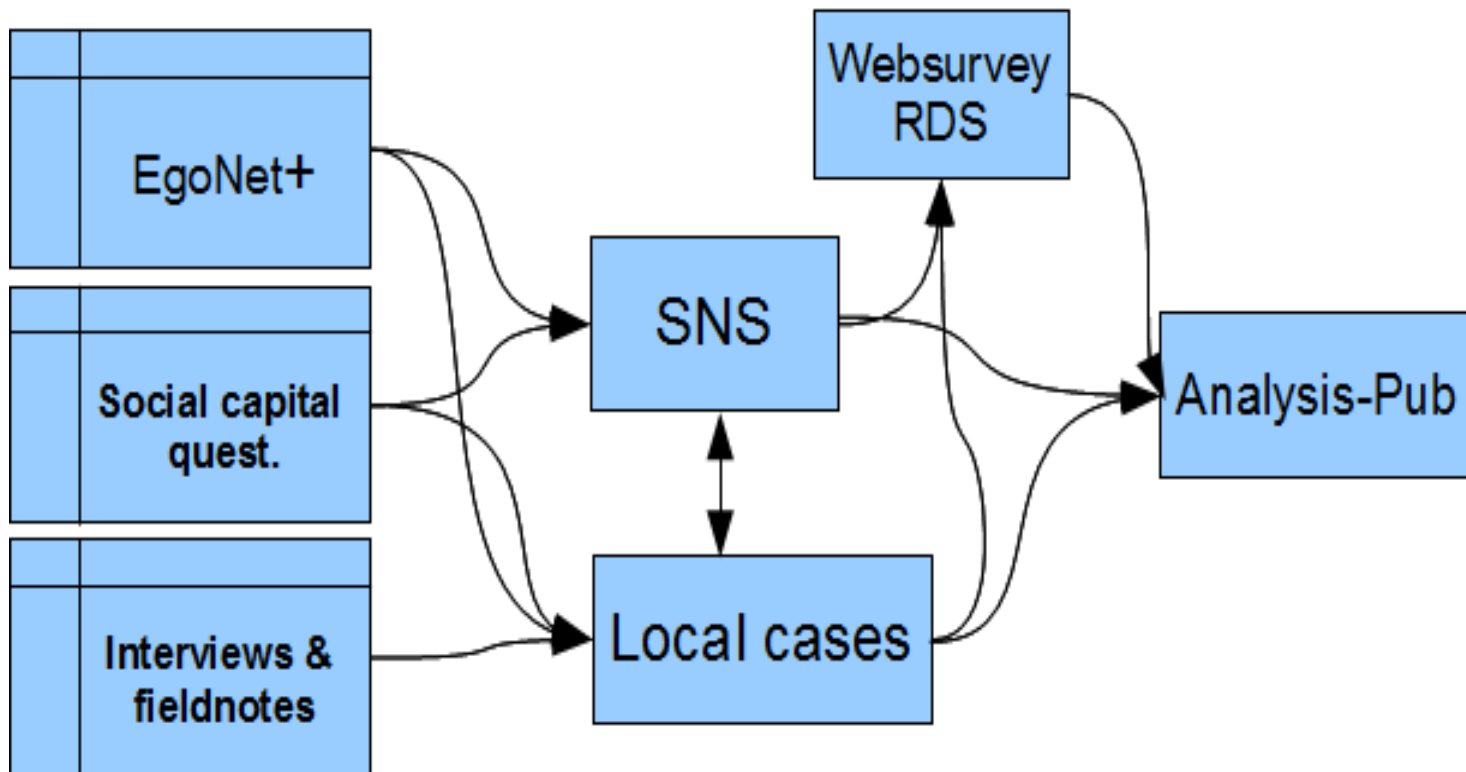
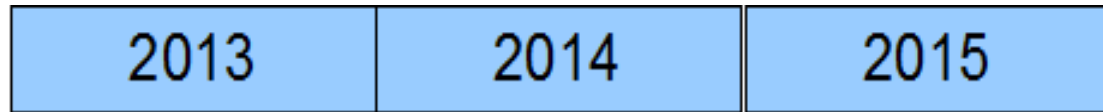
Motivations ...

- Self-named “social entrepreneurs” in Europe show differences compared with “comercial” 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).

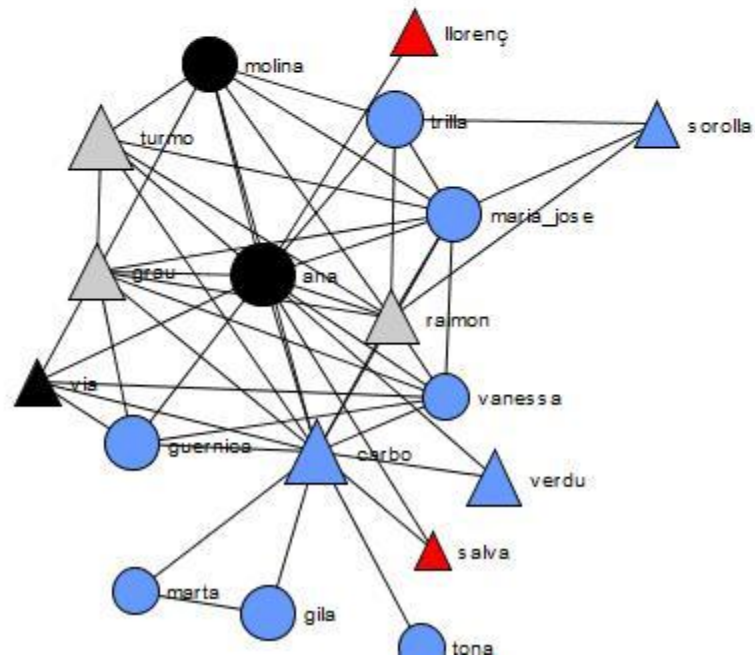
Mixed Methods



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/>

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 ...

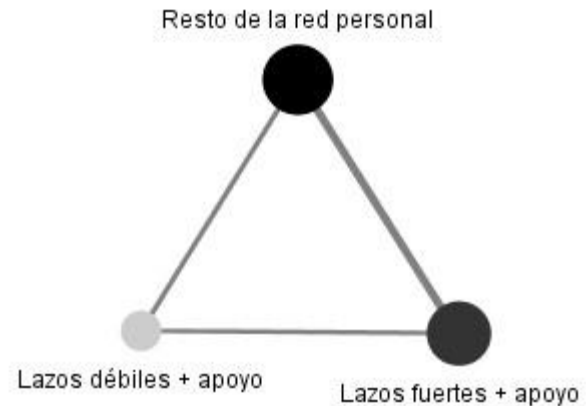


Some preliminary insights

Ethnic entrepreneur (former project ITINERE)



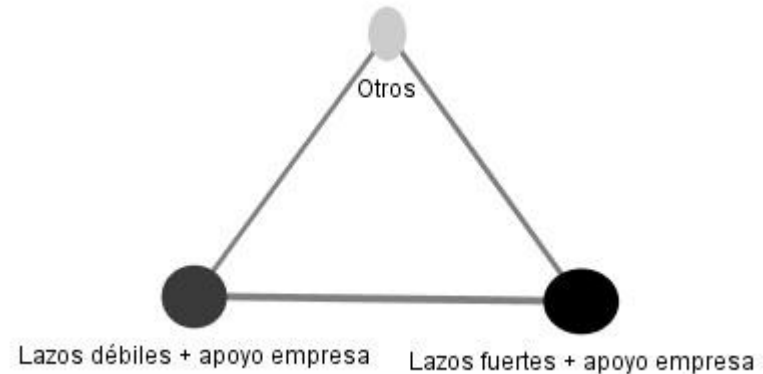
Social entrepreneur "down"



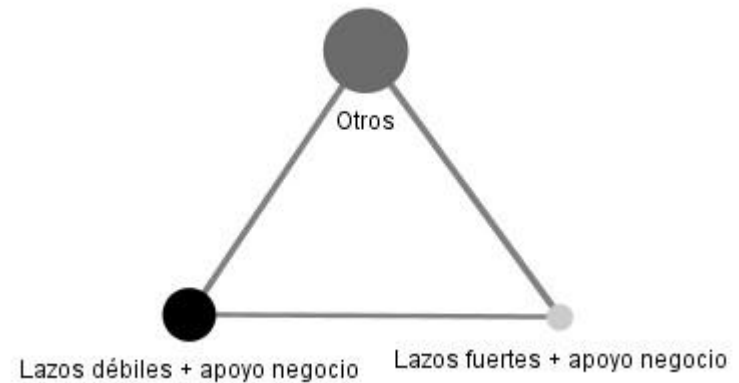
Some preliminary insights

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>