SOCIAL VENTURE STRATEGY FROM A GLOBAL PERSPECTIVE: AN EXPLORATORY STUDY ASSESSING ASHOKA FELLOWS (SUMMARY)

Moriah Meyskens
Florida International University, USA, moriah.meyskens@fiu.edu

Colleen Post
Florida International University, USA

Recommended Citation
Meyskens, Moriah and Post, Colleen (2008) "SOCIAL VENTURE STRATEGY FROM A GLOBAL PERSPECTIVE: AN EXPLORATORY STUDY ASSESSING ASHOKA FELLOWS (SUMMARY)," Frontiers of Entrepreneurship Research: Vol. 28: Iss. 21, Article 6.
Available at: http://digitalknowledge.babson.edu/fer/vol28/iss21/6

This Summary is brought to you for free and open access by the Entrepreneurship at Babson at Digital Knowledge at Babson. It has been accepted for inclusion in Frontiers of Entrepreneurship Research by an authorized administrator of Digital Knowledge at Babson. For more information, please contact digitalknowledge@babson.edu.
SUMMARY

SOCIAL VENTURE STRATEGY FROM A GLOBAL PERSPECTIVE:
AN EXPLORATORY STUDY ASSESSING ASHOKA FELLOWS

Moriah Meyskens, Florida International University, USA
Colleen Post, Florida International University, USA

Principal Topic

As the amount of research on social entrepreneurship increases, most of the extant literature still utilizes case studies to analyze the phenomenon (Mair & Martí, 2006) while systemized data collection is lacking. These trends arise from difficulties in measuring the value created by social ventures (Dees, 1998). Applying a resource-based view to evaluate social ventures is an alternative means to assess competitive advantage (Wernerfelt, 1984). This is appropriate given social entrepreneurs efficiently mobilize resources often through cross-sector partnerships to achieve their objectives (Austin, 2000; Dees, 1998; Waddock & Post, 1991). Nevertheless, the literature has not empirically evaluated social ventures by assessing their resources. This study focuses on: 1) What are the partnership and general strategies employed by social ventures? And 2) How do partnerships assist social ventures in achieving their goals? Understanding what role partnerships play in the effectiveness of distinct types of social ventures is important in creating economic and social value.

Method

The researchers created a dataset of 70 social entrepreneurs utilizing profiles of fellows from the Ashoka organization (http://www.ashoka.org/fellows), the leader in the social venture capitalist movement (Drayton, 2002). Based on a content analysis of these profiles, 70 variables were coded covering different domains including non-monetary resources, financial resources, partnerships, countries, and target population. Inter-coder reliability was above 0.85. Characteristics were assessed to gain a better understanding of trends in the social venture sector and the role of strategic partnerships in garnering financial and non-monetary resources.

Results and Implications

Initial results show social entrepreneurs behave somewhat like traditional entrepreneurs in that the drivers of entrepreneurship demonstrate similar patterns. For example, social entrepreneurs offering new products, as opposed to those offering access to resources, show a tendency to have a funding mechanism in place and a greater number of strategic partners. This study advances the social entrepreneurship literature by developing a means to empirically assess the strategic trends employed by social entrepreneurs and how social ventures interact with distinct organizational agents in order to acquire and build new resources and capabilities. This study augments our understanding of how social ventures gain a competitive advantage and achieve their goals.

CONTACT: Moriah Meyskens; moriah.meyskens@fiu.edu; (T): 305-302-4201; (F): 305-348-0011; FIU Entrepreneurship Center, 11200 SW 8th Street - VH 130 Miami, FL 33199.