CHANGING PATTERNS OF RESOURCE BUNDLES AND CAPABILITIES IN EUROPEAN SOCIAL VENTURES (SUMMARY)

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Recommended Citation
Rimac, Tomislav and Mair, Johanna (2010) "CHANGING PATTERNS OF RESOURCE BUNDLES AND CAPABILITIES IN EUROPEAN SOCIAL VENTURES (SUMMARY)," Frontiers of Entrepreneurship Research: Vol. 30: Iss. 19, Article 1. Available at: http://digitalknowledge.babson.edu/fer/vol30/iss19/1
SUMMARY

CHANGING PATTERNS OF RESOURCE BUNDLES AND CAPABILITIES IN EUROPEAN SOCIAL VENTURES

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Principal Topic

Mainstream strategy and entrepreneurship research has recognized the importance of resources and capabilities as the basis of value creating strategies that address specific markets and customers in distinctive ways, leading to competitive advantages. While we know much about particular type and attributes of resources and capabilities, we know far less about what resources are bundled and how these bundles change.

In our analysis, we analyze how resource bundles and capabilities vary among different social ventures and how resource bundle and capability portfolios explain social ventures’ performance and growth. By shedding light on the effect of resource bundle dynamics and capability portfolios on organizational performance, we aim to contribute to resource based view (RBV) and dynamic capabilities knowledge. Furthermore, by studying social ventures at different stages of their development, and over time, we aim to emphasize importance of traditionally underplayed analytical dimensions of time and dynamic change in RBV studies.

Method

The data for our paper comes from the results of the recently completed first wave of the longitudinal survey of more than 500 social ventures conducted in 5 European countries: Hungary, Romania, Spain, Sweden, and the United Kingdom. Based on the preliminary analysis of the data, we present a systematic and comparative mapping and appraisal of resource and capabilities employed by social ventures characterized by different level of “socialness” of their organizational mission, at the various stages of their development, and in geographically and socio-economically distinct parts of Europe.

Results and Implications

We expect to find that dynamics of resource bundling as well as the level of development and usage of specific capabilities (e.g., capability to innovative, form partnerships with a diverse set of agents, align, and balance non-profit and for-profit activities) will be closely related to social ventures’ performance and growth rate. Specifically, we anticipate learning that more successful social ventures will have more diverse and more balanced bundle of resources. Furthermore, we expect to confirm our hypothesis that organizational structures and managerial skills are of particular importance in developing diversified and balanced resource bundles and capability portfolios.

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