



SIG 01 - B4S - Business for Society

We invite you to submit your research to explore the theme of **Reshaping capitalism for a sustainable world** for the EURAM 21th Conference.

We look forward to receiving your submissions.

T01_08 - Rethinking the capacities of social and collective enterprises for a more sustainable world

Proponents:

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Short description:

Social and collective enterprises (SCEs) (co-operatives, mutuals and associations/NPOs), play an important role in many countries economy around the world. Despite their economic significance, social impact and the role they play in the emergence of environmental sound fields and activities, SCEs management specificities are understudied. However, times of crisis throughout history, like today, are proof of their capacity to the aspiration of a social transformation in connection with current transitions. The objective of this track is to examine the way in which SCEs adapt, innovate or mutate in the face of the crises and transitions that we are experiencing.

Long description:

Social and collective enterprises (co-operatives, mutuals and associations/NPOs), generally referred to as social economy enterprises (SEE) in many national and european legislations, play an important role in many countries economy around the world. For exemple, co-operatives are among the international leaders in their respective sectors (World Cooperative Monitor 2019).

Despite their often diverse origins and sometimes divergent designation social and collective enterprises (SCEs) share common grounds that shows some unity and specificities in their observation and analysis. Four distinctive characteristics are generally acknowledged to SCEs: an economic activity ; some specific rules according to non or limited redistribution of operation surplus to members according to the proportion of use of the SCE services; a formal and voluntary group of individuals and/or collective entities, and; a democratic governance process by users-members or trustees. However, despite their economic significance, social impact and the role they play in the emergence of environmental sound fields and activities SCEs management specificities are understudied.

SCEs evolve in a constantly changing institutional environment. Operating in competitive markets (in particular cooperatives and mutuals) or in administered sectors (associations in the social sectors), they are also subject to institutional mimicry. Thus, a whole literature abounds on the question of the trivialization of SCEs, these would have lost their specificities, their otherness compared to the canonical form of capitalist enterprise. However, times of crisis throughout history,



like today, are proof of their capacity to absorb, adapt or innovate in the face of the deterioration of the social question, the emergence of new needs, to the aspiration of a social transformation in connection with current transitions. So, are these enterprises the traces of our history in the process of evaporating or are they on the fringes of a post-modern economic system ?

The objective of this track is to examine the way in which SCEs evolve, adapt, innovate or mutate (towards demutualization) in the face of the crises and transitions that we are experiencing. Several lines of research can be explored :

The resilience capacity of SCEs in crisis context;

The potential for social, economic, ecological and political transformation of SCEs;

The potential of SCEs for institutional, organizational and technological creativity to rethink a more sustainable market;

The proposed communications can initiate theoretical reflection or presenting case studies (longitudinal, sectoral, international, etc.) making it possible to discuss the social transformation capacity of SCEs.

Keywords:

Social and collective enterprises

Resilience

Sustainability

Social innovation

Market

UN Sustainable Development Goals (SDG):

Goal 8: Decent work and economic growth, Goal 12: Responsible consumption and production, Goal 17: Partnerships for the goals.

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