

## Inaugural Massey University Social Innovation and Entrepreneurship Conference 1-3 December 2011

### Programme Outline

#### Thursday 1<sup>st</sup> December

**Venue: Sir Neil Waters (SNW) Building Massey University Albany Campus**

1730	Registration opens
1800	Refreshments and Conference Welcome featuring the Albany Primary School Kapa Haka Welcome Greeting: Professor Anne de Bruin, Director, New Zealand Social Innovation and Entrepreneurship Research Centre (SIERC)
1830	Conference Opening, Introduction to Keynote speaker: Professor Brigid Heywood, Assistant Vice-Chancellor (Research and Enterprise ), Massey University
1830	Keynote Address <b>Sir Ray Avery - <i>Unlocking New Zealand's knowledge bank</i></b> Followed by tea and coffee

#### Friday 2<sup>nd</sup> December

**Main Venue: Study Centre (SC) Building Massey University Albany Campus**

0815	Registration opens (SC Foyer)
0900	Keynote Address (AUD SC) <b>Professor Eleanor Shaw - <i>Entrepreneurial innovation to social Innovation: The role of philanthropy</i></b>

1000 -1030	<b>Morning tea (SC Staff Lounge)</b>
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1030-1240	Concurrent sessions	
	<p>Academic paper track (<b>Quad Block B QB 1</b>)  <b>Social ventures &amp; strategy</b>  <u>CHAIR:</u> Jill Hooks</p> <p><b>1030:</b> <i>Strategy for social enterprises: Courses for horses</i>                  Patricia Corner &amp; Kate Kearins (Auckland University of Technology)</p> <p><b>1050:</b> <i>Social entrepreneurial ventures: A resource advantage perspective</i>                  Martie-Louise Verreyne (University of Queensland, Morgan Miles (University of Tasmania), Candice Harris (Auckland University of Technology)</p> <p><b>1110:</b> <i>Learning or Legitimacy? An exploration of business planning amongst Australian social enterprises'</i> Jo Barraket, Sharine Ling &amp; Craig Furneaux (The Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology)</p>	<p>Academic paper track (<b>Quad Block B QB 6</b>)  <b>Social innovation and entrepreneurship in education</b>  <u>CHAIR:</u> Ann Dupuis</p> <p><b>1030:</b> <i>Engaging business students and social enterprises through service learning</i>                  Nasir Butrous &amp; Charles Hollis (Australian Catholic University)</p> <p><b>1050:</b> <i>Schools and social innovation</i>                  David Stuart (Families Commission)</p> <p><b>1110:</b> <i>Social enterprise in post-conflict societies: A proposed model for teacher training in Sri Lanka</i>                  Tony Kandaiya (Partners in Micro-development Inc. Australia) &amp; Meena Chavan (Macquarie University)</p>

1130-1140	<b>Water Break (Water bottle tables foyer exit QB1 and QB6)</b>
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	<p>Special Session (<b>Seminar Room SC1</b>)  <b>Institutional Framework ‘Roundtable’</b>  <b>CHAIR:</b> John Struthers  <b>1140:</b> Legal and organisational structures for social enterprises in NZ – where to next?  Joanne Harland, Legal Adviser  Morna Haist, Social Entrepreneur  Pete Russell, CEO of Oooby  David Clendon, Green Party    <i>Roundtable discussion</i></p>	<p>Academic paper track (<b>Quad Block B QB 1</b>)  <b>Social enterprise &amp; value contexts</b>  <b>CHAIR:</b> Robyn Walker  <b>1140:</b> <i>Are profitable microfinance programs less efficient at reaching the poor? A case study in Cambodia</i>  David Tripe (Massey University)  <b>1200:</b> <i>Starting new social enterprises: preliminary findings of a study in Cambodia</i>  Idaishe Emelia Mandinyenya &amp; Heather Douglas (RMIT)  <b>1220:</b> <i>Accountability theory and practice: A zoo story</i>  Jill Hooks (Massey University)</p>	<p>Academic paper track (<b>Quad Block B QB 6</b>)  <b>Collaboration, social capital, &amp; stakeholders</b>  <b>CHAIR:</b> Martin Hultman  <b>1140:</b> <i>The dynamics of innovation and social capital in social enterprises: a relational sense-making perspective</i>  Patrick Dawson (Universities of Aberdeen &amp; Woolongong), Jonathan Scott (Teesside University), John Thompson (University of Huddersfield) &amp; David Preece (Teesside University)  <b>1200:</b> <i>Collaboration for social innovation: Understanding the role of intermediaries</i>  Louise Lee (Massey University)  <b>1220:</b> <i>Mining and stakeholder engagement discourse in a Papua New Guinea Mine</i>  Kevin Kepore (PNG CPA)</p>
1240-1410	<b>Lunch (SC Staff Lounge) with Keynote Speaker Sam Johnson (Student Volunteer Army)</b> <b>Sponsor CPA Australia</b>		
1410-1530	Concurrent sessions		
	<p>Academic paper track (<b>Quad Block B QB 1</b>)  <b>Social innovation insights</b>  <b>CHAIR:</b> Martie-Louise Verreyne  <b>1410:</b> <i>Using the Social Entrepreneurship 4.0 Model as a diagnostic tool for social innovation</i>  Sharon Zivkovic (University of South Australia)  <b>1430:</b> <i>A comparative study on the concept of social innovation: global context and local discourse</i>  Yi-fan Yang (Southwest Jiaotong University)  <b>1450:</b> <i>Innovation networks as success factor for social innovation</i>  Jürgen Howaldt, Dmitri Domanski &amp; Michael Schwarz (TU Dortmund University – Sozialforschungsstelle Dortmund)  <b>1510:</b> <i>Cross Sector Wealth in Social Innovation</i>  Vivien Maidaborn (Maidaborn Consulting)</p>		<p>Academic paper track (<b>Quad Block B QB 6</b>)  <b>Addressing social enterprise challenges</b>  <b>CHAIR:</b> Loren Stangl  <b>1410:</b> <i>Technology as a Resource for Social ventures</i>  Shalini Gopalkrishnan (GSU EDB)  <b>1430:</b> <i>‘What’s the Pay Like!’ - Motivation of Workers within a Large Social Enterprise</i>  Alex de Ruyter (Canterbury Christ Church University), Geoff Whittam (University of the West of Scotland) &amp; Colin Mack (independent researcher)  <b>1450:</b> <i>Social media, entrepreneurship and e-learning: A theoretical exposition</i>  Polly Kobeleva &amp; Luke Strongman (Centre for Social Sciences, Open Polytechnic of New Zealand)  <b>1510:</b> <i>Challenges in Implementing Marketing in the Context of Social Enterprises</i>  Susan Dann &amp; Charles Hollis (Australian Catholic University)</p>
1530-1610	<b>Afternoon tea (SC Staff Lounge)</b>		
1610–1740	Concurrent sessions		
	Special Session ( <b>Auditorium AUD SC</b> )	Academic paper track ( <b>Seminar Room SC1</b> )	

	<p><b>Social entrepreneurship case studies</b>  <b>CHAIR:</b> Louise Lee  <b>16.10:</b><i>Evaluating the Success Factors for Establishing a Thriving Social Enterprise in Scotland: Case Studies to Inform and Inspire</i>  Graham Bell, Chief Executive and Lesley Fuller, Funding, Marketing and Communications Manager, Kibble, Scotland  <b>17.10</b> <i>Inspiring Stories – harnessing the power of storytelling for a better world</i>  Guy Ryan, Inspiring Stories Charitable Trust</p>	<p><b>Social entrepreneurship in different environments</b>  <b>CHAIR:</b> David Tripe  <b>1610:</b> <i>The Role of Leadership in Indigenous Entrepreneurship</i>  Merata Kawharu (University of Auckland and Sir James Henare Research Centre), Hirini Tane, Paul Tapsell (University of Otago) &amp; Christine Woods (University of Auckland)  <b>1630:</b> <i>Awqaf Institutions - A solution to present day social and economic needs</i>  Thamina Anwar (Massey University)  <b>1650:</b> <i>Social Innovation and Enterprise Development in Ethnic Communities</i>  Fezeela Raza &amp; Ashlin Chand (Office of Ethnic Affairs)  <b>1710:</b> <i>Explorers or Planners: The Decision Making Processes of Social Entrepreneurs in a Developing Country</i>  Lois Whittall (University of Adelaide)</p>
1830	<b>Conference dinner</b> <b>Venue: Caffè e Cucina 265 Albany Highway, Albany</b>	

**Saturday 3<sup>rd</sup> December**  
**Venue: Study Centre (SC) Building Massey University Albany Campus**

0900	Concurrent sessions	
	<p>Professional Development Workshop (<b>Auditorium AUD SC</b>)  <b>Conducting and publishing social entrepreneurship research</b>  <b>CHAIR:</b> Robyn Walker  <b>Presenters:</b>  Anne de Bruin: <i>Conducting Social Entrepreneurship Research: Beginning, Middle, End?</i> paper with Jill Kickul (Director, Stewart Satter Program in Social Entrepreneurship, Stern School of Business, New York University)  Vivian Hutchinson, author of the 'How Communities Heal' project: 'A practitioner's perspective on researching and publishing social entrepreneur stories'  John Struthers, Lead Editor of the <i>Journal of Social Business</i>: 'Publishing in field specific journals'  Eleanor Shaw, Co-editor, Special Issue on Social Innovation and Social Entrepreneurship in the <i>International Small Business Journal</i>: 'Publishing in Special Issues'  Kate Lewis, Editor in Chief, <i>Small Enterprise Research</i>: 'Publishing in general small business and entrepreneurship journals'.</p>	<p>Academic paper track (<b>Seminar Room SC1</b>)  <b>Future insights for social entrepreneurship</b>  <b>CHAIR:</b> Marco van Gelderen  <b>0900:</b> <i>The changing landscape of global social venture creation: A review of existing models and predictions</i>  Paul Potgieter (Unitec)  <b>0920:</b> <i>Ecopreneurship and small scale energy technology. Towards a new understanding of sustainable innovation processes</i>  Martin Hultman (Umea University, Sweden)  <b>0940:</b> <i>Competitive advantages as a foundation for social advantage: The role of social enterprise in regional development</i>  Sharine Ling &amp; Jo Barraket (The Australian Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology)  Belinda Luke (QUT School of Accountancy, Australia)  <b>1000:</b> <i>Social Entrepreneurship: An Aspiration for Sustainable Socio-Economic Development</i>  Sanjay Bhale (SIBM Pune, India) &amp; Sudeep Bhale MQU Sydney Australia</p>
1020	Morning tea (SC Staff Lounge)	
1045	<p>Special session: (<b>Auditorium AUD SC</b>)  <b>Measurement</b>  <b>CHAIR:</b> Eleanor Shaw  Feature Address <b>Professor Peter Frumkin - <i>Measuring Social Enterprise Performance: Toward a Universal Dashboard</i></b>  Panel: <b><i>Measuring Social Innovation and Impact: Issues, Problems and Solutions</i></b>  <b>Panelists:</b>  David Earle, Senior Analyst, Tertiary Sector Performance Analysis, NZ Ministry of Education  Peter Frumkin, Director of RGK Center for Philanthropy and Community Service, Lyndon B. Johnson School of Public Affairs, University of Texas at Austin  Vivian Hutchinson, Chair, NZ Social Entrepreneurship Fellowship  Vivien Maidaborn, Director, Maidaborn Consulting, Coordinating Trustee of The Social Innovation Group  Maggie O'Caroll, CEO, The Women's Organisation, UK</p>	
1300	Conference close and thank you Professor Anne de Bruin, Director, SIERC	