Publishing in Social Entrepreneurship

Professor Richard Hazenberg
Institute for Social Innovation & Impact
University of Northampton

Overview

- Who am I and what does the University of Northampton do?

- What are the common approaches and topic areas for SE research?

- Developing your research.

- Preparing your manuscript.

- Academic writing.

- Submitting your manuscript.

- Responding to reviewers.

- Overview of key SE journals.

Who Am I?

- Professor in Social Innovation @ University of Northampton.

- Director of the Institute for Social Innovation & Impact.

- Undertaken research into social innovation and enterprise across Europe, Asia, Latin America and the UK.

- Associate Editor for the Social Enterprise Journal & the Journal of Social Entrepreneurship.

TRANSFORMING LIVES + INSPIRING CHANGE

Current State of SE Research

- Moving from a pre-paradigmatic field to an **established area of enquiry** (de Bruin & Teasdale, 2019).

- There is a clear need for:
    - **Greater clarity** around concepts.
    - Deeper collaboration in research (**multi-stakeholder & interdisciplinary**).
    - **Policy/institutional frameworks** to support social entrepreneurship.
   - Evidence of **social value creation** & impact.

Methods in SE Research

- The below list outlines methods most commonly used in SE research:
  - *Quantitative methods:*
    - Questionnaires
    - Content Analysis
    - Secondary Data Analysis
    - Official Statistics
  - *Qualitative Methods:*
    - Ethnography
    - Case-studies
    - Semi-structured interviewing
    - Focus Groups
    - Secondary Data Analysis

- However, by far the most commonly used approach are *qualitative case-studies* (de Bruin & Teasdale, 2019).

Developing Your Research

- The key to producing good publications comes when *designing your research*, not when starting your paper.

- Some key elements to consider:
  - What are the *key gaps in knowledge* that you are trying to answer?
  - What is the *theoretical framework* that underpins your work?
  - Are your *methods appropriate* and in-line with prior work?
    - If not then why not?
  - Do you already have a *target journal* for publication?
    - If yes then check what types of papers/topics they generally publish.

- Ultimately, think about the paper that you want to write and *work backwards* from there in designing your research.
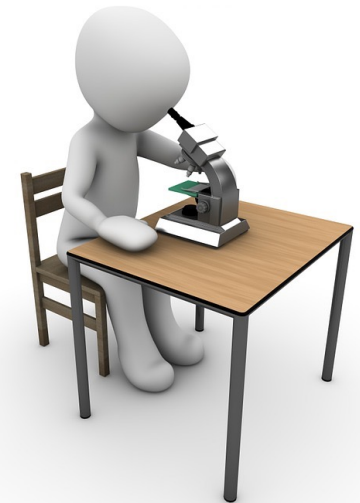
Preparing Your Manuscript

- Absolutely check the ***Author Guidelines*** to see how the journal wants the paper structured.
  - As an editor, it is very frustrating when this hasn't been done and nearly always leads to a ***desk-rejection/resubmission***.

- Whilst ***formats vary***, you should generally have:
  - Abstract (overview; theory; methods; results; implications).
  - Keywords.
  - Introduction (ensuring you clearly state your contribution).
  - Literature Review/Theoretical Framework.
  - Methodology (design; sample; analysis; ethics).
  - Results (overview of your data).
  - Discussion (ensuring you link your data back to your theory).
  - Summary (condense the paper's key arguments).
 - Limitations/Further Research.

Academic Writing

- One of the most important aspects of a paper I believe, is a *clear flow*.
  - Arguments should be *coherent* and *consistent* throughout the paper, with a *logical progression* that the reader can follow.

- Reviewers need to be able to *buy your arguments* and see the links between your evidence and theory.

- Avoid *too much jargon* or overly complicated language.
  - *Simple is better* and shows that you understand your arguments clearly.
  - This also helps you to stick to *word count limits*.

- Ensure that where possible you *thoroughly proof-read* your paper for the language you are submitting in.

Submitting Your Paper

- Take your time with this, *rushed submissions* can be obvious.

- Prepare a *Letter to the Editors* to go alongside your paper, explaining why you believe your paper would make a *strong contribution* to the journal.

- Again, ensure you *follow the guidelines* for the different files, separation of figures/table etc.

- If you have co-authors, ensure that *they are aware* you are submitting and can authorise the submission if the journal requires it.

- The above may *all seem obvious*, but you would be amazed how many scholars (including senior academics!) make these mistakes. ☺
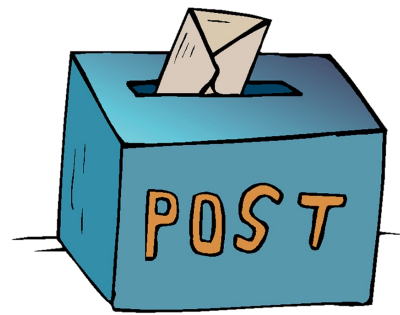
Responding to Reviewers

- Whilst *sometimes frustrating*, the review process is generally good and leaves your *paper stronger*.
  - Be aware that the review process may take some time, it is *harder than ever* to secure reviewers.

- Ensure that you are thorough in dealing with reviewers comments, providing *detailed feedback* of what changes you have made.
  - Include a separate *Response to Reviewers file* in your resubmission.
  - If you decline to make a change, *explain* to the reviewers why this is.
  - Submit a *clean version* of your paper and a version with *track-changes/edits highlighted*.

- Remember that reviewers are generally *seeking to help you improve your work* and are ultimately the gateway to acceptance in the journal.
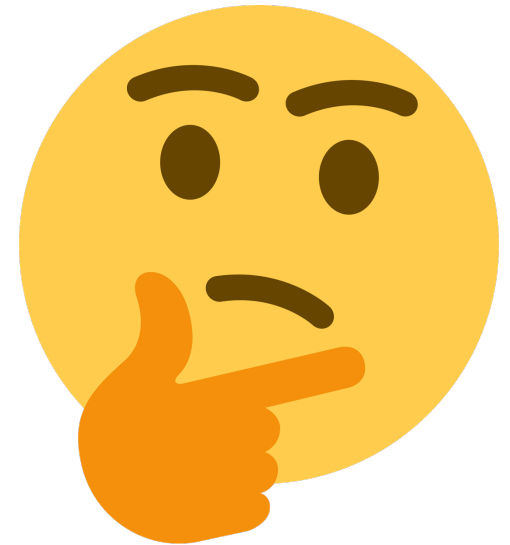
Publishing SE Research

Prominent Journals for Social Entrepreneurship Research				
Journal Title	SJR	H-Index	Average Citation Count*	Country of Origin
Entrepreneurship Theory & Practice	4.32	185	14.20	US
California Management Review	4.17	147	19.50	US
Public Management Review	2.16	87	7.76	UK
Entrepreneurship & Regional Development	1.77	106	8.09	UK
Journal of Business Ethics	2.59	229	10.04	Netherlands
Non-Profit & Voluntary Sector Quarterly	1.17	96	4.38	US
Journal of Social Policy	0.89	74	3.28	UK
Non-profit Management & Leadership	0.91	62	3.44	US
Journal of Social Entrepreneurship	0.81	35	4.33	UK
Voluntas	0.90	60	3.33	US
Sustainability	0.66	136	4.65	Switzerland
Community Development Journal	0.43	49	1.46	UK
Voluntary Sector Review	0.25	12	1.23	UK
International Journal of Social Economics	0.41	44	2.31	UK
Social Enterprise Journal	0.62	14	3.24	UK

Hazenberg (June 2023): Data from www.Scimago.com * 4-year citation count.

TRANSFORMING LIVES + INSPIRING CHANGE

Summary

- Ensure that you design your research from *the bottom-up*, and *work backwards* from the paper you want to write.

- Think about the *key gaps, trends* and *questions* that you want to explore in relation to SE.

- *Understand the journal* you are writing for, what they are looking for, and their preferred methods/styles/formats.

- Be thorough in your *attention to detail* with the paper and the submission process.

- Respond to reviewers *in detail*.

Thank you
for listening

Any questions?

WE ARE NORTHAMPTON.AC.UK

Email: richard.hazenberg@northampton.ac.uk
Twitter: **@instituteSII**
LinkedIn: www.instituteforsocialinnovationandimpact.co.uk
Podcast: Talkin' Impact https://twitter.com/talkinimpact

Useful References

- Berkes, F., & Davidson-Hunt, I. (2007). Communities and social enterprises in the age of globalization. *Journal of Enterprising Communities: People and Places in the Global Economy, 1*(3), 209-221.
- Bull, M., & Ridley-Duff, R. (2018). Towards an Appreciation of Ethics in Social Enterprise Business Models. *Journal of Business Ethics,* 1-16.
- Burdge, R. & Vanclay, F., (1996), Social impact assessment: a contribution to the state of the art series, *Impact Assessment*, 14, 59-86.
- Calton, J., Werhane, M., Hartman, P., & Bevan, H. (2013). Building Partnerships to Create Social and Economic Value at the Base of the Global Development Pyramid. *Journal of Business Ethics,* 117(4), 721-733.
- Cooney, K., (2018), Social enterprise research and the question of system change, *Conference paper presented at the Social Enterprise Summit Academic Forum 22nd-26th November 2018*, Hong Kong.
- Dart, R., (2004), The Legitimacy of Social Enterprise, *Non-Profit Management & Leadership*, 14(4), 411-424
- De Bruin, A. & Teasdale, S. (eds.), *A research agenda for social entrepreneurship*, Edward Elgar.
- Dey, P. & Steyaert, C., (2010), The politics of narrating social entrepreneurship, *Journal of Enterprising Communities, People and Places in the Global Economy*, 4(1), 85-108.
- Dey, P. & Steyaert, C., (2014), Rethinking the space of ethics in social entrepreneurship: Power, subjectivity and practices of freedom, *Journal of Business Ethics*, 133, 627-641.
- Doherty, B., Haugh, H., & Lyon, F. (2014). Social Enterprises as Hybrid Organizations: A Review and Research Agenda. *International Journal of Management Reviews,* 16(4), 417-436.
- Douglas, H. (2015). Embracing hybridity: A review of social entrepreneurship and enterprise in Australia and New Zealand. *Third Sector Review,* 21(1), 5-30.
- Haugh, H. (2012). The importance of theory in social enterprise research. *Social Enterprise Journal,* 8(1), 7-15.
- Hazenberg, R. (2019) British Council BRICKS Project – Social Enterprise Summit Academic Forum: What is Next in Social Enterprise? A Conference and Literature Review, British Council Report, Hong Kong.
- Hazenberg, R., Bajwa-Patel, M., Roy, M.J., Mazzei, M. & Baglioni, S., (2016), The role of institutional and stakeholder networks in shaping social enterprise ecosystems in Europe, *Social Enterprise Journal*, 12(3), 302-321.

References cont'd

- Hazenberg, R., Wang, N., Chandra, Y. & Nicholls, A., (2019), Surveying the social innovation & higher education landscape in Hong Kong, British Council Report, September 2019, available online at https://www.britishcouncil.hk/sites/default/files/bricks_baseline_fullrpt.pdf
- Houghton, M., & Wilson, F. (2012). Over Two Decades and Eight Thousand Miles: The Cross-continental Collaboration on Development Finance of Two Social Enterprises, ShoreBank Corporation and BRAC*. *The Journal of Corporate Citizenship,* 47, 75-99.
- Ip, C., Liang, C., & Feng, J. (2018). Determinants of public attitude towards a social enterprise crisis in the digital era: Lessons learnt from THINX. *Public Relations Review, 44*(5), 784-793.
- Kerlin, J. (2010). A Comparative Analysis of the Global Emergence of Social Enterprise. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, 21*(2), 162-179.
- Kistruck, G., & Beamish, P. (2010). The Interplay of Form, Structure, and Embeddedness in Social Intrapreneurship. *Entrepreneurship Theory and Practice, 34*(4), 735-761.
- Kopec, A., (2017), *The Role of Empathy in Social Enterprise*, PhD Thesis, University of Northampton.
- Mendell, M., (2010), Reflections on the evolving landscape of social enterprise in North America, *Policy and Society*, 29(3), 243–256.
- Monroe-White, T., & Zook, S. (2018). Social Enterprise Innovation: A Quantitative Analysis of Global Patterns. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations, 29*(3), 496-510.
- Mulgan, G., (2007), Social Innovation: What it is, why it matters and how it can be accelerated, *Skoll Centre for Social Entrepreneurship Working Paper*, University of Oxford.
- Nicholls, A. (2010). The Legitimacy of Social Entrepreneurship: Reflexive Isomorphism in a Pre–Paradigmatic Field. *Entrepreneurship Theory and Practice, 34*(4), 611-633.
- Othman, N. (2014). Social entrepreneurship among participants in the students in free enterprise program. *Education & Training, 56*(8/9), 852-869.
- Roy, M.J., McHugh, N., Huckfield, L., Kay, A. & Donaldson, C. (2015), The most supportive environment in the world? Tracing the development of an institutional 'ecosystem' for social enterprise, *Voluntas*, 26(3), 777-800.

References cont'd

- Sairinen, R. and Kumpulainen, S., (2006), Assessing the social impact in urban waterfront regeneration, *Environmental Impact Assessment Review*, 26, 120-135.
- Vickers, Lyon, Sepulveda, & McMullin. (2017). Public service innovation and multiple institutional logics: The case of hybrid social enterprise providers of health and wellbeing. *Research Policy,* 46(10), 1755-1768.
- Voltan, A. & Hervieux, C., (2017), Social Impact Assessment of a Community Engagement Initiative, *Paper presented at the 9th International Social Innovation Research Conference*, 12th-14th December 2017, Swinburne University of Technology, Melbourne.
- Zahra, S.A., Gedajlovicb, E., Neubaumc, D.O. & Shulmand, J.M., (2009), A typology of social entrepreneurs: motives, search processes and ethical challenges, *Journal of Business Venturing*, 24(5), 519-532.