

Call for Papers and Panels
11th International Social Innovation Research Conference
The Yunus Centre for Social Business and Health, Glasgow Caledonian University
September 2-4, 2019
Conference Website: <http://www.isircconference2019.com/>

Hybrid Models & Organising

Chairs: Fergus Lyon and Bob Doherty
Email: f.lyon@mdx.ac.uk; bob.doherty@york.ac.uk

At the heart of social enterprise and social innovation is the need to combine commercial and social objectives. It is this combination that has been the focus of a growing body of research on hybrid models and organising. While much research has focused on the tensions between social and commercial objectives, research has also found that the ability to combine objectives is one of the core capabilities of any social entrepreneur or social innovator.

At a time of growing research in this area, this stream of ISIRC conference will explore how hybrid organizing is occurring in different contexts. There is much to learn about how hybridity is emerging in different country contexts with much interest in the experience of countries that have had less involvement in social enterprise research, particularly those in developing countries.

Hybrid organizing is also found to be breaking down some of the boundaries between sectors, professions, and disciplines. It is the bringing together of different objectives, approaches, norms and logics that defines hybridity. There is, therefore, a large research gap related to the strategies of those organisations that combine different logics with innovations occurring when people bring together novel combinations to solve some of our most intractable problems.

Hybrid organising has implications throughout the organization, with research now needed on how it shapes different stages of an enterprise and different parts of the operation. There are specific issues facing start-ups and those in the early stages, and in relation to the identification of social enterprise opportunities that combine social and commercial objectives. There is a need for more understanding of marketing issues, human resource management and innovation strategy that involves the interplay of logics. Hybrid organizations may face differences in how they seek finance, with their combination of social and commercial creating constraints as well as opportunities to source impact investment.

This stream is for people that are interested in questions connected to hybrid models and organizing. Papers are invited on any element of hybrid research including:

- Hybrid organisational forms for social innovation
- Business models of hybrids
- International and cultural differences in hybrid models
- Capabilities and skills required within of hybrid organisations
- Combining environmental objectives with social and commercial
- Role of hybrids in developing inclusive value chains
- Hybrids involving cultural objectives

- Strategies of hybrid organizing
- Resolution of conflicting goals
- Models of marketing oriented to social and environmental value creation
- Interplay of logics in social innovation
- Opportunity recognition that combines social and commercial
- Learning about hybrid organizing from failure

Guidelines:

Paper abstracts must be maximum 300 words, excluding references. They should articulate: the research objectives or questions being addressed; the conceptual or theoretical perspectives informing the work; where appropriate, the methodology utilised; and the contribution of the paper to knowledge in light of the conference themes.

Optional full paper submission for consideration in best paper awards is due no later than 31st July 2019.

A maximum of two abstracts may be submitted per presenter (joint papers to be presented by coauthors will also be considered).

All paper abstracts must be submitted to isirc2019@gcu.ac.uk. On abstract submission please ensure you advise the conference stream.

Panel proposals must be maximum 400 words, excluding references. They should include: the panel purpose and its relationship to the nominated conference stream; details of (minimum) three and (maximum) four papers and paper presenters to be included in the panel; and the expected contribution to the panel.

All panel proposals must be submitted to isirc2019@gcu.ac.uk.

Abstract and panel proposals submission: Closes 28th February 2019

Decision on submissions: Notification by 31st March 2019

Full papers submitted for consideration in best paper awards due: 31st July 2019

Enquiries about conference administration and technical issues related to online submission should be directed to the conference administration team at isirc2019@gcu.ac.uk