



# Indian Institute of Management Kozhikode

## OPEN RESEARCH PROPOSAL SEMINAR BY FPM STUDENT

Date & Time	: August 11, 2011 (3.00 pm)
Venue	: Class Room <b>A3</b>
Name of the FPM Student	: Mr. Rakesh Kumar <b>Pati</b>
Title of the Seminar	: Decision Making Approaches and Business Models of <b>Social</b> Enterprises - Impact on <b>Performance</b>

### ABSTRACT

Extant studies indicate that social entrepreneurship contributes to improving social and economic condition in many disadvantaged communities. Consequently, there are obvious benefits in identifying the factors which influence the social and financial performance of these social enterprises in countries such as India. Most of these social enterprises have unique business models to address the social issue. The proposed study aims to investigate the impact of different decision making approaches on the performance of social enterprise. The study also examines the effect of novelty and efficiency in the business models on the relationship of decision making approach and performance of social enterprises. The findings of the study are expected to inform policy and practice pertaining to social and financial sustainability of social enterprises.

### AN OVERVIEW OF THE RESEARCH STUDY

**Research Purpose:** The main purpose of the research study is to investigate the impact of different decision making approaches on the performance of social enterprise. Furthermore, the study examines the moderating effect novelty and efficiency in the business models on decision making approach and performance relationship.

**Research Objectives:** The specific objectives of this research are the following:

1. To investigate the impact of effectual and causal decision making approaches on social and financial performance of social enterprise.
2. To investigate the moderating influence of novelty and efficiency design themes on effectual decision making approach and performance relationship.
3. To investigate the moderating effect of novelty and efficiency design themes on causal decision making approach and performance relationship.

**Expected Research Contributions:** This study expects makes the following contribution to theory and practice.

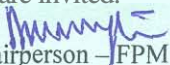
**Contribution to theory:**

1. The study aims to make a novel contribution to decision making literature by identifying the moderating effect of business model design themes on decision making approaches.
2. The study also extends the theoretical perspective of effectuation and concept of business model design themes to the context of social entrepreneurship (social value creation).
3. The study also adds to the limited empirical research on new theoretical perspective of effectuation.

**Contribution to practice:**

1. The findings of the study would inform social entrepreneurs about appropriate decision making approach for their business model.
2. The outcome of the research would provide a parameter for social and philanthropic investors to evaluate new venture for funding.
3. The results would help incubators to select the social enterprises that would have higher social and economic impact on the society.

All are invited.

  
Chairperson - FPM