



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Department
of Management

Research Seminars Series
A.Y. 2023-2024 2nd Term
July 1, 2024 – 11:30 a.m. (CET)
In Sala Bertocchi, via dei Caniana 2
AND Online on Microsoft Teams ([LINK](#))

Presenter: Prof Hans Rawhouser,
Management, Entrepreneurship & Technology
Lee Business School, University of Nevada Las Vegas.

TITLE - *Configurations of social impact and behavioral search*

ABSTRACT – Social enterprises can choose among several types of pro-social activities to achieve social impact-related strategic goals. Interdependencies between these activities affect how well different combinations of social impact activities achieve these goals. We utilize fsQCA of the B Impact Assessments of 1783 B Corps to identify unique configurations of five types of social impact activities to achieve two specific social performance outcomes: (1) achieving B Corp certification with minimal social impact activity and (2) achieving distinction as a top-performing B Corp. We describe distinct social impact configurations leading to each outcome and abduce that they result from two different search processes: social impact-satisficing search, leading to broader configurations of social impact activities, and social impact-guided search, leading to more focused configurations of social impact activities.

TYPE OF RESEARCH –Empirical

STAGE OF RESEARCH –First draft

For further information please refer to: seminars.dipsa@unibg.it

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