

## Call for Papers: JPP&M Special Issue on “Social Entrepreneurship”

Social entrepreneurship is attracting increasing attention from researchers in a variety of academic disciplines. There is a desire to create knowledge that could assist social entrepreneurs in combating problems involving poverty, health, the environment, and other areas. By social entrepreneurs, we mean “individuals who start up and lead new organizations or programs that are dedicated to mitigating or eliminating a social problem, deploying change strategies that differ from those that have been used to address the problem in the past.” Notable social entrepreneurs include (1) Mohammad Yunus, founder of the Grameen Bank’s microlending program in Bangladesh; (2) Wendy Kopp, founder of Teach for America, which places recent college graduates as teachers in inner-city schools for a two-year stint; and (3) Paul Farmer, founder of Partners in Health, which provides low-cost treatment for AIDS, tuberculosis, and other diseases in Haiti and throughout the developing world.

Scholars interested in public policy and marketing have the potential to offer considerable guidance to social entrepreneurs. Research work in areas such as consumer behavior, social marketing, branding, franchising, marketing strategy, and program/policy evaluation could be extended and built on to provide insights for social entrepreneurs. Papers for the special issue are sought in areas such as the following:

- What leads consumers/individuals to behave in ways that exacerbate certain social problems? Why do people act in self-destructive, selfish, unsafe, or antisocial ways, and what can social entrepreneurs or their organizations do to change these behaviors?
- What leads consumers/individuals to want to support the efforts of social entrepreneurs as volunteers, donors, investors, employees, or voters? How can more people be persuaded to become supportive?
- What strategies are most effective for scaling up the impact of a social entrepreneurial initiative? What role can branding, pricing, franchising, alliance building, advertising, and lobbying play? Are there best practices, or what practices should be avoided?
- How can cause marketing and similar alliances between social entrepreneurial organizations and corporations be configured to be win-win situations for both parties?
- How can the social impact of a social entrepreneurial initiative be measured and monitored?

These are just a sampling of the topics that could be addressed. Submissions should draw on sound theoretical thinking and should employ rigorous methods to describe, explain, or predict phenomena. Case study material is acceptable, but research in the field has been dominated by descriptive case work, so contributions using other methodological approaches are particularly welcome.

Please submit manuscripts to [http://mc.manuscriptcentral.com/ama\\_jppm](http://mc.manuscriptcentral.com/ama_jppm) and designate the manuscript type as “Special Issue Submission.”

Submission Deadline: April 1, 2011; Expected Publication Date: Spring 2012

Please send inquiries to [paul.bloom@duke.edu](mailto:paul.bloom@duke.edu).