



## Call for research Academia B & IDRC:

### *Seeing the full picture: the ecosystem for purpose-driven entrepreneurship in Latin America*

**One research proposal  
will be selected for a  
maximum amount of  
USD \$20.000**

*Resources may be used for  
research purposes according  
to IDRC regulations, without  
prejudice to Academia B's  
rights to claim back the funds  
if the expected research  
results are not in accordance  
with the terms described*

**Academia B, with support of the International Development Research Center (IDRC) of Canada, invites scholars, practitioners, think tanks, research and academic centres, to submit research proposals that address the purpose-driven entrepreneurship ecosystem in Latin America.**

New trends towards sustainability are arising from inside the business arena, particularly with purpose-driven businesses (Hollensbe, Wookey, Hickey, & George, 2014) redefining their role within the capitalist system. This approach is being led by innovative sustainable business models (Davies & Chambers, 2018), such as Benefit Corporations and B Corps (Empresas de Beneficio e Interés Colectivo and Empresas B), which aim to produce a positive societal and environmental impact rather than just maximizing profits (Stubbs, 2017).

However, sustainable business models is a recognized complex process that requires a supportive entrepreneurial ecosystem (Neumeyer & Santos, 2018). Although there are many definitions of entrepreneurial ecosystems, most of them highlight the interaction of elements, often through networks, that produce shared cultural values that support entrepreneurial activity (Malecki, 2018). Following Theodoraki and Messegem (2017), these elements include horizontal networks, such as customers and providers; vertical networks, such as competitors and complementors; organizations supporting entrepreneurs such as public or private funding agencies, such as banks, business angels, venture-capital; support entities such as business incubators, consultants; research organizations such as research centers, laboratories, and businesses' consortiums such as active businesses, associations and trade unions. In the case of the B Corps (Empresas B), it would be expected that a diversity of actors, roles, and environmental factors interact to support and accelerate the impact of B Corps (Empresas B) (Malecki, 2018).

Therefore, we propose the following research question:



***How is the ecosystem for purpose-driven entrepreneurship evolving in the different countries of Latin America? How do these national ecosystems interact at a regional level? Is the purpose-driven entrepreneurship ecosystem reproducing gender-based inclusion challenges that are present in the general entrepreneurial ecosystem?***

We also suggest research questions related to the role of the different stakeholders in this purpose-driven entrepreneurship ecosystem:

- As a proxy to politicians, we propose research questions related to Institutional Entrepreneurship. Particularly, we are interested in understanding how Sistema B and groups such as the Global B Lawyers group (Abogados B) are influencing public policy and institutional arrangements in Latin America, considering them as embedded agents that try to change taken-for granted rules, norms, and beliefs (Hoffman, 1999) which tend to place constraints on new economic actors (Garud, Hardy, & Maguire, 2007).
- As a proxy to civil society, we propose research questions related to Sustainable Consumers. Particularly, we are interested in understanding recognition of B Corps (Empresas B) among Latin-American consumers; how they are influencing these consumers; and how B Corps (Empresas B) are creating marketing strategies to spread a more sustainable consumption (Girling, 2012; Marquis, Klaber, & Thomason, 2010).
- As a proxy to big market players, we propose research questions related to how and why big companies, especially transnationals, are integrating a purpose and either becoming B Corporations (Empresas B), and/or including their supply chain and customers in creating positive impact (Stubbs, 2017; Muñoz et al, 2018). At the same time, how the fact that big companies are becoming B Corp (Empresas B) impact in the B Corp Movement.
- As a proxy to investors, we propose research questions related to Impact Investors (Clarkin & Cangioni, 2016) or Socially Responsible Investors (Revelli, 2017; Junkus & Berry, 2015). Particularly, we are interested in understanding how and why they are being attracted to invest in Latin American B Corps (Empresas B). At the same time, we aim to understand how these investors are impacting in the B Corp Movement.
- As a proxy to academics and researchers, we propose research questions related to how sustainable entrepreneurship, especially B Corp business model, is permeating the academic and research agenda on Latin-American business schools (Hoveskog et al, 2018; Stough et al, 2018; Cole & Snider, 2019).

We suggest developing case studies comparing Latin American countries.

## References

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## Evaluation criteria

Research proposals will be evaluated in terms of clarity in formulating questions and objectives, research methodology and also with basis on the potential relevance of the project. More specifically, the following criteria will be used:

- Originality of the proposal.
- Clarity of research questions and objectives.
- Use of appropriate and sound research methodology.
- Priority will be given to works using quantitative or mixed methods.
- Reasonable and complete work plan.
- Contribution to knowledge and relevance for the elaboration of strategies, tools and solutions.
- Research team's qualifications. Priority will be given to teams including researchers from developing countries (the "Global South") . Researchers from developed countries can submit proposals that directly include researchers from developing countries.
- The call is directed to academic centres, study centres, think tanks or international organizations under the guidance and direction of a principal researcher.
- Generate recommendations for companies and public policies development.
- Researchers should strive to publish results in indexed journals, preferably of open access.



## Results and Outputs

This call seeks to:

- Understand the purpose driven entrepreneurship ecosystem, its actors, the way they relate and cooperate, and how BCorps can successfully flourish within the movement, with the purpose of sharing knowledge, experiences and replicating methodologies.
- Generate recommendations for companies, public policies and other stakeholders from the purpose driven entrepreneurship ecosystem, to improve and escalate positive impacts from the B movement.



## Intellectual Property

All projects submitted accept the terms described above and any other resolution by Academia B and IDRC. Both organizations support open source access to knowledge.



## Submission Process

Research proposals should be sent to Mary-Ann Cooper ([maryann@sistemab.org](mailto:maryann@sistemab.org)) and Sofia Araya ([academiab@sistemab.org](mailto:academiab@sistemab.org)). The proposal shall have a maximum of 5000 words (Word document, font size 12, single space, letter size).

The proposal must include:

- A study abstract.
- Title and description of the main motivation behind the project.
- Research questions expected to be answered.
- Relevance of the subject: reasons why it is relevant to answer these questions.
- Potential impact of generated knowledge.
- Literature review and expected contributions: an updated review of the related literature and clear identification of the project's contribution is expected.
- Methodology: point out which methods will be used and the steps to be followed in answering the questions.
- A description how the data will be collected is also expected\*.
- Expected results and outputs.
- Work plan

Additionally, applicants must attach their CV as well as academic and professional background.



## Contact

**Mary-Ann Cooper and Sofia Araya**

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[academiab@sistemab.org](mailto:academiab@sistemab.org)



## Days / deadlines

**MAY 30**

Deadline for submitting questions

**JUNE 12**

Deadline for submitting proposals

**JULY 1**

Notification of selected proposal.  
30% payment

**AUGUST 12**

First progress report

**AUGUST 26**

Observations and comments by  
Academia B

**OCTOBER 21**

Second progress report

**OCTOBER 28**

Observations and comments  
by Academia B and second 30%  
Payment

**NOVEMBER 30**

Final paper

**FRIDAY DECEMBER 20**

40% payment according to final  
evaluation

## Evaluating Committee

- The Director of Academia B.
- **At least one representative of the Academia B's Advisory Council or an academic belonging to Academia B network of collaborators, with a PhD and academic experience, having also developed literature related to B Corps.**
- A representative of the International Development Research Center (IDRC)

\*Sistema B reserves the right to include other evaluators, if pertinent.

## Disclaimer

It is hereby declared that all applicants accept the terms described above and any other resolution by Academia B in this regard. The results of this call will be made public and published in Sistema B's communication channels and networks.

It is expressly stated that Academia B will make the payments regarding stages 1 and 2 once the respective administrative procedures have been carried out by the unit responsible for allocating funds.

## About supporting organizations

**Sistema B** serves as a platform to overcome collective mistrust and build common interest to encourage governments, citizens, companies, investors and scholars to work together for an economy where success is measured by the well-being of people, society and nature. Contrary to the belief that only the State and civil society are responsible for solving problems, Sistema B proposes to include companies as participants in the construction of public goods, and to promote collective actions from different stakeholders to harness as much energy as possible into building impact markets. The overall goal is to "articulate interests and build collective trust using market forces to solve large-scale social and environmental problems". Sistema B is created in 2012 is currently present in 10 countries in Latin America ([www.sistemab.org](http://www.sistemab.org)).

### **The International Development Research Centre (IDRC) of Canada**

IDRC supports research in developing countries to create real and lasting change. This knowledge can be used as a tool for addressing pressing global challenges. A Crown corporation that seeks to support leading thinkers who advance knowledge and solve practical development problems. IDRC provides the resources, advice, and training they need to implement and share their solutions with those who need them most. In short, IDRC increases opportunities — and makes a real difference in people's lives. (<https://www.idrc.ca>)

## Available Funds

The selected research project will receive a maximum amount of USD 20,000. The assigned resources may be used freely for research purposes without prejudice to Academia B's rights to claim back the funds if the expected research results are not in accordance with the terms described in the following paragraph:

### FIRST STAGE:

Three selected proposals receive a first grant, corresponding to 40% of the total allocation, after the applicant has been notified about the decision. The research proposal must be submitted until June 12, 2019. The selected project leader will be informed by July 1<sup>st</sup>, 2019 and will be invited to present his work in a special Academia B meeting on a defined date and place.

The applicant must present a draft of the specified outputs as defined in section 3 of this document, no later than August 12, 2019 for a preliminary review. The Academia B Evaluation Committee will determine if the outputs meet the required academic standards, otherwise, modifications and/or additions will be required as seen by the Committee.

### SECOND STAGE:

No later than October 21, 2019, the researcher or research team must present the amended outputs according to the Committee's suggestions, if that is the case. Then, the researcher will receive 30% of research funds. By November 20, 2019, the final report must be presented to the committee. They should also present a letter of commitment from a scientific journal certifying that the project has been received and will possibly be published. Journals should be indexed and preferably of open access. By December 20, 2019, researcher(s) will receive the remaining 30% of the allocation.

\*Possibilities of publication will be discussed with Academia B.