

## Master seminar WiSe 2020/2021

Lecturer: Prof. Dr. Arndt Werner  
Lecture number: 3SMESE010V

### “New trends in Entrepreneurship Research”

The seminar is aimed at students of the masters' programme in business administration who wish to acquire a seminar certificate

#### Topic I: Entrepreneurial Well-Being

The wellbeing of individuals is getting more important these days as wellbeing is regarded to have correlation with social progress (Andersson, 2008; Straum Vittersø, 2015). Also policy makers (e.g. OECD) are more than ever interested in the question how people feel about their lives and want to focus indicators beyond traditional economic measures such as GDP (European commission, 2016). Wellbeing is often associated to mental health and indicates a state in which the person can productively and fruitfully deal with life (WHO, 2014). Furthermore, running a business is seen as a solution to a number of social and environmental problems and thereby a key driver of economic growth and development. Current entrepreneurship research is facing the question: how is the wellbeing of individuals affected by self-employment? The Journal of Business Venturing, one of the most

popular and famous research journals in the field of entrepreneurship has recently even published a special issue about entrepreneurial wellbeing. In other words: also entrepreneurship research is longing to expand beyond financial measures (Shepherd, 2015). In current research exists no general consensus how entrepreneurship impacts the wellbeing of individuals. The aim of students dealing with topic 2 is to explore the following questions:

- 1) What so far has been investigated in current research to fill the research gap how wellbeing is affected by entrepreneurship?**
- 2) What impacts entrepreneurship has especially based on cultural and regional differences as well as spill-overs on the family of the entrepreneur.**

## References and Basis Literature

- Abreu, A., Oner, O., Brouwer, A., van Leeuwen, E. (2019). Well-being effects of self-employment: a spatial inquiry. *Journal of Business Venturing* 34, 589-607.
- Andersson, P. (2008). Happiness and health: Well-being among the self-employed. *Journal of Socio-Economics*, 37(1), 213–236. <https://doi.org/10.1016/j.socec.2007.03.003>
- Carter, S., Kuhl, A., Marlow S., Mwaura, S. (2017). Households as a Site of Entrepreneurial Activity, *Foundations and Trend in Entrepreneurship*: 13 (2), pp 81–190. DOI: 10.1561/03000000062.
- Shepherd, D. A. (2015). Party On! A call for entrepreneurship research that is more interactive, activity based, cognitively hot, compassionate, and prosocial.
- Stephan, U. (2018). Entrepreneurs' Mental Health and Well-Being: A Review and Research Agenda. *The Academy of Management Perspectives*, (January), amp.2017.0001. <https://doi.org/10.5465/amp.2017.0001>
- Straum, L. V., & Vittersø, J. (2015). Well-Being at Work: Some Differences Between Life Satisfaction and Personal Growth as Predictors of Subjective Health and Sick-Leave. *Journal of Happiness Studies*, 16(1), 149–168.
- Welter, F. (2011). Contextualizing entrepreneurship - conceptual challenges and ways forward. *Entrepreneurship Theory and Practice*, 35(1), 165-184.
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## Topic II: Corporate Social Responsibility in SME

Due to globalisation and the advancing climate change, sustainability is becoming more and more present and important in society. Therefore, society demands companies to act in a sustainable manner and adapt such approaches in the various corporate activities. Since companies have to adapt to the expectations of their stakeholders in order to be fit for the future, they cannot avoid those issues (Zamir and Saeed 2018; Campopiane and Massis 2015; Du et al. 2016; Shahzad et al. 2018). The corporate commitment towards those demands can be measured by Corporate Social Responsibility (CSR) (Dahlsrud 2008; Matten and Moon 2008; Campopiano and De Massis 2015). Generally, CSR is understood as a responsible and sustainable action towards society and the environment (Carroll 1991). One of the first to discuss the concept of CSR was Bowen (1953), who sees CSR as an obligation for the entrepreneur. Since companies benefit from conditions set within the social framework, companies should, if possible, give something back to society (Fatemi et al. 2015). Friedman (1970) contradicts this view by stating that the only social obligation of companies is to earn money for their shareholders. Nevertheless, it should be noted, that voluntary CSR measures, even if costly, can be financially profitable in the long run. Orlitzky et al. (2003) therefore were able to demonstrate that CSR is linked to better financial performance. The measures are also reflected in reputation and branding effects among stakeholders and in the resulting competitive advantages (Haski-Leventhal et al. 2017; Di Giuli & Kostovetsky 2014; Jha and Cox 2015; Edmans 2012). As a result, a CSR orientated leadership, which is characterized by a commitment to sustainability, has become increasingly important for companies over the years (Di Giuli and Kostovetsky 2014). The recurring question for companies in this context is whether CSR should be implemented or not.

- 1) What influence does CSR have on the long-term survival of family businesses?
- 2) What influence does SEW and Familiness have on CSR in family businesses?

## References and Basic Literature

- Berrone, P., Cruz, C., & Gomez-Mejia, L. R. (2012). Socioemotional wealth in family firms: Theoretical dimensions, assessment approaches, and agenda for future research. *Family Business Review*, 25(3), 258-279.
- Block, J. H.; Wagner, M. (2014): The Effect of Family Ownership on Different Dimensions of Corporate Social Responsibility: Evidence from Large US Firms. *Business Strategy and the Environment*, 23(7), pp. 475-492.
- Carroll, A. B. (1991): The Pyramid of Corporate Social Responsibility: Toward the Moral Management of Organizational Stakeholders. *Business Horizons*, 34(4), pp. 39-48.
- Cochran, P. L.; Wood, R. A. (1984): Corporate Social Responsibility and Financial Performance. *Academy of Management Journal*, 27(1), pp. 42-56.
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- Edmans, A. (2012): The Link Between Job Satisfaction and Firm Value, With Implications for Corporate Social Responsibility. *Academy of Management Perspectives*, 26(4), pp. 1-19.
- Gómez-Mejía, L. R., Haynes, K. T., Núñez-Nickel, M., Jacobson, K. J., & Moyano-Fuentes, J. (2007). Socioemotional wealth and business risks in family-controlled firms: Evidence from Spanish olive oil mills. *Administrative science quarterly*, 52(1), 106-137.
- Hauck, J., Suess-Reyes, J., Beck, S., Prügl, R., & Frank, H. (2016). Measuring socioemotional wealth in family-owned and-managed firms: A validation and short form of the FIBER Scale. *Journal of Family Business Strategy*, 7(3), 133-148.
- Niehm, L. S.; Swinney, J.; Miller, N. J. (2008): Community Social responsibility and Its Consequences for Family Business Performance. *Journal of Small Business Management*, 46(3), pp. 331-350.
- Zellweger, T. M.; Nason, R. S.; Nordqvist, M.; Brush, C. G. (2013): Why Do Family Firms Strive for Nonfinancial Goals? An Organizational Identity Perspective. *Entrepreneurship Theory and Practice*, 37(2), pp. 229-248.
- Matten, D.; Moon, J. (2008): "Implicit" and "Explicit" CSR: A Conceptual Framework for a Comparative Understanding of Corporate Social Responsibility. *Academy of Management Review*, 33(2), pp. 404-424.
- Zerbini, F. (2017): CSR Initiatives as Market Signals- A Review and Research Agenda. *Journal of Business Ethics*, 146(1), pp. 1-23.

## General Information for the course:

### I. Requirements for participation

- The course language is German and/ or English.
- Regular and active participation in the courses.
- Summarise and synthesise existing literature in the field by conducting a systematic literature review.
- Presentation of the results in the plenum including a short discussion.

### II. Application procedure

For more detailed information on the application and admission procedure, please contact the Examination Office.

### III. Acquisition of a certificate

A certificate can be acquired if requirements mentioned above are fulfilled and the seminar paper as well as the presentation followed were at least adequately assessed.

### IV. Contact

For further questions and information about the course, please contact

#### Topic I:

Mrs. Meike Stephan (Email: [Meike.stephan@uni-siegen.de](mailto:Meike.stephan@uni-siegen.de))

#### Topic II:

Mrs. Laura Pütz (Email: [Laura.puetz@uni-siegen.de](mailto:Laura.puetz@uni-siegen.de))