

# “Exploring responses to conflicting demands: Theorizing from a study of social entrepreneurs”



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## Abstract:

Situating our research in paradox theory, we identify the conflicting demands encountered by social entrepreneurs and the strategies they adopt to respond. Using qualitative data gathered from 28 social entrepreneurs, we identify the learning, organizing, performing, and entrepreneur paradoxes they encounter. Our analysis finds that social entrepreneurs adopt three cognitive responses: continuous monitoring, temporal evaluation and positive determination. In turn these lead to practical responses of separation, sequencing and mission stretching in which strategic goals are deliberately expanded to accommodate conflicting demands at the same time as preserving original mission. The results contribute to paradox and entrepreneurship theories.

**Monday, March 16, 2015**

**At 4.15 PM**

**Location: Seminar Room R42.2.110 of the  
Université libre de Bruxelles (ULB), Solvay  
Brussels School of Economics and Management**

**Av. F.D. Roosevelt, 42- 1050 Brussels**

Please confirm your attendance to [cermi@ulb.ac.be](mailto:cermi@ulb.ac.be) at the earliest.