SBMT4000 SBM Undergraduate Honors Research Project

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<th>Code</th>
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**Project Summary**

**Topic:**
Swinging both ways: Social ventures’ stakeholder-engagement strategy in response to business-model disruptions

**Description:**
Social ventures differ from both for-profit and charitable organizations as they constantly balance conflicting objectives: creating social welfare while ensuring financial viability. Because of their non-conformance to conventional business models, they often face unique opportunities and threats emanating from their business environment. The first objective of the project is to rigorously document the rhetorical and communication steps social ventures deploy in response to such opportunities or threats and distil them to a generalizable set of strategies. The second objective is to identify reasons for variation in response e.g., they could lean toward profit-oriented language when charity logic is threatened (e.g., recession) but toward impact-oriented language when profit logic is disrupted (e.g. scrutiny over tax affairs) and link them to subsequent market performance.

**Tasks & skills:**
This is a quantitative empirical project aimed at leading journals and conferences in strategic management. The topic is contemporary (intersection of ESG and entrepreneurship) and has wider implications (business as well as academic). It can provide good pre-doctoral exposure through collecting and preparing large-scale datasets and undertaking systematic literature review.

**Remarks**
N/A