

can social entrepreneurship be successful in our capitalistic society

Can Social Entrepreneurship Be Successful in Our Capitalistic Society?

can social entrepreneurship be successful in our capitalistic society is a question that sparks diverse opinions and thoughtful debates. At first glance, capitalism and social entrepreneurship might seem like contradictory forces—one prioritizing profit and competition, the other emphasizing social impact and community well-being. However, the evolving landscape of business and society suggests that these two can not only coexist but also thrive together. Let's explore how social entrepreneurship carves out a meaningful space in a world driven largely by capitalistic motives.

Understanding Social Entrepreneurship in a Capitalistic World

Social entrepreneurship refers to ventures that aim to solve social, environmental, or cultural issues through innovative business models. Unlike traditional nonprofits, these enterprises seek to be financially sustainable by generating revenue, but their primary goal remains creating positive social change. In contrast, capitalism traditionally focuses on maximizing profits, competition, and shareholder value.

This apparent difference often leads to the misconception that social entrepreneurship cannot succeed in a capitalistic environment. Yet, modern capitalism is more nuanced, and the rise of conscious consumers, impact investing, and corporate social responsibility is reshaping the rules of engagement.

The Rise of Conscious Consumerism

One of the key drivers enabling social entrepreneurship to flourish in capitalist markets is the growing demand among consumers for ethically produced goods and services. People today are more informed and concerned about the origins of the products they buy, how companies treat their workers, and their environmental footprint.

This shift creates a fertile ground for social enterprises to succeed by aligning their mission with consumer values. When customers see that their purchases contribute to a social cause—whether it's reducing plastic waste, supporting fair trade, or providing education to marginalized communities—they are often willing to pay a premium or remain loyal to such brands.

Impact Investing: Fueling Growth

Access to capital is often cited as a challenge for social entrepreneurs, especially when competing with traditional businesses. However, the emergence of impact investing is changing the game.

Impact investors allocate funds to ventures that deliver measurable social or environmental benefits alongside financial returns.

This new form of investment bridges the gap between philanthropy and profit-driven capital, offering social entrepreneurs the resources needed to scale their impact without compromising financial sustainability. It also signals a broader acceptance of social goals within the capitalist framework.

Challenges Social Entrepreneurs Face in Capitalistic Societies

While there are clear opportunities, social entrepreneurs must navigate several hurdles unique to operating within a capitalist system. Understanding these challenges is crucial for anyone interested in launching or supporting such ventures.

Balancing Profit and Purpose

Perhaps the most significant challenge is maintaining a delicate balance between financial viability and social impact. Pressure to generate revenue can sometimes tempt social enterprises to prioritize profits at the expense of their mission, leading to mission drift.

To avoid this, successful social entrepreneurs develop business models that embed social goals into their core operations rather than treating them as an afterthought. Transparency with stakeholders and clear impact metrics help maintain this balance.

Competition with Traditional Businesses

In a capitalistic society, social enterprises often compete with well-established companies that might not share their social values but can undercut prices or scale faster. This competition requires social entrepreneurs to be especially innovative and efficient while communicating their unique value proposition effectively.

Regulatory and Structural Barriers

Social enterprises sometimes face legal and regulatory obstacles because many jurisdictions lack specific frameworks recognizing hybrid business models that combine profit with purpose. This can complicate funding, taxation, and accountability practices.

Advocacy for social entrepreneurship-friendly policies and collaboration with governments and other institutions are essential steps toward overcoming these structural challenges.

Strategies for Success: How Social Entrepreneurship Can Thrive

Despite obstacles, many social entrepreneurs have achieved remarkable success by adopting thoughtful strategies tailored to the realities of a capitalistic society.

Innovative Business Models

Successful social enterprises often leverage innovative models such as cross-subsidization, where profitable products or services fund socially impactful ones. Others use a “buy one, give one” approach or integrate beneficiaries into their value chains as employees or suppliers.

These models create win-win scenarios that satisfy both financial and social objectives, showing that doing good and doing well are not mutually exclusive.

Building Strong Community and Customer Engagement

Community support can be a powerful asset. Social entrepreneurs who engage deeply with their target communities and involve them in decision-making processes tend to build trust and loyalty. Similarly, transparent communication with customers about impact fosters a strong brand connection.

Leveraging Technology and Digital Platforms

Technology has democratized access to markets, information, and funding. Social entrepreneurs using digital platforms can reach broader audiences, gather real-time feedback, and mobilize resources efficiently. Crowdfunding campaigns, social media storytelling, and impact tracking apps are just a few examples of how technology fuels growth.

Social Entrepreneurship as a Catalyst for Capitalism's Evolution

Rather than viewing social entrepreneurship as an outsider to capitalism, it's more productive to see it as a catalyst that pushes capitalism toward a more inclusive and sustainable future. The traditional model of capitalism, centered solely on profit maximization, is facing increasing criticism for contributing to inequality and environmental degradation.

Social enterprises introduce a new paradigm—one where profit is a means, not an end, and where business success is measured by the well-being of people and the planet. This evolving mindset is influencing even large corporations to adopt social and environmental considerations into their core strategies.

Corporate Social Responsibility and Shared Value

Many capitalist companies are adopting corporate social responsibility (CSR) initiatives and embracing the concept of shared value—creating economic value in a way that also produces value for society. This shift is partly inspired by the success and innovation demonstrated by social entrepreneurs, proving that integrating social goals can enhance competitiveness and brand reputation.

Collaborative Ecosystems

Increasingly, social entrepreneurs are not working in isolation but collaborating with governments, nonprofits, corporations, and investors to address complex societal problems. These collaborative ecosystems leverage the strengths of different sectors, combining resources, expertise, and influence to achieve greater impact.

Final Thoughts on the Intersection of Social Entrepreneurship and Capitalism

So, can social entrepreneurship be successful in our capitalistic society? The evidence suggests a resounding yes, albeit with caveats. Success depends on the ability to innovate, remain mission-focused, and adapt to market forces while inspiring consumer and investor support for social causes.

The capitalist framework, often criticized for its narrow focus on profit, is gradually expanding to embrace a broader definition of value—one that includes social and environmental well-being. Social entrepreneurship not only thrives within this evolving system but actively shapes its transformation, offering a hopeful vision where business serves humanity and the planet alike.

Frequently Asked Questions

What is social entrepreneurship and how does it differ from traditional entrepreneurship?

Social entrepreneurship focuses on creating social value and addressing societal issues, whereas traditional entrepreneurship primarily aims for profit maximization. Social entrepreneurs measure success by the positive impact they generate alongside financial sustainability.

Can social entrepreneurship thrive in a capitalistic society driven by profit?

Yes, social entrepreneurship can thrive in a capitalistic society by integrating social missions with business models that generate revenue. Many social enterprises successfully balance profit and purpose, appealing to conscious consumers and investors seeking impact alongside returns.

What challenges do social entrepreneurs face within a capitalistic system?

Social entrepreneurs often struggle with limited access to capital, pressure to prioritize profit over social impact, and difficulties scaling their ventures while maintaining their mission. The competitive nature of capitalism can also create barriers to market entry and sustainability for social enterprises.

How can capitalistic markets support the success of social entrepreneurship?

Capitalistic markets can support social entrepreneurship through impact investing, corporate social responsibility initiatives, consumer demand for ethical products, and government incentives. These factors create an ecosystem where social ventures can access funding, partnerships, and market opportunities.

Are there examples of successful social enterprises operating within capitalistic societies?

Yes, numerous social enterprises like TOMS Shoes, Warby Parker, and Patagonia operate successfully within capitalistic societies. These companies combine profitable business models with strong commitments to social and environmental causes, demonstrating that social entrepreneurship can be both impactful and financially viable.

What role does consumer behavior play in the success of social entrepreneurship in capitalism?

Consumer behavior is crucial; as more consumers demand ethically produced goods and support companies with social missions, social enterprises gain a competitive advantage. Conscious consumerism drives market shifts, encouraging businesses to adopt socially responsible practices to succeed.

Additional Resources

Can Social Entrepreneurship Be Successful in Our Capitalistic Society?

Can social entrepreneurship be successful in our capitalistic society? This question sits at the intersection of profit-driven business models and mission-oriented ventures aiming to tackle social and environmental challenges. As capitalism fundamentally revolves around competition, profitability, and shareholder value, the emergence and growth of social enterprises introduce a complex dynamic. These organizations strive to balance financial sustainability with positive societal impact, prompting an ongoing debate about their feasibility, scalability, and long-term success within a predominantly capitalistic framework.

Understanding Social Entrepreneurship in a Capitalist Context

Social entrepreneurship represents a hybrid business model where social impact and financial returns coexist. Unlike traditional nonprofits reliant on donations or grants, social enterprises generate revenue through market-driven activities. This dual focus requires innovative strategies to satisfy stakeholders, customers, and beneficiaries simultaneously. The question of whether social entrepreneurship can thrive in a capitalistic society hinges on reconciling the inherent tension between profit maximization and social mission.

Capitalism prioritizes economic efficiency and growth, often measured by short-term financial gains. In contrast, social entrepreneurship emphasizes long-term societal benefits, which may not always translate immediately into monetary rewards. However, the rise of conscious consumerism and impact investing suggests shifting market dynamics that could support the social enterprise model. Investors increasingly seek ventures that deliver measurable social returns alongside financial performance, indicating a potential alignment between capitalism and social entrepreneurship.

Market Forces and Social Enterprises: Compatibility or Conflict?

The capitalist market incentivizes innovation, efficiency, and scalability, all of which are crucial for social enterprises aiming to create widespread impact. However, social ventures face unique challenges:

- **Profit vs. Purpose Dilemma:** Social entrepreneurs must balance generating profits with fulfilling their mission, which can lead to strategic compromises or mission drift.
- **Access to Capital:** Traditional investors may hesitate to fund social enterprises due to perceived risks or lower financial returns compared to conventional businesses.
- **Market Competition:** Competing with purely profit-driven companies can pressure social enterprises to prioritize financial viability over social goals.

Despite these obstacles, social entrepreneurship has demonstrated resilience and adaptability. Models such as B Corporations and benefit corporations legally embed social goals into corporate governance, granting them legitimacy and attracting like-minded investors and consumers. This evolution suggests a growing ecosystem where social entrepreneurship and capitalism intersect constructively.

Case Studies and Data Reflecting Social

Entrepreneurship Success

Examining real-world examples provides insight into how social entrepreneurship can succeed within capitalistic structures. Companies like Patagonia, TOMS Shoes, and Warby Parker have integrated social missions into their business models while achieving substantial financial growth. For instance, Patagonia pledges 1% of its sales to environmental causes and implements sustainable manufacturing practices, all while maintaining profitability and brand loyalty.

Additionally, the global social enterprise market is expanding. According to a 2023 report by the Global Social Entrepreneurship Network, the sector's estimated value has grown by 15% annually over the past five years, fueled by increased consumer demand for ethical products and services. Impact investing assets under management reached over \$1 trillion, signaling a robust appetite for ventures that merge profit with purpose.

Advantages of Social Entrepreneurship in Capitalistic Societies

Social enterprises offer several benefits that align with or even enhance capitalistic principles:

1. **Innovation Driver:** Social challenges often require novel solutions, pushing enterprises to innovate beyond traditional business approaches.
2. **Enhanced Brand Loyalty:** Companies with authentic social missions can build stronger customer relationships and differentiate themselves in crowded markets.
3. **Attracting Talent:** Purpose-driven organizations tend to attract employees motivated by impact, leading to higher engagement and retention.
4. **Long-Term Sustainability:** By addressing systemic issues, social enterprises can create healthier communities and markets, ultimately benefiting economic systems overall.

These advantages demonstrate that social entrepreneurship does not necessarily conflict with capitalism but can complement and enhance it when executed thoughtfully.

Challenges and Limitations to Consider

However, the path is not without pitfalls. Social entrepreneurship in a capitalistic society must navigate:

- **Scalability Constraints:** Social impact initiatives often require context-specific solutions, making replication and scaling difficult.

- **Measurement Complexities:** Quantifying social impact remains a challenge, complicating accountability and investment decisions.
- **Regulatory Barriers:** Existing legal and financial frameworks may not fully support hybrid business models, hindering growth.
- **Potential Mission Drift:** Pressure to meet financial targets can dilute original social objectives.

Addressing these challenges requires an ecosystem approach involving supportive policies, innovative financing, and robust impact metrics.

The Role of Policy and Consumer Behavior

Government policies and consumer preferences critically influence social entrepreneurship's prospects within capitalist economies. Incentives such as tax breaks, grants, and social procurement policies can lower barriers and encourage social enterprise development. For example, countries like the United Kingdom and Canada have introduced frameworks supporting social innovation and impact investing, fostering a favorable environment.

Simultaneously, shifts in consumer behavior toward sustainability and ethical consumption create market demand for social enterprises. Research by Nielsen indicates that 73% of global consumers would change purchasing habits to reduce environmental impact, underpinning the commercial viability of social missions.

Future Outlook: Integration or Transformation?

Looking forward, the question remains whether social entrepreneurship will integrate with existing capitalist systems or catalyze a broader economic transformation. Emerging concepts such as the circular economy and stakeholder capitalism suggest evolving paradigms that incorporate social and environmental considerations into business success metrics.

Social entrepreneurship could act as both a catalyst and beneficiary of these changes, demonstrating that profitability and social good are not mutually exclusive. Increasing collaboration between governments, private sectors, and civil society will be essential to nurture this evolution.

In summary, the success of social entrepreneurship in our capitalistic society is neither guaranteed nor impossible. It depends largely on the ability of social ventures to innovate, attract appropriate resources, and navigate complex market and regulatory landscapes. As consumer values shift and impact investing grows, social entrepreneurship may well carve out a sustainable niche—redefining capitalism itself in the process.

Can Social Entrepreneurship Be Successful In Our Capitalistic Society

can social entrepreneurship be successful in our capitalistic society: Servant Leadership, Social Entrepreneurship and the Will to Serve Luk Bouckaert, Steven C. van den Heuvel, 2019-11-28 This book brings together a number of important essays on the intersection of servant leadership and social entrepreneurship, examining them through a shared focus on 'the will to serve'. This combination bears out the insight that inspiring social and economic leaders are able to transform a conflictual human settlement into a collaborative and caring human community. The book seeks to answer the question of whether we can induce from their 'way of doing things' a model of civic entrepreneurship and leadership that can inspire people in profit, non-profit and public organizations. It also examines the extent to which the will to serve is compatible with the will to maximize profit or the will to gain economic, political or religious power. Furthermore, it asks how far different spiritual traditions create different models and examples of servant leadership and social entrepreneurship. This book will be of interest to researchers working in the fields of business ethics, business spirituality and corporate social responsibility.

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rules of trade and exchange. It is an achievement which lives by and depends upon the values and virtues shared by the majority of those who engage in economic activity. It is these values and virtues that we refer to as culture. Trust, credibility, loyalty, diligence, and entrepreneurship are the values inherent in commercial rules and law. But beyond law, there is also the need for ethical convictions and for global solidarity with developing countries. This book offers new ideas for future sustainable development and responds to an increasing need for a new sense of responsibility for the common good in societal institutions and good leadership.

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through hundreds of articles and selected only the most essential reading on each topic. Each title includes timeless advice that will be relevant regardless of an ever-changing business environment.

can social entrepreneurship be successful in our capitalistic society: The Power of Connected Communities Pasquale De Marco, In a world where connection is key, The Power of Connected Communities explores the transformative potential of community capitalism. This book takes you on a journey to discover how collaboration, trust, and empowerment can drive economic growth, social well-being, and sustainable development. Through ten insightful chapters, we delve into the foundations of community capitalism, exploring its historical origins and the principles that underpin its success. We examine the role of community networks in building strong and resilient communities, showcasing different types of networks and providing techniques for their establishment and growth. Empowering local businesses is a crucial aspect of community capitalism, and this book explores the challenges faced by local entrepreneurs and offers strategies for their empowerment and support. We share inspiring success stories that demonstrate the positive impact of local businesses on community development. Sustainable development is at the forefront of community capitalism, and we explore the connection between sustainability and community well-being. Discover strategies for integrating sustainable practices into community capitalism and learn from real-life case studies of successful sustainable initiatives. Social entrepreneurship is a powerful force in community capitalism, and we delve into its intersection with community development. Explore examples of successful social entrepreneurship and learn how to foster social entrepreneurship in your own community. Government plays a vital role in supporting community capitalism, and we examine the policies and initiatives that promote collaboration between government and communities. Discover successful government-community partnerships and learn how to overcome obstacles in government support for community capitalism. Community engagement is essential for the success of community capitalism, and we provide techniques for engaging community members in decision-making processes. Through case studies, we showcase the impact of community engagement on community well-being and explore ways to overcome challenges in this area. Innovation and creativity are key drivers of community capitalism, and we explore strategies for fostering innovation in communities. Learn from examples of innovative community capitalism projects and understand the economic and social impact of innovation. Social cohesion is a fundamental aspect of community capitalism, and we delve into techniques for promoting social cohesion in communities. Discover case studies of communities with high social cohesion and understand the benefits of social cohesion for community well-being. Finally, we look to the future of community capitalism, exploring emerging trends and making predictions for its continued growth and impact. Discover how individuals can contribute to community capitalism and be part of a global movement for positive change. The Power of Connected Communities is a must-read for individuals, community leaders, and policymakers who want to harness the power of connected communities and create a future where collaboration and empowerment drive economic and social progress. Join us on this transformative journey and unlock the potential of community capitalism.

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can accelerate startups in these new markets Recognize new spaces and avoid being disintermediated by new forms of startups and financing Know why and how local governments should reshape entrepreneurship policy to support post-capitalist entrepreneurship for the 99%

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can social entrepreneurship be successful in our capitalistic society: The Zero Marginal Cost Society Jeremy Rifkin, 2014-04-01 The New York Times–bestselling author describes how current trends will create an era when anything and everything is available for almost nothing. In *The Zero Marginal Cost Society*, New York Times–bestselling author Jeremy Rifkin uncovers a paradox at the heart of capitalism that has propelled it to greatness but is now taking it to its death—the inherent entrepreneurial dynamism of competitive markets that drives productivity up and marginal costs down, enabling businesses to reduce the price of their goods and services in order to win over consumers and market share. (Marginal cost is the cost of producing additional units of a good or service, if fixed costs are not counted.) While economists have always welcomed a

reduction in marginal cost, they never anticipated the possibility of a technological revolution that might bring marginal costs to near zero, making goods and services priceless, nearly free, and abundant, and no longer subject to market forces. Now, a formidable new technology infrastructure—the Internet of things (IoT)—is emerging with the potential of pushing large segments of economic life to near zero marginal cost in the years ahead. Rifkin describes how the Communication Internet is converging with an Energy Internet and Logistics Internet to create a new technology platform that connects all. There are billions of sensors feeding Big Data into an IoT global neural network. Prosumers can connect to the network and use Big Data, analytics, and algorithms to accelerate efficiency, dramatically increase productivity, and lower the marginal cost of producing and sharing a wide range of products and services to near zero, just like they now do with information goods. The plummeting of marginal costs is spawning a hybrid economy—part capitalist market and part Collaborative Commons—with far reaching implications for society, according to Rifkin. Hundreds of millions of people are already transferring parts of their economic lives to the global Collaborative Commons. Prosumers are plugging into the IoT and making and sharing their own information, entertainment, green energy, and 3D-printed products at near zero marginal cost. Students are enrolling in free massive open online courses (MOOCs) that operate at near zero marginal cost. Social entrepreneurs are even bypassing the banking establishment and using crowdfunding to finance startup businesses as well as creating alternative currencies in the fledgling sharing economy. In this new world, social capital is as important as financial capital, access trumps ownership, sustainability supersedes consumerism, cooperation ousts competition, and “exchange value” in the capitalist marketplace is increasingly replaced by “sharable value” on the Collaborative Commons. Rifkin concludes that capitalism will remain with us, albeit in an increasingly streamlined role, primarily as an aggregator of network services and solutions, allowing it to flourish as a powerful niche player in the coming era. We are, however, says Rifkin, entering a world beyond markets where we are learning how to live together in an increasingly interdependent global Collaborative Commons.

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philosophical underpinnings. In *Virtue and Social Enterprise: Ethical Alternatives to Capitalism*, Geraldine Hall draws on MacIntyre to provide such underpinnings. Through a novel synthesis of the works of these two authors, a philosophical grounding is given to Pearce's radical form of social enterprise. In turn, MacIntyre's views on virtue are given greater scope to address global issues created by the capitalist paradigm. With a foreword by Kelvin Knight, this book will be of great interest to scholars and students of Alasdair MacIntyre, virtue ethics, business ethics and social responsibility.

can social entrepreneurship be successful in our capitalistic society: *Critical Perspectives on Entrepreneurship* Caroline Essers, Pascal Dey, Deirdre Tedmanson, Karen Verduyn, 2017-02-17 Entrepreneurship is largely considered to be a positive force, driving venture creation and economic growth. *Critical Perspectives on Entrepreneurship* questions the accepted norms and dominant assumptions of scholarship on the matter, and reveals how they can actually obscure important questions of identity, ideology and inequality. The book's distinguished authors and editors explore how entrepreneurship study can privilege certain forms of economic action, whilst labelling other, more collective forms of organization and exchange as problematic. Demystifying the archetypal vision of the white, male entrepreneur, this book gives voice to other entrepreneurial subjectivities and engages with the tensions, paradoxes and ambiguities at the heart of the topic. This challenging collection seeks to further the momentum for alternate analyses of the field, and to promote the growing voice of critical entrepreneurship studies. It is a useful tool for researchers, advanced students and policy-makers.

can social entrepreneurship be successful in our capitalistic society: Questioning Cosmopolitanism Stan van Hooft, Wim Vandekerckhove, 2010-06-16 Wim Vandekerckhove and Stan van Hooft The philosopher, Diogenes the Cynic, in the fourth century BCE, was asked where he came from and where he felt he belonged. He answered that he was a "citi- 1 zen of the world" (kosmopolitês) . This made him the rst person known to have described himself as a cosmopolitan. A century later, the Stoics had developed that concept further, stating that the whole cosmos was but one polis, of which the order was logos or right reason. Living according to that right reason implied showing goodness to all of human kind. Through early Christianity, cosmopolitanism was given various interpretations, sometimes quite contrary to the inclusive notion of the Stoics. Augustine's interpretation, for example, suggested that only those who love God can live in the universal and borderless "City of God". Later, the red- covery of Stoic writings during the European Renaissance inspired thinkers like Erasmus, Grotius and Pufendorf to draw on cosmopolitanism to advocate world peace through religious tolerance and a society of states. That same inspiration can be noted in the American and French revolutions. In the eighteenth century, enlig- enment philosophers such as Bentham (through utilitarianism) and Kant (through universal reason) developed new and very different versions of cosmopolitanism that serve today as key sources of cosmopolitan philosophy. The nineteenth century saw the development of new forms of transnational ideals, including that of Marx's critique of capitalism on behalf of an international working class.

can social entrepreneurship be successful in our capitalistic society: After Capitalism Kennan Ferguson, Patrice Petro, 2016-07-05 From Thomas Piketty to David Harvey, scholars are increasingly questioning whether we are entering into a post-capitalist era. If so, does this new epoch signal the failure of capitalism and emergence of alternative systems? Or does it mark the ultimate triumph of capitalism as it evolves into an unstoppable entity that takes new forms as it engulfs its opposition? *After Capitalism* brings together leading scholars from across the academy to offer competing perspectives on capitalism's past incarnations, present conditions, and possible futures. Some contributors reassess classic theorizations of capitalism in light of recent trends, including real estate bubbles, debt relief protests, and the rise of a global creditocracy. Others examine Marx's writings, unemployment, hoarding, "capitalist realism," and coyote (trickster) capitalism, among many other topics. Media and design trends locate the key ideologies of the current economic moment, with authors considering everything from the austerity aesthetics of reality TV to the seductive smoothness of liquid crystal. Even as it draws momentous conclusions

about global economic phenomena, After Capitalism also pays close attention to locales as varied as Cuba, India, and Latvia, examining the very different ways that economic conditions have affected the relationship between the state and its citizens. Collectively, these essays raise provocative questions about how we should imagine capitalism in the twenty-first century. Will capitalism, like all economic systems, come to an end, or does there exist in history or elsewhere a hidden world that is already post-capitalist, offering alternative possibilities for thought and action?

can social entrepreneurship be successful in our capitalistic society: Affective Capitalism in Academia Daniel Nehring, Kristiina Brunila, 2023-01-16 Chapter 9 EPDF available Open Access under CC-BY-NC-ND licence. Drawing on affect theory and research on academic capitalism, this book examines the contemporary crisis of universities. With 11 international and comparative case studies, it offers a unique exploration of the contemporary role of affect in academic labour and the organisation of scholarship and explores diverse features of contemporary academic life, from the colonality of academic capitalism to performance management and the experience of being performance-managed.

can social entrepreneurship be successful in our capitalistic society: The Crisis and Renewal of American Capitalism Laurence Cossu-Beaumont, Jacques-Henri Coste, Jean-Baptiste Velut, 2015-12-22 Despite the reversal of America's fortune from the triumphalism of the Roaring Nineties to the gloom of the lost decade and the Great Depression, theoretical conceptions of US capitalism have remained surprisingly unchanged. In fact, if the crisis questioned the sustainability of the US capitalist paradigm, it did not fundamentally challenge academic theorization of American political economy. This book departs from the American political economy literature to identify three common myths that have shaped our conceptualization of US capitalism: its reduction to a state-market dyad dis-embedded from societal factors; the illusion of a weak state and the synchronic conception of the US variety of capitalism. To remedy these pitfalls, the authors propose a civilizational approach to American political economy at the crossroads between cultural studies, history, sociology and political science. Drawing together contributions from a rich variety of fields (from geography to cultural studies, political science and sociology) this work sheds a new light on America's cultural political economy combining theoretical reflection with empirical data and offering innovative perspectives on the crisis and renewal of American capitalism.

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