

# The Fork in the Road for Social Enterprises

## Brown Bag series with Jill Brown

April 29th, 12:30 to 1:45 p.m.

## Registration link

[https://bentley.zoom.us/meeting/register/tjErdeCupjkqHdxE3NAhMmuLdCZH1\\_kgKQd9](https://bentley.zoom.us/meeting/register/tjErdeCupjkqHdxE3NAhMmuLdCZH1_kgKQd9)

**Jill Brown's article investigates how social enterprises like the TOMS shoe company often find themselves subject to critique from observers who accuse the company of being more focused on consumer dollars than making a tangible impact through their social mission. She and her co-authors ask the question; how can social enterprises capture positive social judgments and avoid a loss of moral legitimacy and stakeholder support over time? They develop a conceptual process model and testable propositions that have both theoretical and practical significance to help social enterprises navigate and maintain stakeholder support.**

**Link to her article:**

**<https://doi.org/10.1177%2F10422587211041485>**



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