

## 2010 School Seminar Series

*Waikato Management School*  
Te Raupapa



# Reconceptualising Social Enterprise from an Identity Perspective

**Friday, 11 June 2010**  
**10.00am – 11.00am**  
**MSB.4.02**

**Dr Raymond Dart**  
Trent University, Canada

### **Abstract:**

Over the past decade, 'social enterprise' has become a major organisational focus for activity relating to community and social development. Research has begun to document this, but to this point has been primarily functionalist and descriptive.

This presentation will begin to recast 'social enterprise' by considering it as an organisational community identity rather than a structure, function or activity. Why has this new identity and new language emerged in a domain formerly mostly considered 'social service' or 'not-for-profit'? What are the political, ideological and institutional agendas engaged by renaming and the development of the new social enterprise identity? We will consider both the formulations of identity framed by social identity theory and by organisational ecology.

**Presenter: Raymond Dart**

**Email: [rdart@waikato.ac.nz](mailto:rdart@waikato.ac.nz)**