



Cracking the organizational challenge of pursuing joint social and financial goals

Social enterprise as a laboratory to understand hybrid organizing

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Abstract: Companies are increasingly expected to generate not only financial, but also social, value. Social enterprises have a great deal of experience in doing so as they are hybrid organizations that pursue a social mission, while engaging in commercial activities to financially sustain their operations. This essay highlights what we have learned from research on social enterprises, and what we still do not know about how organizations can pursue multiple objectives at once.

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