Entrepreneurial behaviour enacts change. An entrepreneur may start-up a company that, when entering a market, broadens consumer choice and intensifies competition for market share among providers. Furthermore, entrepreneurship can drive the introduction of new products, improved versions of old products, efficiency gains in production processes, innovative business models and paradigm-shifts in corporate culture. It is straightforward that such fruits of entrepreneurial spirit can result in social benefit – new products that please consumers, a disruption of an established competitive balance among incumbents that drives down prices, technological change that extends production possibilities, and so on. However, this circumstance does not imply that entrepreneurship is necessarily bound to make some positive contribution to social welfare.

In highlighting productive and unproductive (even destructive) roles of entrepreneurship, Baumol (1990) notes that “if entrepreneurs are defined, simply, to be persons who are ingenious and creative in finding ways that add to their own wealth, power, and prestige, then it is to be expected that not all of them will be overly concerned with whether an activity that achieves these goals adds much or little to the social product” (pp. 897-898). Entrepreneurial behaviour guided by self-interest may channel into whichever activities maximise private gain, even if they include socially harmful rent-seeking, dirty tricks against rival companies, deceptive marketing, tax evasion and (perhaps more subtly) even the promotion of intensified rivalry in economic relationships to the possible detriment of social cohesion.

This reality presents a question: What are, and what factors determine, the effects of entrepreneurship on corporate social performance (CSP)? The extant literatures on social and environmental entrepreneurship have highlighted and evaluated an emergent
tendency for entrepreneurship guided by a stated intention to build-in a regard for social and/or environmental issues as a core component of adopted business models. Has this tendency made entrepreneurship, and corporate conduct in general, more socially beneficial? More generally, is entrepreneurial behaviour socially productive, and how might institutional reform promote a channelling of entrepreneurial spirit away from less-than-productive endeavours?

This planned special issue will discuss the impacts of entrepreneurial behaviour on social welfare and also assess the responsibilities of entrepreneurs in relation to social and environmental issues. Some research questions that might be addressed in this special issue include, but are not limited to, the following:

- What are the social responsibilities of an entrepreneur?
- How does entrepreneurial behaviour affect the welfare of society in general and perhaps certain stakeholder constituencies in particular?
- What factors determine the impacts of entrepreneurship on social and environmental issues?
- How do institutional factors influence the manner in which entrepreneurial efforts are distributed across productive, non-productive and destructive behaviours?
- Can public policy reform promote a greater prevalence of socially beneficial entrepreneurship?
- To what extent have documented trends of social and environmental entrepreneurship brought an improvement in corporate social performance at the firm-, industry-, regional- or global-level?
- Has the manner in which corporate social responsibility is understood and practiced undergone significant change that reflects the entrepreneurial introduction of innovative business models?
- Does the prevalence and strength of entrepreneurial spirit affect the development and maintenance of social cohesion?

This special issue is open to papers from various academic disciplines that are conceptual, theoretical or empirical in nature and present new insights on the social responsibilities of entrepreneurship and the effects of entrepreneurial behaviour on CSP. Possible topics are the following:

- The social responsibilities of entrepreneurs;
- The social performance of entrepreneurial behaviour;
• Unproductive and destructive entrepreneurship;
• Social and environmental entrepreneurship.

SUBMISSION INSTRUCTIONS
Due Date: February 28, 2011
Contributors are requested to submit full papers electronically to the corresponding guest editor, Dr. Stephen Pavelin (s.pavelin@reading.ac.uk) no later than February 28, 2011. (Special issue submissions should NOT be loaded to the manuscript central online system for regular submissions.) Submissions to the special issue should follow the Business & Society manuscript submission guidelines outlined on the journal’s website at http://bas.sagepub.com (then click on ‘Submit a Manuscript’). Papers should include a 100-150 word abstract followed by three to five keywords. The paper itself should contain no indications of authorship (including self-citations or references). A title page containing full author contact information should be sent as a separate document. The citations and references should be APA compliant (see BAS guidelines).

A Business & Society Special Issue Workshop (titled: The Social Performance and Responsibilities of Entrepreneurship) will be held at the International Association for Business and Society Annual Meeting 2011, to be held in Bath, UK on June 23-26. Authors will be informed whether their paper has been accepted for presentation at the Workshop by March 31, 2011. While accepted authors will be encouraged to attend the Workshop, further consideration of a submitted paper is not contingent upon such attendance. Following the Workshop, all papers under consideration will go through the journal’s double-blind review process. Please feel free to address any questions you have regarding the special issue to the guest editors:

Prof. Mark Casson
School of Economics, University of Reading, United Kingdom
E-mail: m.c.casson@reading.ac.uk

Dr. Stephen Pavelin
School of Economics, University of Reading, United Kingdom
E-mail: s.pavelin@reading.ac.uk