

# **BYU MARRIOTT**

## **SCHOOL OF BUSINESS**

### **MARRIOTT RESEARCH FELLOWS PORTFOLIO**

---

**Name: Alayna Smith**

**Year in School: Sophomore**

**Availability: Fall 2024**

**Major: Pre-Marketing**

**Email: ams392@byu.edu**

---

# 1 PARAGRAPH RESEARCH RATIONALE

The research rationale provides an opportunity for the MRF to demonstrate how they can identify significant problems in their field and articulate to a scientific audience the necessity of pursuing the answer to a research question.

Competencies needed to complete this task:	Reading scientific literature Writing Asking relevant questions Critical thinking
--	--

It is crucial that definitions and tools are set forth for the furthering of entrepreneurship research, particularly as it pertains to the influx of SE and other hybrid organizational entry. This will not only improve our understanding of SE antecedents and key characteristics of successful entrepreneurs generally, but hold these new SEs and BCs to higher standards of accountability, ensuring the actual realization of these higher purposes and missions, the efficacy of which tends to normalize and lose steam with time. The goal of this research is to explore the tradeoffs and implications of hybrid entrepreneurship, as well as to outline the underpinnings of nascent SEs.

# 1 PAGE LITERATURE REVIEW

The 1-page literature review allows the MRF to demonstrate how they can understand, synthesize, and articulate research in their field, understand the influence of theory in designing and analyzing research and present a cogent argument for executing a research study.

Competencies needed to complete this task:	Reading scientific literature Simplifying Writing APA/MLA Synthesizing Information Scientific Reasoning Accepting feedback Persistence
--	---

In recent years, there has been an increased focus on organizational purpose, which has also led to an increase in social entrepreneurship in younger generations (Liang, 2018).

Perceived organizational purpose has been established to improve employee job satisfaction, stakeholder engagement, and consumer loyalty (Jasinenko, 2022). Additionally, the business context to address social issues is nothing new, but the presentation is; this is seen in the recent legal formation of Benefit Corporations (Mion, 2020), starting in 2010 in Maryland, which allows for particular tax shelters, calling into question the ethics of social entrepreneurship. Thus, it is crucial to further examine the role of purpose in an organization, as well as its social and economical implications, as it varies within for-profit and hybrid organizations. For the purpose of this study, we will examine both Benefit Corporations (BCs) and Social Entrepreneurship (SEs), both of which being a legal hybridized classification of for-profit social impact enterprises.

Studying entrepreneurship under any light is complex due to the vagueness of the process (Guclu, 2002) and the lack of unified definitions across the field. Most previous research is qualitative in nature (Haas, 2023), with data that's mostly observational. A consistent understanding of the process of entrepreneurship, what characteristics contribute to success, and what role purpose plays in the social and economic outcomes of organizations is critical. For example, one study defines the four dimensions of organizational purpose as "contribution, guidance, inspiration, and authenticity" (Jasinenko, 2022). These four dimensions serve as the lenses to judge efficacy of the organizational purpose. However, a contemporary study focuses the efficacy of organizational purpose by the principles that guide the organization in the face of trade-offs (Williams, 2023). Another study focused on the actualization and reporting of such

social purposes draws on the outcomes and its moral implications more heavily than the previously mentioned studies (Mion, 2020). Such ambiguity and inconsistency on how to evaluate efficacy and realization of an organization's purpose is a major hindrance in the scholastic progress of entrepreneurship, as the majority of literature on the subject agrees. The implications of this research are that as a growing body of unified and consistent definition and processes of entrepreneurship are set, the effectiveness of reporting on organizational purpose, particularly in various contexts will increase.

With consistent definitions and unified scales to measure organizational purpose, accountability to reporting within B Corporations, BCs, SEs, and for-profit firms becomes more significant. How these trade-offs and accountability is addressed can be understood better by considering factors that contribute to the increase in Social Entrepreneurship (SE), which continually point to character traits developed over time (Liang, 2018). It is concluded that resilience, resourcefulness, (Williams, 2021) self-efficacy, perceived social support, and prior social experience affect social entrepreneurship. Each of these traits determines the foundation of such organizational purpose, which branches out to affect CEOs, consumers, employees, stakeholders, etc. (Haas, 2023).

With a clearer quantitative and qualitative analysis of the factors of a financially and socially successful organizational purpose, accountability will be more easily measured, improving performance in all types of organizations, whether declared as socially impactful or not as in both cases, founders, CEOs, employees, and consumers are impacted.

## References

Trenton Alma Williams, Eric Yanfei Zhao, Scott Sonenshein, Deniz Ucbasaran, Gerard George, Breaking boundaries to creatively generate value: The role of resourcefulness in entrepreneurship, Journal of Business Venturing, Volume 36, Issue 5, 2021, 106141,ISSN 0883-9026, <https://doi.org/10.1016/j.jbusvent.2021.106141>.

George, G., Haas, M.R., McGahan, A.M., Schillebeeckx, S.J. and Tracey, P., 2023. Purpose in the for-profit firm: A review and framework for management research. Journal of management, 49(6), pp.1841-1869.

van Tuin L, Schaufeli WB, Van den Broeck A and van Rhenen W (2020) A Corporate Purpose as an Antecedent to Employee Motivation and Work Engagement. *Front. Psychol.* [11:572343. doi: 10.3389/fpsyg.2020.572343](https://doi.org/10.3389/fpsyg.2020.572343)

Mion, Giorgio. 2020. "Organizations with Impact? A Study on Italian Benefit Corporations Reporting Practices and Reporting Quality" *Sustainability* 12, no. 21: 9038. <https://doi.org/10.3390/su12219038>

Ip, C. Y., Liang, C., Wu, S. C., Law, K. M. Y., & Liu, H. C. (2018). Enhancing Social Entrepreneurial Intentions through Entrepreneurial Creativity: A Comparative Study Between Taiwan and Hong Kong. *Creativity Research Journal*, 30(2), 132–142.

<https://doi.org/10.1080/10400419.2018.1446744>

Jasinenko, A. and Steuber, J., 2022. Perceived organizational purpose: Systematic literature review, construct definition, measurement and potential employee outcomes. *Journal of Management Studies*.

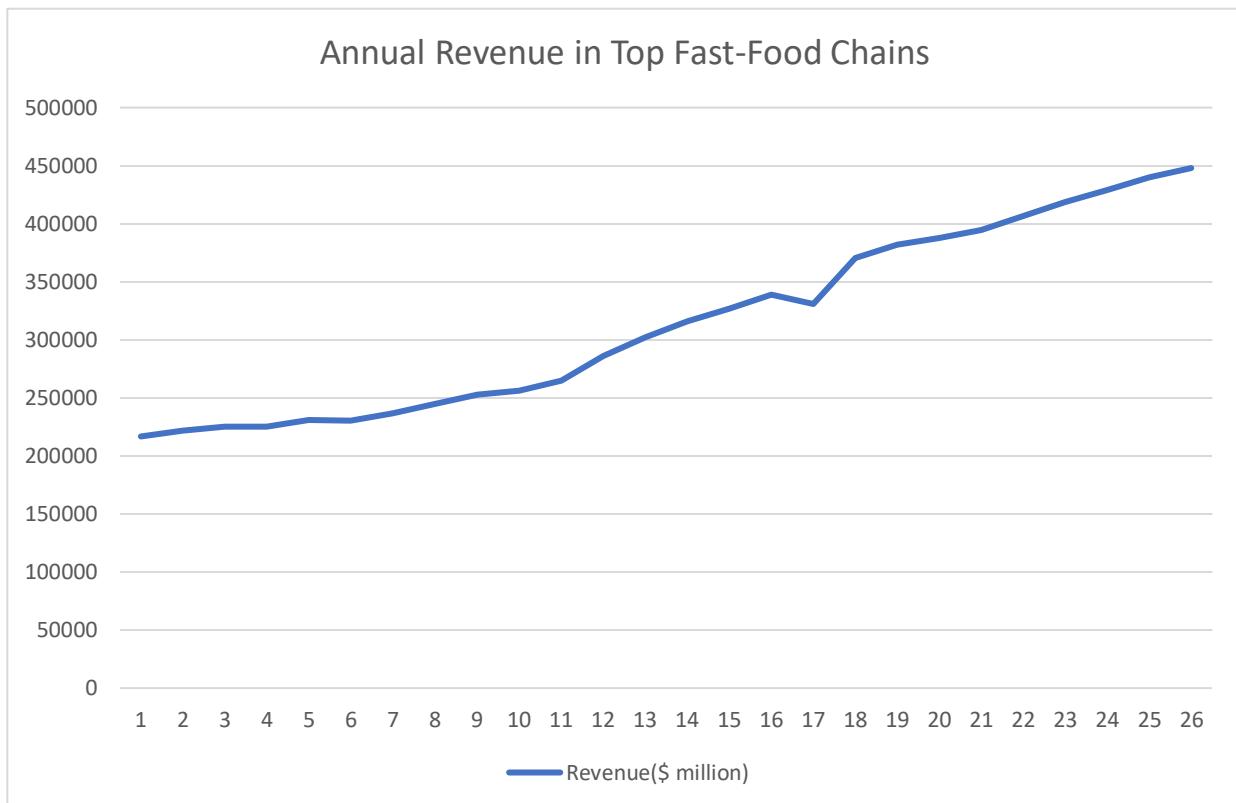
Guclu, A., Dees, J. G., & Anderson, B. B. (2002). The process of social entrepreneurship: Creating opportunities worthy of serious pursuit. *Center for the advancement of Social Entrepreneurship*, 1, 1-15.

Williams, T. A., Nason, R., Wolfe, M. T., & Short, J. C. (2023). Seizing the momentâ€”Strategy, social entrepreneurship, and the pursuit of impact. *Strategic Entrepreneurship Journal*, 17(1), 3-18.

# DATA VISUALIZATION

The data visualization project demonstrates the MRF's understanding of the importance of communicating data in a way that is accessible to the audience (journal, scientific, or lay audiences). This project underscores a beginning familiarity with data literacy, using web resources to find data, and data reporting standards.

Competencies needed to complete this task:	Finding data sets Understanding data Excel/ Experience
--	--



# GUIDED LEARNING EXPERIENCE

The guided learning experience allowed the MRF to identify skills and competencies they wished to grow to facilitate their learning. Each MRF planned and executed a learning experience that would help them be a better research assistant.

Competencies needed to complete this task:	Creativity Responsibility Self-reflection Commitment to Excellence Grit
--	---

LinkedIn Learning is an incredibly powerful tool for gaining common workplace skills. One skill that I wanted to develop was salesmanship and communication. With both LinkedIn Learning training videos and books (such as 10x Rule and The Way of the Wolf), I was able to study some of the important factors to success in any interaction or endeavor. What I found is that it always takes 10 times the amount of action to get the specific outcome one is looking for. Along these lines, one should always be looking to cater information to others' experience. As an RA, my role will be to put in the massive action required to reach massive research goals. This mindset is a soft skill that will benefit our team greatly as we set out to gain new insight on the frontier of entrepreneurship scholarship. The same goes with catering information and pitch (or, in this case, target goals) to the intended stakeholders. As we seek funding and other support for our research, it will be crucial to understand how to cater our message to those whose support we seek so that they personally understand and can get behind our research.

# SKILLS, COMPETENCIES, TRAINING

 This is to certify that: <b>Eric White</b> Has completed the following CITI Program course:  <b>Social &amp; Behavioral Research Investigators/Mentors</b> (Curriculum Group) <b>Social &amp; Behavioral Research Investigators/Mentors</b> (Course Learner Group) <b>1 - Basic Course</b> (Stage)  Under requirements set by: <b>Brigham Young University--Provo, UT</b>  Generated on 30-Mar-2024. Verify at <a href="http://www.citiprogram.org/verify?w60f06c72-57cf-47c4-964a-3187b47224d7-61780382">www.citiprogram.org/verify?w60f06c72-57cf-47c4-964a-3187b47224d7-61780382</a>	<p>Completion Date 19-Mar-2024 Expiration Date 19-Mar-2029 Record ID 61780382</p> <p><b>ID Number: 61780382</b> <b>Expiration Date: 3/19/29</b></p>
<p><b>Workshops &amp; Training Completed</b></p>	<p><b>Sales Training</b></p>
<p><b>Other Skills</b></p>	<p><b>Accountability</b> <b>Proactivity</b></p>