**Kiva zip: mission drift or niche extension?**

Robert Mittelman\*, MBA (Oxon.)

School of Business

Royal Roads University

2005 Sooke Road

Victoria, BC V9B 5Y2

Phone: 250-391-2600 ext. 4309

Email: [robert.mittelman@royalroads.ca](mailto:robert.mittelman@royalroads.ca)

Asbjorn Osland, Ph. D.

Lucas College and Graduate School of Business

San Jose State University

One Washington Square

San Jose, CA 95192-0070

Phone: 408-924-3574

Email: [asbjorn.osland@sjsu.edu](mailto:asbjorn.osland@sjsu.edu)

\*Contact Author

Subject Areas: Non-profit, Other (Organizational Change), Entrepreneurship