

2012

# Through the Opposite End of the lens: Market Reactions to Corporate Venture Capital

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## eCommons Citation

Janney, Jay J., "Through the Opposite End of the lens: Market Reactions to Corporate Venture Capital" (2012). *Management and Marketing Faculty Publications*. Paper 25.

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**INCREASING THE IMPACT OF SOCIAL ENTERPRISE: IN SEARCH OF A PERFORMANCE MEASUREMENT REGIME**

**Haley Allison Beer**, *University of Prince Edward Island*  
**Edward Gamble**, *University of Prince Edward Island*  
**Peter William Moroz**, *Deakin University*

This paper contributes to the field of social entrepreneurship research by reviewing the existing knowledge on performance measurement. Consideration is given to several measurement concepts and regimes that are currently in use within the sector. Using key categories that are found to be important within all social enterprises, (financial, customer, internal and learning and growth) the study culminates in the development of a set of potential indicators (the Solving Social Issues Card) and their operationalization that is based upon the Balanced Scorecard Approach. These insights serve as the foundation for further empirical research and testing.

**TOWARD MEASURING THE SOCIAL IMPACT OF ENTREPRENEURIAL FIRMS**

**Abigail McWilliams**, *University of Illinois, Chicago*  
**Rodney Shrader**, *University of Illinois, Chicago*

When large, for-profits engage in social value creation, this is generally referred to as corporate social responsibility (CSR) and the measure of social value is referred to as corporate social performance (CSP). There is an extensive literature on CSR and CSP, mostly concerned with the question of whether firms “do well” by “doing good” (Orlitzky, et al., 2003). The role of entrepreneurs and small firms in creating social value is less well understood and has been given much less attention. We integrate and extend the literatures on CSR, CSP and Social Entrepreneurship to examine measuring the social impact of entrepreneurs.

*Saturday, 1:45pm - 3:00pm in Studio 8*

**Conference Workshops: Teaching Ethics in Interdisciplinary Law-Business Settings**

**Helen S. Scott**, *New York University*  
**Karen Brenner**, *New York University*

This workshop will discuss and demonstrate the Professional Responsibility in Law & Business, which is offered jointly to MBA and JD candidates at the Stern School of Business and NYU Law School. The workshop will be conducted by Prof. Helen Scott (Law) and Prof. Karen Brenner (Stern), and will incorporate a case study which explores issues of corporate culture and integrity. This special section of Ethics/Professional Responsibility was created under the auspices of the Jacobson Leadership Program in Law & Business at NYU Law School, and satisfies the ethics requirement for both MBA candidates and JD students.

*Saturday, 1:45pm - 3:00pm in Studio 9*

**Conference Workshops: Founders and Co-Founders: A Workshop for Matching Skills, Personality, and Passion for Optimal Project Success**

**John Pearlstein**, *Richard Stockton College*  
**Kenneth Wm. Kury**, *Saint Joseph's University*  
**Tolulope Bewaji**, *Saint Xavier University*

The majority of successful new ventures are started by passionate teams of entrepreneurs with heterogeneous, yet complementary skills and resources. The process to find, interview, and evaluate, co-founders is a highly interactive activity. Yet in business courses, especially entrepreneurship courses, project team formation is many times left up to students who usually choose friends or individuals who sit near them. An experiential exercise would create better working teams for class projects, and also model for students the formation process in the real world. This workshop will engage colleagues in an active discussion of alternative approaches and offer illustrative classroom exercise.

*Saturday, 3:00pm - 3:30pm in Acadia/Bissonet Ballrooms*

**Refreshment Break with the Exhibitors**

*Saturday, 3:30pm - 4:45pm in Balcony I*

**Conference Workshops: Workshop Proposal – ApprenNet™: Virtual Apprenticeships for Teaching Entrepreneurial Lawyering**

**Karl S. Okamoto**, *Drexel University*  
**Anthony Luppino**, *University of Missouri, Kansas City*  
**Sherry Porter**, *Northern Kentucky University*

This Workshop offers a demonstration of a new technology for offering apprenticeship learning to aspiring transactional lawyers and other professionals. The technology offers a platform for delivering simulation exercises, feedback and expert demonstrations at scale, overcoming the high-cost of the traditional experiential learning model. The platform uses crowd-sourcing and social networking strategies to provide feedback to potentially hundreds of thousands of participants at a time.

*Saturday, 3:30pm - 4:45pm in Balcony J*

**Conference Workshops: IPAD AND WEB 2.0 PEDAGOGIC INNOVATIONS IN MARKETING: UTILIZATION OF ENTREPRENEURIAL SKILLS**

**Catherine E. Giunta**, *Seton Hill University*

This paper describes the implementation of iPad technology in an undergraduate marketing course. The resultant impact upon skill development, student effective use of the course’s textbook, and improved course performance support the use of this technological innovation.

This pedagogical approach calls on the students to implement entrepreneurial skills as they experience business (Marketing) projects. The university where this process occurred houses a national entrepreneurial center and includes entrepreneurial skills as one of the components of the liberal arts core curriculum. Challenges exist along with a realization that the preliminary research of this technology is in a very early stage.