Title: Realism and Social Entrepreneurship: How Moral and Opportunity Intensities Matter

Friday, October 13, 2017 from 12:00-1:30 PM in David Strong Building, room C112

ABSTRACT
We propose a theory explaining the processing of entrepreneurial opportunities, especially those with moral significance, by individuals in organizations. We explain why and how such opportunities are processed differently according to their moral and opportunity-related intensities. We explain the likely interactions between these intensities, and when these occur and what can result. We explain when the processing of issues with moral and entrepreneurial effects can fail. We provide these explanations by leveraging an existing issue-processing model, a model that assumes a realism-based perspective where the issues are objectively independently real. The explanations resonate because the model leverages the traditional textbook entrepreneurship opportunity evaluation criteria, and because a simplifying holistic view of intensity is made that aligns with the driving assumption that decision-makers are boundedly rational.

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