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Title
Post-disaster Social Entrepreneurship and Collaboration: From an Effectuation Perspective

Abstract

In efforts to form social enterprises, social entrepreneurs could plan things ahead (i.e., having clear goals, knowing who to partner with, researching the customers’ needs, analyzing the competitive landscape) or alternatively eschew any efforts to plan for the future – in other words, to effectuate (Sarasvathy, 2001). In the context of post-disaster environment, characterized by severe resource losses, emotional rollercoaster from witnessing disaster victims of disaster, individuals may have no time to systematically plan for establishing SEs as disaster responding organizations. The literature on effectuation informs us that under uncertainty and unpredictability, entrepreneurs control their resources and form stakeholders towards solidifying their goals and forming an enterprise. Although effectuation is a powerful concept used to explain various entrepreneurial action, it has not received the attention it deserves in social entrepreneurship particularly in the post-disaster environment.

In this essay, I argue that due to uncertainty and dynamics in post-disaster recovery, SEs have to embrace effectuation principles in the process of post-disaster social enterprise formation. Thus, I seek to integrate the literature on effectuation and post-disaster social entrepreneurship (PDSE) to explain why and under what conditions SEs as disaster responders are formed and how they collaborate with other stakeholders to create opportunities for disaster victims to recover.

Keyword

Post-Disaster, Social Entrepreneurship, Effectuation