

Séminaire de Recherche IREGE

Rachel BOCQUET (IREGE, Université Savoie Mont Blanc),
Gaëlle COTTERLAZ-RANNARD (IREGE, Université Savoie
Mont Blanc), Michel FERRARY (Geneva School of
Economics and Management, Institute of Management)

**Partnering with firms: Do non-profit organizations sell
their soul to the devil?**

Date : 30/03/2017

Heure : 12h00

Salle : 103 (IAE SMB Annecy)

Inscription : <https://doodle.com/poll/6mup49522643gds4>

Laboratoire IREGE
IAE Savoie Mont Blanc
4, chemin de Bellevue
74940 Annecy-le-Vieux
dir-irege@univ-smb.fr
@LaboIREGE



Collaboration between nonprofit and business sectors has been widely researched from the business perspective. To date, the literature on social alliances has not examined the models of conversion of capitals used by nonprofits in social alliances. To address this gap, we propose a theoretical framework based on Bourdieu's theory of forms of capital and the mechanisms of capital conversion. Since firms now must become more socially responsible through Corporate Social Responsibility (CSR), the traditional model of capital conversion for nonprofits has had to change to accommodate corporation and allied foundations as alternative sources of funding. Through alliances with firms, Nonprofit Organizations (NPOs) can convert their symbolic capital into economic capital, but in doing this, they run the risk of losing their symbolic capital as Environmental, Social and Governance (ESG) organizations. Based on a cluster analysis and a multinomial probit regression, the preliminary findings indicate that NPOs have developed four models of conversion to deal with businesses and the main explanatory factor for using one of the four models of conversion is the symbolic capital of nonprofits.

A VENIR - 06/04/2017 à 12h30 (IAE SMB Annecy)

Lydie BONNEFOY-CLAUDET & Caroline MORRONGIELLO (IREGE, USMB),

Consumer skepticism orientations on online platforms : the impact on customer relationship