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The internationalisation of FairShares model : where agency meets structure in US and UK company law

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Abstract

This chapter is a reflexive analysis of factors that are affecting the internationalisation of the FairShares Model (FSM) in the US and UK. The goal of the paper, however, is to explore how Giddens' (1984) structuration theory offers insights into the formation of social enterprises that offer alternative approaches to incorporation. Between September 2015 and January 2016, three social entrepreneurs used the FSM to constitute two new companies in the UK and US. A study of FSM early adopters provides an opportunity to explore how agents (social entrepreneurs) rewrite structures (Articles of Association) when they form a new social enterprise. By examining how the Articles of Dojo4Life Ltd (UK) and AnyShare Society (US) changed during debates about incorporation, the dialectical relationship between social entrepreneurial agency and institutional structures can be effectively theorised.

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Additional Information: This chapter is a primer for the FairShares Labs for Social and Blue Innovation project (Erasmus Plus) that runs from November 2017 to March 2019.

Uncontrolled Keywords: social enterprise, co-operatives, solidarity, incorporation, entrepreneurship, structuration theory

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The internationalisation of FairShares: where agency meets structure in US and UK company law. Chapter (PDF Available) · December 2016 with 271 Reads. This chapter is a reflexive analysis of factors that are affecting the internationalisation of the FairShares Model (FSM) in the US and UK. The goal of the paper, however, is to explore how Giddens' (1984) structuration theory offers insights into the formation of social enterprises that offer alternative approaches to incorporation. By examining how the Articles of Dojo4Life Ltd (UK) and AnyShare Society (US) changed during debates about incorporation, the dialectical relationship between social entrepreneurial agency and institutional structures can be effectively theorised. Discover the world's research. Uppsala model theory: Uppsala Model theory is an internationalization theory that is based on Swedish study manufacturing firms that pursue foreign markets [15]. The assertion by Uppsala is that internationalization is more of a slow incremental process. It is the situation where being without the market knowledge and uncertainty is transformed into an experiential learning process. This leads to a notable gradual increase in various activities as regard to direct investment and foreign sales. The theory is derived from behavioral theory [8]. The strength of Uppsala is principled on the kn