

Special Issue Call for Papers: International Journal of Rural Management

Cooperatives: Social and Sustainable Enterprises

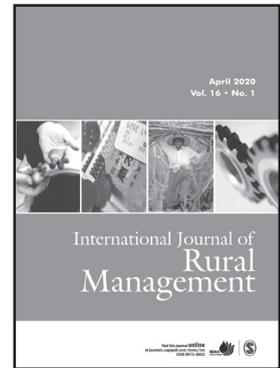
Guest Editor

Harekrishna Mishra

Professor, Institute of Rural Management Anand

Last Date of Submission: 30 September 2020

Expected Date of Publication: 31 January 2021



ISSN: 0973-0052

2 issues per year

Introduction

Cooperatives through the seven principles of cooperation have showcased the examples how these entities are people-centred enterprises. These enterprises are no different from any business enterprises, and yet these are owned, controlled and managed by the members who come together voluntarily to realise their common economic, social, and cultural needs and aspirations (ICA 2015). As per the Sustainable Development Goals (SDGs) of the United Nations (UN) and decent work narratives of the International Labour Organization (ILO), it is far more imperative that all forms of enterprises need to work for sustainability (ILO 2018). SDGs mandate, through its 17 goals, narrate broad contours and yet very emphatic outcomes concerning society, environment and development with distributive justice as opposed to mere growth (Rawls 1971). Large and top-ranked business organisations today agree that businesses need to adopt strategic initiatives to not only remain growth oriented but also contribute to society, environment and local communities where their businesses are (ICA-AP 2019). Cooperatives, by nature and in principle, are implicitly involved in meeting these imperatives and the illustrative metrics include self-help, self-governed, democratic, equality, equity and solidarity (ILO 2018). With reference to SDGs, it is quite important to note that globally inequality is still in existence, though decreasing slowly (Anthony, James, and Rodrigo 2019; Höhler and Kühl 2016).

Growth in state-owned large enterprises, state-owned and closely held companies have led to inequality in the economic inequalities and existence of investor-owned firms, member-owned cooperatives and mutual insurance companies constitute only part of such activities (Höhler and Kühl 2016). It lays emphasis on the existence of cooperative society as the basic sustainable development structure to ensure adherence to SDGs through social entrepreneurship and enterprises (Chiara and Carpita 2014). It is thus important to understand the applicability of organisational forms that a social enterprise could adopt and pursue by assessing the best practices and organisational performance this form could bring in. Such forms include inter alia, small producer organisations, producer companies, hybrid organisations and federations with ambidexterity set-ups and affinity for embracing innovativeness while displaying resilient architectures (Alho 2016; Turner, Swart, and Maylor 2013).

<http://journals.sagepub.com/home/irm>

Emergence of digital age and industry 4.0 (Qurrata et al. 2020) has provided enough challenges to the cooperative structures, and sustainability of such social enterprises lies in adaptability of the technologies to remain competitive and pursue resilient organisational life cycles while ensuring maintenance of core principles (Cook and Iliopoulos 2016; Nadeau and Nadeau 2018). Since the core principles of cooperatives intend to address basic inequalities and yet pursue business logics with entrepreneurial acumen, it is quite timely that such enterprises are studied in detail through the lenses of sustainable development, social enterprises and their adaptability for resilience (Cook 2018; Mastronardi and Romagnoli 2020; Tremblay et al. 2019).

As per World Cooperative Monitor 2019 (ICA-AP 2019), there is evidence of cooperatives displaying very successful and resilient organisational forms, and have the potential to successfully contribute to SDGs. This observation needs to match with the extant literatures to understand and assess what lies for the cooperatives to remain sustainable and resilient in future, especially as social enterprises. The literature includes diverse topics like collective actions and collaborative arrangements emerge as solutions to market and government failures (Krueger 1990). Collective action and cooperation have the potential to break the vicious circle of institutional endogeneity (Markelova and Meinzen-Dick 2009), collective actions make positive changes in economic and social life of people (Ostrom 1990); formal and informal institutional arrangements safeguard collaborative arrangements and thus encourage value creation (Ostrom 1990; Padmanabhan 2008). It is also important to understand the emergence stories of cooperatives and their contributions with diverse ontological presentations and artefacts, especially with life cycle orientation (Cook and Chambers 2007; Peng et al. 2009; Vanni 2013; Vedeld 2000), and neoclassical treatments to cooperatives and cooperative entrepreneurship (Royer 2014). In addition, resilient behaviour and effects on member continuity leading to better OLCs in cooperatives are important dimensions of research (Cook and Chambers 2007).

In this special issue, it is aimed at bringing a comprehensive view on cooperatives with associated ontological behaviour and artefacts displaying ambidexterity, resilient and sustainable social enterprises, responsive value chain agents, adaptability to innovative technology interfaces and market orientation in digital age and industry 4.0, and above all contributing to SDGs (Birchall 2004; United Nations 1998; Vaidyanathan 2004; Vicari and De Muro 2012). This issue is primarily interested in knowing what makes cooperatives and other related forms of social enterprises successful as opposed to the misconceptions that only large business houses perform well and are sustainable. The unit of analysis can be for any form of social enterprises contributing to seven principles of cooperation while displaying sustainable and resilient value chain-based business models. Interdisciplinary, theoretical, conceptual and empirical papers are welcomed with strong and relevant research methods. The intended outcome of the work should primarily lead to contribute to the extant literature on cooperatives, sustainable development and sustainable social enterprises. The outcome is also intended to contribute to policies related to cooperatives and related forms of organisations with member centrality. Broad topics for contributions are not limited to, but include the following:

1. Genesis of cooperatives and their contributions to member centrality, sustainable business and development
2. Contributions of cooperatives towards meeting SDGs
3. Cooperatives as resilient and sustainable social enterprises
4. Technology adoption and industry 4.0 effects on cooperatives

5. Value chains and effects on member centrality and cooperative life cycles
6. Social networks, divides, and effects on cooperatives and relevant forms of organisations
7. Evidence of applied ambidexterity, and its relevance in cooperative and relevant forms of organisations
8. Theory, frameworks, simulations and models for design, development and assessment of effects of structure, governance, life cycles on performance, and benchmarks of cooperative and relevant forms of organisations across sectors

Please find Submission Guidelines at

<https://journals.sagepub.com/author-instructions/IRM>

References

- Alho, E. 'Survey Evidence of Members' Willingness to Invest in Agricultural Hybrid cooperatives'. *Journal on Chain and Network Science* 16, no. 1 (2016): 41–58. doi:10.3920/JCNS2014.0006 41
- Anthony, S., D. James, and L. Rodrigo. *Global Wealth 2019: The Year in Review*. Zurich: Credit Suisse Group AG, 2019, October.
- Birchall, J. *Cooperatives and the Millennium Development Goals*. Geneva: ILO, 2004.
- Carini, C., and M. Carpita. 'The Impact of the Economic Crisis on Italian Cooperatives in the Industrial Sector'. *Journal of Co-operative Organization and Management* 2, no. 1 (2014): 14–23.
- Cook, M. L. 'A Life Cycle Explanation of Cooperative Longevity'. *Sustainability* 10, no. 5 (2018): 1586. doi:10.3390/su10051586.
- Cook, M. L., and M. Chambers. *Role of Agricultural Cooperatives in Global Netchains* (Working Paper for the Montpellier Workshop). Wageningen: INRA-MOISA and Wageningen University, 2007.
- M. L. Cook and C. Iliopoulos. 'Generic Solutions to Coordination and Organizational Costs: Informing Cooperative Longevity'. *Journal on Chain and Network Science* 16, no. 1 (2016): 19–27.
- Höhler, J., and R. Kühl. 'Organisation of German Livestock Production from the Bottom Up: A New Institutional Economic Analysis of Dairy Cattle Breeding'. *Journal on Chain and Network Science* 16, no. 1 (2016): 7–18. doi:10.3920/JCNS2014.0005 7.
- ICA. *Guidance Notes to the Co-operative Principles*. International Co-operative Alliance, 2015. Accessed 20 February 2020. <https://www.ica.coop/sites/default/files/publication-files/ica-guidance-notes-en-310629900.pdf>
- ICA-AP. *The 2019, World Cooperative Monitor*, 2019. Accessed 11 May 2020. <https://monitor.ica.coop/sites/default/files/publication-files/wcm2019-final-1671449250.pdf>
- ILO. *Decent Work and the Sustainable Development Goals: A Guidebook on SDG Labour Market Indicators*. Geneva: ILO, Department of Statistics, 2018.
- Krueger, A. O. 'Government Failures in Development'. *Journal of Economic Perspectives* 4, no. 3 (1990): 9–23.
- Markelova, H., and R. Meinzen-Dick (2009). *Collective Action for Smallholder Market Access* (CAPRI Policy Brief No. 6). Washington, DC: IFPRI.

- Mastronardi, L., and L. Romagnoli. 'Community-based Cooperatives: A New Business Model for the Development of Italian Inner Areas'. *Sustainability* 12, no. 5 (2020): 2082. doi:10.3390/su12052082.
- Nadeau, E. G., and L. Nadeau. *The Cooperative Society: The Next Stage of Human History*. 2nd ed. 2018.
- Ostrom, E. *Governing the Commons: The Evolution of Institutions for Collective Action*. Cambridge: Cambridge University Press, 1990.
- . 'Crossing the Great Divide: Coproduction, Synergy, and Development'. *World Development* 24, no. 6 (1996): 1073–87.
- Padmanabhan, M. A. 'Collective Action in Agrobiodiversity Management: Gendered Rules of Reputation, Trust and Reciprocity in Kerala, India'. *Journal of International Development* 20, no. 1 (2008): 83–97.
- Peng, M. W., S. L. Sun, B. Pinkham, and H. Chen. 'The Institution-based View as a Third Leg for a Strategy Tripod'. *Academy of Management Perspectives* 23, no. 3 (2009): 63–81.
- Rawls, J. *A Theory of Justice*. Cambridge, MA: The Belknap Press of Harvard University Press, 1971. (Copyright © 1971 by the President and Fellows of Harvard College. Reprinted by permission of the publishers.)
- Royer, J. S. 'The Neoclassical Theory of Cooperatives: Part II'. *Journal of Cooperatives* 28, no. 1 (2014): 20–35.
- Qurrata, V. A., E. Yusida, V. Purnamasari, and W.-C. Huang. 'Strengthening the Institution of Small-scale Online Market Seller Community to Improve their Social Welfare on Industry Revolution 4.0 Era'. *Review of Integrative Business and Economics Research* 9, Supplementary Issue 2 (2020): 438–47.
- Tremblay, E., A. Hupper, and T. M. Waring. 'Co-operatives Exhibit Greater Behavioral Cooperation than Comparable Businesses: Experimental Evidence'. *Journal of Co-operative Organization and Management* (2019). Accessed 11 May 2020. <https://doi.org/10.1016/j.jcom.2019.100092>
- Turner, N., J. Swart, and H. Maylor. (2013). 'Mechanisms for Managing Ambidexterity: A Review and Research Agenda'. *International Journal of Management Reviews* 15, no. 3 (2013): 317–32.
- United Nations. *Status and Role of Cooperatives in the Light of New Economic and Social Trends Report of the Secretary-General* (United Nations A/54/57). New York, NY: United Nations, 1998.
- Vaidyanathan, A. 'Draft Final Report of the Task Force on Revival of Cooperative Credit Institutions'. 2004. Accessed 11 May 2020. <https://www.nabard.org/demo/auth/writereaddata/File/DCRR%20-%20Annexures.pdf>
- Vanni, F. *The Role of Collective Action in Agriculture and Public Goods: The Role of Collective Action*. Berlin: Springer Science & Business Media, 2013.
- Vedeld, T. 'Village Politics: Heterogeneity, Leadership and Collective Action'. *The Journal of Development Studies* 36, no. 5 (2000): 105–34.
- Vicari, S., and P. De Muro. *The Co-operative as Institution for Human Development* (Working Paper No. 156). Rome: Roma Tre University, Department of Economics, 2012.