

# Social Enterprise and Social Impact in Developing Economies

The Centre for Entrepreneurship and Sustainability (CES) proudly presents the 3rd CES Conference.

We invite social enterprises, scholars, and early career researchers to a one-day conference dedicated to exploring the future of social enterprise in Africa, Latin America, and the Middle East.

Join us for a day of scholarly exchange, critical dialogue, and networking, as we reflect on how social enterprises are shaping impact across diverse and dynamic contexts.

This event is supported by the British Academy's ODA International Interdisciplinary Research Programme. Award reference: OIIRP230329

## CES 2025

18 September 2025 | 9am – 5pm

Brunel University of London | Eastern Gateway 003

Kingston Ln, Uxbridge | UB8 3PH, United Kingdom

Professor

**Diane Holt**

University of Leeds  
Business School



**KEYNOTE SPEECH**

## **RESEARCHING AMONGST HYBRID SOCIAL ENTERPRISES AND THEIR BENEFICIARIES – INSIGHTS FROM THE FIELD**

**This keynote** focuses on the process of undertaking fieldwork in different institutional contexts and insights on the kinds of issues, techniques and approaches that should be considered when researching in hard-to-reach communities and challenging contexts.

**Professor Holt** is an internationally recognised scholar on hybrid social enterprises and businesses in the informal economy. Her research explores how enterprises in low-income contexts contribute to sustainable development and poverty alleviation, with a particular focus on Africa.

**Thursday 18 September** | 09:45am – 10:45am

**Brunel University of London** | Eastern Gateway 209

# PROGRAMME

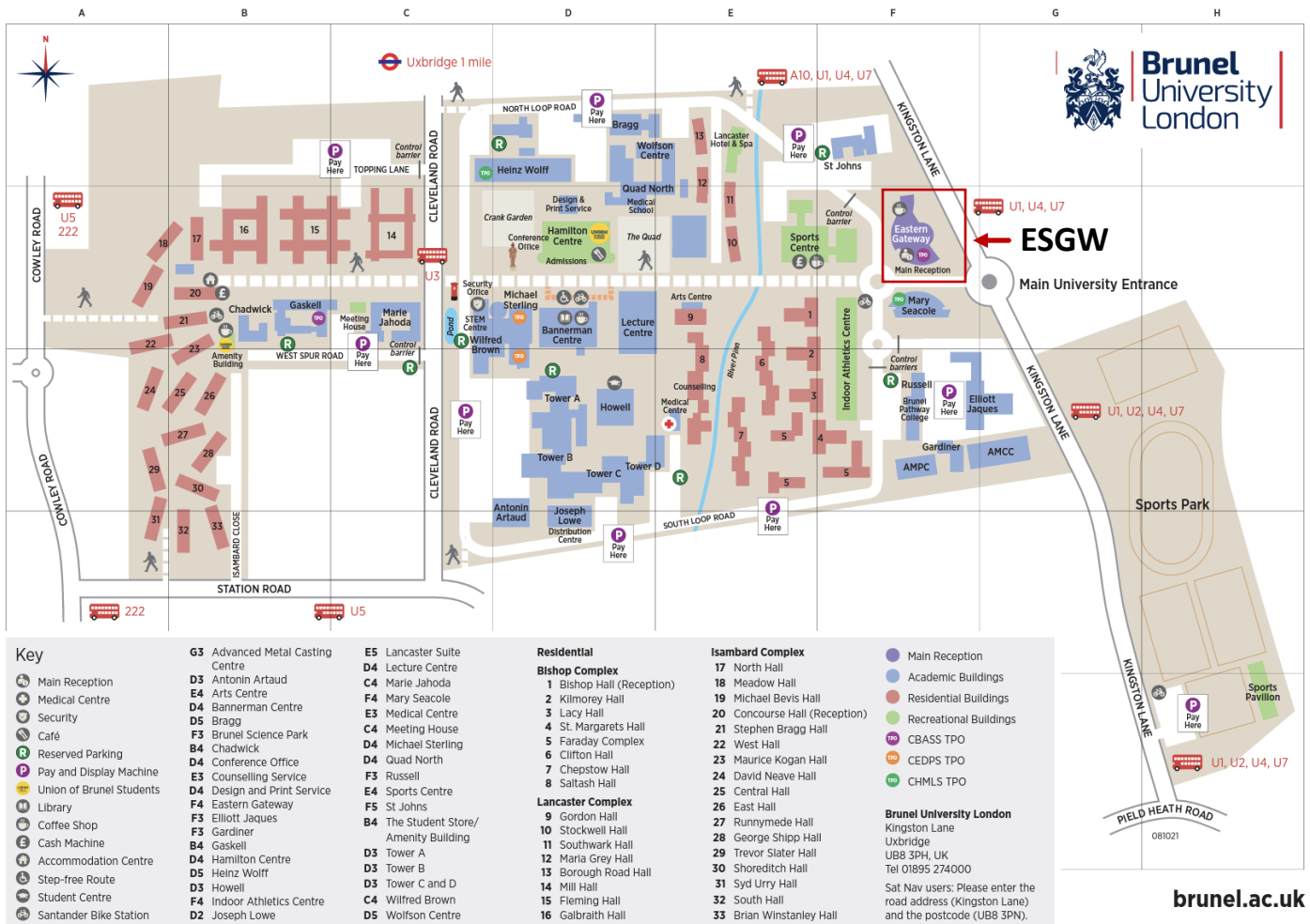


09:00 – 09:30	<b>Registration</b>
09:30 – 09:35	<b>Welcome</b> Professor Caroline Scarles, Vice Dean Research, Brunel University of London
09:35 – 09:45	<b>Project Presentation:</b> Overview of Doing Good, Growing Strong, British Academy <i>Dr Farah Al Taji</i> , Brunel University of London
09:45 – 10:45	<b>Keynote:</b> Researching amongst hybrid social enterprises and their beneficiaries- insights from the field, <i>Professor Diane Holt</i> , University of Leeds
10:45 – 11:00	Break 1
11:00 – 12:15	<b>Panel Discussion</b> Catalysing Change: Exploring the Social Entrepreneurship Ecosystem in Developing Contexts, Panellists: <i>Yafa Shanneik, Awele Achi, Adnen Ben Hadj Yahia</i> , Andrew Collingwood, Ainurul Rosli Moderator: <i>Marios Samdanis</i> , Brunel University of London
12:15 – 13:00	Lunch
13:00 – 13:50	<b>Project Presentation:</b> Digital Crowdfunding in Social Entrepreneurship Project <i>Professor Catherine Wang</i> , Brunel University of London
14:00 – 16:00	<b>Paper Presentations</b> Moderator: <i>Dr Ibrahim Al-Jubari</i> , Brunel University of London  A Differentiated Maturity Framework for Social Enterprise Governance: Saudi Arabia's Approach to Institutional Development, <i>Mohammed Alkadi</i>  Relationship Between Dynamic Capability, Proactive Environmental Strategy and SME Performance in Nigeria, <i>Solomon Jeresa</i>  Break 2  Social Entrepreneurship and the Innovation Ecosystem in Jordan: Pathways to Inclusive and Sustainable Development, <i>Dua Abojaradeh</i>  Reimagining Social Development through Taha Abdurrahman's Trusteeship Paradigm: A Case Study of Jordan's Impact Ecosystem, <i>Ghufran Abudayyeh &amp;</i> <i>Omama Hamashah</i>
16:00 – 17:00	<b>Workshop:</b> Forum Theatre, <i>Dr Kiran Kandade</i> , Brunel University of London

# CAMPUS MAP AND ACCESSIBILITY

**Brunel**  
University  
of London

**Brunel**  
Business  
School



Eastern Gateway  
Building

## ESGW 003 (Eastern Gateway Ground Floor)

Enter the Eastern Gateway Building (Main Reception). ESGW 003 is situated on the ground floor, in close proximity to the Starbucks café.

## Parking

If you require parking, please ask at the Main Reception on the day, or contact the event organiser at [marios.samdanis@brunel.ac.uk](mailto:marios.samdanis@brunel.ac.uk) in advance.