

HUMANE ENTREPRENEURSHIP: AN ICSB FLAGSHIP.

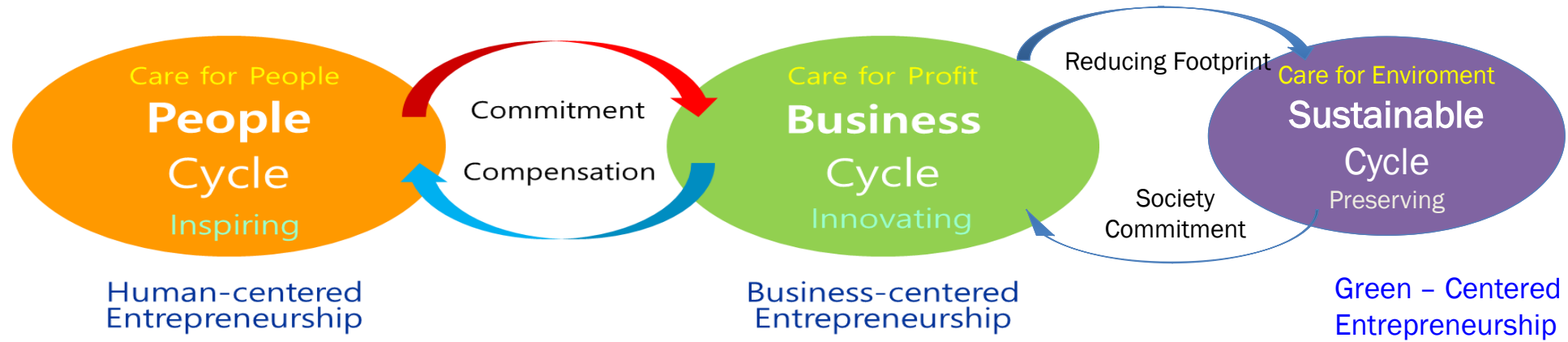
RECONNECTING THE DOTS AND MOVING FORWARD

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Humane Entrepreneurship: the vision



Humane Entrepreneurship: the need and the CEOs debate

INVESTING IN
EMPLOYEES



SUPPORTING
OUTSIDE
COMMUNITIES

DEALING
ETHICALLY
WITH
SUPPLIERS



DELIVERING
VALUE FOR
CUSTOMERS

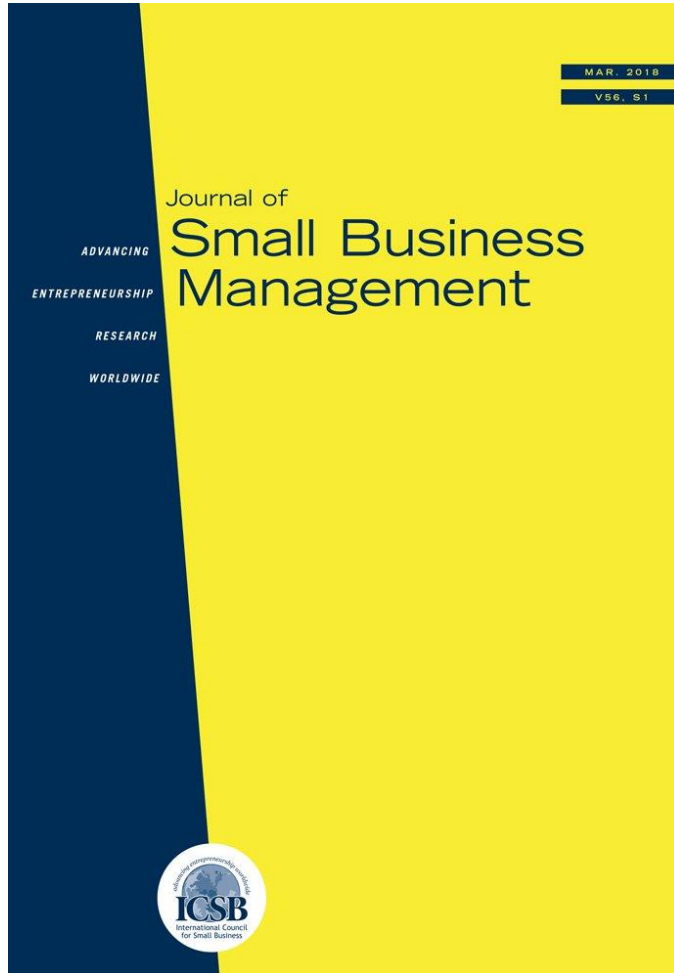


LOCCIONI GROUP.

- The majority of dishwashers and washing machines produced worldwide are tested with machines designed and built by Loccioni and exported to 40 different countries
- Loccioni it also deals with auto parts and it is also world leader on testing fuel injectors, systems for environmental monitoring and energy.
- Humane resorces come from selection processes that Loccioni does while they are in the school. Loccioni have also created an incubator.
- Personal development of employees is a fundamental challange for Loccioni
- The plant is the center of the local community

<https://www.youtube.com/watch?v=zc44HsM67dw>

Humane Entrepreneurship: the seminal studies



Journal of Small Business Management 2018 56(S1), pp. 10–29

<https://doi.org/10.1111/jsbm.12431>

Humane Entrepreneurship: How Focusing on People Can Drive a New Era of Wealth and Quality Job Creation in a Sustainable World

by Ki-Chan Kim, Ayman ElTarabishy, and Zong-Tae Bae

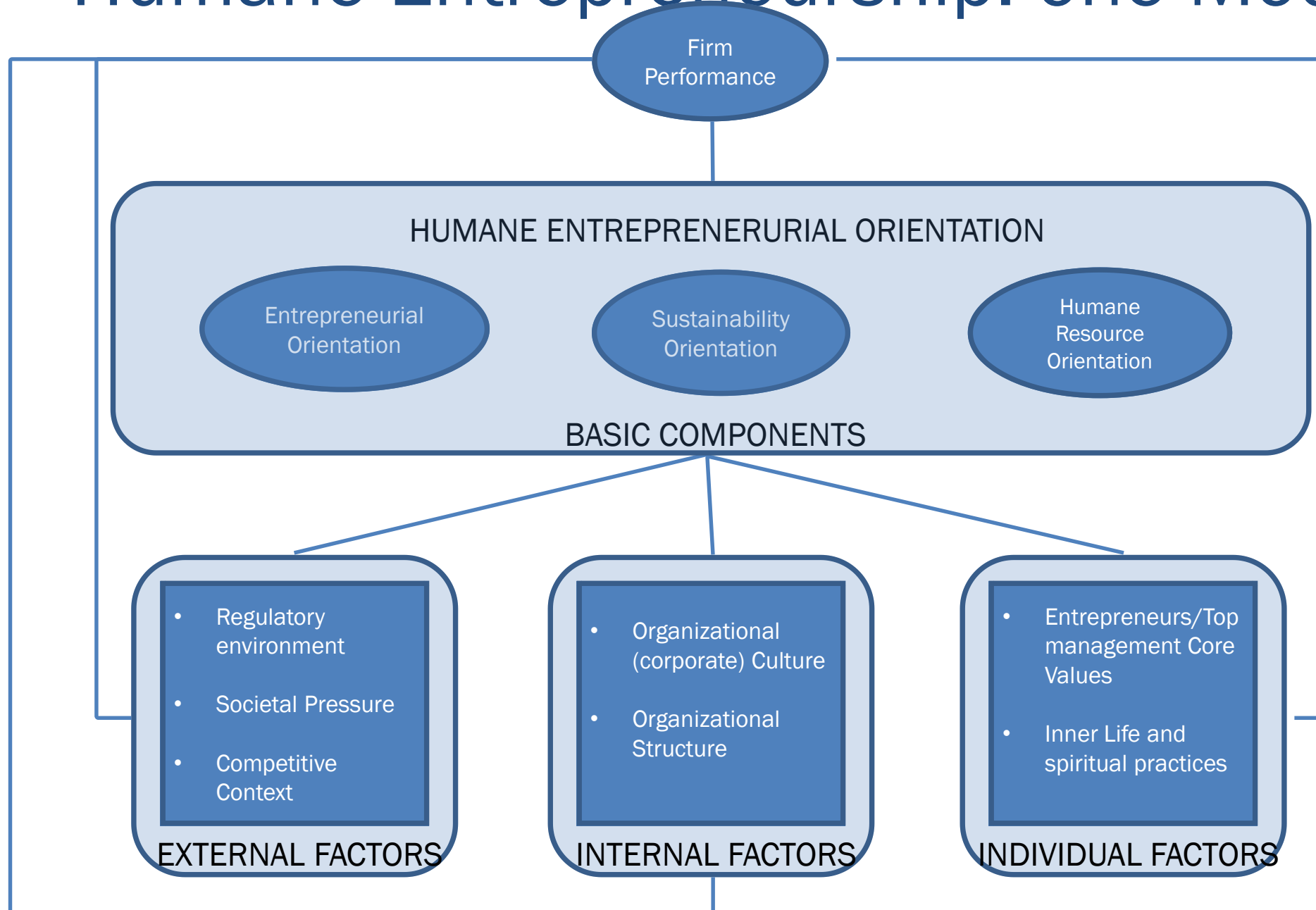
Journal of Small Business Management 2018 56(S1), pp. 30–52

<https://doi.org/10.1111/jsbm.12432>

The Epistemology of Humane Entrepreneurship: Theory and Proposal for Future Research Agenda

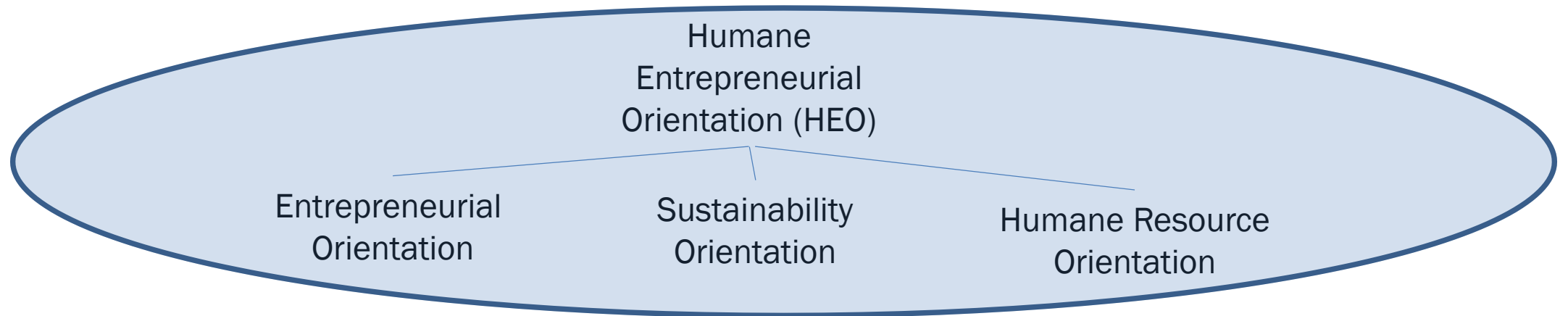
by Roberto Parente, Ayman ElTarabishy, Massimiliano Vesci, and Antonio Botti

Humane Entrepreneurship: one Model



Humane Entrepreneurship: The Humane Entrepreneurial Orientation (HEO)

An enlarged entrepreneurial strategic posture (ESP):
Humane Entrepreneurial Orientation (HEO)



HEO Main characteristics

- DEFINITION → Strategic Posture
- DIMENSION TYPOLOGY → Behavioral and Attitudinal
- MEASUREMENT LEVEL → Firm
- COMPONENTS → Entrepreneurial Orientation (EO), Sustainable Orientation (SO), Humane Resource Orientation (HRO).

Similar to EO and its dimensions, the three HEO components, not necessarily should have to be present in a firm at the same time. But HEO requires the contemporary presence of the three constructs to some extent

HumEnt and HEO: Actual Issues

Measurement:
measurement for research and
for policies

Humane Entrepreneurship: where are we now?

Developing the measurement scale of HEO

HEO measurement scale: Steps and methodology

The multi-step process for developing a measurement scale

Elaboration from Bagozzi (1980), Bearden, et al. (1993), Churchill (1979)

STAGE 1:

Specify domain and dimensionality of the construct

Literature review, Experience surveys, Focus Groups

Generate sample of items

Assess content validity (add, delete, modify items)

Experts Judges, Experience surveys, Focus Groups

STAGE 2:

Administer instrument to sample

Exploratory factor Analysis

Assess items and instruments (purify items and/or understanding of construct)

Compare alternative models of the construct

Confirmatory factor Analysis (CFA)

STAGE 3:

Assess Internal Validity (construct, concurrent, nomological)

CFA
Pearsons correlations

Asses reliability (internal, consistency, test re-test)

CFA
Pearsons correlations

Assess Generalizability

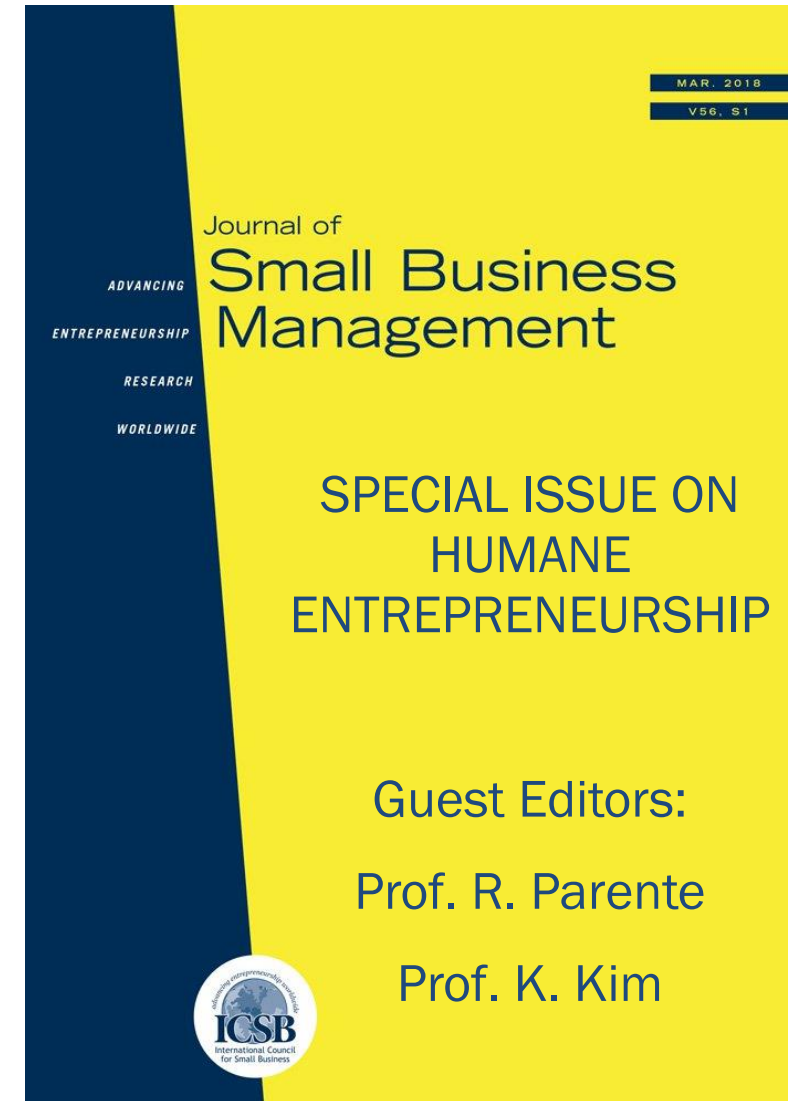
CFA
Multiple Samples
OLS regressions

HumEnt and HEO: an agenda to validate the measurement scale

- Starting the dialogue with CEOs/top managers after the Salerno Conference on **17th/18th November 2019**.
- Sharing the items' list with scholars and CEOs/top managers by **1st December 2019**
- Receiving the refined list and discussing it by **20th December 2019**.
- Receiving adhesion by the country interested in the development of the scale by **31st December 2019**.
- Starting the first round of data collection **01st January 2020**.
- Starting the second round of data collection **01st February 2020**.
- Data collection ends by **31st march 2019**.

HumEnt and HEO: where to discuss?

- Call Ends July 2020





THANK YOU!

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