

SUS21

MINDSETS AND CONTEXTS: UNDERSTANDING STRATEGIC CHOICES IN FOR-PROFIT AND NON-PROFIT SECTORS

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Abstract

Dominant and institutional logics provide competing perspectives for understanding the divergent strategic operational decisions made by for-profit and non-profit organizations in addressing societal challenges. This study employs vignette-based experiments to critically examine whether managerial mindset or organizational context exerts a greater influence on these strategic choices. Managers from both sectors are recruited as participants to engage in a collaboration-competition dilemma set within distinct for-profit and non-profit decision contexts. The findings enrich our understanding of how managers' identification with specific organizational contexts—or the inherent decision contexts—shapes their strategic choices, thereby advancing theories of social impact across diverse organizational landscapes.

Conference Track

Sustainability Issues in Decision Making