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Nota di contenuto	The social business hybrid organization - an ideal type hybrid organization? -- Hybridity in organizational theory - an institutional logics perspective -- Success in the context of social business hybrids - a complex theorizing challenge -- Challenges of social business hybrids which arise from a hybrid organizational structure.
Sommario/riassunto	Hybrid organizations combine elements of well-established, institutionalized structures and thereby move away from conventional organizational practices. The present research reveals that when hybrid organizations develop their operations, they are faced with challenges that are unique and unexplored and which are often grounded in their hybrid structure. Social business hybrids were chosen as an ideal setting for the study of organizational hybridity based on their unique organizational structure, which is characterized by a mix of commercial for-profit and charity logic. Contents The social business hybrid organization - an ideal type hybrid organization? Hybridity in organizational theory - an institutional logics perspective Success in the context of social business hybrids - a complex theorizing challenge Challenges of social business hybrids which arise from a hybrid organizational structure Target Groups Researchers and students in the

fields of economics, business administration, entrepreneurship, and management Entrepreneurs, innovators and newcomers in the social business ecosystem The Author Dr. Lisa von der Heydte is a social impact professional with profound international experience that spans large-scale projects with humanitarian and development organizations on leveraging donor funding through innovative financing mechanisms, as well as practical scaling-support for local social business innovations. She currently heads Social Impact Partners as their Director for Business Development.

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