



**Maynooth
University**

National University
of Ireland Maynooth

**School of Business
Research Seminar Series 2018-2019**

‘Soft Power: Building and Maintaining Effective Collaborations’

Professor Peter McNamara

Date: Wednesday, 10 October 2018

Time: 12.00pm

Venue: Eolas Boardroom

Paper Abstract

The paper examines the resource mobilization efforts undertaken by a social venture to organize the 2003 Special Olympics World Summer Games and bring about a change in social attitudes towards the cause of learning and intellectual disabilities. In contrast to previously advanced views of social ventures as powerless actors, this study finds instead that they are able to leverage the visibility afforded by large-scale events to create positions of mutual dependence, which allow them to access broad support bases and assert themselves in relationships with external parties. Specifically, this study finds that resource mobilization involves six distinct tactics rooted in the softer forms of power, namely, attraction and inducement. The use of these soft-power tactics depends upon the social venture’s goal at different moments of the relationship with its partners and the level of support available from each external party.

The talk will be of interest for those working in the fields of management, inter-organisational collaboration and social ventures. It will also speak to those interested in publishing in top-level management journals, as Professor McNamara will also reflect on the review process, based on his experience of publishing this study in the Journal of Management.

About the Speaker

Peter Mc Namara is Professor of Management and Head of Maynooth University School of Business. His research focuses on the process and performance consequences of collaboration within and between organisations, and of management and career decisions upon business schools, universities and employees. His work has been published in leading journals including the Journal of Management, Academy of Management Education and Learning, Journal of Product Innovation Management, Research Policy, Journal of Business Venturing, British Journal of Management, Technovation, Long Range Planning, and the Journal of World Business, amongst others.

To RSVP, please email business@mu.ie