

Action Research in Social Entrepreneurship: A Framework for Involvement

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This paper presents a social entrepreneurship undertaking that has been both a motivation and exemplar to develop action research methods. The complexity of social entrepreneurship and action research processes are presented, highlighting the need for an organising framework that will both provide support and allow for flexibility. The Action Research Cycle, with five key episodes and an emphasis on the dynamics of ebb and flow, is proposed as a framework for understanding and managing social entrepreneurship projects. Drawing on the social entrepreneurship project *Mushuk Muyu*, examples highlight the application and use of the framework. The paper concludes with key insights, strengths and weaknesses, and the benefits of using the framework.

Key words: action research, social entrepreneurship, research method, participation, framework

Introduction

Academics are increasingly choosing research environments that are rich in complexity and that provide an opportunity for learning. Additionally, academics are realising that in some of these environments their active participation rather than passive observation would be beneficial. This paper describes one such research setting, the project *Mushuk Muyu*.