SEMINAIRE DE RECHERCHE

IREGE
INSTITUT DE RECHERCHE
EN GESTION ET ÉCONOMIE

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Séminaire du 15/10/2020

12H30 — Amphi 108 (IAE SMB Annecy)

https://doodle.com/poll/rad783c9mt8e7zrq

Participer à la réunion Zoom
https://zoom.us/j/94749265571?
pwd=NHcveE54b3VITWNiYmJFODJSaFdmdz09

N° de réunion : 947 4926 5571
Code secret : z8u4Yu

Agenda

22/10/2020, Liudmila IVVONEN (GEM, USMB IREGE), The role of "place" in entrepreneurship

Calendrier des séminaires

https://urlz.fr/dSB9

Adélie RANVILLE (GEM, USMB IREGE)

Participation patterns and drivers of participation to the governance in new cooperatives: the case of an energy cooperative in France

Energy cooperatives encourage the energy transition and defend a vision of a democratic management of the energy. Enacting this vision require however to encourage an active participation of members. The motivations behind member's participation in community energy are diverse, and participants can form heterogeneous groups (Bauwens, 2016; Radtke, 2014). The drivers of participations such as collective identity, social networks, social norms, trust or financial incentives are also interacting in a complex way (Hoffman & High-Pippert, 2010). The paper proposes to use a method accounting for this complexity. The study rely on original data collected through a survey with a French energy cooperative. The questionnaire was sent to all members (around 4000) and 395 questionnaires were completed. The level of participation was evaluated in a fine-grained way through self-reported behaviours. Data were analysed through a fuzzy set Qualitative Comparative Analysis, QCA (Ragin, 2008). This method allows to cope with the equifinality and the complex interactions between the factors identified in the literature. Our results shows that multiple paths to participation exist and suggest that expertise do matter for participation into energy cooperatives, but that social interactions may be a substitutive path to cope with inexperience. The results can help energy cooperative to propose adapted forms of participation matching different profiles.