

## Looking Back – Looking Forward

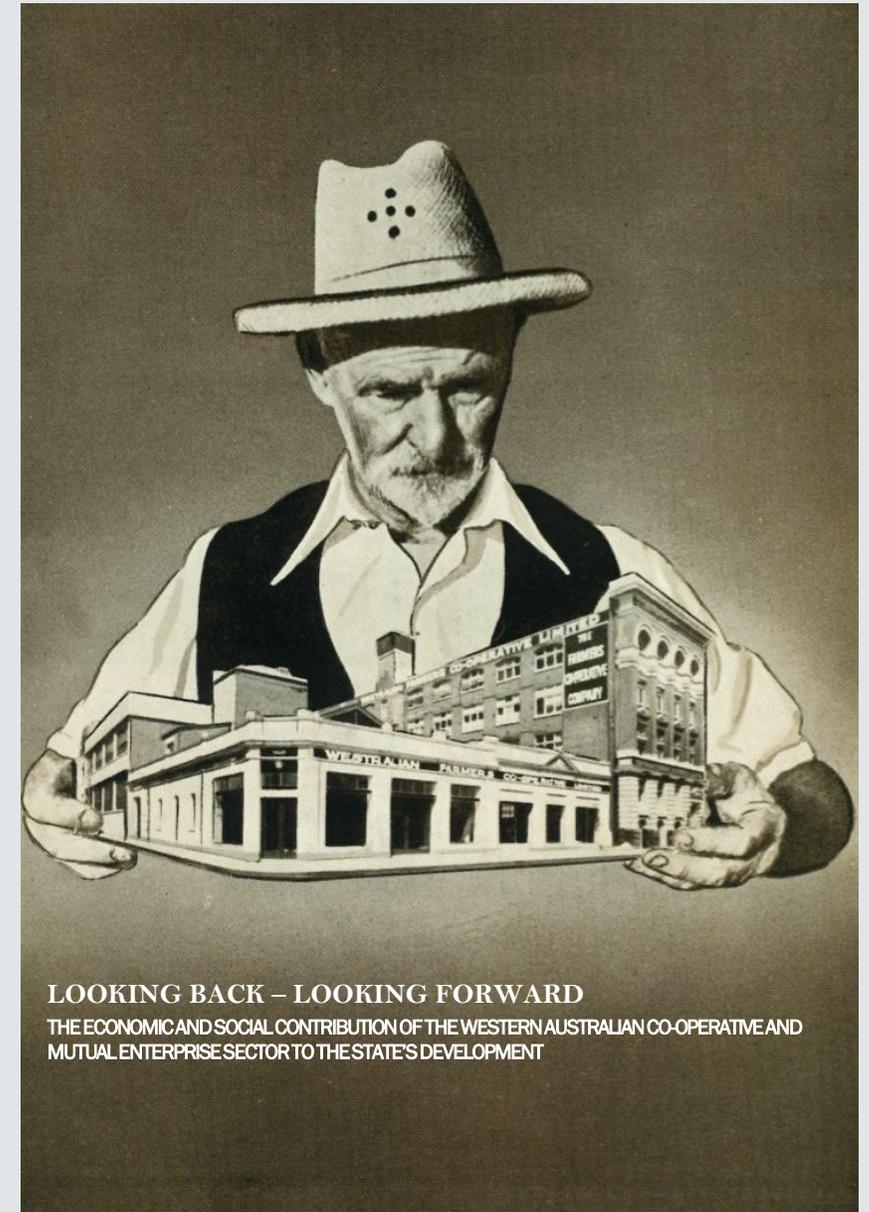
The economic and social contribution of the WA Co-operative and Mutual Enterprise sector to the state's development

# UPDATE ON THE RESEARCH PROJECT

Winthrop Professor Tim Mazzarol

# Aims of the study

Despite the importance of the CME sector to the State, there has been no systematic examination of the economic and social contribution these organisations make to WA, and relatively little attention given to this economic and social history at a national level.



# Research Objectives

The study will be guided by the following research questions:

1. What main economic and social contributions have been made by the CME sector to WA since 1829?
2. How did community collaboration and existing social capital influence the foundation and sustainability of CMEs in WA?
3. What role has government legislation and policy played in shaping the growth and decline of the CME sector in WA?
4. How have CMEs played a role in addressing market failures within selected industries across WA?
5. What impacts have changes in industry structure and market competition had on CMEs within WA?
6. What role have CMEs in WA played in addressing the impacts of environmental shocks such as droughts, cyclones, bushfires, climate change, disease, wars and global economic shocks and depression?
7. How have WA CMEs adapted their business models in order to respond to political, economic, social, technological, and environmental challenges, and what was the role played by their organisational purpose and ability to offer member's value?



**A/Prof Andrea Gaynor**



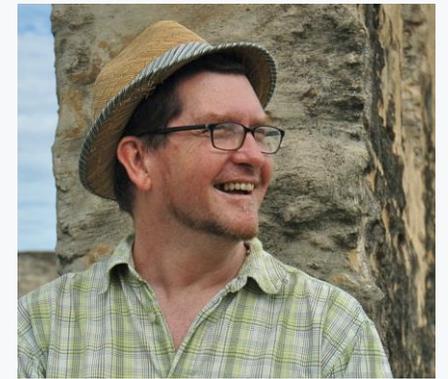
**Prof David Gilchrist**



**Dr Amin Mugera**



**Prof Tim Mazzarol**



**Dr Bruce Baskerville**



**E/Prof Geoffrey N. Soutar**



**Peter Wells**

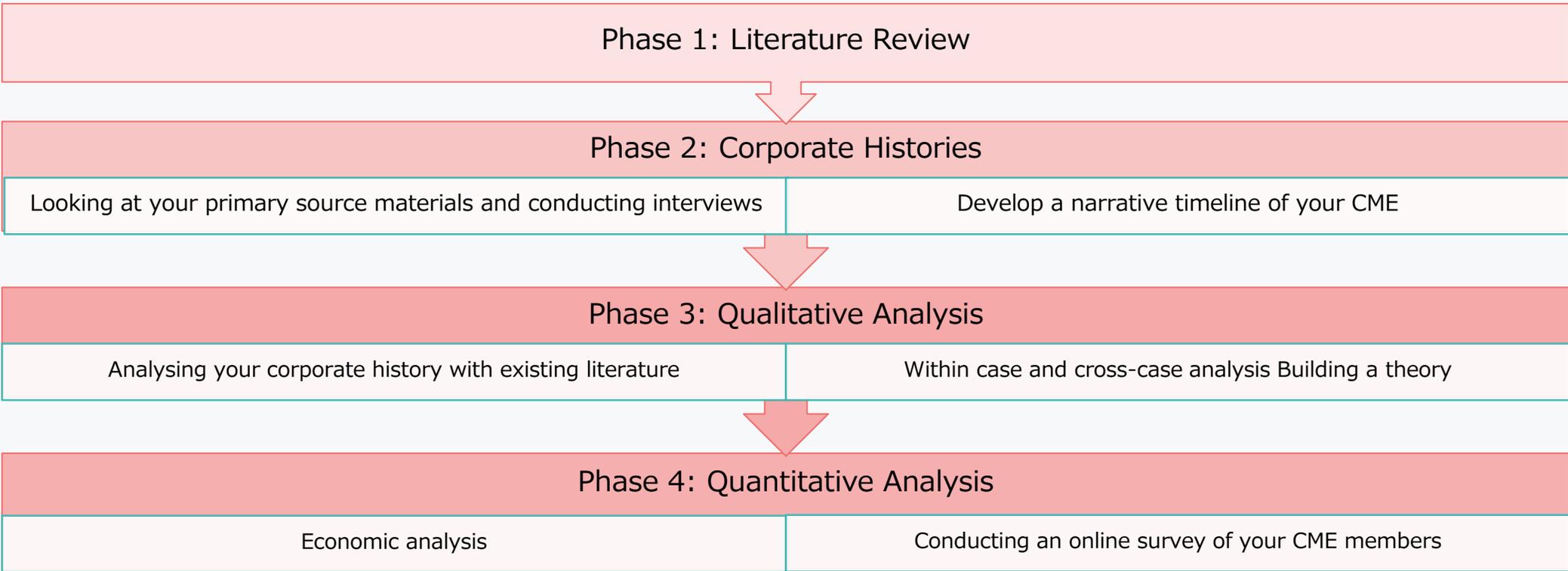


**Amber van Aurich**

# Research Team



# Partner Investigators

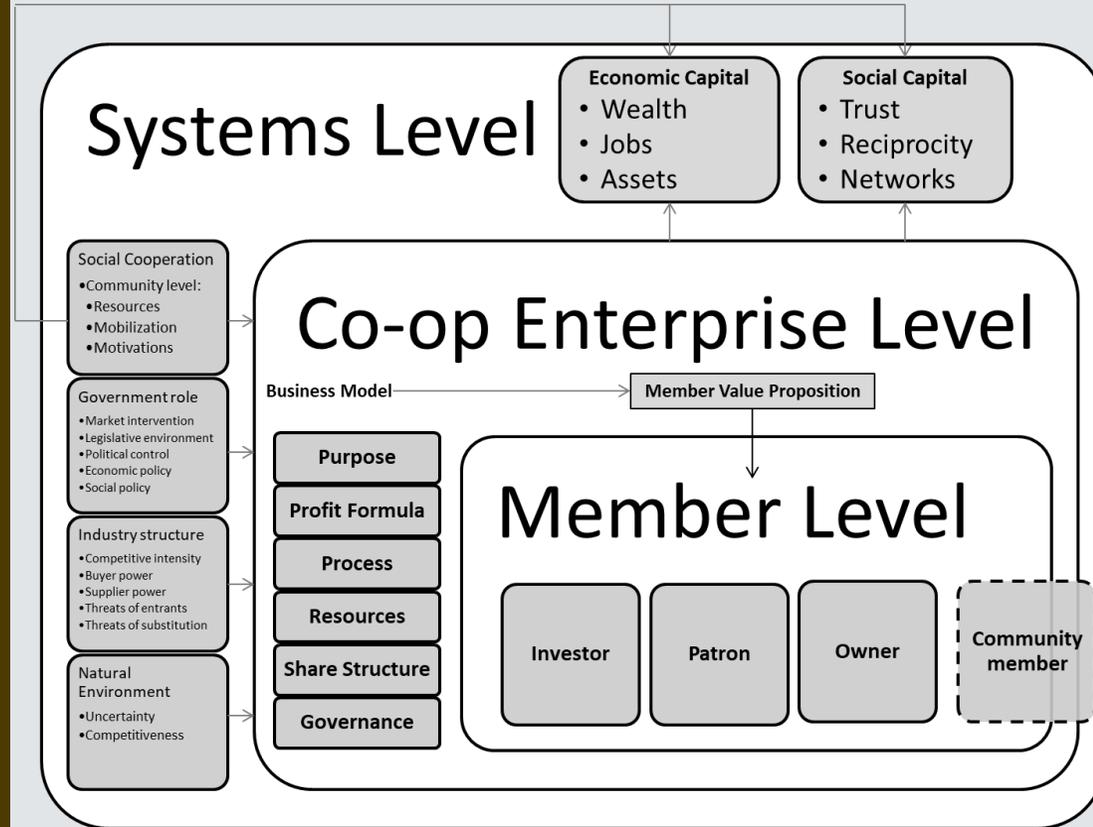


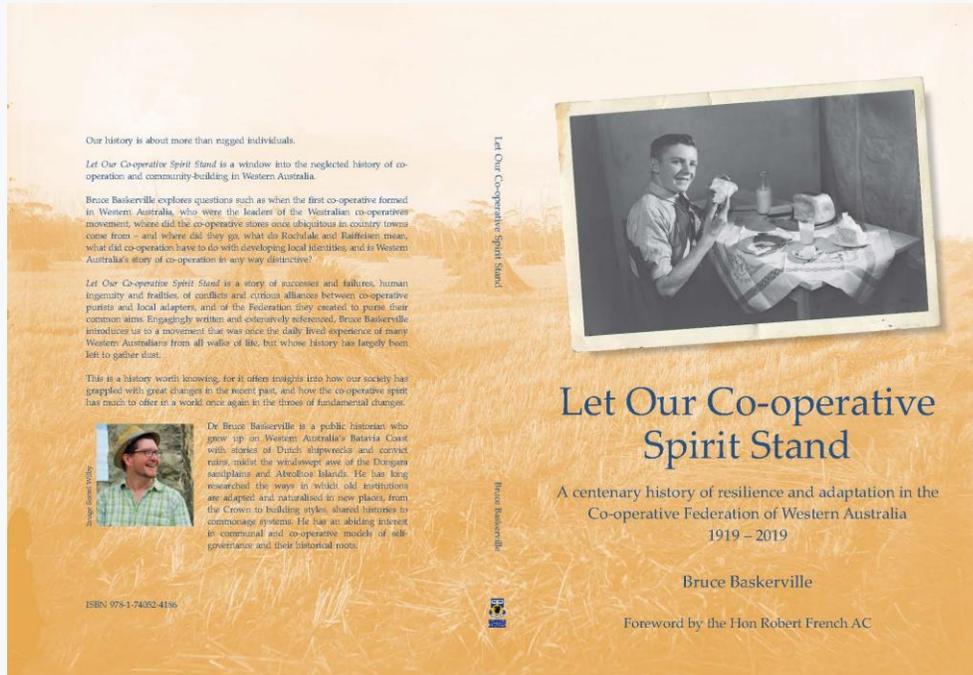
# Methodology

# Research Framework

## Key units of analysis:

1. Community (Social) cooperation.
2. Government legislation and policy.
3. Industry structure and competition.
4. Natural environmental impacts.
5. Business model adaptation.
6. Member Level engagement and loyalty.
7. Economic capital creation.
8. Social capital creation.





Centenary History of the Co-operative Federation of WA



History of the Royal Automobile Club of Western Australia

# Previous Research

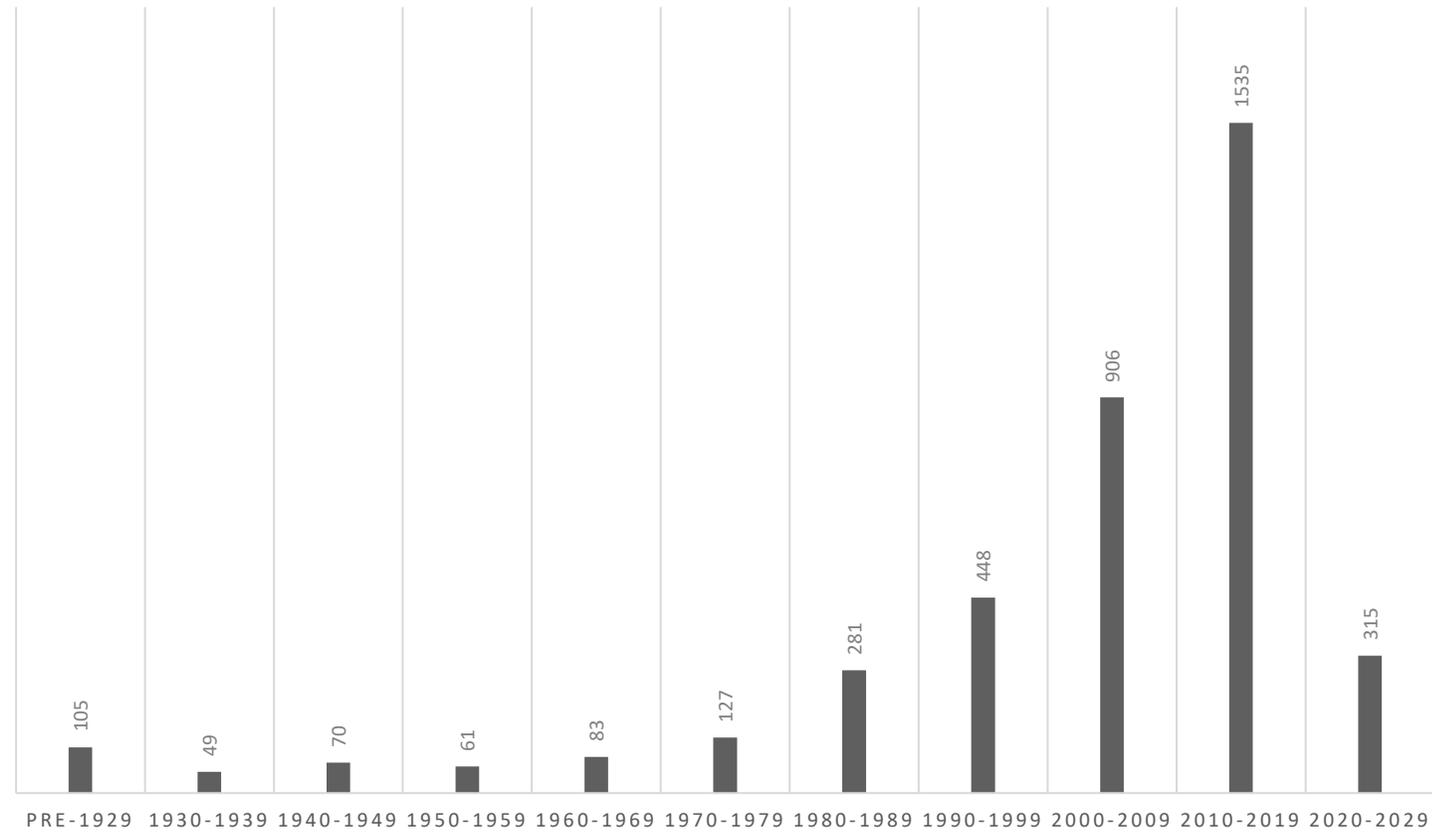
# Systematic Literature Review

Examined online databases (e.g., Scopus, Web of Science, Google Scholar), using key word search.

Identified final sample of 3,980 sources dating from 1848 to 2022.

**Publications comprised:**

Document Type	Number (n = 3,980)	Percentage
<i>Journal article</i>	2,918	73.3%
<i>Book</i>	71	1.8%
<i>Book chapter</i>	232	8.1%
<i>Conference paper</i>	266	6.7%
<i>Editorial</i>	14	0.4%
<i>Erratum</i>	7	0.2%
<i>Letter</i>	61	1.5%
<i>Note</i>	68	1.7%
<i>Review</i>	235	5.9%
<i>Short survey</i>	11	0.3%
<i>Other</i>	6	0.2%



### Areas of focus:

- Business 44.8%
- Economics 24.6%
- History 17%
- Agriculture 13.7%

### Key observations:

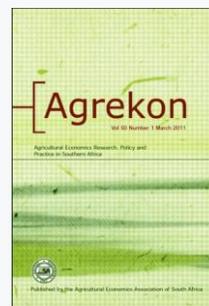
- Limited growth until the 1990s.
- Most growth due to increased attention within the Business area.
- CME research field remains fragmented and peripheral with few dedicated journals.

# Publications 1848-2022



### **Annals of Public and Cooperative Economics (est. 1908).**

Founded by Professor Edgard Milhaud (1873-1964), University of Geneva. Originally titled *Annals of Collective Economy*. Renamed in 1947 when Milhaud founded the International Centre of Research and Information on the Public, Social, and Cooperative Economy (CIRIEC), now based in Liege, Belgium.



### **Agrekon (est. 1962).**

Official journal of the Agricultural Economics Association of South Africa (AEASA).



### **Journal of Agricultural Economics (est. 1928).**

Originally titled, *Proceedings of the Agricultural Economics Society* until renamed in 1955.



### **International Journal of Socio Economics (est. 1974).**

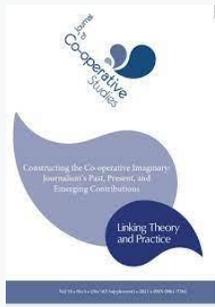
Not a dedicated CME journal but has published research relating to CMEs.



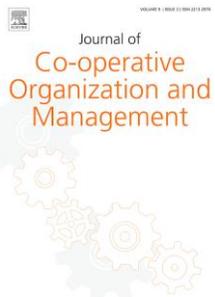
### **CIRIEC Journal of Public, Social and Cooperative Economy (est. 1986).**

*CIRIEC - Espana Revista de Economia Publica Social y Cooperativa*. The journal of the Spanish International Centre for Research and Information on the Public, Social and Cooperative Economy, itself established in 1986. It is affiliated with CIRIEC International from Liège, Belgium.

# Major journals – economics & agriculture



**Journal of Co-operative Studies (est. 1967).**  
Official journal of the UK Society for Co-operative Studies (UKSCS), Manchester, England.



**Journal of Co-operative Organization and Management (est. 2013).**  
New journal from Elsevier that aims to be the leading international journal for the study of co-operatives.



**REVERSE Journal of Co-operative Studies (est. 2006).**  
*REVESCO Revista de Estudios Cooperativos*, sponsored by the Spanish Ministry of Labour and Immigration, and published by the Complutense University of Madrid.



**Malaysian Journal of Co-operative Studies (est. 2005).**  
Originally titled, *Malaysian Journal of Co-operative Management*, published by the Co-operative Institute of Malaysia.

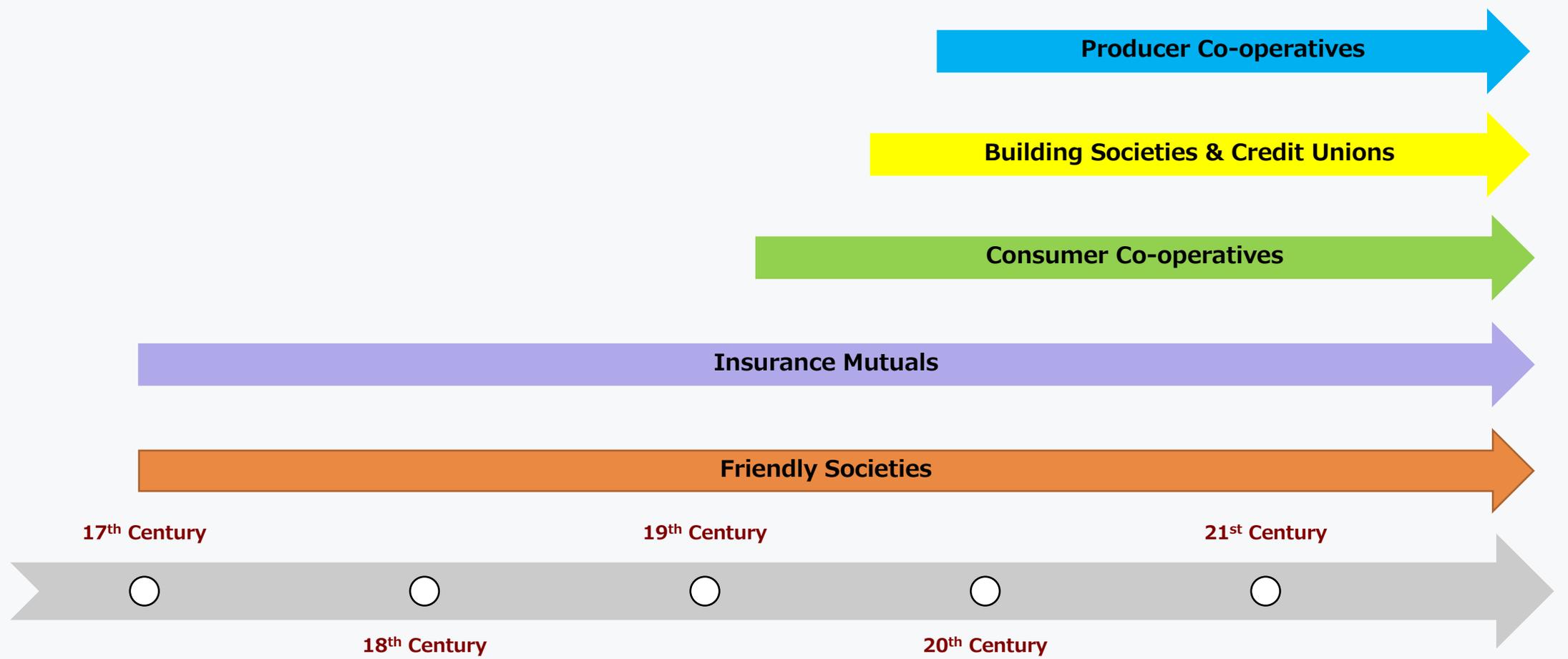


**Business History (est. 1958).**  
Published by Taylor & Francis, is a dedicated business history journal that has accepted numerous histories on CMEs.



**Labour History (est. 1962).**  
Journal of the Australian Society for the Study of Labour History.

# Major journals – management & history



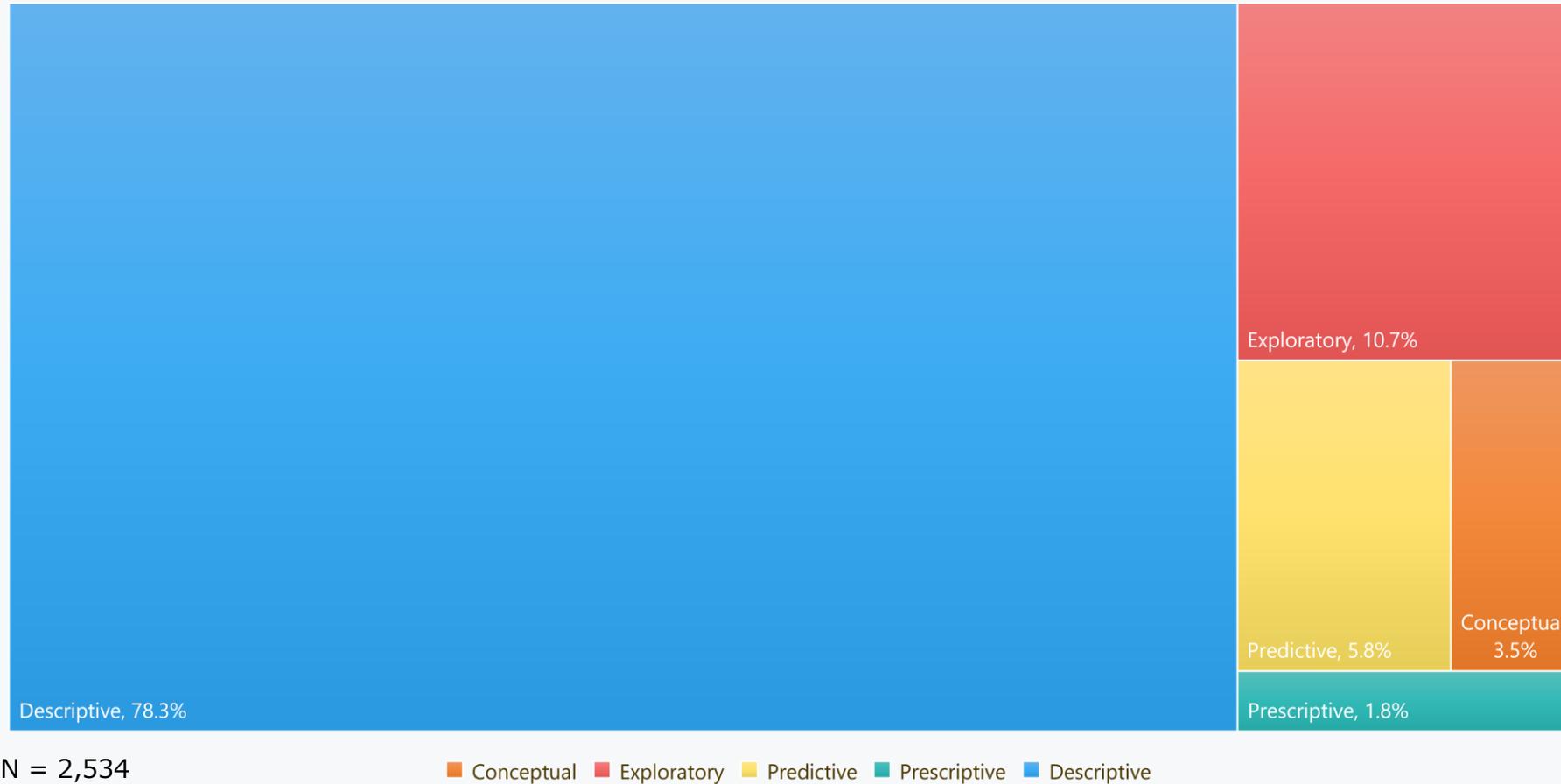
# CME evolution timeline

<b>Orientation</b>	<b>Major focus</b>
<i>Theoretical / Conceptual</i>	Developing propositions, hypotheses, or correlations between theoretical constructs, based on a discussion of state-of-art literature; no new empirical material has been collected for this work.
<i>Theoretical / Exploratory</i>	Developing propositions, hypotheses, and correlations between theoretical constructs, based on the examination of extensive, new empirical data.
<i>Theoretical / Predictive</i>	Testing (refutation, confirmation) of propositions, hypotheses, or correlations between theoretical constructs, based on the examination of extensive, new empirical data.
<i>Prescriptive</i>	Providing prescription (means, ideas, recipes for action) to practitioners that are instrumental in the realisation of some desired end, such as improved performance along some dimension.
<i>Descriptive</i>	Reporting fact or opinion; no or limited intention of a theoretical or prescriptive contribution. Typically, descriptive articles do not encompass any hypothesis testing or proposition formulation.

Source: (adapted from De Bakker et al., 2005, p. 294).

# Epistemological Orientation

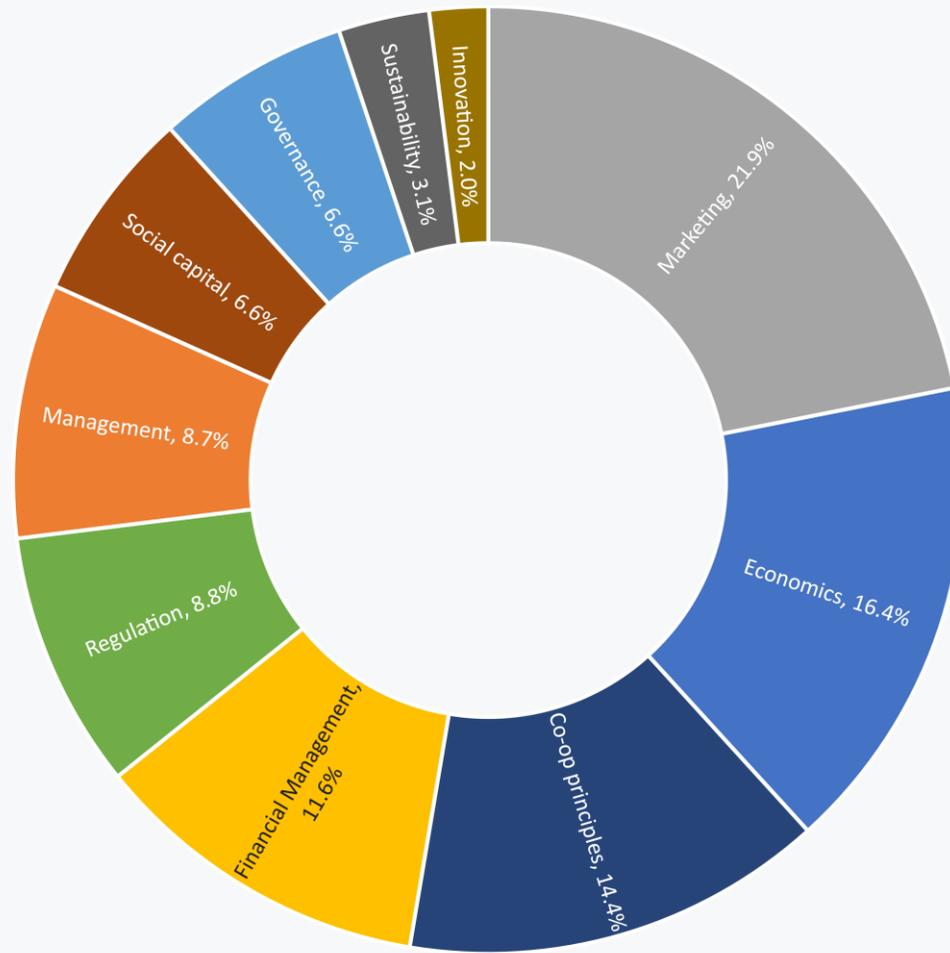
## Epistemological Orientation



### Key observations:

- CME research has been mostly descriptive.
- This reflects a lack of theory building and rigorous development of underlying concepts.
- CME research lacks a coherent and established academy.

# Epistemological Orientation



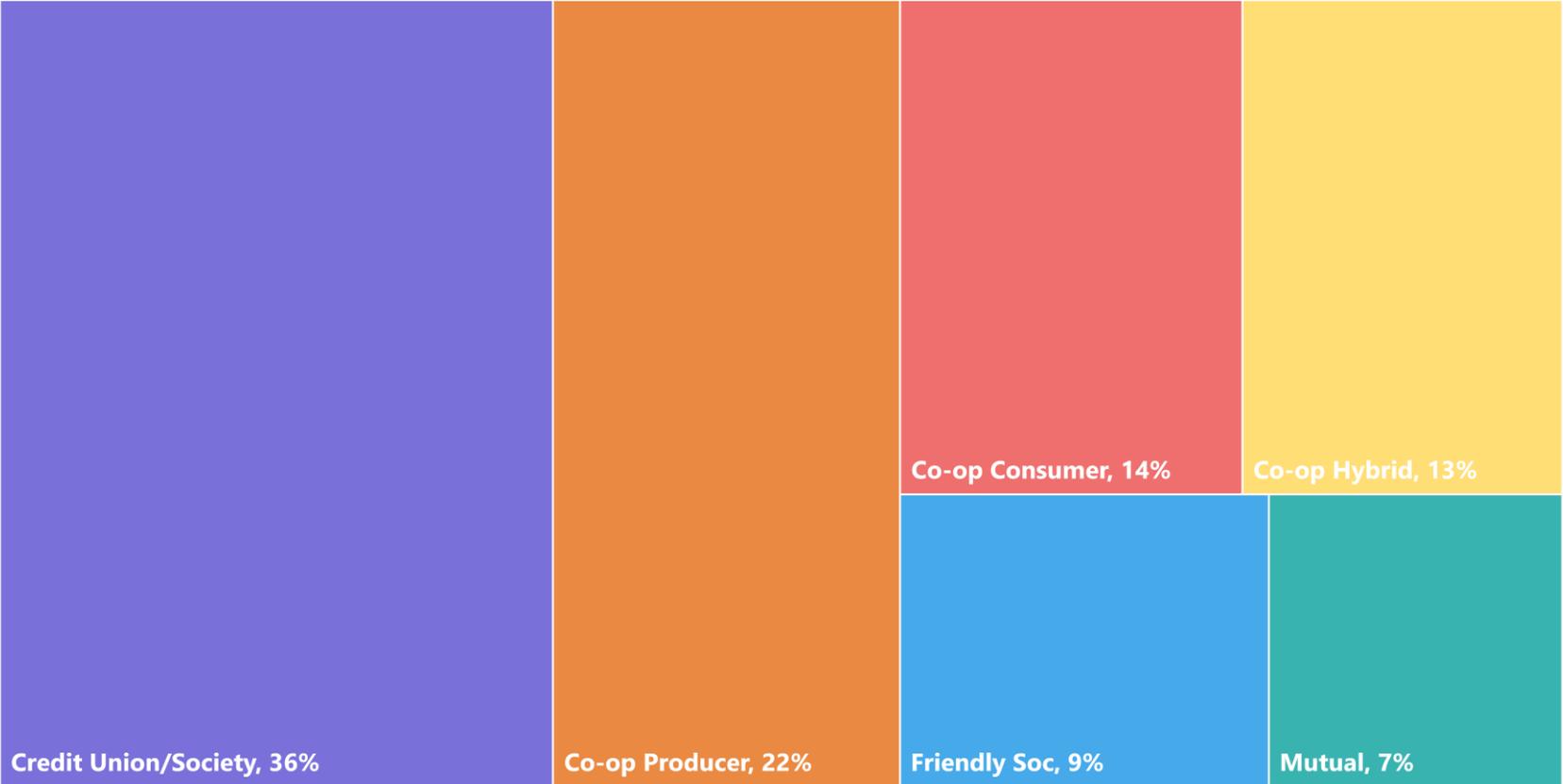
**Key observations:**

- Field of CME research remains fragmented over multiple disciplines and areas of focus.
- Business – e.g., marketing, management, financial management comprise 42%.
- Economics – e.g., social, agricultural, comprise 16.4%.
- Co-operative principles remains a major area of focus (14%) within the CME literature.

N = 1,686

# CME research disciplinary focus

### CME TYPE



**Key observations:**

Research has focused on development of specific types of CME:

- Credit Unions & Building Societies.
- Producer Co-operatives.
- Consumer Co-operatives.
- Hybrid (multistakeholder) Co-operatives (e.g. Worker Co-ops).
- Friendly Societies.

N = 1,778

# CME research – Type of enterprise

**Leximancer** – a text analytic software that can analyse a large corpus of text and identify core concepts, themes and the interrelationships between them to provide insights into the overall patterns emerging from this data.

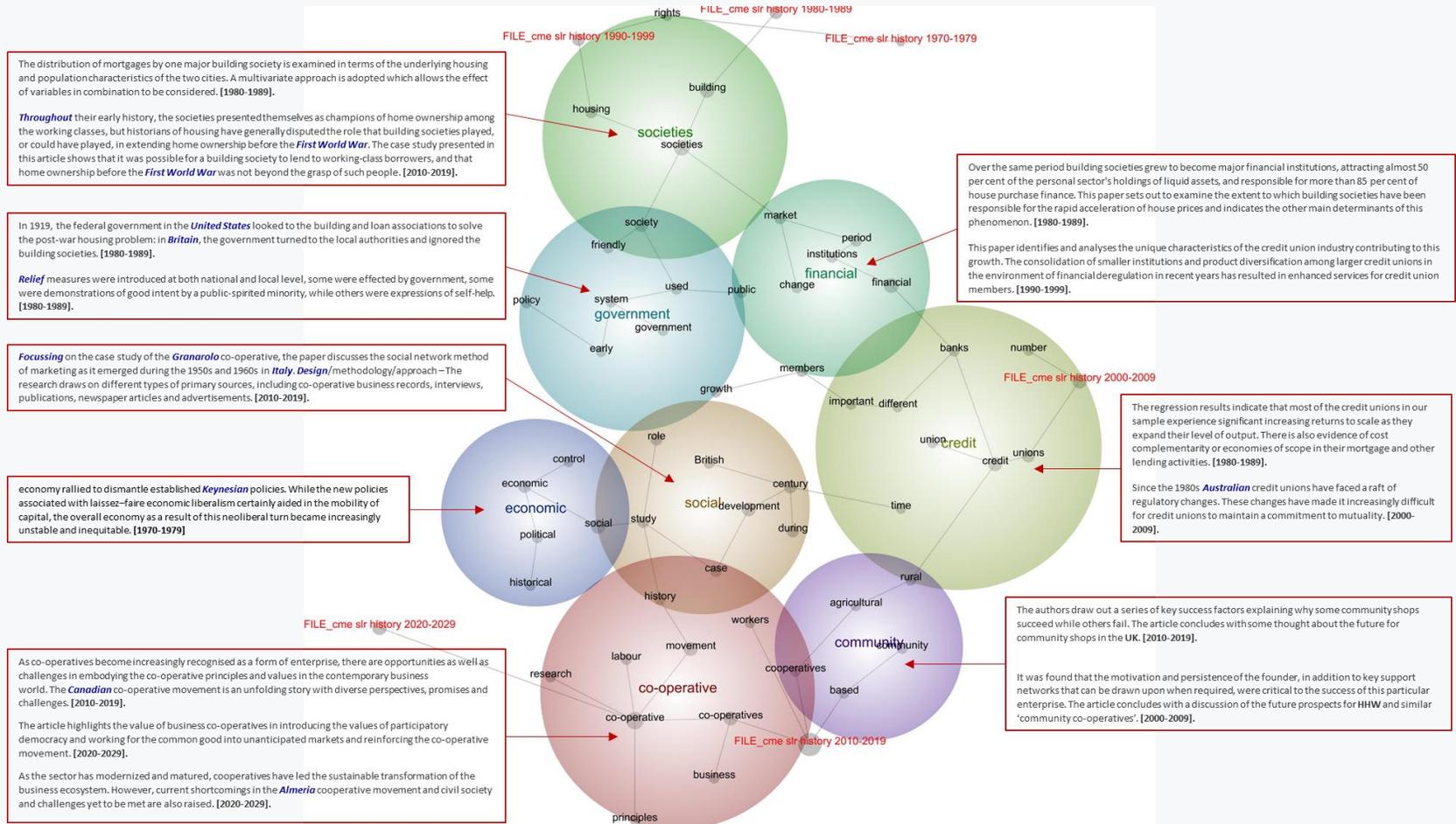
### CME History SLR 1970-2022

THEMES	HITS	CONCEPTS
CO-OPERATIVE	346	co-operative, co-operatives, movement, history, business, cooperatives
SOCIAL	306	social, development, century, role, during, study, case
FINANCIAL	239	financial, market, period, members, institutions
SOCIETIES	208	societies, building, society, housing
CREDIT	95	credit, unions
ECONOMIC	74	economic
COMMUNITY	40	community
GOVERNMENT	35	government

### Key observations:

- Major focus has been on the history of the co-operative movement.
- Specific attention given to social history and the role of CMEs in areas like labour and community development.
- The role of friendly societies, building societies, credit unions, co-operatives, and their roles in economic and community development have been featured.
- The role played by government policy and regulation is also notable.

# Leximancer analysis CME history



### Concept Map:

- Leximancer generates a concept map that shows the themes, concepts, and their relationships.

### Key observations:

- CME history has focused on the emergence of the co-operative, and its economic and social impacts.
- The role of community and its importance to the CME is another theme.
- A major theme has been the role and management of credit unions and building societies within the financial services sector.
- The role of government policy and regulation also featured in this research.

# Leximancer analysis CME history



**Questions?**