

Social Value and Business Responsibility: A Model for Competitive Common Good Business Organisations

Mbohjim Othniel MOBIT, Caroline Nenty ENOH,
Mukete Emmanuel MBELLA & Mbou Cyprian Monoji,

Abstract

Businesses should create and sustain an economic ecosystem that fosters the common good of all humans - stakeholders. Today's businesses built on the capitalist or entrepreneurial business model have become engines to create Billionaires and Millionaires at the expense of the welfare of workers and other stakeholders with huge consequences: social and economic inequality, environmental resource damage, child labour and wars. These consequences are putting at risk the survival of capitalist and entrepreneurial businesses especially as humans are becoming more common good conscious. Therefore, as a survival strategy to sail through the survival tides, most of these businesses have adopted principles of the Common Good business models: stakeholder value over shareholder value, environmental accountability and corporate social responsibilities with strategies of Social Enterprises such as – Foundations and Charity. Consequently, this study is aimed at building a Comprehensive business framework for common good businesses with the Social Value Efficiency measure as a performance Indicator. This is because Common Good Organisations go beyond social enterprise strategies. Common Good Organisations are human development centred over profits and are built on all social justice principles of Equity, diversity and a supportive environment.

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