

Research Interests & Working Papers

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Business Ethics/Social Responsibility and Entrepreneurship

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Entrepreneurship and Unemployment

- **Working Paper Title:** Entrepreneurship in Jeopardy? The Disproportionate Effect of Economic Adversity on Minority Entrepreneurship
- **Summary:** This paper analyzes the impact of economic adversity (regional and local recessions with dates established by Moody Analytics and the Bureau of Economic Analysis) on the number of foundings and closings, and the performance of minority businesses. I hypothesize that minority businesses are disproportionately affected by economic adversity, and that minority employment is a mediator of this relationship. Via historical analysis, I will demonstrate that the vulnerability of minority firms is tied to differences in net worth resulting from America's stratification system. This system has embedded many minority firms in structural disadvantage and increased their propensity to engage in enclave entrepreneurship (Robinson, Blockson, and Robinson, 2007) which makes them dependent upon economically vulnerable customer bases. Additionally, I will demonstrate that many commonly-held theories about the relationship between unemployment and entrepreneurship (launching new firms) are only applicable to higher strata individuals who, either because of race or class or both, are able to opt out of the labor force and engage in "risky" entrepreneurship because of net worth buffers not existent amongst many minority entrepreneurs.

Entrepreneurial Strategy and Strata Position

- **Working Paper Title:** The Effect of Stratification on Entrepreneurial Strategy: An Analysis of the Prosperity Gospel in the Black and White Megachurches (*Dissertation Concept*)
- **Summary:** This study traces the historic conceptualization of churches as economically-driven firms and examines self interest, institutional and social entrepreneurship engaged in by them, and the impact of social stratification on their entrepreneurial strategies and primary products: spiritual messages. I hypothesize that "Prosperity Gospel" messages espoused in black "megachurches" are less inclined to be self-interested than they are to be social entrepreneurial (public inurement) focused on generating revenue to address social ills in the black community; that these messages are more social entrepreneurial than institutional entrepreneurial; and that they are more laden with language that encourages economic progress and entrepreneurial activity amongst members than they are filled with appeals for giving money to the church; that "Prosperity Gospel" messages espoused in predominantly white churches are less inclined to be social entrepreneurial than "Prosperity Gospel" messages in black churches; that they are more inclined to be institutional entrepreneurial than social entrepreneurial; and that they are more inclined to be self-interested (inwardly focused on personal and spiritual fulfillment) than social entrepreneurial. This study seeks to add to existing entrepreneurship literature by demonstrating the extent to which an economic actors' position in a social strata moderates their entrepreneurial actions.
- **Data Collection/Methods:** Collected data on 150 megachurch messages and analyzed their content performing content analysis to pretest my hypotheses.

Creativity and Management Decision-Making

- **Working Paper Title:** Creativity and Decision Making in an Unstable Environment.
- **Summary:** This paper analyzes the impact of creativity training on strategic decision making in an unscripted environment.
- **Authors:** Dr. dt ogilvie, Dr. Christopher Wheat, Alfred Reed, Jamie Perry, and Patrice Perry-Rivers

Corporate Environmental Responsibility and Poverty

- **Working Paper Title:** Does Poverty in a Low-Income Area Equal Permission To Pollute?
- **Summary:** Based on an analysis of the number of reported incidents of corporate pollution and the household incomes of the population based in the regions where the pollution incidents occurred, this paper will attempt to quantitatively demonstrate whether or not the propensity to pollute is greater in lower-income areas, and even greater in lower-income minority areas. I will compare corporate pollution practices of firms in Northern New Jersey and Richmond, Virginia, and analyze the long-term regional repercussions of these practices both on public welfare expenses (which could translate into higher corporate taxes) and long-term corporate success (reputation effects).

Corporate Social Responsibility and Urban Economic Development

- **Working Paper Title:** Can American Corporations “Outsource” to the Inner-City?
- **Summary:** This paper considers what factors prompted many American firms to outsource manufacturing to low-income foreign countries rather than invest in the inner-city, and estimates the economic impact that more “outsourcing” to the inner cities could have on the financial state of urban areas and on firm performance in manufacturing industries. It uses estimated labor and relocation costs to an undeveloped nation and estimated labor and relocation costs to the inner city for comparative analysis. Additionally, it compares Bureau of Economic Analysis GDP and Industry Performance Data, to Census Bureau and Bureau of Labor Statistics employment and regional economic performance data for “pre and post” eras of high outsourcing to investigate the relationship between industry performance and outsourcing, and urban economic stability and outsourcing.

Industry Social Responsibility and Ethnic Stereotypes

- **Working Paper Title:** When Stereotypes Matter - The Role of Popular Media Images in Perpetuating Legitimizing Myths: A Longitudinal Analysis
- **Summary:** Using blockbuster films for the past 5 years, this paper seeks to quantify the extent to which these films promulgate legitimizing myths of ethnic minorities and seeks to establish if there is a correlation between portrayals and reality. The end goal of this research is to analyze the extent to which such widely promulgated images maintain structural disadvantages for minorities in the workforce based on managerial stereotypes developed based upon inaccurate portrayals, to suggest recommendations for mediating such effects in organizations, and to promote awareness and commitment to ethical business practices in the media industry.

- **Working Paper Title:** Does Membership Have its Privileges? An Analysis of the Role of Social Capital and Class in Mitigating the Effects of Stratification
- **Summary:** If social capital affords benefits to those who possess it and enables them to achieve more career success than they would have based on their inherent skills and abilities alone (DiTomaso, Post, and Parks-Yancy, 2007; Kumra and Vinnicombe, 2010), then what role does social capital play in culturally-labeled “socially disadvantaged groups” whose opportunity structures are more limited (Friedman, Kane, and Cornfield, 1998)? This research project attempts to answer this question by studying the role of social capital amongst upper-middle income members of traditionally socially disadvantaged groups. I specifically seek to identify the network benefits derived from membership in homophylic minority social/professional organizations, and the extent to which members perceive these network benefits as crucial for mitigating the consequences of structural disadvantage, including more limited employment opportunities, active discrimination, passive discrimination, isolation, and performance stress associated with impression management, assimilation, and overcoming legitimizing myths.

My theory is that membership in upper-middle income minority social organizations is a survival mechanism for members of this “elite” class and provides them with social capital that allows for group response to pedagogic action, mitigates limited opportunity caused by active and passive discrimination, fills structural holes that exist in members’ networks because of historical social stratification and segregation, alleviates isolation resulting from lack of social support, facilitates more employment opportunity than members would have had access to without this affiliation, reduces on the job performance stress by providing psychological support and practical assistance with impression management and stereotype issues, and serves as a tool for social remediation within their ethnic group.

- **Data Collection/Methods:** I will conduct my study in the Norfolk-VA Beach MSA via surveying and interviewing members of a large and historically salient African-American women’s social organization, [the Links](#). Founded in 1946, the organization is comprised of 12,000+ “accomplished” and well-educated, 2nd and 3rd generation college and higher degreed minority women from various white-collar occupational categories (The Links, 2011). I will administer survey questionnaires to approximately 150 members and conduct interviews with approximately 50 of them to obtain insight into the effect of stratification on their careers and how and if their membership has provided them with social and/or cultural capital that mitigated their stratification experiences.

Stratification and Organizational Boundaries

- **Working Paper Title:** Invisible Boundaries – Enforced Stratification of Geographically Intersecting Inner-Cities and Urban “Suburbs”
- **Summary:** Why do people in the inner-city “know their place” and very rarely visit the re-gentrified areas of major city urban areas? Why do people in the urban suburbs consider as foreign the presence of a previously indigenous (usually minority) entrant? What role does the affect laden process of ethnic stereotyping play in the enforcement of clear boundaries in these intersecting areas? What institutions are complicit in this process? Why are resources (educational, health, infrastructure) distributed differently within the same city, state, and country based largely on race and wealth? What role do individual citizens, large and small businesses play? This paper will study this phenomenon via qualitative interviews with residents, governmental and local business leaders from both areas—the socially constructed “good” and “bad” parts of town. It seeks to identify the unspoken “requirements” for membership in re-gentrified areas, determine the extent to which membership bounds are permeable, explain the

mechanisms used to enforce boundaries, and test whether or not Contact Theory could create bridges between groups from the two areas and erode at stratification's salience. The study will be conducted in Northern New Jersey (South Orange-upper class and upper middle class and Newark, NJ- lower middle class, working class, and working poor)

Corporate Social Responsibility and Business History

- **Working Paper Title:** The Protestant Work Ethic and the Spirit of Capitalism: Historical Evidence from American Business Leaders
- **Paper Summary:** This paper will tell the story of various wealthy Christian business owners throughout American history and how they engaged in CSR before it became a management buzzword.
- **Ideas:** Dun and Bradstreet founders, Arthur and Lewis Tappan (wealthy abolitionists who helped end slavery), Ida McPherson (entrepreneur and newspaper syndicate who promoted economic development post and pre-Reconstruction), Madam C.J. Walker [Maggie Walker] (one of the first black millionaires who employed many minorities "locked out" of the main workforce because of discrimination in the home of the Confederacy, Richmond, Virginia), and many more...The paper will longitudinally analyze the positive effect of religion on CSR as telling evidence for the continued usefulness of employing ethical business practices in modern corporations.

Ethnic and Gender Diversity in Technology Fields

- **Working Paper Title:** Can They Break the Mold? The Role of Gender Norms and Structural Bias in Dictating Career Entry and the Success of *Minority* Female STEM Practitioners and Academicians
- **Summary:** Using the structural and normative barrier theories of gender inequality as the frameworks for analysis, this paper seeks to analyze the extent to which normative barriers to STEM entry are self or other imposed and the extent to which practices that maintain male and *racial* structural advantages in the field are most often overtly or subtly carried out. Via interviews, it will also identify the specific strategies enacted by minority women to overcome these barriers, and analyze which strategies proved most effective.

Developing Ideas

- The Tortoise and the Hare: Cumulative Black Success, White Resentment, and the Emergence of the Tea Party
- Color Blind: The Impact of Virtual Mortgage Origination on Minority Approvals
- At Least Three Kinds of People: Toward a Non-Monolithic View of African-Americans in Management and Other Social Science Literature
- Social Stratification and Church Missions: Why Many Churches Export their Social Entrepreneurship Abroad