

Name of Student: Katelyn Woten, Cheyenne
Quinn, Lynlee Jensen, Alan Li

Class: Senior

Name of Advisor: Barbara Looney

College/School: Business

Department/Major:
Business Research

Email

Address: katelyn.woten@yellowjackets.bhsu.edu

Title of Presentation:

Impact Investing: A Culturally Alert Approach with Zambian Honeybees

BHSU IRB, IACUC or Biosafety #:

H-16-06 Impact Investing in Zambia

Abstract:

During the last decade, interest has grown in investment models that consider environmental impact, as well as the social and cultural impact upon those who manage and participate in the new enterprise. The traditional desire for profitable economic outcomes remains, but the human component in the investment relation is now gaining more consideration. A growing number of investors want to know that the money they invest favourably effects the environment and people in need, while generating a profit. The traditional capitalistic model of investment focuses on high efficiency, is built on promotion and consumption, and is driven by monetization. Currently, this model is coming under closer scrutiny by those making investments. Younger generations of investors, the Millennials in particular, are especially attracted to an investment model with a higher values component. A global paradigm shift may be underway, with environmental and cultural impact becoming determining components in the investment equation. As a development tool, this culturally-focused method is gaining notice and application as a way to address some social and environmental issues of the world that have previously been remedied by charity, grants, or aid. A micro-example of this evolving shift is evident in a highly entrepreneurial honeybee enterprise, named BeeSweet, in Zambia, Africa. This poster presentation outlines elements within the changing paradigm, found through an exploratory study, and then shares specifics about the Zambian project that illustrate the value of cultural awareness and incorporation. The honeybee experience offers possible wisdom for global impact investing and successful entrepreneurship in general.

I certify that: My project is at or near completion and the abstract accurately represents my findings:

Yes

Statement of Student Responsibilities:

If my project is accepted for NCUR and I receive funding, I agree to:

- complete my project before departure
- make a trial presentation to my faculty advisor before departure
- present my paper/project at NCUR and attend other sessions
- all required IRB, IACUC and Biosafety approvals have been received
- give presentation at Black Hills Research Symposium (BHRS)
- Represent BHSU in a professional & responsible manner