“Business as Mission” Hybrids: A Review and Research Agenda

Steven L. Rundle

Abstract

“Business as Mission,” as the name suggests, involves businesses that have a missionary impulse, and as such, fit the definition of hybrid organizations. Neither motivated by money, nor embarrassed about making it, these enterprises and the entrepreneurs who start them defy easy classification. They are hybrids in their purpose, and in many cases, their organizational structures. Many are organized as “regular” for-profit businesses, but others have ties, either formal or informal, to the tax-exempt, nonprofit world.