

# Business as Mission Bibliography

*The purpose of this bibliography is to serve as a resource for scholars and practitioners on the topic of business as mission. This 'living bibliography' is hosted on the [Business as Mission Website](#), having been built from an original [published biography](#) by Dr. Steve Rundle. The bibliography is updated regularly in collaboration with Dr. Rundle and other academics in the business as mission movement. Last updated: January 2015*

Anonymous. (2013). Transformational development: Lessons from central Asia. *Evangelical missions quarterly*, 49(1), 64-70.

Alvord, S., Brown, D., & Letts, W. (2004). Social entrepreneurship and societal transformation: An exploratory study. *Journal of applied behavioral science*, 40(3), 260-282.

Austin, J., Stevenson, H., & Wei-Skillern, J. (2006). Social and commercial entrepreneurship: Same, different, or both? *Entrepreneurship theory and & practice*, 30(1), 1-22.

Baer, M. (2006). *Business as mission: The power of business in the kingdom of God*. Seattle, WA: YWAM Publishing.

Bailey, Stephen. (2007). Is Business as Mission Honest? *Evangelical Missions Quarterly*. 42(3): 368-372.

Baker, D. (2006). Missional geometry: Plotting the coordinates of business as mission. In T. Steffen & M. Barnett (Eds.), *Business as Mission: From Impoverished to Empowered* (pp. 37-64). Pasadena, CA: William Carey Library.

Bas (pseudonym) (2012). BAM in the Arab World. *St. Francis Magazine*. 8(1): 16-21. Available online at <http://www.stfrancismagazine.info/ja/content/view/626/38/>.

Befus, D. (2002). *Kingdom business: The ministry of promoting economic development*. Miami, FL: Latin America Mission.

Befus, D. (2005). *Where there are no jobs: Enterprise solutions for employment and public goods for the poor*. Miami, FL: Latin America Mission.

Befus, D. (2010). Kingdom Business Revisited: The Case of Northern Colombia. *Evangelical Missions Quarterly*. 45(2): 158-164.

Befus, D. (2013). "Business Education and Microenterprise Revisited: Productivity, Entrepreneurship, and Job Creation," *Christian Business Academy Review*, 115-121.

Bronkema, D., & Brown, C. (2009). Business as mission through the lens of development: *Transformation*. 26(2), 82-88.

Bussau, D., & Mask, R. (2003). *Christian microenterprise development: An introduction*. Waynesboro, GA: Regnum Books.

- Chan, K., & Yamamori, T. (2002). *Holistic entrepreneurs in China: A Handbook on the world trade organization and the new opportunities for Christians*. Pasadena, CA: William Carey International University Press.
- Chewning, R. (2012). "Augustine and Aquinas: Their theological progeny come face to face with "business as mission."" *Journal of biblical integration in business*, 15(2), 64-101 (including responses).
- Christensen, D. (1997). Training: Endurance food for serious tentmakers. *International journal of frontier missions*, 14(3), 133-138.
- Christiansen, L. (2008). *Faith-based social entrepreneurship: Business as mission*. Unpublished master's thesis, Copenhagen Business School, Copenhagen, Denmark. Available at: [http://studenttheses.cbs.dk/bitstream/handle/10417/681/linda\\_christiansen.pdf?sequence=1](http://studenttheses.cbs.dk/bitstream/handle/10417/681/linda_christiansen.pdf?sequence=1)
- Corbett, S., & Fikkert, B. (2009). *When helping hurts: How to alleviate poverty without hurting the poor...and Yourself*. Chicago, IL: Moody Publishers.
- Cox, J. (1997). The tentmaking movement in historical perspective. *International journal of frontier missions*, 14(3), 111-117.
- Danker, W. (2002). *Profit for the Lord*. Wipf and Stock Publishers.
- Dees, G. (1998). Enterprising nonprofits. *Harvard business review*, 76(1), 54-67.
- Dees, G., Emerson, J. & Economy P. (2001). *Enterprising Nonprofits: A toolkit for social entrepreneurs*. New York, NY: John Wiley & Sons, Inc.
- Eikenberry, M., & Kluver, D. (2004). The marketization of the non-profit sector: Civil society at risk? *Public administration review*, 64(2), 132-140.
- Eldred, K. (2005). *God is at work: Transforming people and nations through business*. Ventura, CA: Regal Books.
- Emerson, J. (2003). The blended value proposition: Integrating social and financial returns. *California management review*, 45(4), 35-51.
- English, D. (2001). Paul's secret: A 1st-century strategy for a 21st century world. *World Christian*, 14(3), 22-26.
- Ewert, N. (1992). The role of business enterprise in Christian mission. *Transformation*. (9), 7-14.
- Ewert, N. (2006) God's kingdom purpose for business: Business as integral mission. In T. Steffen & M. Barnett (Eds.), *Business as mission: From impoverished to empowered* (pp. 19-36). Pasadena, CA: William Carey Library.
- Fruchterman, J. (2011). For love or lucre. *Stanford social innovation review*, Spring, 41-47.

Gillespie, T., & Lucas, T. (2012). Blurring the boundaries: Emerging legal forms for hybrid organizations, implications for Christian social entrepreneurs. *The journal of biblical integration in business*, 15(1), 11-28.

Ginter, G. (1998). Overcoming resistance through tentmaking in Woodberry, J. Dudley (ed.) *Reaching the resistant: Barriers and bridges for mission*. (pp. 209-218). EMS Series #6. Pasadena, CA: William Carey Library.

Goheem, W. (2004). *The Galtronics Story*. Eugene, OR: Wipf and Stock Publishers.

Golden, K., Hewitt, A., & McBane, M. (2010). Social entrepreneurship: Social impact metrics. Available at: <http://www.marsdd.com/news-insights/mars-reports/social-entrepreneurship-social-impact-metrics/>

Greer, P., & Smith, P. (2009). *The poor will be glad: Joining the revolution to lift the world out of poverty*. Grand Rapids, MI: Zondervan.

Grenz, S. (1999). God's business: A foundation for Christian mission in the marketplace. *Crux*, 35(1), 19-25.

Grudem, W. (2003). *Business for the glory of God*. Wheaton, IL: Crossway.

Guthrie, S. (2000). Tentmaking. In *Missions in the third millennium: 21 key trends for the 21<sup>st</sup> century*. (pp. 117-122). Waynesboro, GA: Paternoster Press.

Hamilton, D. (1987). *Tentmakers speak: Practical advice from over 400 missionary tentmakers*. Duarte, CA: TMQ Research.

Hock, R. (1979). The workshop as a social setting for Paul's missionary preaching. *The catholic biblical quarterly*. 14(3), 439-450.

Hoksbergen, R. (2009). Transformational development: The Role of Christian NGOs in SME development. In S. Rundle (Ed.), *Economic justice in a flat world: Christian perspectives on globalization* (pp. 201-222). Colorado Springs, CO: Paternoster Publishing Co.

Interserve International (2012). Business as Mission – Task Force Report. *St. Francis Magazine*. 8(1): 33-51. Available online at <http://www.stfrancismagazine.info/ja/content/view/625/38/>.

Interserve International (2012). Business as Mission – Best Practice Guidelines. *St. Francis Magazine*. 8(1): 52-66. Available online at <http://www.stfrancismagazine.info/ja/content/view/623/38/>.

Johnson, C. N. (2003). Toward a marketplace missiology. *Missiology: An international review*, 31(1), 87-97.

Johnson, C. N. (2009). *Business as mission: A complete guide to theory and practice*. Downers Grove, IL: IVP Academic.

Johnson, C., & Rundle, S. (2006.) The distinctives and challenges of business as mission. In T. Steffen & M. Barnett (Eds), *Business as mission: From impoverished to empowered* (pp. 19-36). Pasadena, CA: William Carey Library. Available at: <http://faith-at-work.net/Docs/DistinctivesAndChallengesOfBusinessAsMission.pdf>

Kerr, Robbie and Murray Bennett. (2012). BAM – Searching for the Blue Ocean of Church Planting and Business Impact. *St. Francis Magazine*. 8(1): 1-15. Available online at <http://www.stfrancismagazine.info/ja/content/view/627/38/>.

Lai, P. (1998). Starting a business in a restricted access nation: *International journal of frontier missions*, 15(1), 41-46.

Lai, P. (2003). *Problems and solutions for enhancing the effectiveness of tentmakers doing church planting in the 10/40 window*. Unpublished doctoral dissertation, Asia Graduate School of Theology, Quezon City, Philippines.

Lai, P. (2005). *Tentmaking: Business as mission*. Colorado Springs, CO: Authentic Media.

Lausanne Tentmaker Statement. Available at <http://www.globalopps.org/lausanne.htm>.

Lavoy, D. (2012). Social enterprise ROI: Measuring the immeasurable. Available at: <http://www.cmswire.com/cms/social-business/social-enterprise-roi-measuring-the-immeasurable-015149.php>

Lingane, A., & Olsen S. (2004). Guidelines for social return on investment. *California management review*, 46(3), 116-135.

Little, C. (2014) Business as Mission Under Scrutiny. *Evangelical Missions Quarterly*, 49(2), 177-185.

Little, J. (2009). *Merchant to Romania: Business as Missions in Post-Communist Eastern Europe*. Day One Publications.

Livingstone, G. (1994). Tentmaker's Credibility. *Evangelical missions quarterly*, 30(1), 6.

Malone, Kelly (2014) "Broadening the tent: Expanding the strategic use of tent-making in cross-cultural mission." *Missiology: An International Review*. 42(2): 195-206.

Markiewicz, M. (1999). *Business as mission: How two grocers changed the course of a nation*. Available at: <http://www.intheworkplace.com/apps/articles/default.asp?articleid=12787&columnid=1935>.

Marshall, R. S. (2011). Conceptualizing the international for-profit social entrepreneur. *Journal of business ethics*, 98,183-198.

Martin, D. (1997). The place of the local church in tentmaking. *International journal of frontier missions*, 14(3), 131-132.

McLoughlin, M. (2000). Back to the future of missions: The case for marketplace ministry. *Vocatio*, 1-6.

- McNeil, Melanie (2012). Crisis in a BAM Enterprise and the Mission Agency. *St. Francis Magazine*. 8(1): 22-32. Available online at <http://www.stfrancismagazine.info/ja/content/view/624/38/>.
- Miles, T. (2013). *7 Reasons Tentmaking Businesses Fail: Lessons Learned in Business as Mission*. Kindle e-book.
- Miller, D. (2007). *God at work: The history and promise of the faith at work movement*. New York, NY: Oxford University Press.
- Mordomo, J. Unleashing the Brazilian missionary force. In T. Steffen & M. Barnett (Eds), *Business as mission: From impoverished to empowered* (pp. 219-39). Pasadena, CA: William Carey Library.
- Moreau, A. Scott and Mike O'Rear. (2007). Business as Mission Resources. *Evangelical Missions Quarterly*. 42(3): 380-386.
- Morris, R. (1998). Shrewd yet innocent: Thoughts on tentmaking integrity. *International journal of frontier missions*, 15(1), 5-8.
- Myers, B. (2011). *Walking with the poor: Principles and practices of transformational development*. Maryknoll, NY: Orbis Books.
- Name Withheld (2011). *Business as mission: The effective use of tentmaking in North Africa*. Ph.D. diss., Southern Baptist Theological Seminary.
- Nichols, J. (2010). *Saliency of faith: The Role of religious values and practices on strategic decision-making of Christian business owners*. Doctoral dissertation, Anderson University, Anderson, Indiana.
- Nordstrom, D., & Nielsen J. (1998). How business is integral to tentmaking. *International journal of frontier missions*, 15(1), 15-18.
- Norrish, H. (1990). Lone ranger: Yes or no? *Evangelical missions quarterly*, 26: 6-14.
- Novak, M. (1996). *Business as a calling: Work and the examined life*. New York: The Free Press.
- Owens, H. (2006). Nestorian merchant missionaries and today's unreached people groups. In T. Steffen & M. Barnett (Eds), *Business as mission: From impoverished to empowered* (pp.133-146). Pasadena, CA: William Carey Library.
- Packer, J. (1990). The Christian's purpose in business. In Chewning, Richard C. (ed.) *Biblical principles and business: The practice* (pp. 16-25) Colorado Springs, CO: NavPress.
- Pani, DD (2006). North India's need? A new expatriate breed. In T. Steffen & M. Barnett (Eds), *Business as mission: From impoverished to empowered* (pp. 147-65). Pasadena, CA: William Carey Library.

- Pedersen, E. (2006). Making corporate social responsibility (CSR) operable: How companies translate stakeholder dialogue into practice. *Business and society review*, 111(2), 137-163.
- Pointer, S. & Cooper, M. (2006). Seventeenth century puritan missions: Some implications for business as mission. In T. Steffen & M. Barnett (Eds), *Business as mission: From impoverished to empowered* (pp.167-180). Pasadena, CA: William Carey Library.
- Quattro, S.A. (2012). Is Business as Mission a Flawed Concept? A Reformed Christian Perspective on the BAM Movement. *The Journal of Biblical Integration in Business*, 15(1), 80-87. Available at: <http://www.cbfa.org/JBIBVol15No1.pdf>
- Rotheroe, N., & Richards, A. (2007). Social return on investment and social enterprise: Transparent accountability for sustainable development. *Social enterprise journal*, 3(1), 31-48.
- Rundle, S. (2000). Ministry, profits, and the schizophrenic tentmaker. *Evangelical missions quarterly*, 36(3), 292-300.
- Rundle, S. (2000). The Christian business scholar and the great commission: A proposal for expanding the agenda. *Journal of biblical integration in business*, 94-108.
- Rundle, S. (2003). Preparing the next generation of kingdom entrepreneurs. In T. Yamamori & K. Eldred (Eds.), *On kingdom business: Transforming world mission through kingdom entrepreneurs* (pp. 225-244). Wheaton, IL: Crossway Books.
- Rundle, S. (2004). Corporate Social Responsibility in a Globalizing World: What's a Christian Executive to Do? *Business and professional ethics journal*, 23(4), 171-183. Available at: [https://secure.pdcnet.org/8525737F0058014C/file/0DA5D77BAE80AD0F8525742100619F00/\\$FILE/bpej\\_2004\\_0023\\_0004\\_0173\\_0185.pdf](https://secure.pdcnet.org/8525737F0058014C/file/0DA5D77BAE80AD0F8525742100619F00/$FILE/bpej_2004_0023_0004_0173_0185.pdf)
- Rundle, S. (2009). Restoring the Role of Business in Mission. In Winter, R. D. and S. C. Hawthorne (eds.) *Perspectives on the world Christian movement*. Fourth Edition (757-763). Pasadena, CA: William Carey Library.
- Rundle, S. (2012). Business as mission hybrids: A review and research agenda. *Journal of biblical integration in business*, 15(1), 66-79. Available at: <http://www.cbfa.org/JBIBVol15No1.pdf>
- Rundle, S. (2014). Does Donor Support Help or Hinder BAM Practitioners? An Empirical Assessment. *International bulletin of missionary research*, 38(1), 21-26. Available at: <http://www.internationalbulletin.org/system/files/2014-01-021-rundle.pdf>
- Rundle, S. & Steffen, T. (2011). *Great commission companies: The Emerging role of business in missions*. Downers Grove, IL: InterVarsity Press.
- Rundle, S. & Sudyk, T. (2007). Funding a kingdom company. *Evangelical missions quarterly* 43(4), 442-448.
- Russell, M. (2006). The biblical basis for the integration of business and missions. In T. Steffen & M. Barnett (Eds), *Business as mission: From impoverished to empowered* (pp. 117-131). Pasadena, CA: William Carey Library.

- Russell, M. (2008). *The use of business in missions in Chiang Mai, Thailand*. Unpublished doctoral dissertation, Asbury Theological Seminary, Wilmore, Kentucky.
- Russell, M. (2010). *The missional entrepreneur: Principles and practices for business as mission*. Birmingham, AL: New Hope Publishing.
- Russell, S., Hausman, C., and Vinateri S. (2006). Suits and sandals: Making business as mission work. In T. Steffen & M. Barnett (Eds), *Business as mission: From impoverished to empowered* (pp. 291-304). Pasadena, CA: William Carey Library.
- Seebeck, D. & Stoner T. (2009). *My Business, My Mission*. Grand Rapids, MI: Partners Worldwide.
- Siemens, R. (1998). Why did Paul make tents? A biblical basis for tentmaking. GO Paper A-1. Available at: <http://www.globalopps.org>.
- Silvoso, E. (2002). *Anointed for business: How to use your influence in the marketplace to change the world*. Ventura, CA: Regal Books.
- Smith, P., & Thurman, E. (2007). *A Billion bootstraps: Microcredit, barefoot banking, and the business solution for ending poverty*. New York, NY: McGraw-Hill.
- Spear, R. (2006). Social entrepreneurship: A different model? *International journal of social economics*, 33(5/6), 399-410.
- Steffen, T., & Barnett, M. (Eds). (2006). *Business as mission: From impoverished to empowered*. Pasadena, CA: William Carey Library.
- Stevens, P. (1999). *The other six days: Vocation, work, and ministry in biblical perspective*. Grand Rapids, MI: Eerdmans Publishing Co.
- Stevens, P. (2001). The marketplace: Mission field or mission? *Crux*, 37(3), 7-16.
- Suter, H., & Gmur, M. (1997). *Business power for God's purpose*. VKG Publishing.
- Swarr, B., & Nordstrom, D. (1999). *Transform the world: Biblical vision and purpose for business*. Center for entrepreneurship and economic development.
- Taylor, G. (1998). Don't call me a tentmaker. *International journal of frontier missions*, 15(1), 23-26.
- Tewell, Thomas K. (2003). Ministering to the Business Community. *Theology Today*, 60(3): 344-356.
- Tongoi, D. (2009). The challenges and opportunities for business as mission: A perspective from Africa. *Connections*, 8(2), 1-3.
- Townsend, D., & Hart, T. (2008). Perceived institutional ambiguity and the choice of organizational form in social entrepreneurial ventures. *Entrepreneurship: Theory and practice*, 685-700.

- Tunehag, M. (2001). Business as mission. Available at: <http://www.globalconnections.co.uk/pdfs/businessasmissiontunehag.pdf>.
- Tunehag, M. (2008). A global overview of the business as mission movement: Needs & gaps. Available at: <http://www.lausanne.org/all-documents/needs-gaps.html>
- Tunehag, M. (2009). The mission of business: CSR+. Available at: <http://www.matstunehag.com/wp-content/uploads/2011/04/The-Mission-of-Business-CSR+1.pdf>
- Tunehag, M., McGee, W., & Plummer, J. (2004). Business as mission. Lausanne Occasional Paper #59. Available at: [http://www.lausanne.org/documents/2004forum/LOP59\\_IG30.pdf](http://www.lausanne.org/documents/2004forum/LOP59_IG30.pdf)
- Van Duzer, J. (2010). *Why business matters to God (and what still needs to be fixed)*. Downers Grove, IL: IVP Academic.
- Vickers, I. (2010). Social enterprise and the environment: A review of the literature. Working Paper 22, Third Sector Research Centre. Available at: <http://www.tsrc.ac.uk/LinkClick.aspx?fileticket=ecjz7whQe4%3D&tabid=654>
- Westaway, K. (2011). New legal structures for 'social entrepreneurs'. *Wall Street Journal*, December 12, 2011.
- Wilson, Jr., & Wilson, C. (1979). *Today's tentmakers*. Wheaton, IL: Tyndale Publishing Co.
- Wong, S. and Rae, S. (2011). *Business for the common good: A Christian vision for the marketplace*. Downers Grove, IL: IVP Academic.
- Yamamori, T. & Eldred, K. (Eds). (2003). *On Kingdom business: Transforming mission through entrepreneurial strategies*. Wheaton, IL: Crossway Books.
- Yamamori, T. (1987). *God's new envoys: A bold strategy for penetrating closed countries*. Portland, OR: Multnomah Press.
- Yamamori, T. (1993). *Penetrating missions' final frontier: A new strategy for unreached peoples*. Downers Grove, IL: InterVarsity Press.
- Yunus, M., & Weber, K. (2007). *Creating a world without poverty: Social business and the future of capitalism*. New York: Public Affairs.
- Yunus, M., Moingeon, B., & Lehmann-Ortega, L. (2010). Building social business models: Lessons from the Grameen experience. *Long Range Planning*, 43, 308-325.

## Notes:

Christians have been reflecting on their faith as it relates to business and economics since the time of Christ. This bibliography is limited to publications related to a small and relatively new subfield often referred to as "business as mission" (BAM). While the definition of BAM is still somewhat fluid, it shares many things in common with social entrepreneurship (SE) in that it involves the intentional use of business to address social, environmental, and/or spiritual concerns. The key difference is that BAM is motivated by an explicitly Christian worldview.



The purpose of this bibliography is to serve as a resource for scholars and practitioners who are unfamiliar with this subject. It includes relevant and noteworthy publications in the area of SE, BAM and “tentmaking.” To keep things manageable and focused, it **does not** survey the vast field of literature related to faith and economics, faith and work, or faith and business ethics. Those interested in such topics are encouraged to look at the Faith and Work Bibliography of Gordon-Conwell Seminary at <http://www.gordonconwell.edu/resources/documents/faithandworkbibliography.pdf>.