Contribution Details

Submission Type / Conference Track: Theme 8: Open Innovation
Social Innovation: what does it mean?

314

Author information is only visible to chairs and administrators
Lidyane Stephane da Silva Barros, <u>Pryscilla Aparecida Vaz de Oliveira</u>, Mario Sergio Salerno
Organization(s): University of São Paulo, Brazil

Submitted by: **Lidyane Stephane da Silva Barros (University of São Paulo, BR)**, *ID: 1346*

Presenting Author: Oliveira, Pryscilla Aparecida Vaz de pryvaz@usp.br
Short CV of Presenting Author:
Pryscilla Aparecida Vaz de Oliveira is Ph.D. candidate in production engineering at the Polytechnic School, University of São Paulo (Poli-USP), São Paulo, Brazil. Her research interests are in strategic innovation, innovation management, and human resources management. She holds a management engineering and a science and technology degrees from Federal University of ABC, Brazil.

Theme 8: Open Innovation: 8.6 - Inclusive Innovation

19 pages

Abstract

Context

The literature on Social Innovation has spread considerably in the latest years. One reason is the extension of the Brazilian's social problems. Motivated by serious socio-environmental issues resulting from the forms of current economic production and gaps in public services, products and services targeted to social inclusion have been created.

Literature

In the paper, we discuss some definitions about Social innovation found in researches made by Cajaiba-Santana (2014), Mumford and Moertl (2003), Alvord et al. (2004), Neuvonen et al. (2014), Seyfang and Longhurst (2016) and Pol and Ville (2009), for example.

Literature Gap

The field of study deals with an ambiguous Social Innovation term and faces a lack of agreement about its meaning because it is considered a polysemic and multidisciplinary definition.

Resarch Questions

The research intends to understand how the term Social Innovation is handled and conceptualized. We also look for a precise definition that can be applied inside the management field. If it was not found, we would suggest a new one.

Methodology

In our analysis, we discuss the critical issues in the conceptualizations made in previous researches and propose a new concept to Social Innovation. In order to exam the literature, we used bibliometric analysis. After we have investigated the meaning of Social Innovation and analyzed qualitatively the definitions found, we proposed a new concept, which attempts to solve some problems recognized in other definitions found in the review. We also present three social innovation examples to help us to explain our Social Innovation definition.

Empirical Material

-

Results

We realize two main approaches to address the SI term. There are some articles, which contents indicate that the application of SI drives up the changes in relationships among agents and the structure framed by them in an organization. The other cluster identified relates the SI term to social entrepreneurship definition. In our analysis, we discuss the key issues in conceptualizations made in previous researches in these clusters and propose the new concept to SI to support the integration of the research field.

We have defined Social Innovation as the development and implementation of new ideas (products, services, processes, and methods); which the main purposes are to fit the needs of people from the bottom of the pyramid in order to improve their life quality; and which the financial goals are directed to sustain the initiative, but those goals must not be the central guides of organization. Then, by our definition, Social Innovation encompasses 1) to be an innovation which 2) social purpose must be primary and 3) profit goals should be secondary.

Contribution to Scholarship

Broadening the understanding of the Social Innovation definition intends to enhance the development of studies and encourage new priorities for researches in the area. Significant work is still necessary to position the more discipline-bound analytical, conceptual and theoretical contributions. Thun, the paper's goal is to promote a more precise and complete understanding of the emerging Social Innovation field and to encourage further researches in the topic.

Completing the previous conceptual discussions, our paper did a literature review in order to understand the Social Innovation field and to look for a suitable and robust concept to the term for using in the futures researches about social innovation in the

arena innovations studies. Then our approach addresses the heterogeneity problem and contributes to the accumulation of knowledge and growth of the emerging researches on Social Innovation.

Contribution to Practice

The paper can contribute to the creation of public incentive policies and stimulate the performance of practitioners interested in developing business for inclusive intentions. The paper premise is that innovations can help improve the social problems of poor or emerging countries, then we claim that understanding the Social Innovation definition and suggesting a more precise one can help to develop new products and services.

Fitness

Creating and implementing solutions to complex social problems are challenges that managers face today. The theory about the innovation process was built on technological issues, mostly, but its consequences to society have been disregarded. Then we need to concentrate on researching about social innovation to adress those problems.

Bibliography

ALVORD, S. H.; BROWN, L. D.; LETTS, C. W. Social Entrepreneurship and Societal Transformation: An Exploratory Study. The Journal of Applied Behavioral Science, v. 40, n. 3, p. 260–282, 2004.

CAJAIBA-SANTANA, G. Social innovation: Moving the field forward. A conceptual framework. Technological Forecasting and Social Change, v. 82, n. 1, p. 42–51, 2014. Elsevier B.V. Disponível em: <http://dx.doi.org/10.1016/j.techfore.2013.05.008>.

MUMFORD, M. D.; MOERTL, P. Cases of Social Innovation: Lessons From Two Innovations in the 20th Century. Creativity Research Journal, v. 15, n. 2–3, p. 261–266, 2003. Disponível em: <http://www.tandfonline.com/doi/abs/10.1080/10400419.2003.9651418>.

NEUVONEN, A.; KASKINEN, T.; LEPPÄNEN, J.; et al. Low-carbon futures and sustainable lifestyles: A backcasting scenario approach. Futures, v. 58, p. 66–76, 2014.

SEYFANG, G.; LONGHURST, N. What influences the diffusion of grassroots innovations for sustainability? Investigating community currency niches. Technology Analysis and Strategic Management, v. 28, n. 1, p. 1–23, 2016. Taylor & Francis.

POL, E.; VILLE, S. Social innovation: Buzz word or enduring term? Journal of Socio-Economics, v. 38, n. 6, p. 878–885, 2009.

Submitted File(s) for Final Version

1st file 🗋 SOCIAL INNOVATION.pdf

Session Details

20-PM2-06: ST8.3 - Crowdsourcing and Online Communities: Challenges and New Perspectives

Time: **Thursday, 20/Jun/2019: 2:45pm - 4:15pm**   *Location:* **Amphi Lagarrigue**
Session Chair: **Thomas Gillier**, Grenoble Ecole de Management
Session Chair: **Associate Professor SCHWEITZER Fiona**, Ecole de Management
Session Chair: **Jan Van den Ende**, Rotterdam School of Management