

PANEL: CO-CREATING A RESEARCH AGENDA FOR SOCIAL INNOVATION

Organizers: Tanusree Jain (Tanusree.Jain@tcd.ie), Concepción Galdón (Concepcion.galdon@ie.edu), Mario Aquino Alves (Mario.Alves@fgv.br), Adrián Zicari (zicari@essec.edu) (corresponding organizer).

Social Innovation has never been timelier than now. We seek to create **a friendly and inspiring space for reflection, discussion and learning** with participants and identify ideas/topics/approaches in Social Innovation that are both novel and attractive. We are inspired by Design Thinking methodology and particularly by its recent applications for Social Innovation. As such, we attempt to describe, depict and portray novel research questions and enquiries for exploration, **thereby illustrating potential paths for new research.**

OUR PROPOSAL

We propose a four-step process, inspired by Design Thinking:

- ❑ **Discovering / Empathizing:** Friendly introduction plus a brief "recap" of the literature.
- ❑ **Defining:** Each panel organizer offers a five-minute "provocation" on some of the tensions and challenges in Social Innovation.
- ❑ **Ideate and Prototype:** All Seminar participants go to a breakout room to share their ideas and explore new possibilities.
- ❑ **Test:** Ideas from each breakout are shared in the plenary. We note ideas and map them into a framework to share with all participants, and post these on blogs and discussion forms.



OVERVIEW OF THE SESSION

TIME	STAGE	ACTORS
15 MIN	Discovering - Empathizing: Introduction, objectives, and framework for the Innovative Session. Briefing on the literature.	One of the organizers
7 MIN	Defining (First provocation): Social Innovation in comparative contexts. An international comparative perspective.	Tanusree Jain, Trinity, Ireland
7 MIN	Defining (Second provocation): Social Innovation in unequal societies.	Mario Aquino Alves, FGV, Brazil
7 MIN	Defining (Third provocation): Social Innovation, the promise of Technology for impact.	Concepción Galdón, IE University, Spain
7 MIN	Defining (Fourth provocation): Measuring Social Innovation. An accountant struggling to grasp social innovation.	Adrián Zicari, ESSEC, France and Singapore
30 MIN	Ideate & Prototype. Breakout rooms: Opportunities and potential for research in each topic	All attendees, in breakout rooms
30 MIN	Test: Describe current research related to the topic area by audience. Propose research projects in the topic area. Summarize in table.	All attendees in a plenary session
20 MIN	Conclusion and plan for sharing summary tables from roundtable discussions	Organizers

ABOUT THE ORGANIZERS

▣ **Tanusree Jain**, Trinity Business School, Trinity College Dublin, Ireland. Published in leading academic journals (JBE, B & S, among others), Tanusree is also very active in the public sphere, with many opinion pieces featured in newspapers and appearances on BBC Radio.

▣ **Concepción Galdón**, Instituto de Empresa, Spain, where she leads the IE Center for Social Innovation. Concepción is also President of the social venture Puentes Global, which she co-founded in 2009, and is a member of Ashoka Spain's Venture Board.

▣ **Mario Aquino Alves**, Fundação Getulio Vargas, São Paulo, Brazil, is Associate Dean for the Graduate Program in Public Administration. He is also President of the International Society for Third Sector Studies. He has published in JBE and the Canadian Journal of Administrative Sciences, among others.

▣ **Adrián Zicari**, ESSEC Business School, Paris & Singapore. He is Academic Director of the Council on Business & Society, an alliance of business schools dedicated to encouraging Sustainability and CSR. He has published in JBE and the Journal of Cleaner Production, among others. He is also the representative ambassador of the City of Buenos Aires in Paris.

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