Course Syllabus

**Social innovation: theoretical lenses and qualitative methods**

Professorship for Innovation, Entrepreneurship & Sustainability,

LMU Munich School of Management Winter Term 2023-2024

ISTO Seminar Room 202, Kaulbachstr. 45, Munich

**People and Contacts:**

Lecturer: **Prof. Anne-Laure Fayard**

ERA Chaired Professor in Social Innovation

Coordinator, DESIS (Design for Social Innovation and Sustainability) Lab

NOVA School of Business and Economics

Visiting Research Professor, New York University

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**Course Description and Objectives:**

This PhD research seminar aims to provide an introduction to research in management and organizational studies on social innovation as well as discuss qualitative approaches to study it empirically. We will discuss social innovation, as a field of practice and an empirical phenomenon (of study). We will engage with specific research topics such as cross-sector collaboration, different forms of organizing such as open innovation, and temporality, through an in-depth discussion of articles.

**Teaching Approach:**

This is a seminar and students will be expected to be active participants in class discussions as knowledge is assumed to be co-created through the class interactions.

Each participant will be assigned a paper for which they will be the lead discussant (more information provided closer to the seminar).

Guidelines for reading papers are provided at the end of the syllabus.

**Application Procedure:**

This course is highly selective and restricted to a maximum number of 15 participants. To attend the course, please apply **by September 30, 2023** by sending your CV and motivation letter via email to Dr. Esther Salvi ([esther.salvi@lmu.de](mailto:esther.salvi@lmu.de)).

**Course Outline and Lecture Days:**

**30.10.2023**

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| **Session** | **Time** | **Topic** |
| Session 1 | 9:00 - 11:00 | What is Social Innovation? |
| *Break* | *11:00 - 11:15* |  |
| Session 2 | 11:15 - 13:15 | Organizing for social innovation (1): cross-sector collaborations |
| *Lunch* | *13:15 - 14:30* |  |
| Session 3 | 14:30 – 17:00 | Organizing for social innovation (2): open social innovation |

**31.10.2023**

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| **Session** | **Time** | **Topic** |
| Session 4 | 9:00 - 11:00 | Lenses (1): Time |
| *Break* | *11:00 - 11:15* |  |
| Session 5 | 11:15 - 13:15 | Lenses (2): Boundaries |
| *Lunch* | *13:15 - 14:30* |  |
| Session 6 | 14:30 – 16:00 | A qualitative approach |

**Evaluation:**

To receive a passing grade, students will have to attend the 2 sessions having done the readings and ready to engage in the discussions (Oral participation will be assessed). Students will be asked to do a 2-page write up of one paper.

Each student will have to submit a short paper including a research question, providing a motivation as to why this is a problem worth exploring theoretically and practically, what research they have conducted and current learnings /emerging contributions, or what research will they conduct, and how they think it will contribute to the current research.

**Course Material:**

The course material will be based on academic articles and additional material provided by the instructor.

**I&D statement:** I hope to foster a sense of community in this class and provide an inclusive and equitable environment for all students. I consider this class a place where individuals of all backgrounds, beliefs, ethnicities, national origins, gender identities, sexual orientations, religious and political affiliations, and abilities will be treated with respect.   It is my intent that all students’ learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit.  If this standard is not being upheld, please feel free to speak with me.

**Mandatory readings**:

Session 1

* Phills Jr., J. A., Deiglmeier, K., & Miller, D. T. (2008). Rediscovering Social Innovation. *Stanford Social Innovation Review*, *6*(4), 34–43. <https://doi.org/10.48558/GBJY-GJ47>
* George, G, Howard-Grenville, J., Joshi, A. and Thinanyl, L. (2016). Understanding and tackling societal grand challenges through management research. *Academy of Management Journal*. 59, (6), 1880-1895.
* Beckman C, Rosen J, Estrada-Miller J, and Painter G (2023) The Social Innovation Trap: Critical Insights into an Emerging Field, *Academy of Management Annals.* <https://doi.org/10.5465/annals.2021.0089>

Session 2

* Bryson, J. M., Crosby, B. C. and M. M. Stone (2015), ‘Designing and Implementing Cross-Sector Collaborations: Needed *and* Challenging’, *Public Administration Review*, **75**(5), pp. 647–663.
* Ferraro, F., D. Etzion, and J. Gehman (2015) Tackling Grand Challenges Pragmatically: Robust Action Revisited *Organization Studies*, 36: 363-390.
* Gray, B., Purdy, J., & Ansari, S. (2022). Confronting Power Asymmetries in Partnerships to Address Grand Challenges. *Organization Theory*, *3*(2). <https://doi.org/10.1177/26317877221098765>

Session 3

* Mair J, Gegenhuber T (2021) Open social innovation. *Stanford Social Innovation Review*, 19(4):26–33. <https://doi.org/10.48558/Q78Z-F094>
* Fayard A.L. (2023) Open Social Innovation, *Encyclopedia of Social Innovation*. Eds. J.Howaldt and C. Kaletka (Edward Elgar Publishing)*.*
* Diriker D, Porter A, Tuertscher P (2023) Orchestrating open innovation through punctuated openness: A process model of open organizing for tackling wicked multi-stakeholder problems. *Organ. Stud.* 44(1):135–157.

Session 4

* Reinecke J, Ansari S (2015) When times collide: Temporal brokerage at the intersection of markets and developments. *Acad. Management J.* 58(2):618–648.
* Fayard, A-L, (forthcoming) Making time for social innovation: How to interweave clock-time and event-time in open social innovation to nurture idea generation and social impact, *Organization Science*
* Lifshitz-Assaf, H., S. Lebovitz, and L. Zalmanson 2021 "Minimal and Adaptive Coordination: How Hackathons’ Projects Accelerate Innovation without Killing it." Academy of Management Journal, 64: 684-715.

Session 5

* Zuzul, T. W.2019 "“Matter Battles”: Cognitive representations, boundary objects, and the failure of collaboration in two smart cities." Academy of Management Journal, 62: 739-764.
* Langley, A., Lindberg, K., Mørk, B. E., Nicolini, D., Raviola, E., & Walter, L. (2019). Boundary work among groups, occupations, and organizations: From cartography to process. The Academy of Management Annals, 13(2), 704–736. [https://doi.org/10.5465/annals.2017.0089](https://psycnet.apa.org/doi/10.5465/annals.2017.0089)
* O’Mahony, S., & Bechky, B. A. (2008). Boundary Organizations: Enabling Collaboration among Unexpected Allies. *Administrative Science Quarterly*, *53*(3), 422–459. <https://doi.org/10.2189/asqu.53.3.422>

Session 6

* Geertz, C. 1973. “Thick Description: Toward an Interpretive Theory of Culture.” In *The Interpretation of Cultures*. New York: Basic Books.
* Fayard, AL. 2018. Bricolage in the Field: Experimenting in Ethnography. In Raza Mir and Sanjay Jain (eds). *Routledge Companion to Qualitative Research in Organization Studies,* Routledge.
* Gümüşay, A.A. & Reinecke, J. 2021. [Researching for desirable futures: From real utopias to imagining alternatives](https://doi.org/10.1111/joms.12709). **Journal of Management Studies**.

**Further, non-mandatory readings:**

* Becker, H. 1998. *Tricks of the Trade*. Chicago: University of Chicago Press. Chapter 1.
* Gümüşay, A.A., Marti, E., Trittin-Ulbrich, H., Wickert, C. (2022) How Organizing Matters for Societal Grand challenges in eds. A.A, Gümüşay, E. Marti, H.Trittin-Ulbrich, and C, Wickert,  [Organizing for Societal Grand Challenges](https://library.oapen.org/bitstream/handle/20.500.12657/53960/9781839098260.pdf?sequence=1). **Research in the Sociology of Organizations**, 79.
* Manzini, E, (2014) Making things happen: Social Innovation and Design, *DesignIssues:* Volume 30, Number 1 Winter 2014
* Mair J, Wolf M, Seelos C (2016) Scaffolding: A process of transforming patterns of inequality in small-scale societies. *Acad. Management J.* 59(6):2021–2044.

## Renate Meyer: Visual data and methods in Ethnographic Atelier Podcast:

* <https://www.ethnographyatelier.org/renate-meyer-podcast> (Check the other episodes too).
* Pache, AC, Fayard, AL, and Rocha, M. Forthcoming (2022), Cross sector collaborations for social innovation In *Handbook of Social Innovation and Social Enterprises*, A.Vaccaro and T. Ramus (Eds)
* Okhuysen, G. A. and B. A. Bechky (2009) Coordination in organizations: An integrative perspective. *Academy of Management Annals*, 3: 463-502.
* Rittel, H. W. and M. M. Webber (1973) Dilemmas in a general theory of planning. *Policy sciences*, 4: 155-169.

# Weeks, J. (2021) What Good Is the Ethnographic Interview? Mir, R. and Fayard, AL. (Eds.). *The Routledge Companion to Anthropology and Business*

**Guidelines for reading papers:**

For empirical papers, this implies analyzing:

* The research question of the paper
* The methodological approach (how did the authors collect data and analyze them?)
* The key findings
* The contributions of the paper
* How might this paper inspire your current/ future research? What questions does it invite you to ask?

For methodological papers, this implies analyzing:

* The main focus
* Key “guidelines”; how might you use them?
* What questions (if any) did it raise for you about doing qualitative research? And doing research more generally?