



SOCIAL2BMI

PROGRAM CODE
SE015-017

PROGRAM
DURATION
4 days

DATES
September 21st – 24th 2015

CREDITS
None

TUITION
Students: 140 €

phd & post-doc: 340 €

Academic & professionals: 440 €

SOCIAL ENTREPRENEURSHIP AND SUSTAINABILITY - FROM SOCIAL TO BUSINESS MODEL INNOVATION

DESCRIPTION

The first edition of the summer school on “Social entrepreneurship and sustainability: from social to business model innovation” organized by University of Milan - Bicocca on September 21-24, 2015 will focus on the contribution of social entrepreneurship and sustainability to business model innovation.

Social enterprise and social entrepreneurship have been widely discussed in the literature over the last decade. Nevertheless, the matter continues to evolve, and debate on these issues seems to have taken on new and important directions on the occasion of the long period of economic crisis we are experiencing. In this context, the European Union has included in its agenda the promotion of social entrepreneurship as one of the priorities of its action. The contribution of social enterprises can be increasingly conceived not only in terms that are subsidiary relative to the national welfare systems, but rather as a driver of the economy at the macro as well as micro and meso-level.

Social innovation, as a driver of business model innovation leading to social entrepreneurship and sustainability, and social value creation are the fundamental pillars around which this summer school is conceived. The concept of social innovation embodies the capacity to create and implement novel ideas which are proven to deliver value (the ‘innovation’ dimension), and also the kind of value that such innovation is expected to deliver: a value that is less concerned with profit and more with issues such as quality of life, solidarity and well-being (the ‘social’ dimension) (BEPA 2010, pp33-34).

Integrating social innovation and social value creation within the framework of business models allows to focus on new approaches to innovation that lead to improving companies’ performances both in terms of economic and social value. Economic value is here broadly understood as being created by taking a set of inputs, providing additional processes that increase their value, and generating a product or service that has greater market value at the next level of the value chain; social value is created when resources, inputs, processes or policies are combined to generate improvements in the lives of individuals or for society as a whole.

FOR FURTHER
INFORMATION AND
ABSTRACT/PAPER
SUBMISSIONS:
social2BMI@unimib.it





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CALL FOR PAPERS

The summer school seeks to explore the frontiers of social entrepreneurship by promoting discussion and debate among prominent experts, academics and graduate students. More specifically, theoretical-analytical and empirical contribution on the themes listed below are welcome:

A. THE LINK BETWEEN SOCIAL INNOVATION AND BUSINESS MODEL INNOVATION

- Is social innovation a driver of business model innovation?
- How should a company redesign its business model for social value creation?
- From social responsibility to social strategy: is there a shared definition?
- How are sustainability and social responsibility disrupting incumbent value chains?
- How does business model innovation take shape in the context of emerging/developing countries?
- Which managerial competencies are required by social enterprises?
- Employee welfare services and high performance work-systems: how are they related?

B. SOCIAL VALUE VS ECONOMIC VALUE

- When does economic value create social value?
- When does social value create economic value?
- How do we create social value? How do we measure economic and social value?
- How can social value measurement systems steer the conduct of the social enterprise?
- What are the new relevant measurement tools and mechanisms?

C. INDIVIDUAL VS COLLECTIVE SOCIAL ENTREPRENEURSHIP (GOVERNANCE)

- How are social enterprises' governance models shaped?
- How are existing models, value chains, and new relationships between the private, public, and third sector being changed to develop new mechanisms for the delivery of public services?
- How are trisector partnerships and initiatives shaped and how do they function?
- How do 'commons' generate social entrepreneurship and what are the related institutional arrangements for durable value creation?
- How do system entrepreneurship and system building beyond the boundaries of the enterprise create social value?

D. INSTITUTIONAL/ENVIRONMENTAL CONDITIONS AND ACTORS FAVOURING/HINDERING SOCIAL ENTREPRENEURSHIP

- Roles and importance of stakeholders in social enterprises: who are they? How do they act and react and what are their expectations?
- How are public welfare and corporate welfare related?
- What is the role and contribution of social finance and intermediaries, business angels, and venture philanthropists to social entrepreneurship?
- Effective support from the public sector: do public managers have the correct skills set to assist social entrepreneurs in building infrastructure and capacity?





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SUBMISSIONS AND KEY DATES

We invite manuscripts that: a) address major social/economic problems related to business model innovation of economic institutions, including large corporations; or b) point to new ways to improve social welfare through business model innovation. Submitted manuscripts could differ from more conventional journal articles by: 1) challenging received wisdom; 2) relaxing the assumptions that underpin existing theories in order to make them more realistic; and 3) explicitly addressing values and their effects on existing theory.

Contributors interested in presenting/publishing their research should submit an abstract (max 5 pages) and the application form by June 30, 2015. Selected contributions will be notified by July 15, 2015 and registrations will be finalized by July 30. Final papers are due by August 31.

Application form submission: please select APPLY NOW from the following link

[HTTP://WWW.SUMMERSCHOOLEXPO2015.COM/SOCIAL-ENTREPRENEURSHIP-AND-SUSTAINABILITY.PHP](http://www.summerschoolexpo2015.com/social-entrepreneurship-and-sustainability.php)

and select:

- Student (graduate student, PhD candidate, or post-doc) OR
- Working professional (other academic positions and professionals)

Abstract and paper submission: please submit to SOCIAL2BMI@UNIMIB.IT

PROGRAMME STRUCTURE

The summer school will be held on September 21 to 24, 2015, with the following structure:

- September 21-23: each day will feature two 1.5 hours lectures (one in the morning and one in the afternoon) followed by papers presentations on related topics.
- September 24: Plenary session
 - Keynote speech
 - Roundtable discussion
 - Q&A session
 - Closing remarks

ACCOMMODATION

Accommodation in double or single rooms will be provided at residences of the University of Milano - Bicocca. Additional information can be found here:

[HTTP://WWW.SUMMERSCHOOLEXPO2015.COM/STUDENT-HOUSING.PHP](http://www.summerschoolexpo2015.com/student-housing.php)

Participants are asked to indicate at the time of enrolment if they require accommodation. For additional information please contact: SOCIAL2BMI@UNIMIB.IT





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SCIENTIFIC COMMITTEE

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CALL FOR PAPER DEADLINE

June 30th 2015

WEBSITE

[HTTP://WWW.SUMMERSCHOOLLEXP02015.COM/SOCIAL-ENTREPRENEURSHIP-AND-SUSTAINABILITY.PHP](http://www.summerschoolexpo2015.com/social-entrepreneurship-and-sustainability.php)

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