

Universities for Social Innovation & Social Entrepreneurship

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Overview

- In this session we will explore:
 - Introduction to the University of Northampton.
 - Universities as investors & incubators.
 - Definitions of social innovation & social entrepreneurship.
 - Current state of SI/SE research – where are we now?
 - Key emergent areas for future research.
 - Multi-stakeholder approaches.
 - Strategies for researching SI/SE.
 - Examine key publishing outlets.



UoN

**University of
Northampton**

**Hello
Waterside**

TEF Gold



University of Northampton

- The University of Northampton has an ***institution-wide*** commitment to social innovation & impact.
 - Have built a new Innovation Centre & open our new campus in September 2018.
- It is the first HEI in England to become an ***Ashoka U*** Changemaker Campus.
- Students on ***all*** courses will engage in social innovation/impact, both academically & through work-placements.
- All students will be given the opportunity to ***practically*** engage with social innovation/impact.



Changemaker

We have **4 Changemaker Challenges**:

1. Education: Make Northamptonshire the best county in the UK for children and young people to flourish and learn.
2. Health & Wellbeing: Make Northamptonshire the leading county in the UK for health and wellbeing.
3. Culture & Heritage: Build the cultural and heritage traditions of Northamptonshire into world-class attractions.
4. Enterprise: Make Northamptonshire the best county in the UK to start, build and run a business.



Ways we deliver social impact



Inspire2Enterprise

- Inspire2Enterprise is a national SE support organisation that delivers:
 - Start-up advice & support.
 - Business growth support.
 - Learning & skills development.
 - Specialist support services
i.e. legal & accountancy.
- It is a CIC that is a joint venture between the University & Exemplas:



Goodwill Solutions



- Logistics business c £6M turnover, profitable.
- Trains and employs ex-offenders, homeless, drug addicts etc.
- In 2011 The University invested £200k for a 20% stake.
 - Turnover at time £500k
- Opportunities:
 - Research case studies.
 - Student placements.
- PR & financial return.
- Do good stuff!

Big Issue Invest CSV

- This is a £3m fund for social ventures.
- Mid-tier of social investment aiming to invest between £30,000 and £75,000.
- The University has invested £200,000 in the Big Issue Invest 'Corporate Social Venture' Fund.
 - In effect the University has become a social investor.
 - Allows us to drive change & deliver social impact.
 - Also presents research opportunities.
 - Evaluate the social impact of the CSV Fund.



Social Innovation

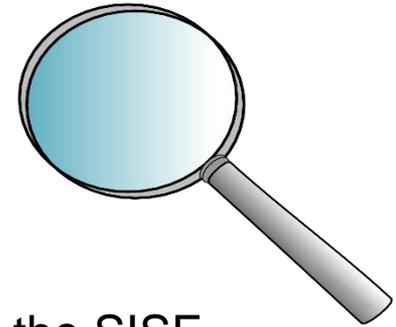
- Not a singular definition of SI, as it's such a **diffuse concept**.
 - SI represents new ways of developing/delivering products/services that deliver social impacts and catalyse change in society.
 - *“innovative activities and services that are motivated by the goal of meeting a social need.” (Mulgan et al., 2007).*
- It really represents:
 - Ability of innovators to **holistically link stakeholders** and use these partnerships to deliver new combinations of resources (financial and otherwise).
 - HEIs can act as the **hubs** of such partnerships and link different elements of society.
- **'De-powering'** of processes to allow genuine community engagement.
 - Beneficiaries are the experts and should be involved as co-producers with technical support from HEIs.

Social Entrepreneurship

- Need to ***distinguish*** between social entrepreneurship & social enterprise.
 - The latter is a specific ***type of enterprise***, the former is an ***activity/process*** that can occur in any sector/organisation.
- Social entrepreneurship:
 - “...encompasses the activities and processes undertaken to discover, define and exploit opportunities in order to enhance social wealth by creating new ventures or managing existing organisations in an innovative manner” (Zahra et al., 2009:519).
- Social enterprise:
 - ***Self-reliant, independent*** organisations that deliver ***social value*** (Dart et al., 2010) using market-based solutions.
- ***Social intrapreneurship*** is also an interesting potential area of study:
 - Individuals within organisations who restructure previously separate institutional boundaries whilst maintaining legitimacy (Kistruck & Beamish, 2010).

Emergent Research Areas

- A British Council Report identified **5 key themes** for future SE research (Hazenberg, 2019):
 - Definitions and Hybridity; Globalisation and Ecosystems; Institutions and Policy; Partnerships and Collaborations; & Social Impact Measurement.
- In the development of the report, the **support & knowledge** of the SISE Summit in Hong Kong & in particular the following scholars who spoke/contributed at/to it must be acknowledged:
 - **Professor Alex Nicholls** (University of Oxford)
 - **Professors Simon Teasdale & Michael Roy** (Glasgow Caledonian University)
 - **Professor Kate Cooney** (Yale University)
 - **Professor Kevin Au** (Chinese University of Hong Kong)
 - **Professor Bob Doherty** (University of York)
 - **Associate Professor Meng Zhao** (Nanyang Business School)
 - **Associate Professor Ruth Phillips** (University of Sydney)
 - Video at <https://www.youtube.com/watch?v=gkhpNNgW600&feature=youtu.be>



Definition & Hybridity

- The **dual logics** inherent to the SE model have led to its global growth, as SE can appeal to governments irrespective of their ideological persuasion.
 - SE offers **both quasi-market efficiency & ‘virtue and morality’** in solving social problems (Dey and Steyaert, 2010:91).
- Definitional debate grounded in the **‘agency vs. institutionalism’** paradox:
 - People (Agency);
 - Politics (institutionalism);
 - Performance (Impact Measurement) (Nicholls, 2018).
- Emergence over last 5 years of **‘hybridity’** to explain SE (Doherty et al. 2014).
 - Hybridity seeks to merge the agency & institutional approaches (Cooney, 2018).
 - Relates to ethics and how moral agency shapes organisational behaviour (Bull and Ridley-Duff, 2018).
- However, such approaches need to recognise the **pluralism** of cultural & institutional environments.



Globalisation & Ecosystems

- Type of SE that emerges in each region is based within the ***cultural/institutional context*** that it emerges (Mendell, 2010).
- SE ecosystems are ***social systems***, where networks & relational capital enable (or inhibit) the flow of resources.
 - Power therefore shapes normative behaviour & drives the types of emergent SEs (Hazenberg et al., 2016).
- SE can act as a mechanism for solving some of the ***upstream challenges*** in globalisation.
 - Research partnerships between the ***Global North & Global South*** can help build this mechanism (Roy, 2018).
- Cooney (2018) argues for a need to develop truly interdisciplinary, multi-stakeholder, ***'epistemic communities'*** to meet these challenges.
 - International academic collaborations are also essential.



Institutions & Policy

- Institutions & policy are key determinants of the types of SE ecosystems that emerge, as ***power shapes action*** (Dey & Steyaert, 2014).
 - Shape the environment & control the organisational forms of SE that emerge.
- Institutional & management theory is a well-worn lens in examining this, ***social movement theory*** could offer an alternative (Cooney, 2018).
- Institutions are critical in defending & ***upholding social welfare/social justice***.
 - Interplay between institutions and civil society what drives or constrains social innovation (Meng Zhao, 2018).
- Effective policy & funding has been shown to allow the interplay of ***competing logics*** in driving social innovation (Vickers et al., 2017).
- One of the key questions for future research is whether SEs are part of the rise of, or a challenge to ***neo-liberalism*** (Phillips, 2018).



Partnership & Collaboration

- Focus on **partnerships & collaborations** in the SE is a growing field of study globally. Six key stakeholder groups that support SE:
 - **government**
 - **private sector**
 - **third sector**
 - **international bodies/organisations**
 - **academia**
 - **community**
- Understanding the **interplay** between these is critical to SE (Nicholls, 2018).
- Need for **cross-cultural** partnerships to solve problems (Roy, 2018).
- **Community-led innovation**, communities of practice & co-creation of learning is critical (Calton et al., 2013):
 - Partnerships between academia, communities and development organisations are critical if SE is to drive international development (Houghton & Wilson, 2012).



Social Impact & Social Value

- One key area of focus is problematic as there is **no accepted definition** of what social impact constitutes (Sairinen & Kumpulainen, 2006).
- Social impact is also a **socially constructed term**, meaning different things to different groups (Burdge & Vanclay, 1996).
 - Brings us back to the issues of locality & culture.
- The measurement of outcomes remains **under-developed**, meaning that we cannot understand the impact of different types of SE (Roy, 2018).
- Need to understand that metrics can also be used by those in power to **shape behaviour** (Voltan and Hervieux, 2017).
- The development of **robust metrics** is a growth area for theory & also offers academics income opportunities.



Strategies for SI/SE Research

- **Cultural relativism** offers theoretical variety & multiple original contributions.
 - Potentially reduced isomorphic tendencies in the research field.
- As researchers SI/SE research provides a **rich area of enquiry**, within which we can develop innovative approaches to **research excellence**.
- **Quantitative gap** – Still a relative paucity of quantitative research. Large-scale statistical studies that can test/extend theory are essential.
- **Co-researchers** – A growing area of research, in which non-academic stakeholders are directly involved in the research.
 - Essential for understanding local, bottom-up innovations.
- **Diverse funding** opportunities:
 - SI/SE research not just about government research grants. Funding is also accessible from NGOs, private/third sector organisations & supra-national funding streams.



SI/SE Research Hexagon



*Your research should achieve **ALL** of these six outcome pillars where possible*

Publishing SI/SE Research

Prominent Journals for Social Entrepreneurship & Social Innovation Research

Journal Title	Impact Factor	SJR	H-Index	Average Citation Count	Country of Origin
Entrepreneurship Theory & Practice	5.07	3.65	107	6.64	US
California Management Review	3.49	2.21	114	4.04	US
Public Management Review	3.09	1.63	43	3.34	UK
Entrepreneurship & Regional Development	2.87	1.46	69	4.37	UK
Journal of Business Ethics	2.74	1.28	132	3.63	Netherlands
Non-Profit & Voluntary Sector Quarterly	1.90	1.20	64	2.46	US
Journal of Social Policy	2.35	1.06	55	2.60	UK
Non-profit Management & Leadership	1.62	0.76	45	1.65	US
Journal of Social Entrepreneurship	1.16	0.61	16	1.67	UK
Voluntas	1.29	0.57	37	1.60	US
Sustainability	2.28	0.54	42	2.14	Switzerland
Community Development Journal	0.53	0.27	36	1.00	UK
Voluntary Sector Review	0.45	0.24	2	0.45*	UK
International Journal of Social Economics	0.56	0.23	32	0.64	UK
Social Enterprise Journal	1.04**	N/K	N/K	N/K	UK

Hazenberg (2019): * Only based on a 2-year citation index **Emerging Sources Citation Index

Summary

- SI/SE research is moving from a ***pre-paradigmatic*** state towards becoming a ***mature*** research field.
- There are five key areas for future SE research: ***definitions & hybridity; globalisation & ecosystems; institutions & policy; partnership & collaboration; & social impact measurement.***
- As researchers we need to explore these utilising ***innovative methods*** & by engaging ***multiple-stakeholder*** types.
 - Need to ***drive impact***, but theory is still important.
- Whilst we can look for global or meta-trends, we must acknowledge the ***socially/culturally contextual*** nature of SE.
- It is an ***exciting time*** in the development of the SE field of research!

SUMMARY

Thank you
for listening

Any questions?

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