

## "Ethics, Social Innovation and social entrepreneurship

How people's ethical expectations are driving and boosting social change, innovation and disruption? How can we link neuroimaging analysis, cognitive research with individual and organizational behaviors associated with corporate social responsibility movement, social innovation and social entrepreneurship? Can we find multiple ways to link the "traditional" research on CSR, business ethics with the mainstream studies of the strategy and organizational fields? Can we map the frontiers of current research on these topics and foresee its direction in the next decade?

This seminar course will be based on five lectures and on the discussion in class with top scholars of the field including **Guido Palazzo** (University of Lausanne), **Stefano Brusoni** (ETH Zurich), **Daniella Laureiro Martinez** (ETH Zurich) and **Tommaso Ramus** (CLSBE-Lisbon).

A much more important consideration: this is a course about alternative, critical, provocative thinking. We will discuss about weak signals, the relevant things that happen at the periphery of the society but that are important for understanding the evolution of the global system. We will also think about positioning your research within your personal and professional trajectory.

### Objectives

The workshop's objectives are to:

- 1) Illustrate how the studies on social innovation and social entrepreneurship have evolved across different disciplines and the challenges they pose to mainstream research in organization, strategy, and business ethics.
- 2) Provide participants with a detailed understanding of the different major theoretical approaches and methodologies adopted by scholars investigating social innovation and social entrepreneurship.
- 3) Help students develop a critical understanding the different research streams analyzing social innovation and social entrepreneurs
- 4) Thinking differently, alternatively and critically about mainstream research and your research effort!

## Plan of the course

### 20/04/18 Introduction to the course (Nino Vaccaro)

Invited Speaker, Guido Palazzo (HEC): “Made in Italy by China: How institutional interfaces support illegality” (in co-authorship with Michele Greenwood!)

Recommended Readings:

- Guido Palazzo, Franciska Krings, Ulrich Hoffrage (2012). Ethical Blindness. *Journal of Business Ethics*, 109, pp. 323-338
- Andrew Crane, Guido Palazzo, Laura J. Spence, Dirk Matten (Winter, 2014). Contesting the Value of “Creating Shared value”. *University of California, Berkeley*, 56 (2), pp. 130-153
- Antonino Vaccaro, Guido Palazzo (2015). Value Against Violence: Institutional Change in Societies dominated by organized Crime. *Academy of Management Journal*, 58 (4), pp. 1075-1101
- Andreas Georg Scherer, Guido Palazzo (2007). Toward a Political Conception of Corporate Responsibility: Business and Society Seen from a Habermasian Perspective. *Academy of Management Review*, 32 (4), pp. 1096-1120
- Judith Schrempf-Stirling, Guido Palazzo, Robert A. Phillips (2016). *Academy of Management Review*, 41 (4), pp. 700-719

### 8/05/18 Invited Speaker, Tommaso Ramus (CLSBE Lisbon) “Hybrid organizing and hybridization processes: new opportunities and challenges for qualitative researchers”

Recommended readings:

- Jeffrey G. York, Timothy J. Hargrave, Désirée F. Pacheco (2016). Converging Winds: Logic Hybridization in the Colorado Wind Energy Field. *Academy of Management*, 59 (2), pp. 579-610
- Kathryn L. Heinze, Klaus Weber (2016). Toward Organizational Pluralism: Institutional Intrapreneurship in Integrative Medicine. *Organization Science*, 27 (1), pp. 157-172
- Paul Tracey, Nelson Phillips, Owen Jarvis (2011). Bridging Institutional Entrepreneurship and the Creation of New Organizational Forms: A Multilevel Model. *Organization Science*, 22 (1), January-February 2011, pp. 60-80
- Wendy K. Smith, Marya L. Besharov. Bowing before Dual Gods: How Structural Flexibility Sustain Organizational Hybridity, September 2017 (Forthcoming in *Administrative Science Quarterly*)

**14/05/18 Invited Speaker, Stefano Brusoni (ETH-Zurich): “New frontiers at the boundary between strategy and behavioral research”**

Recommended readings:

- McKendrick, N. (1961). II. Josiah Wedgwood and Factory Discipline. *The Historical Journal*, 4(1): 30-55.
- Besharov, M. (2014). The relational ecology of identification: How organizational identification emerges when individuals hold divergent values. *Academy of Management Journal*, 57 (5): 1485-1512.
- Dereky A., Laureiro-Martinez L., Brusoni S. and T. Hare (2018). Same tradeoff but different choice: Habitual and actively planned decisions reveal different social preferences. In preparation.

**15/05/18 Invited Speaker, Daniella Laureiro (ETH-Zurich): “Should I stay or should I go? Exploring inattention, inconformity and inexperience”**

Recommended readings:

- Daniella Laureiro-Martinez, Stefano Brusoni (2018). Cognitive Flexibility and Adaptive Decision-Making: Evidence from a Laboratory Study of Expert Decision-Makers (Forthcoming in the *Strategic Management Journal*).
- Daniella Laureiro-Martinez (2014) Cognitive Control Capabilities, Routinization Propensity, and Decision-Making Performance. *Organization Science* 25(4):1111-1133.
- Daniella Laureiro-Martínez, Vinod Venkatraman, Stefano Kappa, Maurizio Zollo, Stefano Brusoni (2018) Cognitive Neurosciences and Strategic Management: Challenges and Opportunities in Tying the Knot (Forthcoming on *Advances in Strategic Management*).

**23/05/18 Students Presentations!!!!!!!!!!!!**

**Grading:** I will ask you to prepare an infographics for each class + a final presentation

**Requested readings:** I will ask you to read one or two papers before each session. I will provide the list of the readings 60 days before the beginning of the course.