

Dissertation Seminar
Business ideas with impact: Social innovation and social entrepreneurship

Academic Year: **2017/2018**

Semester: **1st**

Instructor(s): **Pietro Versari**

Max. Number of Students: **5**

Seminar Description:

In recent years the phenomenon of Social Innovation and Social entrepreneurship has increasingly emerged in debates and discourses of social activists, in the media, and in political agendas worldwide. Indeed, instances of Social Innovation projects and Social Enterprises are growing in number and have increasing impact in several economic sectors. Social innovation and Social Entrepreneurship are pioneering new ways of doing business without jeopardizing the common good, re-defining both the forprofit and nonprofit organizational landscape.

This seminar will focus on the characteristics of Social Innovation and Social Entrepreneurship, and on the peculiar challenges posed by advancing together the creation of both social and economic value.

Seminar Content:

The seminar will consist of four initial group sessions aimed at providing the students with the tools to write a case study centered thesis on one topic of relevance for the field of Social Innovation and Social Entrepreneurship (see topics list). At the end of these four initial sessions the students will have produced the core content of the thesis. The fifth and the sixth sessions will consist of individual meetings tailored on the students' topic of choice in order craft the previously produced content into the final thesis.

Attendance is required to all sessions.

Seminar Objectives :

The students will develop a thesis centered on one of the following topics related to Social Innovation and Social Entrepreneurship

- **Social impact evaluation for Social Innovation and Social Entrepreneurship**
- **Business models for Social Innovation and Social Entrepreneurship**



- Stakeholders engagement in Social Innovation and Social Entrepreneurship
 - Marketing strategies for Social Innovation and Social Entrepreneurship
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Bibliography / Recommended Textbook(s) / Additional Readings:

Suggested readings (further readings will be provided during the course accordingly to the topic selected)

- Battilana, J., & Lee, M. (2014). Advancing research on hybrid organizing—Insights from the study of social enterprises. *The Academy of Management Annals*, 8(1), 397-441.
 - van der Have, R. P., & Rubalcaba, L. (2016). Social innovation research: An emerging area of innovation studies?. *Research Policy*, 45(9), 1923-1935.
 - Montgomery, A. W., Dacin, P. A., & Dacin, M. T. (2012). Collective social entrepreneurship: Collaboratively shaping social good. *Journal of Business Ethics*, 111(3), 375-388.
 - Westley, F., Antadze, N., Riddell, D. J., Robinson, K., & Geobey, S. (2014). Five configurations for scaling up social innovation: Case examples of nonprofit organizations from Canada. *The Journal of Applied Behavioral Science*, 50(3), 234-260.
 - Santos, F. M. (2012). A positive theory of social entrepreneurship. *Journal of business ethics*, 111(3), 335-351.
 - Santos, F., Pache, A. C., & Birkholz, C. (2015). Making Hybrids Work. *California Management Review*, 57(3), 36-58.
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Biography:

Pietro Versari is a lecturer at Catolica Lisbon School of Business & Economics (Lisbon, Portugal), and a visiting researcher at IESE Business School (Barcelona, Spain). He is among the founders of the Ethics, Responsibility and Sustainability Hub (ERSHub) at Luiss Business School (Rome, Italy).

His research focuses on business models for social enterprises, management of hybrid organizations, and mechanisms facilitating collaboration between nonprofit and for-profit sectors. He holds a Ph.D. in Management from Luiss Guido Carli University (Rome, Italy), and has been visiting student at Hertie School of Governance (Berlin, Germany), at the Yunus Centre for Social Business and Health of Glasgow Caledonian University (Glasgow, Scotland), and IESE Business School (Barcelona, Spain).

Contact(s) and Office Hours:

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To organize by appointment

Schedule:

Session #1 [Group meeting – 6th of September, 11.00-12.30]

- Introduction to the course: objectives and structure of the thesis
- Social Innovation and Social Entrepreneurship: topics overview
- Explanation of assignment A : What's your Topic and Research Design? (initial literature review, research question and case study selection)

Session #2 [Group Meeting – 20th of September, 11.00-12.30]

- Students' presentation (slides) of Research Design (initial literature review, research question and data/case study selection)
- Feedback from the lecturer
- Explanation of assignment B : Write your literature review and research question (to submit .doc file by 3rd of October via email)
- Explanation of assignment C : What data are you going to collect data for your case study?

Session #3 [Group meeting – 4th of October, 11.00-12.30]

- Students' presentation (slides) of data collected for the case study
- Feedback from lecturer
- Explanation of assignment D : Write your findings/description of the case study (to submit .doc file by 17th of October via email)
- Explanation of assignment E : What are the implications of your study ?

Session #4 [Group meeting – 18th October, 11.00-12.30]

- Students' presentation (slide) of case study implications
- Feedback from lecturer
- Explanation of assignment F : Write your implications (to submit .doc file 29th of October via email)
- Explanation of assignment G : Thesis first draft (to submit .doc file by 13th of November)

Session #5 [Individual meeting – 15th of November, time to be decided with students]

- One on one feedback on thesis first draft
- Explanation of assignment H : Thesis second draft (to submit .doc file by 26th of November via email)

Session #6 [Individual meeting 29th of November, time to be decided with students]

- One on one feedback on thesis second draft
 - Explanation of assignment I : Thesis final draft (to submit .doc file by 20th of December via email)
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Deadlines:

The full list of dates and deadlines can be consulted [here](#).