

Contents

Social Innovation: A New Concept for a Sustainable Future?	1
René Schmidpeter	
 I Perspectives and Considerations	
Social Innovation to Drive Corporate Sustainability	13
Thomas Osburg	
The Relation Between Ethics and Innovation	23
Joan Fontrodona	
Humanitarian Perspective on Social Innovation	35
Michael Hopkins	
Knowledge Creation and Transfer Effects on Decision Making	57
Waymond Rodgers and Arne Söderbom	
A Social Capital Approach Towards Social Innovation	65
André Habisch and Cristian R. Loza Adauí	
 II Related Business Concepts to Social Innovation	
The Interdependence of CSR and Social Innovation	77
Stefan Crets and James Celer	
Leading with Innovation: Transforming Corporate Social Responsibility	89
Bradley Googins	
Inclusive Business Models as a Key Driver for Social Innovation	99
Jessica Scholl	

Social Entrepreneurs as Main Drivers of Social Innovation	111
Mirjam Schöning	
Institutional Theory as a Framework for Practitioners of Social Entrepreneurship	119
Anirudh Agrawal and Kai Hockerts	
Design Strategy for the Bottom of the Pyramid	131
Deepa Prahalad	
 III Instruments and Applications	
The Importance of Marketing for Social Innovation	147
CB Bhattacharya	
Accounting for Social Innovations: Measuring the Impact of an Emerging Intangible Category	155
Edeltraud Guenther and Thomas Guenther	
Social Innovation Education	171
Peter Russo and Susan Mueller	
The Life Cycle of Social Innovations	183
Filipe Santos, João Cotter Salvado, Isabel Lopo de Carvalho, and Uwe G. Schulte	
Innovation Through Corporate Social Responsibility?	197
Eva Grieshuber	
 IV Best Practices in Social Innovation	
Education as Social Innovation	209
Shelly Esque, Martina Roth, and Danny Arati	
Entrepreneurship and Youth Unemployment	217
Caroline Jenner	
Responsible Investing as Social Innovation	229
Stefanie Hiss	
Social Innovation by Giving a Voice	239
Thomas Walker and Florian Beranek	
Technology for the Environment to Drive Social Innovation	251
Raluca Oltean, Thomas Osburg, and Lorie Wigle	
Social Innovation for Decarbonisation: The Atlas School Project	259
Sandrine Dixson-Declève and Helen Spence-Jackson	

Social Innovation and the Power of Technology	267
Peter A. Bruck and Martina A. Roth	

V Looking Ahead on Social Innovation

The Role of Business in Society	283
Mollie Painter-Morland	

Interview: Social Innovation from the Perspective of DG Employment, Social Affairs and Inclusion, European Commission	295
Sue Bird	

Sustainable Development: Social Innovation at the Interface of Business, Society and Ecology	299
Nigel John Roome	

Sustainability and Social Innovation	309
Matthias S. Fifka and Samuel O. Idowu	

Social Innovation: Quo Vadis?	317
Thomas Osburg and René Schmidpeter	

Authors Biography	323
------------------------------------	------------



<http://www.springer.com/978-3-642-36539-3>

Social Innovation

Solutions for a Sustainable Future

Osburg, Th.; Schmidpeter, R. (Eds.)

2013, XIX, 335 p., Hardcover

ISBN: 978-3-642-36539-3