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### Organizing for social initiatives -Stimulating participation from firm's partner networks

In recent times, there have been calls for firms to develop their innovations in a way that could support in attaining UN's Sustainable Development Goals (SDGs), which eventually benefit the firms as well (Varadarajan, & Kaul, 2018). Firms were shown to be advancing the road to attaining SDGs by making available opportunities such as corporate citizenship to their employees (Rondinelli, & Berry, 2000), extending direct support to a social initiative functioning for one of the SDGs or even endorsing the SDGs actively (Williams, Whiteman, & Parker, 2017). While these measures speak of what a firm can do within its organizational boundaries to promote and support innovations for SDGs, they represent activities disconnected from the technological and productive activity of the firm. Not only their effect of attaining SDGs may be limited because these innovation and their governance forms often might be focused on doing no harm rather than at actively do good (Voegtlin & Scherer, 2017), but also these measures fall short in explaining or accommodating newer means of organising for innovations aimed at advancing SDG objectives. How could a focal firm horizontally transfer its core technologies and its value-chain linkages to context where these are organized for social initiatives?

Key words: SDGs, value chain, social initiatives, ecosystems

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#### Séminaire de recherche

12H30—Salle 103 (IAE SMB Annecy)

<https://doodle.com/poll/vs33bwaxfbbq565r>

#### Agenda

12/03/2020, Romain GANDIA (IREGE, USMB),  
How do organizations support business  
model replication through digital platforms?

#### Calendrier des séminaires

<https://urlz.fr/aB9N>