

Innovation and Society

Doctoral course, 7.5 credit (course offered in collaboration between Social Science Faculty and CIRCLE – Centre for Innovation Studies at LU)

Aim

'Innovation' as a narrative, a justification, an excuse and an end in itself are found in a wide range of fields. Private as well as public sector organizations invest in and valorize innovation to brand and legitimize their activities, even if the term is at times misunderstood and misused. Innovation affects society in many planned, but also in unintended and/or undesirable ways. This course identifies and goes beyond the rhetoric of innovation as entrepreneurship and the solving of technical problems, to investigate what innovation is beyond the firm and how innovation impacts society – and vice versa. This PhD course deepens understanding about the following questions:

- How does innovation affect our jobs and the nature of work?
- How are the consequences of innovation distributed between and within regions and groups in society?
- How and why do public sector organizations practice innovative thinking and design, and to what effects?
- How and by whom are social innovations practiced, and who benefits?
- How is innovation governed, organized and legitimized? Who is included?

This course will extend across boundaries between innovation studies and social sciences in order to identify interfaces for mutual enrichment.

Target audience

- Social science PhD students to develop an understanding and critical perspective of innovation, and its societal consequences – intended and unintended, wanted and unwanted.
- PhD students investigating innovation from other disciplinary backgrounds to develop an understanding of the role of innovation in society, and societal consequences of innovation, discussed from a social science perspective.

The course invites doctoral students to engage with their own field of research within the course's framework, regardless of their disciplinary background.

Timeline

Registration deadline: 30 March

Course in Lund: 13 June 9.00 – 17 June 13.00

Course Structure

1-week in Lund with follow-up on zoom in late August to discuss student papers. Each day will have a theme and consist of two sessions that include a mix of (guest) lectures and activities. It being concentrated in 5 consecutive days supports social time and community-building amongst participants and each day ends with time to 'debrief' and prepare for panel discussions on the final day.

| | Monday | Tuesday | Wednesday | Thursday | Friday |
|---------|--------------------|---------|-----------|-----------------|---------|
| 9-12 | Conceptual Clarity | Theme 2 | Theme 4 | Theme 6 | Outlook |
| 12-13 | Lunch | Lunch | Lunch | Lunch | lunch |
| 13-16 | Theme 1 | Theme 3 | Theme 5 | Time to prepare | |
| 16-17 | Debrief | Debrief | Debrief | | |
| Evening | | | | Dinner | |

Conceptual Clarity We start by identifying the main concepts and how the field of innovation studies has evolved from the 1960s to today. This gives us a common vocabulary and reference framework for the week, which we will then be able to unpack, question, elaborate and combine with other perspectives. Topics include: What is innovation? Innovation processes and models; normative turn in innovation studies: from growth to mission-oriented, challenge-driven, responsible and transformative innovation. We end this session with a panel of teachers on the course to highlight complexities and relationships between key concepts, and the diversity in emphases, literatures, histories and applications.

Social understandings of innovation Over the course of six themes, we will consider processes of innovation in different societal contexts. In each case we will identify societal preconditions and consequences to innovation, and each context will reveal and highlight different complexities, problematics, opportunities and trade-offs in the manifestation of innovation in society.

Theme 1: Social Innovation: Between “Zombie Orthodoxies” and Systemic Change. This module will first discuss the history of social innovation and different definitions used in practice. In many ways the definition of social innovation is normative in the sense that social innovations are not only supposed to be something new (at least in a new context), but they should also be better than existing solutions and also good for society. Who will benefit and who have the power to formulate what is good? Examples will be drawn from different contexts including public sector innovation, homelessness and other wicked social problems, focusing specifically on the case of Housing First. Social structures that survive long after they have stopped being useful – Zombie orthodoxies – present challenges regarding welfare transformation, demanding (public) problem solving skills and change. Key concepts in this theme include the innovation spiral, radical and incremental innovation, institutional change and co-creation and the roles and skills of institutional entrepreneurs.

Theme 2: Workplace Innovation This module focuses on innovations that transform workplace practices that are largely created by employees themselves, rather than imported from outside or imposed from above (by management). This type of innovation goes under many names: employee-driven innovation, worker-driven innovation and currently the most common and broad denomination, workplace innovation. The societal impact of workplace innovations is simultaneously improving the quality of work and

organizational performance - two key aspects of sustainable work. This module uses lectures, small group discussions and creation-lab activities, where you will be given the opportunity to design and pitch a workplace innovation, in order to explore and apply the principles of workplace innovation in concrete contexts.

Theme 3: Gig work: how online platforms create new types of work, workers and work relations. This theme introduces the principles of a new way of organizing work where platforms connect people (or organizations in need of a service with people who are prepared to provide that service: the relationship between humans and technology in the form of gigwork. The gig economy is thriving; Although gig work started within the transport sector, delivering pizzas (fx Foodora) and people (Uber), today platforms/gig works are emerging in all kind of sectors; blue-collar, pink collar as well as white collar and in particular digital work (like Amazon Mechanical Turk). We will discuss consequences for society and for the individual (considering aspects such as salaries, flexibility, regulation, algorithmic management, surveillance), and consider more specifically the case of digital piecework in the global south. The format of the session is a mix of lecture and reflective discussion, as well as creative group exercises.

Theme 4: TBC

Theme 5: Innovation Governance: The role of governments and administration in facilitating innovation. Governments play a crucial role in facilitating and fostering innovation in private and public spheres. In this theme, we will elaborate on different roles the governments may take from a goal setting role, through mission-oriented policy, steering development through policy instruments, cooperation and monitoring. Here, we will cover multiple levels of (inter-)national and local governments and their policies, particularly with regard to the Agenda 2030 and sustainable development. We will also consider innovation within the public sector. We will illustrate these concepts with case studies, including the European Green Deal. The format of the session is a mix of lecture, discussion and seminar exercise.

Theme 6: The Geography of Innovation and Uneven Development. This session introduces a spatial dimension to the discussion on innovation focusing on two aspects: first, why geography matters for innovation activities and second, what implication this has at the societal level in terms of uneven regional development. The first part will discuss why proximity matters, including the localized learning thesis, the institutional argument, and the spatiality of labour flows. The second part considers these processes and their role in contributing to the continued growth and prosperity of large city-regions and growing territorial inequalities between and within regions. Finally, we reflect over these processes in a post-pandemic context of digitalization, mobility and work, and consider future scenarios for cities and regions.

Outlook We conclude the course with a morning of reflections, evaluations and considerations for ways forward in our own studies and in practice. Where are promising interfaces between literatures: How can innovation studies learn from social sciences and vice versa? What lessons can be learned across different societal contexts? The format of this morning's session will include panels of course participants.

Assessment: Innovation Impact Assessment of a real-world case, or of their own PhD research, using analytical apparatus from the course.

Course Team: The team includes scholars from different departments, who bring in different disciplinary perspectives, methodological approaches and experience in different empirical fields including health; food; environment and green economy; industry 4.0, platforms and gig economy; social innovation; regional development. We will use this breadth amongst the teaching team to demonstrate the diversity and complexity of innovation in society.

Course team: Magnus Andersson (Media and Communications), Susanne Boethius (Sociology), Jonas Bååth (Service Management), Nils Droste (political Science), Markus Grillitsch (Human Geography), Marcus Knutagård (Social Work), Christopher Mathieu (Sociology), Josephine Rekers (Human Geography)

Preliminary List of Literature

Books

Fagerberg, Jan, Ben R. Martin, and Esben Sloth Andersen, eds. (2013). *Innovation studies: evolution and future challenges*. Oxford University Press Oxford, UK.

Mazzucato, Marianna (2021). *Mission economy: A moonshot guide to changing capitalism*. Penguin UK.

Moulaert, Frank, and Diana MacCallum. (2019). *Advanced introduction to social innovation*. Edward Elgar Publishing.

Scott, James C. (1998). *Seeing Like a State: How Certain Schemes to Improve The Human Condition Have Failed*. New Haven: Yale University Press. (ch. 1–3, ch. 8–10)

Wajcman, Judy (2015) *Pressed for time: The acceleration of life in digital capitalism*. Chicago: The University of Chicago Press.

Articles

Carruthers, Bruce G. and Ariovich, Laura. (2004) The Sociology of Property Rights. *Annual Review of Sociology* 30: 23-46.

Feldman, Maryann P. (2000). Location and innovation: The new economic geography of innovation, spillovers, and agglomeration. In G. L. Clark, M. P. Feldman, & M. S. Gertler (Eds.), *The Oxford handbook of economic geography* (pp. 373-394). Oxford ; New York: Oxford University Press.

Fourcade, Marion and Healy, Kieran. (2017) Seeing like a market. *Socio-Economic Review* 15(1): 9–29.

Frey, Carl Benedikt, and Michael A. Osborne (2017). The future of employment: How susceptible are jobs to computerisation? *Technological Forecasting and Social Change* 114: 254-280.

Fritsch, Michael & Michael Wyrwich (2021). Does Successful Innovation Require Large Urban Areas? Germany as a Counterexample. *Economic Geography*, 97:3, 284-308.

Kivimaa, Paula, Laakso, Senja, Lonkila, Annika, & Kaljonen, Minna (2021). Moving beyond disruptive innovation: A review of disruption in sustainability transitions. *Environmental Innovation and Societal Transitions*, 38, 110-126.

Nelson, Richard R. (1974). Intellectualizing about the moon-ghetto metaphor: A study of the current malaise of rational analysis of social problems. *Policy Sciences*, 5(4), 375-414.

Oeij, Peter R.A., Rus, Diana and Pot, Frank D. (Eds.) (2017) *Workplace Innovation: Theory, Research and Practice*. Heidelberg: Springer. (selected chapters)

Rodríguez-Pose, Andrés, & Di Cataldo, Marco (2015). Quality of government and innovative performance in the regions of Europe. *Journal of Economic Geography*, 15(4), 673–706.

Rogge, Karoline S. (2018). Designing Complex Policy Mixes: Elements, Processes and Characteristics 1. In *Routledge Handbook of Policy Design* (pp. 34-58). Routledge.

Shearmur, Richard (2012). Are cities the font of innovation? A critical review of the literature on cities and innovation. *Cities* 29: 9-18.