Rethinking Cross-Sector Social Innovation

Conference

Social Innovation Change Initiative

HARVARD Kennedy School
Thank You

Thank you to the scholars, researchers, and participants for attending SICI’s inaugural conference. We are grateful to you for the contributions of time and mind to make this conference successful. We look forward to the rich discussion and intellectual contributions this community will make on the world through this work.

JULIE BATTILANA  
SICI Academic Co-Director  
Harvard Kennedy School and Harvard Business School

JOHANNA MAIR  
SICI Academic Co-Director  
Hertie School of Governance

CHRIS MARQUIS  
SICI Director of Research  
Cornell University

CHRISTIAN SEELOS  
SICI Director of Social Innovation Practice  
Stanford University
Welcome to Harvard Kennedy School and the *Rethinking Cross-Sector Social Innovation* Conference

Located at the intersection of the public, not-for-profit, for-profit and social enterprise sectors, the Harvard Kennedy School (HKS) has a history of offering systematic analyses of the ways sectors and actors interact to create thriving societies and positive social change. In July 2016, HKS made an institutional investment to build upon this legacy, establishing the Social Innovation and Change Initiative (SICI) as a critical center of gravity for those seeking to address the complexity of the social problems facing our world today.

SICI’s mission is to shape how people understand and practice innovation with a social intent such that they are effectively able to navigate the challenges of initiating and implementing sustainable social change. The initiative prioritizes work streams where institutions of higher education can make the greatest difference: producing and sharing research, developing and delivering world-class pedagogical programs, and convening key stakeholders on strategic topics when and where we think our participation would notably shift the existing conversation. Out of these objectives, the conference on *Rethinking Cross-Sector Social Innovation* was born and we are honored to host you here at the Harvard Kennedy School.

Over the next few days, we encourage you to thoughtfully interrogate, as well as accelerate, the rising momentum around this topic. Let us demonstrate to each other and the institutions we represent how research on cross-sector work can both be scientifically rigorous and provide tangible contributions to practice. The papers selected highlight methodological and theoretical diversity including quantitative and qualitative studies, as well as those that take a multi-level approach, connecting organizational processes with the broader institutional environment. Along with the conference organizers, we are thrilled by this diversity and hope to expand even further at future gatherings. It is our hope that your participation and the insights that come from it will reignite scholarly interest in the phenomenon and ultimately grow the body of knowledge we all use to inform decision-making and policy.

We warmly welcome you to Harvard and hope this is just the beginning of your participation in SICI’s scholar community.

Sincerely,

BRITTANY BUTLER
SICI Executive Director and Adjunct Lecturer, Harvard Kennedy School

DOUG ELMENDORF
Don K. Price Professor of Public Policy and Dean, Harvard Kennedy School
FRIDAY, APRIL 6:
CONFERENCE DAY 1

8:30 AM – 9:00 AM
REGISTRATION AND BREAKFAST
WEXNER 4TH FLOOR

9:00 AM – 9:30 AM
WELCOME
WEXNER 436

Julie Battilana, Johanna Mair, Chris Marquis, and Christian Seelos
SICI Academic Leadership and Conference Organizers

Doug Elmendorf
Don K. Price Professor of Public Policy and Dean of the Harvard Kennedy School

9:30 AM – 9:45 AM
BREAK

9:45 AM – 11:15 AM
CONCURRENT PAPER SESSIONS
WEXNER 434

PAPER SESSION: ACCOUNTABILITY AND PERFORMANCE

CHAIR: Emily Clough, Stanford University
DISCUSSANT: Wendy Smith, University of Delaware
PAPERS:

› Rodrigues, Juliana (University of São Paulo); Comini, Graziella Maria: “Assessing social impact: The relations between B Corps Impact Business Model and Inclusive Business”

› Cheng, Daniel (Indiana University Bloomington): “Bridging Nonprofit Support, Polycentricity, and Public Service Outcomes: Evidence from U.S. Large City Park Systems”


RUBENSTEIN 414

PAPER SESSION: TACKLING GRAND CHALLENGES

CHAIR: Diana Jue-Rajasingh, University of Michigan
DISCUSSANT: Monica Higgins, Harvard University
PAPERS:

› Barrera-Osorio, Felipe (Harvard University); Blakeslee, David S; Hoovert, Matthew; Linden, Leigh: “Delivering Education to the Underserved through a Public-Private Partnership Program in Pakistan”

› Hu, Yanfei (University of Surrey); Rerup, Claus; Zietsma, Charlene (Penn State University): “Institutional Interveners and Human Rights Development in Extreme Institutional Environments”

› Foot, Kirsten (University of Washington); Sworn, Helen; Alejano-Steele, AnnJanette: “Structures and Practices of Cross-Sector Engagement in Counter-Human Trafficking Coalitions in the Global South”

11:15 AM – 11:30 AM
BREAK

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Attending Author is formatted in medium.
FRIDAY, APRIL 6: CONFERENCES DAY 1

11:30 AM – 1:00 PM
CONCURRENT PAPER SESSIONS
WEXNER 434

PAPER SESSION: FINANCING AND BOUNDARIES

CHAIR: Ashley Metz, Hertie School of Governance
DISCUSSANT: Michael Lounsbury, University of Alberta
PAPERS:

› Lepoutre, Jan (ESSEC); Valente, Mike; Zietsma, Charlene: “Corporate Social Action as a Firm-Fulfilling Prophecy”
› Yan, Shipeng (Tilburg University); Almadoz, John; Ferraro, Fabrizio: “Green Investing, State Policy, and Corporate Environmental Performance”

RUBENSTEIN 414

PAPER SESSION: RETHINKING CROSS-SECTOR PARTNERSHIPS

CHAIR: Yanhua Bird, Harvard University
DISCUSSANT: Markus Höllerer, WU Vienna University of Economics and Business & UNSW Sydney
PAPERS:

› Huysentruyt, Marieke (HEC Paris); Quelin, Bertrand: “Contracting-out Development Aid: What is the True Price that Government Pays for Non-profit versus For-profit Involvement?”
› Ferris, James (University of Southern California): “Institutionalizing Cross-sectoral Collaboration: An Examination of Federal Offices of Strategic Partnerships”
› Branzei, Oana (Western University); Stadtler, Lea; Ling, Haiying: “The Road Not Taken: A Vocabulary Elaboration of Cross-sector Work”

1:00 PM – 2:15 PM
LUNCH

2:15 PM – 3:45PM
CONCURRENT PAPER SESSIONS
WEXNER 434

PAPER SESSION: HYBRIDITY

CHAIR: Leanne Hedberg, University of Alberta
DISCUSSANT: Marya Besharov, Cornell University
PAPERS:

› Grimes, Matthew (Indiana University); Helms, Wes (Brock University); Conger, Michael: “Competing for Good: How Organizational Hybridity Challenges Inter-Organizational Categorization and Cross-Sector Value Creation”
› Furnari, Santi (Cass Business School, London): “Inhabiting hybrid organizations: unpacking the political micro-processes of organizational hybridization”
› Quelin, Bertrand (HEC Paris); Fangwa, Anicet: “Hybrid Organizations: Beyond the social enterprise?”

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RUBENSTEIN 414

FRIDAY, APRIL 6: CONFERECE DAY 1

PAPER SESSION: ECOSYSTEM CHANGE IN HEALTH AND NUTRITION

CHAIR: Shoshanna Levine, Harvard University
DISCUSSANT: Barbara Gray, Penn State University

PAPERS:

› Barman, Emily (Boston University); Lillo, Sara: “Just Good Business: Towards a Theory of Organizational Survival for Health Enterprises”

› Stadtler, Lea (Grenoble Ecole de Management); Karakulak, Özgü: “Scrutinizing Cross-Sector Partnerships: Laboratories and Mass Marketers of Social Innovation?”

› Hamann, Ralph (University of Cape Town); Nilsson, Warren; Drimie, Scott: “Tackling hunger through dialogue? The institutional agency of dialogue in social innovation”

3:45 PM – 4:00 PM BREAK

4:00 PM – 5:00 PM
WEXNER 436

CHALLENGES AND OPPORTUNITIES IN CROSS-SECTOR RESEARCH

PANELISTS
Jorrit De Jong, Harvard Kennedy School
Anita McGahan, University of Toronto
Maureen Scully, University of Massachusetts, Boston

MODERATED BY
Chris Marquis, SICI Harvard Kennedy School and Cornell University

5:00 PM – 6:30 PM
WEXNER COMMONS

NETWORKING RECEPTION

6:30 PM
WEXNER COMMONS

DINNER

REMARKS FROM
David Gergen
Public Service Professor of Public Leadership, Harvard Kennedy School

INTRODUCED BY
Brittany Butler
SICI Executive Director and Adjunct Lecturer, Harvard Kennedy School

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SATURDAY, APRIL 7:
CONFERENCE DAY 2

8:30 AM – 9:00 AM
BREAKFAST
WEXNER 4TH FLOOR

9:00 AM – 10:30 AM
CONCURRENT PAPER SESSIONS
WEXNER 434

PAPER SESSION: LEADERSHIP AND MANAGEMENT
CHAIR: M. Paola Ometto, University of Alberta
DISCUSSANT: Sophie Bacq, Northeastern University
PAPERS:

› Bromley, Patricia (Stanford University); Meyer, John W: “Hyper-management: The rise of the corporate superhero and implications for cross-sector work”

› Slawinski, Natalie (Memorial University); Smith, Wendy K: “Inviting Engagement with Paradox: How Leaders of Social Enterprises Communicate Complexity”

› Mosley, Jennifer (University of Chicago); Park, Sunggeun (Ethan): “Engaging Providers in Collaborative Governance: Effectiveness in Reducing Chronic Homelessness”

RUBENSTEIN 414

PAPER SESSION: PLATFORMS
CHAIR: Clara My Lernborg, Stockholm School of Economics
DISCUSSANT: Jason Jay, MIT
PAPERS:

› Fayard, Anne-Laure (New York University); Bechky, Beth: “A Tale of 2 Continents and Multiple Sectors: Spanning boundaries for cross-sector collaboration”

› Briscoe, Forrest; Diaz, Celeste; Gray, Barbara (all, Penn State University): “Field-convening organizations: Shaping transnational standards in the emerging field of human genomics”

› Logue, Danielle (University of Technology Sydney); Grimes, Matthew: “Platforms for the People: Enabling civic crowdfunding through the cultivation of institutional infrastructure”

10:30 AM – 10:45 AM
BREAK

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SATURDAY, APRIL 7:  
CONFERENCE DAY 2

10:45 AM – 12:15 PM  
CONCURRENT PAPER SESSIONS

WEXNER 434

PAPER SESSION: LARGE CORPORATIONS AND NGOS

CHAIR: Tanja Collavo, Saïd Business School
DISCUSSANT: Shon Hiatt, University of Southern California
PAPERS:

- Gatignon, Aline (University of Pennsylvania); Bode, Christiane: “Organizational Forms and Governance Modes: Differential Effects of Cross-Sector Partnerships on CSR Outcomes in India”
- McDonnell, Mary-Hunter (University of Pennsylvania); Pontikes, Elizabeth: “Bad company: Tactics, Stigma, and Shifts in the Public Approval of Environmental Activists after the BP Oil Spill”
- Bode, Christiane (Bocconi University); Singh, Jasjit: “Cross-Sector Convergence: Building Sustainable Collaborative Initiatives Inside For-Profit Firms”

RUBENSTEIN 414

PAPER SESSION: CONNECTING CROSS-SECTOR STAKEHOLDERS

CHAIR: Christina Hertel, Technische Universität München
DISCUSSANT: Beth Bechky, New York University
PAPERS:

- Bourgeois, Clara (ELLYX); Douchet, Laura; Palluault, Olivier: “Beyond common ground, towards common need: The role of social innovator in cross sector social innovation”
- Prokopovych, Bogdan (University of Massachusetts, Amherst); Lernborg, Clara My (Stockholm School of Economics); Plotnieks, Davis: “Cross-sector Cooperation Through a Serlean Lens: The Case of Swedish Social Enterprises”
- Patsias, Caroline (UQAM); McMullin, Caitlin (University of Birmingham): “Non-profit hybrids and advocacy: Evidence from organizations in France, Quebec and England”

12:15 PM – 1:30 PM

LUNCH

1:30 PM – 3:00 PM  
CONCURRENT PAPER SESSIONS

WEXNER 434

PAPER SESSION: COMMUNITY ECOSYSTEMS

CHAIR: Christof Brandtner, Stanford University
DISCUSSANT: John Almandoz, IESE Business School
PAPERS:

- Villela, Malu (University of Bristol); Morgan, Glenn: “Cross-Sector Governance in Bristol’s Socio-Environmental Economy Ecosystem”
- York, Jeffrey; Embry, Elizabeth A (University of Colorado Boulder): “Entrepreneurial Public-Private Partnerships: The Case of the Boulder Energy Challenge”
- Stott, Neil (University of Cambridge); Fava, Michelle (University of Cambridge); Tracey, Paul; Claus, Laura: “Playing well with others? Community cross-sector work in poor places”

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PAPER SESSION: MARKETS AND DEVELOPMENT

CHAIR: Stefan Dimitriadis, Harvard University
DISCUSSANT: Tina Dacin, Smith School of Business, Queen’s University

PAPERS:

› Dorado, Silvia (University of Rhode Island); Fernandez, Pablo; Willi, Alberto: “Scaling up of social innovation. An institutional framework”
› Ranganathan, Aruna; Doering, Laura (University of Toronto): “The (State-Private) Ties that Bind: Status, Occupations, and Economic Development in India”
› Walton, Michael (Harvard University); Sheth, Surili: “Values and Value Chains: The Intersection of Grassroots Mobilization and Enterprise Development in India”

3:15 PM – 4:00 PM
MOVING FORWARD: REFLECTIONS FROM THE BENCHES

MODERATED BY
Johanna Mair
SICI at Harvard Kennedy School and
Hertie School of Governance

Christian Seelos
SICI at Harvard Kennedy School

Information as of March 28, 2018
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