

How do organizations change with the internal adoption of social innovation to create social and economic value

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The research focused on exploring how organizations have changed with the adoption of the concept of social innovation (SI) in effort to create social and economic value simultaneously, with in the Sri Lankan context. While Social innovation is studied by the academia over the past decade and adopted by governments, nonprofit organization and social enterprises, its adoption of within profit-oriented organizations, specifically in developing countries, remains underexplored. Sri Lanka is a nation hit with significant social, economic challenges in the recent pass has seen rise in corporations adopting social innovation initiative, making it an ideal setting for this study.

The research clearly focuses on exploring how Sri Lankan organization have altered the operational process, business model and organizational strategies with the adoption of social innovation in the process of catering to creating social and economic value. Applying qualitative case study approach, the study will employ purposive sampling to select corporation that have initiated social innovation practices. The Semi- structured interviews will be conducted with directors, top-level executives, and senior managers to collect the necessary data. The data will be analysed using thematic analysis, facilitated by NVivo software.

The study seeks to address a critical gap in the literature by proving valuable facts on how organization should change with the international adoption of Si in the process generating social and economic value in the developing countries. This will help the organization to balance profit making as well as social wellbeing activities and same time help policy makers to promote socially responsible business practices. By focusing on the underexplored context of Sri Lankan corporations, this research contributes to the broader understanding of corporate social innovation and its potential to drive organizational change and societal impact in similar developing country contexts.