

C(S)R Initiatives Across Organisational and National Borders

The Case of Ericsson's C(S)R Initiatives in Tanzania

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Abstract

Aim: The aim of the proposed pilot study is to explore and better understand what innovation and entrepreneurial processes, competences and capabilities are involved when co-creating value in the name of CSR across organisational and national borders.

Research question: How can innovation and entrepreneurial processes, competences and capabilities from the point of opportunity recognition to outcome in the form of value creation in the name of CSR across organisational and national borders be described and understood?

Theoretical framing/Knowledge Domains: CSR Innovation (Open Innovation, Social Innovation, Management Innovation), Entrepreneurship (Entrepreneurial Processes, Competence and Capabilities) Co-Creating and Collaborating to Create Value with and for Stakeholders

Research Approach, Design and Methodology: Epistemological lenses to be used in the pilot study are: Sense-making. Social constructionism. Hermeneutics and interpretation. Discourses. In this exploratively oriented pilot study, a battery of social context and field-close qualitative approaches and methods inspired from the methodological knowledge fields of ethnography and case study research will be used for gathering, interpreting and analysing data. The pilot study will focus on the company of Ericsson and more specifically on its initiatives undertaken under the name of C(S)R and sustainability in Tanzania. If possible, data gathering methodological tools, such as a case-oriented field study with participatory observation, content analysis, desk research and interviews will be used.

Originality/Value: A body of research has been published on the concept of CSR, Empirical and theoretical gaps have been identified. Among the knowledge gaps identified are: Lack of understanding the complex, dynamic social and entrepreneurial innovation processes involved

in co-creating CSR related initiatives across organizational and international borders as well as understanding the outcomes of such initiatives.

Key words: CSR, Sustainability, Innovation, Open Innovation, Social Innovation, Management Innovation, Entrepreneurial Competence and Capabilities, Collaboration and Co-Creation of Value, Stakeholders