



Call for participation – PhD SUMMERSCHOOL

## Social shaping of innovation

SØNDERBORG, DENMARK 15-19 August 2011

This 5-day PhD summerschool brings together researchers from different academic disciplines to examine the organizational dynamics in the process of innovation. We invite PhD students who, as part of their studies, are or will be involved with one or more organizations, private or public, in processes of innovation of any kind, or in processes of organizational change.

The theme “social shaping of innovation” was developed in a collaboration between Spire and corporate R&D in the American company Pitney Bowes. Pitney Bowes manufactures mail systems and postage meters and has years of experience in user research. We are interested in understanding how innovation and organizational change emerges from processes of human interaction. When focusing on the relating between people as driver of the organizational dynamics, we have seen complex processes of collaboration and conflict, including issues of power, identity, inclusion and exclusion. Popular approaches like user-driven innovation and value co-creation suggest to increase diversity by involving stakeholders from outside the organization such as users, suppliers or competitors, but this only increases the complexity of the internal processes of relating.

Taking the stance of “social shaping” towards processes of innovation raises several questions:

- How can we understand the nature of daily interaction between people when they “innovate”, e.g. create something new that nobody can predict upfront? As an example, what does it mean “to participate” in innovation?
- What does “social shaping” mean for those in charge of organizing and facilitating processes of interaction that aim at innovation of some kind?
- What are the implications of “social shaping” for the those, who take responsibility for strategic management of innovation?
- How can we understand the impact of “social shaping” on the larger picture, e.g. the political decision making aimed at encouraging innovation?

The summerschool is exploratory and we expect you to contribute with your own experience towards finding answers to the questions above. We will accept participants based on a short research description. We will select participants to achieve a multidisciplinary balance between researchers within e.g. design, anthropology, conversation analysis, organizational change, innovation management. The working language will be English.

### Topics, perspectives and presenters

We will focus on themes of innovation, organization and participation in the light of “social shaping”. This will include reflection about participating in organizational dynamics, the emergence of novelty in social interaction, understanding the link between micro interaction and emergence of larger patterns, what it means to “participate” and also reflections on the role of the researcher in studying the social shaping of innovation.

The summerschool week will be organized in seminars, lectures and workshops, and will include hands-on activities as well as introductions to theoretical perspectives on organizational dynamics and participation in processes of innovation. We will organize the work as a mutual exploration, including work with practice, theoretical concepts and methodological issues. The working methods will include:

- Presenters from different disciplines will be involved throughout the week.

- Actors from The Dacapo Theatre will introduce improvisational theatre to explore the nature of social shaping in processes of innovation.
- We will draw on the collaboration with Pitney Bowes to bring a concrete industry case in play.
- We will invite you to work with your own experiences and questions during the week.

**Summerschool responsible**

Professor *Henry Larsen*, SPIRE, University of Southern Denmark (Participatory Innovation)

**Presenters**

Head of nursing *Karen Norman*, Gibraltar Health Authorities and Complexity Management Centre, University of Hertfordshire

Workplace anthropologist *Alexandra Mack*, Pitney Bowes, Strategic Technology and Innovation Center

Professor *Jacob Buur*, SPIRE (user-centred design)

Professor *Johannes Wagner*, SPIRE (conversation analysis)

Associate professor *Dennis Day*, SPIRE (ethnomethodology, conversation analysis, participatory design)

Postdoc *Marcel Bogers*, SPIRE (innovation management)

Postdoc *Max Rolfstam*, SPIRE (public procurement of innovation)

Actors and consultants, The Dacapo Theatre

**Date and place**

The summerschool will be held from 15 - 19 August 2011 at Alsion ([www.alsion.dk](http://www.alsion.dk)), Sønderborg's university venue, research park and waterfront concert hall. Sønderborg is easily accessible by flight or train. It is the participant's responsibility to find accommodation, but we can help with where to search.

**How to participate**

To register for participation, students must submit a short summary of their PhD research and a brief statement of how the theme of the summerschool is relevant to your project. Submissions should be no more than two A4 pages, and sent to Henry Larsen ([hlarsen@mci.sdu.dk](mailto:hlarsen@mci.sdu.dk)) on or before **May 1<sup>st</sup>, 2011**. Participation in the summerschool earns 5 ECTS.

**Tentative program** (more details to follow)

	Monday 15/8	Tuesday 16/8	Wednesday 17/8	Thursday 18/8	Friday 19/8
9-10:30 Introduction	Participatory Innovation	Human interaction in processes of innovation	Organizing processes of innovation	Managing innovation	Innovation and society
11-12:30 Presentation	Introducing Pitney Bowes	...	...	...	...
12:30-14 Lunch					
14-17 Workshop	Workshop	Participants' presentations	Participants' presentations	Workshop	Summing up
Dinner					

Contact Henry Larsen ([hlarsen@mci.sdu.dk](mailto:hlarsen@mci.sdu.dk)) for more information.

The summerschool is organized by the SPIRE Centre for Participatory Innovation, University of Southern Denmark <http://www.sdu.dk/spire>