

Academy of Management Annual Meeting *Proceedings* includes abstracts of all papers and symposia presented at the annual conference, plus 6-page abridged versions of the "Best Papers" accepted for inclusion in the program (approximately 10%). Papers published in the *Proceedings* are abridged because presenting papers at their full length could preclude subsequent journal publication. Please contact the author(s) directly for the full papers.

Creating Value from Purpose-Based Innovation: Starting from Frailty

Valentina Cucino, Daniel Adrian Lungu, Sabina De Rosis and Andrea Piccaluga

Published Online: 6 Jul 2022 | <https://doi.org/10.5465/AMBPP.2022.16792abstract>

Abstract

In recent years, a growing number of firms have implemented the concept of shared value creation and recognized themselves as purpose-driven organizations. It is argued that such a dynamic will influence and eventually drive the next wave of innovation and productivity growth in the global economy and - most importantly - will also reshape capitalism and its impact on society. In this sense, the active participation of people, both users/consumers and businesses, to innovation processes is fundamental for producing wider value. In this study, we aim at providing a contribution by exploring the creation of value by purpose-driven businesses which introduce innovations in the field of the care of frail people (for example, people with disabilities) with a participative innovation approach using relatively simple technologies. More concretely, drawing on the literature about purpose-driven innovation management concerning innovation from frailty, we develop a conceptual framework for understanding how businesses create social value for society in order to investigate the facilitating factors and the obstacles they experience in implementing innovations from frailty.



Figures



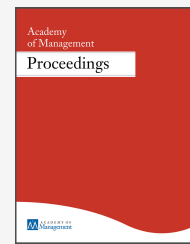
References



Related



Details



Vol. 2022, No. 1

Permissions



Metrics

Downloaded 0 times
in the past 12 months

History

Published online 6 July 2022
Published in print 1 August 2022

Information

Copyright of Academy of Management Journal is the property of Academy of Management and its content may not be copied or emailed to multiple sites or posted to a listserv without the copyright holder's express written permission. However, users may print, download, or email articles for individual use.

Keywords

AOM Annual Meeting Proceedings 2022

AOM Seattle 2022



ACADEMY OF
Management

Academy of Management
555 Pleasantville Road, Suite N200
Briarcliff Manor, NY 10510-8020, USA
Phone: +1 (914) 326-1800
Fax: +1 (914) 326-1900

[Privacy Policy](#) [Logo Use](#)

© 2023 Academy of Management

Powered by Atypon® Literatum