Social dimensions of innovation

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ABSTRACT
Every innovation has social dimension, because it engages social players and its users (societies) at time of forming. Innovations are inscribed into social change. “We cannot think separately about innovations (items, artefacts) and people. They are coupled with each other, and innovation does not have any objective power for changing common activities and effects, unless it is told in an attracting manner, it is explained, introduced into use” (Giza –Poleszczuk 2013, p. 70). Without philosophical and humanistic study on learning the directions of development for contemporary society, we would not be capable for proper assessment or even description of social and cultural changes in larger extent, in which innovation is only small fragment, but simultaneously a significant one. (cf. Beck 2002; Castells 2008; Florida 2010; Giddens 2001) (after Bukowski A., Rudnicki S., Strycharz J., 2012, p. 19). The papers cover the areas, such as social change, new innovation features and society’s openness to innovation.

Keywords: innovation, society, social change, social innovation, cooperation

1. INTRODUCTION
Innovations currently integrally determine the ways of life of particular people and whole societies. “Whereas, apprehending the innovations as social process producing the changes in own operation requires the description of two basic terms: “society” and what is “social” (Giza –Poleszczuk 2013, p. 70).

“Social” term stipulates the elements-units, that are combined here in particular way with means of the consciousness of affiliation. Social system means the capability of
wholeness for coordinated activity. Society is a dynamic system, the wholeness materializing in action, in the form of regularity (Latour 2010, p. 4-16).

Following R. Merton, society is a type of complex of social groups, subordinated to superior group. He separated integrated social groups from such complexes, that form general and holistic society, that is called global society, that combines the common conditions for existence and cultural complexes in the objective way (Kurasz 2008).

2. INNOVATION AND INTELLECTUAL CAPITAL

In order to increase the effectiveness of European policy on innovations, complex attempt to innovation issues is required (Raport 2006). Demand for innovative products and services market, required allocation of resources, creation of new financial structures and increased mobility of human resources, money and organization, all of this is currently emphasised. Such attempt significantly surpasses the traditional framework for researches and development.

Four-sided strategy is currently proposed, that is focused not only on financing the innovation, researches and development, but also on forming new markets supporting the innovation and increasing the structural mobility on three levels: (Łobejko 2013, s. 58).
— human resources, precisely means significant change in the extent of mobility crossing the boarders;
— financing the mobility, forming the efficient sector of investment capital and new financial instruments for economy based on knowledge;
— mobility in organization and knowledge, that means formulation of conditions enabling crossing the settled structures, in order to establish new links between the instruments from the clusters of European technological platforms” (Łobejko 2013, p. 59).

Innovations are possible thanks to the cooperation of four components of the intellectual capital. Intellectual capital comprises of:

- “human capital, that is a capability allocated in all Poles, expressed in theirs education, experience, attitudes, skills, that can be used for improvement of current and future social prosperity in Poland.
- structural capital is a capability allocated in the infrastructural elements of educational and innovative system of the state - in the educational and research facilities, telecom infrastructure, intellectual property;
- social capital is a capability allocated in Polish society in the form of binding standards of conduct, thrust and engagement, that support cooperation and exchange of knowledge, thus supporting the Polish prosperity;
- relational capital: it is a capability related with the picture of Poland outside the boarders, the level of integration with global economy, attractiveness for its foreign customers - trade partners” (Raport 2008, p. 23).

Social capital refers to institutions, relations, social networks and norms, that form the quality and number of social interactions. Such relations make the mobilization of larger resources and achievement of common goals by players feasible. Similarly, social capital makes that the activity in social structure is easier (Coleman 1988; 1990).
J. Coleman writes about three forms of social capital, such as:
- obligations, expectations and thrust favourizing the aid obtained from other people;
- information channels and access to information;
- norms and effective sanctions (Coleman 1990). According to N. Lin (2001), “social capital are resources embedded in social structure, that can be achieved or mobilized by purposeful activity” (Lin 2001). Such definition comprises of three basic components: first, resources embedded in social network; second, accessibility to such resources for a unit; third, using or mobilizing such resources by units in purposeful activity. For social capital, both relations and resources are important (Batorski 2013, p. 86).

According to P. Bourdieu (1986, p. 248-249), „social capital is a set of real or potential resources, that are related with permanent network of relationships institutionalized in minor or major extent, also with knowledge and mutual thrust (with affiliation to the group, that provides support for each member with means of capital owned by whole community.”

“Coleman introduced the role of thrust into the discourse on social capital, that is the important element increasing the value of social capital resources, comprehended as network of relations. In stable social system thrust is confirmed in subsequent interactions
- in this way thrust is expanded on all contacts, also on potential ones (Działek 2011, p.103).

3. NEW ATTRIBUTES OF INNOVATION

Thus, innovation is a moment of change in the evolutionary process of people and items. Such change covers not only the moment of emerging new item (artefact) or new technology in material zone, but also newly changed practices, attitudes and competences on the system’s human side. Both changes are closely related with discourse: interpretations, knowledge, justifications for new operating model and social technology, that is the coordination pattern for cooperation of elements in the system. Mature innovation means the connection of all such elements. Innovation in the form of mobile network comprises of i.e.:
- new entities and technologies;
- also new competences, attitudes and individual behaviours;
- new discourse –on network society, total access society;
- new institutions on formal level (i.e. supplier) and on informal level (new behavioural patterns, relations, communication methods). Each stipulated zone can be the source of innovation” (Giza –Poleszczuk 2013, p. 71).
- Character of innovation is changing, particularly in economically advanced countries, that’s competitiveness is based on innovations. In OECD document named: “Statistics of science, technique and innovation in EU countries” new innovation features are stipulated:
  - created thanks to the participation of greater number of participants, than formerly;
  - created with means of crossed and united greater number of knowledge sectors, than formerly;
  - created in the framework of more and more diversified environment (research consortiums, centres transferring technology and technological platforms, new technological companies, risk resource companies, knowledge consuming business
services (i.e. Knowledge Intensive Business Services, KIBS), clusters, non-profit organizations);
– in the innovative activity the emphasise on project management’s decentralization, plasticity of organization, autonomy of personnel, stimulated creativity, stimulated mutual thrust, communication and leadership is stronger than ever (OECD, 2009).

“In industrial era the consciousness of innovation was generally the factor of the entrepreneurial and R&D employees. In contemporary economy everybody can be the creator, irrespectively to the profession, age or residential place” (Łobejko 2013, p. 59).

If we want the innovative economy, every citizen should understand the importance of innovations in economic development of whole country and understand the benefits arising from it. Everybody should have the consciousness of innovations, with which everybody can enter into the process of forming innovations i.e. in the open innovation model.

“In contemporary economy innovations enter into every aspect of life. The importance of innovation other than technological one is systematically increasing. Commonly widespread knowledge means grounds for such state of affairs, instead of sole know-how owned by i.e. engineers. Such knowledge covers also individual experience of particular people, level of education, contacts with customers and suppliers, observation of competition, business surrounding, as well as innovative consciousness in individuals, local society and societies in general. Innovative consciousness makes that human being tries to rise own competences and expands own knowledge and skills, is open-minded for signals arising from surrounding, tries to understand it and use it for own or company’s purposes, in which such a person works, as well as for residential place or region where such a person lives (Łobejko 2013, p. 59).

Innovation is also the response to contemporary social problems. The activities related with social innovations can be the example. Definition prepared for the European Commission is as follows: “Social innovations are innovations, that are social ones both on the level of purposes and resources. Social innovations are new ideas (products, services, models), that satisfy social needs more effectively than alternative forms, and simultaneously create new social relations and constellations of cooperation. Such innovations are both profitable to society and increase the social ability for action” (Giza – Poleszczuk 2013, p. 75). “Social innovation is related with the holistic change in the functioning of social system: reorganization of elements, reconfiguration, entering new units into the system, what leads to the increased effectiveness” (Giza – Poleszczuk 2013, p. 75). According to M. Harris and D. Albury, social innovation can be the effect of activity in public, private or non-profit sector, as well as the effect of local society or particular units (according to Wronka – Pośpiech 2015, p. 128).

4. IDEA OF OPENNESS AND MULTI-LEVEL MANAGEMENT FOR INNOVATIONS

According to the management theory, motivation is a factor stipulating the level, direction and durability of efforts undertaken in the job. S. Borkowska describes the motivation as whole motives, that influence on decision of human being on behaviour, undertaken actions, keeping it or its direction (Mazur 2013, p. 157).
Motivation is based on creating the perspectives for employee for increasingly improved development and for achievement of goals when satisfying the employer’s expectations, i.e. obtaining higher earnings, position, greater independence, foreign departures. Whereas, negative motivation is based on the fear that stimulates for work by posed danger, i.e. of lost earnings (Mazur 2013, p. 159). According to J. A. F. Stoner and Ch. Wankel, in the management theory three main insights into motivation can be discerned:

- contextual theories stipulating the importance of internal factors, making that human being acts in the settled manner;
- process theories stipulating the method and goals, with which particular units are motivated (how to motivate);
- strengthening theories determine the methods, with which the effects of former action influence on future behaviour in the cyclic process of learning by an individual (learning the behaviour) (A.F. Stoner, Ch. Wankel, 1997, p. 362-364).

“Reaching the innovation, its diffusion and absorption, all of this is complex process that should not be contemplated as unidirectional transfer”, but as interactive and networking transfer, with regard to institutional context. Following this, supply side in such processes should not be elaborated without regard to strict relationship with demand side, whereas relative character of links and innovative mechanisms should be taken for basis in such analysis” (Bukowski A., Rudnicki S., Strycharz J., 2012, p. 18-19).

“The key condition in the process of emerging, popularizing, adopting and implementing the social innovations are attributes of social institutions, that enable the implementation of changes” (Giza – Poleszczuk 2013, p. 77). On the one hand, institutions and organizations comprise the infrastructure for commencing social processes: transparency and clarity of rules mandatory in such area is condition for coordinated activities. On the other hand, it is obvious that excessive stability and related aspiration for regulated social activities the more limits the chances for emerged and incorporated new elements, the more status quo is infringed.

“The idea of open public resources is based on enabled usage of resources by citizens, companies and organizations, production of which was paid by the state or which were produced by public institutions. Particular resources are information, data, knowledge1 (Batorski 2013, p. 93).

The idea of openness does not pertain to sole public institutions, but also to companies. Open innovation term excellently covers such idea. Companies cannot exploit explicitly own resources, knowledge and solutions in order to compete efficiently, whereas they must cooperate with other subjects and obtain solutions from outside in the increased extent, with means of purchase of patents and licenses, and generally with means of cooperation with other companies and institutions. Popularizing own solutions with means of license, creating spin-offs and other solutions, all of this is also worthy (Batorski 2013, p. 93).

“Character and diverse institutional surrounding for economy are of key importance for development policy, determining its adaptive efficiency and innovation of business units. Such policy must skillfully reconcile the market domain and public domain, connect the

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1 Openness should pertain to other zones, thus Open Resources Act is progressively developed that will enable the expanded usage of educational content produced in the educational system and in higher education, as well as the effects of scientific works, what means open access, particularly with the obligatorily granted access to publications, and also to data and software resulting from scientific work financed by the state in the future.
market competitiveness and public partnership management (multi-layer common management). It is not based on centralized planning for economy and directive imposition of forms and economic profile. The key aspect in the modern model is “network economy”. Creating such mechanism of development requires the existence of multiple, polycentric and existing in various horizontal scales networks of coordinated activities (Geodecki T., Gorzelak G., Górniaj J., Hausner J., 2012, p. 11).

5. CONCLUSION

Social dimension of innovation has several aspects. Innovations are generally the social product and the product for society. They are also the symptom of social development. Social changes generate new demands and new expectations, both in the economical, cultural and organizational zone. Globalization and particularly development of modern forms of communication makes that work on innovations is of international character with engagement of specialists from many disciplines of science. Innovation is not only the final product - or technical, technological artefact - it is the process in which the society members are engaged on various level of creation. From demand to usage.

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