

# When Social Innovation Goes Wrong



## Johanna Mair,

*Professor of Organization, Strategy, and Leadership at the Hertie School of Governance, Stanford Distinguished Fellow, Co-Director of Global Innovation for Impact Lab at Stanford*



## Christian Seelos,

*Stanford Distinguished Fellow, Co-Director of Global Innovation for Impact Lab at Stanford PACS*

**Date** : 10 December 2018, Monday  
**Time** : 15:00 - 17:00  
**Venue** : Lecture Theatre V322, The Jockey Club Innovation Tower, The Hong Kong Polytechnic University

### *Background and Objectives of the Symposium:*

Drawing on a decade of research, Professor Mair and Dr. Christian Seelos transcend widely held misconceptions about social innovation. They identify innovation pathologies that force us to rethink how social sector organizations create value. Detailed longitudinal case studies of social enterprises reveal innovation archetypes that effectively sidestep these pathologies and blend innovation with scaling. By elaborating on conceptual models and tools to drive progress and to help decision makers strengthen the impact creation logic of organizations, Professor Mair and Dr. Seelos get to the core of what a sound impact strategy entails in the nonprofit and social enterprise world. This research is well illustrated in their new book "Innovation and Scaling for Impact".

#### **Co-organizers:**

- The Stanford Center on Philanthropy and Civil Society (Stanford PACS)
- Department of Applied Social Sciences, The Hong Kong Polytechnic University (PolyU APSS)
- Fullness Social Enterprise Society

#### **Sponsor:**

Social Innovation and Entrepreneurship Development Fund (SIE Fund)

#### **Moderators:**

- Dr. Chandra Yanto, Associate Professor, Department of Public Policy, City University of Hong Kong
- Dr. Kee Chi Hing, JP, the Chair of Fullness Society Enterprises Society

Please register through the QR code

