

1. Record Nr.	UNINA9910392727703321
Titolo	Socio-Tech Innovation : Harnessing Technology for Social Good // edited by Latha Poonamallee, Joanne Scillitoe, Simy Joy
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2020
ISBN	9783030395544 3030395545
Edizione	[1st ed. 2020.]
Descrizione fisica	1 online resource (332 pages)
Disciplina	303.483 658.514
Soggetti	Business Management science Entrepreneurship New business enterprises Business and Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1: Introduction: Socio-Tech Venturing: Theoretical Lens of Key Areas of Complexities -- Chapter 2: Harnessing Power at the Edges: A case of MBISSA from Africa -- Chapter 3: How Technology led to the empowerment of women lenders and borrowers -- Chapter 4: Vanishing Blue-gold: Intelligent Value based Market Segment for its customers: Clensta International -- Chapter 5: The Elusive Model of Technology, Media, Social Development, and Financial Sustainability -- Chapter 6: Napify: A case of social innovation and market value capture -- Chapter 7: Technology and Tenacity in Rural India -- Chapter 8: Saving Little Lives through Bempu TempWatch -- Chapter 9: AgriApp: Enabling social change through technology -- Chapter 10: Lifting the Lid off the Toilet- Understanding the Indian Context and A Case on Samagra Empowerment Foundation -- Chapter 11: Farmers' Producer Organization (FPO) of Kaushalya Foundation: Enabling social inclusion of women through technology -- Chapter 12: Go Coop: Leveraging Technology to Impact the Lives of the Rural Poor -- Chapter 13:

Building entrepreneurial community: A collaborative benefit corporation for women empowering women -- Chapter 14: Kindling change: A case for sustainable development work -- Chapter 15: CropIn: Addressing farmer Poverty through 'connected' farming -- Chapter 16: Conclusion: Socio-tech Enterprises, Actors and Dynamics of Innovation Development and Implementation.

---

## Sommario/riassunto

This book defines socio-technological innovation and lays out different aspects of technology innovation and adoption literature as applied to socio-tech innovation and entrepreneurship. Socio-tech innovation refers to novel solutions that involve development or adoption of technological innovations to address social and/or environmental problems with a view towards creating benefit for the larger whole rather than just for the owners or investors. Unlike conventional technological innovation, socio-tech innovation either develops a product specifically for underserved markets and adopts a model in which the market is not an afterthought but the *raison d'être*. Social ventures have not been as successful in scaling up, though technology innovation-led ventures have; therefore, meaningful actionable insights that can help social ventures scale up successfully can be gleaned by this process. This book offers researchers in innovation and entrepreneurship programs a unique and interdisciplinary approach to studying social innovation that is grounded in technology innovation. This book features a series of socio-tech venture cases that illustrate these dynamics and can be used in undergraduate and graduate courses. Latha Poonamallee is Associate Professor and Chair of Management & Social Innovation at The New School, USA. Joanne Scillitoe is the inaugural Paul Jennings Chair in Entrepreneurship and a Professor of Management at California State, Northridge, USA. Simy Joy is a Research Fellow at the Indian Institute of Management, Kozhikode, India.

---