

SIDREA FORUM

“Social innovation, new business models and management accounting”

25 July 2012, Siena, Certosa di Pontignano

Organised by



AND



S I D R E A

UNIVERSITY OF SIENA

The last ten years have witnessed a massive transformation in the economic, social and legal environment in which organizations operate. The recent financial crisis and unprecedented corporate scandals, the globalization of the markets and increasing competition, the ongoing change of national and international regulations together with the opportunities offered by advances in information and communication technologies have forced contemporary organizations to reconsider and re-define their strategies, business models and management systems.

In this context, innovative strategies and new business models are emerging as forms of *social innovation*. Social innovations can be defined as new ideas (products, services and models) that simultaneously meet social needs and create new social relationships or collaborations. They are innovations that are both good for society *and* enhance society's capacity to act.

They key features of social innovations are (see Murray R., Caulier-Grice J., Mulgan G., 2010, *The open book of social innovation*, NESTA):

- The intensive use of distributed networks to sustain and manage relationships, helped by broadband, mobile and other means of communication
- Blurred boundaries between production and consumption.
- An emphasis on collaboration and on repeated interactions, care and maintenance rather than one-off consumption.
- A strong role for values and missions.

Examples of social innovations applied to business strategies are represented by new business models based on networks of inter-organizational relations, that combine principles of both competition and cooperation (the so called co-opetition). Moreover, 'e-business models', are emerging from the new opportunities offered by the world wide web and by social networks.

Whereas these new approaches challenge the traditional vision of the value chain and the value system of the firm, and question the traditional vision of the boundaries of the firm, the increasing relevance of social innovations calls for further investigation on the relations between the new business models and approaches with traditional management accounting practices.

This workshop aims to offer a venue where challenges and opportunities faced by management accounting practices in front of emerging social innovations are debated. The following issues will be debated:

- New business models and management accounting practices
- The governance of lateral relations: the role of management accounting
- E-business models and performance measurement systems
- Web strategies, new technologies and management accounting change
- Integrated information systems (ERPs) and management control
- Performance measurement systems and management control of interorganizational relations
- The changing role of management accountants
- Innovation, creativity and performance measurement systems
- Formal and informal controls in the governance of network relations
- Management accounting, lateral relations and trust
- Social networks and management accounting change and social networks

To attend to the workshop, please register no later than 25th June 2012 at:

www.disas.unisi.it/sidreaworkshop/

For more information:

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PRELIMINARY AGENDA

Venue: Certosa di Pontignano, Siena

Wednesday, 25th July 2012

10.30 – 11.30, Registrations

11.30 – 11.45, Welcome address and Introduction

11.45 – 12.15, Presentation – Mark Frigo, DePaul University of Chicago

12.15 – 12.45, Presentation (speaker to be confirmed)

12.45 – 13.00, Questions & Answers

13.00 – 14.30, Lunch at Certosa

14.30 – 15.30, Guest speech: Robert W. Scapens, Manchester Business School, UK

15.30 – 16.00, Questions & Answers

16.00 – 17.45, Round Table with:

John BURNS, University of Exeter, UK

Ariela CAGLIO, Bocconi University, Italy

Martine COOLS, Lessius-KU Leuven, Belgium

Paolo QUATTRONE, IE - Instituto de Empresa Business School, Spain

Robert W. SCAPENS, Manchester Business School, UK

Martijn VAN DER STEEN, University of Groningen, The Netherlands

17.45-18.00, Farewell and conclusions

For more information:

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