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Program Session #: 30 | Submission: 11289 | Sponsor(s): (PNP, SIM, ONE, CMS, BPS, HCM)  
Scheduled: Friday, Aug 12 2011 8:00AM - 11:30AM at Marriott Riverwalk in Salon C

## Cross-Sector Partnerships for Social Innovation: Processes, Perspectives and Positioning *Cross Sector Partnerships*



 View Map

Organizer: **Marlene J Le Ber**; U. of Western Ontario;   
Organizer: **David Graham Hyatt**; U. of Arkansas, Fayetteville;   
Organizer: **Oana Branzei**; U. of Western Ontario;   
Discussant: **Jonathan P Doh**; Villanova U.;   
Discussant: **Barbara Gray**; Pennsylvania State U.;   
Discussant: **Jonathan Lewis Johnson**; U. of Arkansas;   
Discussant: **Lisa Jones-Christensen**; U. of North Carolina, Chapel Hill;   
Discussant: **Ans Kolk**; U. of Amsterdam;   
Discussant: **Ted London**; U. of Michigan;   
Discussant: **Hildy Teegen**; U. of South Carolina;   
Facilitator: **Amelia C. Clarke**; U. of Waterloo;   
Facilitator: **Jason Jesurum Jay**; Massachusetts Institute of Technology;   
Facilitator: **Arno Kourula**; Stanford U.;   
Facilitator: **Jocelyn M. Leitzinger**; U. of Wisconsin, Madison; 

This professional development workshop builds on two previous successful sessions convened in 2009 & 2010 in Chicago (Lessons from Practice: Cross Sector Partnerships to Solve Social and Environmental Challenges) and Montreal (Lessons and Questions from Practice: Cross Sector Partnerships for Sustainable Development) respectively. Grounded by dialogue between scholars and cross-sector partners (WalMart/EDF in 2009 and Oxfam/Swiss Re in 2010), previous PDWs created an Idea Market for related questions to research in the field. The conversations at these PDWs have been summarized and used by the community of scholars to generate streams of research in the field. Building on these previous PDWs, this year we focus on shaping and disciplining the scholarly conversation about cross-sector partnerships. During the previous PDWs, a number of themes have emerged that relate directly to this year's theme: West meets East: Enlightening, Balancing, and Transcending. This PDW proposal organizes these themes into a deeper discussion about the processes, perspectives and positioning of social innovation; we focus on cross-sector partnerships because they are living laboratories for social innovation within and across sectors. Our focus is three-fold: we address processes that can engender (more) balanced development of people and products, often through reengineering of markets as well as non-market strategies. We also consider how additional theoretical perspectives can enrich our conceptualization of social innovation, welcoming additional contributions from critical management and positive organizational scholars. Last, we aim for an enlightened platform for scholarly work in cross-sector partnerships by harnessing this discussion to collectively brainstorm about the positioning of this emerging field. As in previous years, this PDW will continue to use real time dynamic interactions between academics and practitioners to ground our conversations. Oxfam will be returning with several of its partners to allow the PDW participants to delve deep into individual cases as well compare topics across cases. Senior scholars will take the lead in focusing questions and table discussions specific to the nine topic areas. Together, all participants will explore and seek to further develop and shape the scholarly conversation in cross-sector partnering.

Pre-registration is required for this workshop. To register online, please visit <https://secure.aomonline.org/PDWReg>. The deadline to register online is August 10, 2011.

Search Terms: *cross-sector partnerships , social innovation , sustainable development*

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