Responsible Innovation and Entrepreneurship Research Initiative

Annual Report: Academic Year 2024-2025

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RI&E Research Initiative's Activities for Academic Year 2024-2025[1]

Goal of the initiative	Objectives	Tactics/Activities	Measures of success	Resources used
As per the contract with SF State, the main goal of this initiative is to support high-impact and rigorous scholarship in the realm of Responsible Innovation and Entrepreneurship (RI&E).	The short-term objective is: Become an attention-grabbing research program that focuses on Responsible Innovation and Entrepreneurship in the near term (three - four years).	▪ The webpage for the initiative & its subpages for its various offerings, and marketing collaterals (graphic treatment, flyers, posters etc. were all updated with information about the ongoing activities. ▪ The RI&E YouTube Channel was updated with various videos generated from our engagement activities	The pages have received thousands of visits and the videos on the YouTube Channel have received over 2000 views (as of writing of this report). See Appendix B for more details.	Directors' time and efforts, hired graphic designers, and occasional help from Sandra Henao
		We organized the Third RI&E Research Conference on March 14th and 15th 2025. The theme this year was "Crafting Responsible Innovation: Insights from HR, Training, and Design". Highlights • Keynote by Jon Zieger (Founding Executive Director of Responsible Innovation Labs). • Fireside chat with Q Hamirani, (Chief People Officer of HighLevel) and Bahar Javadi, (Assistant Professor of Management at SFSU). • Panel discussions with experts on Responsible Design and Design Thinking: Mike Montiero (Mule Design), Gitta Salomon (Swim Studio), Suzanne Howard (Formerly Founder, Dean and Managing Director of IDEO U), Neil Goldberg (Adjunct Faculty at Pacific School of Religion and Praxis Design), Ruby Lee (Professor of Marketing at Florida State University), Jan Auernhammer (Stanford University School of Engineering), and Yikuan Lee (San Francisco State University). • Keynote by Arun Bedi (Global Talent and Learning Practitioner, SHRM) • Partnered with Kiel (San Francisco's sister city in Germany) University to design, develop, and conduct the second day of research presentations featuring speakers from Kings College London, Lam Family College of Business, and Kiel University.	• Invited Guest Speakers: 25 outside speakers and 10 SFSU speakers • Number of registrants: about 60 • Number of attendees on Day 1 (Keynote + Panel Discussion + Fireside Chat +Networking session): About 60 • Number of overseas attendees: 10 (Germany, Japan, U.K, Australia, and Denmark) • Number of attendees on Day 2 (Research Symposium + Paper Development Workshop): About 40 • More than 25,000 views and engagement on LinkedIn and other social media (We have no visibility to the data for the college and university data and hence this number is a massive undercount) • PATH Water donated water bottles to support the conference. • We generated $750 in ticket revenues See Appendix B for more details. Over the three iterations of this conference, it has garnered local, national, and international attention and is likely going to become the go-to "boutique" conference for scholars interested in RI&E research.	Staff and student help (Jeff O'Toole, Amanda Goh, Chris Kingston, Emma Paquette, MyNa Ho, Jacob Martin, and Teresa Enriquez) and purposed RI&E Research Initiative Funds. All staff and students were incredibly helpful, and the conference would not be a success without them.

[1] See Appendices A and B for detailed descriptions. This table provides a digest.

		This included research presentations by <u>Carsten Schultz</u>, (Professor of Technology Management and Dean of Kiel Institute for Responsible Innovation), <u>Kristina Nickel</u> (Post-doctoral Research at Kiel University), RI&E Research Grant Awardees <u>Lufei Ruan</u> (Associate Professor of Accounting), <u>Nara Jeong</u> (Associate Professor of Management) at SFSU and more. • Registration and ticketing: We collaborated with Raymond Fang from UCorp to set up a ticket sales system to manage conference registration fees, payment processing, and confirmation for registered participants. This online registration and payment system efficiently handled participant registrations and fee collection. • Catering and refreshments: We worked with SF Food Market Catering, Ceja Vineyards, and PATH Water to coordinate food and beverage services, including meal planning, coffee breaks, wine, and refreshments for networking sessions.		
		Journal of Product Innovation Management (JPIM) Paper Development Workshop. (ABDC A*, AJG 4)	Minu Kumar, Ian Sinapuelas, and Chenwei Li in cooperation with Phil Macnaghten are coediting a special issue on Responsible Innovation for JPIM. • The call for papers was released in Fall 2023 and the submission deadline was May 31, 2024. Garnered scholarly papers from >35 Scholars across the United States and internationally. • Of the articles submitted, ten moved to the revise and resubmit stage. • Conducted two Paper Development Workshops (one in-person and another online) to help scholars develop their papers. See Appendix A for more details	RI&E Directors' time and efforts, JPIM co-editor-in-chief's time and efforts
		We organized four <u>RI&E Research Brown Bag</u> Seminars • Two domain-related seminars: Dr. Bernd Carsetn Stahl (University of Nottingham), and Dr. Herman Aguinis (George Washington University) • Two methods-related seminars: Dr. Pinar Ozcan (Oxford University) and Dr. Philip Adu (Center for Research Methods Consulting, LLC)	▪ Registrations: 432. ▪ Online attendees: 203. 15-20% from San Francisco State University (SFSU) and 80-85% from outside SFSU. ▪ Additionally, most of these long-form talks are featured on <u>RI&E's YouTube Channel</u> and, as of writing of this report, have over 3500 views. The channel has almost 100 subscribers.	Directors' time and efforts, and purposed RI&E Research Initiative Funds.

		As per the 2022 contract with SF State, the long-term objective is: Set a path to become the premier research programs in the country by publishing 10-15 PRJs in leading business journals.	Original Research published in Academic Year	Published Research: The following original research articles were published this year. • **Yiwen Chen's** project on "Effectively dealing with the tension between content creation and Monetization" has been accepted and is in the queue to be published at the *International Journal of Electronic Commerce.* This project had received the Advance to Submission (AtS) RI&E Grant in Spring 2023. • Spanjol, Jelena, Charles H. Noble, Markus Baer, Marcel LAM Bogers, Jonathan Bohlmann, Ricarda B. Bouncken, Ludwig Bstieler, Luigi De Luca, Rosanna Garcia, Gerda Gemser, Dhruv Grewal, Martin Hoegl, Sabine Kuester, **Minu Kumar**, Ruby Lee, Dominik Mahr, Cheryl Nakata, Andrea Ordanini, Aric Rindfleisch, Victor Seidel, Alina Sorescu, Roberto Verganti, and Martin Wetzels (2024), "Fueling innovation management research: Future directions and five forward-looking paths," *Journal of Product Innovation Management, Vol 41 (September), p.893-948.* https://doi.org/10.1111/jpim.12754 • Nickel Kristina, Ulrich R. Orth, and **Minu Kumar** (2025), "Consumer response to visual harmony: when is a gender difference, not a gender difference?" *Journal of Marketing Communications*, 1–28. https://doi.org/10.1080/13527266.2025.2455661 Several peer-reviewed conference papers were also published by the RI&E team.	Directors' time and efforts and Purposed RI&E Research Initiative Funds.
			Ongoing Research	• Selected Projects under various stages of review at many leading PRJs (Peer Review Journals): Six projects are under review/are being revised at journals such as *Journal of Business Finance and Accounting, Journal of Marketing, Journal of Business Ethics, Harvard Business Review, Personality and Individual Differences Journal*. See Appendix A for more details • Selected rejected papers being prepared for resubmission: Several projects were submitted to PRJs but were rejected and are now undergoing changes to be targeted to other journals. See Appendix A for more details • Special Issues on Responsible Innovation at the *Journal of Product Innovation Management*. As mentioned earlier, Minu Kumar, Ian Sinapuelas, and Chenwei Li in cooperation with Phil Macnaghten are coediting a special issue of the *Journal of Product Innovation Management* (ABDC A*, AJG 4). We plan to publish 8-10 articles through this special issue that will help us exceed required number of Peer-Reviewed Articles for the initiative. See Appendix A for more details • Special Issues on Responsible *Research-Technology Management Journal*: RI&E Research Initiative's Founder Director, Minu Kumar, is coediting a special issue on Responsible Innovation	Purposed RI&E Research Initiative Funds and directors' time and efforts

			in *Research-Technology Management (ABDC A Journal)* with Acur, Nuran, Jarryd Daymond, and Carlos Carbajal. The issue titled "Responsible Innovation for Emerging Technology: Navigating Ethics, Society, Diplomacy, and Sustainability," is expected to be published in 2027. We plan to publish 8-10 articles through this special issue. • Notable ongoing projects in the pipeline: There are several ongoing research projects in the data collection/data analysis/manuscript development stage. See Appendix A for more details	
	Tools for Responsible Innovation Research	Two tools and resources are available/under development: • Refinitiv Environmental, Social, and Governance Database for LFCoB-Wide use • Responsible Innovation Tools See Appendix A for more details	Initiative Funds and directors' time and efforts in development of CfP
	Institution-institution/organization research partnerships in development	• RI&E-KIRI Partnership: We are steadily developing the partnership with Kiel Institute for Responsible Innovation (Kiel, Germany is a sister city of San Francisco) developing research projects and a scholar exchange program. For example, we have two ongoing projects about Robotaxis and barriers to their adoption has completed on round of data collection. We secured IRB clearance from both institutions. The project is being lead by Kristina Nickel, a post-doctoral associate, from KIRI. • KIRI will be hosting the 4th Annual RI&E in Kiel University in June 2026.	Initiative Funds and Directors' time and efforts.

RI&E Research Initiative's Planned activities Academic year 2025-2026

Goal of the initiative	Objectives	Planned Tactics/Activities	Potential measures of success	Resources needed
As per the contract with SF State, the main goal of this initiative is to support high-impact and rigorous scholarship in the realm of Responsible Innovation and	As per the contract with SF State, the short-term objective is: Become an attention grabbing research program that focuses on Responsible Innovation and Entrepreneurship in the near term (three - four years).	Continue to use web collaterals (webpage for the initiative , various subpages, and YouTube channel) to showcase and promote the various offerings of the initiative	Page and channel visitor information	All three initiative directors' time and efforts, graphic designers, student assistant time, and some help from Sandra Henao
		Continue organizing the annual RI&E Research Conference (Planned for June 2026) in Kiel, Germany.	Travel, attendance, conference presentations, Social media engagements	Initiative Funds and Directors' time and efforts.
		Continue organizing Research Brown Bag Seminars • Two domain related seminars • Two methods related seminars.	Registrations Attendance Social media engagements	Directors' time and efforts, and purposed RI&E Research Initiative Funds.

Entrepreneurship (RI&E).	As per the contract with SF State, the long-term objective is: Set a path to become the premier research programs in the country that focuses on Responsible Innovation and Entrepreneurship (six to10 years)	We will continue RI Scale development and validation	We hope to further collect data, empirically refine the scale, validate the scale this year, and develop the Manuscript.	Directors' time and efforts and purposed RI&E Research Initiative Funds.
	As per the contract with SF State the work of initiative should result in 10-15 PRJs in leading peer-reviewed Journals in a six-year period	Will continue offering Conquer the Revise and Resubmit Grants (CtR&R Grant) .	Submissions from SF State Faculty	Purposed RI&E Research Initiative Funds and directors' time and efforts
		Will continue publication efforts and anticipate meeting the stipulated goal this AY.	Publications in peer-reviewed journals and conferences	Purposed RI&E Research Initiative Funds and Directors time and efforts
		Will continue to provide course releases to faculty involved in the design and execution of programmatic elements of RI&E initiative such that they can be research active	Publications in peer-reviewed journals and conferences	Purposed RI&E Research Initiative Funds

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Appendix A:
RI&E Research Activities Documentation 2024-2025

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This annual report offers a concise summary of the research activities in the past academic year (2024-2025). It also highlights key achievements and challenges.

Original Research published in Academic Year.

The following original research articles were published this year.

Yiwen Chen's project on "Effectively dealing with the tension between content creation and Monetization" has been accepted and is in the queue to be published at the *International Journal of Electronic Commerce*. This project had received the Advance to Submission (AtS) RI&E Grant in Spring 2023.

Spanjol, Jelena, Charles H. Noble, Markus Baer, Marcel LAM Bogers, Jonathan Bohlmann, Ricarda B. Bouncken, Ludwig Bstieler, Luigi De Luca, Rosanna Garcia, Gerda Gemser, Dhruv Grewal, Martin Hoegl, Sabine Kuester, **Minu Kumar**, Ruby Lee, Dominik Mahr, Cheryl Nakata, Andrea Ordanini, Aric Rindfleisch, Victor Seidel, Alina Sorescu, Roberto Verganti, and Martin Wetzels (2024), "Fueling innovation management research: Future directions and five forward-looking paths," *Journal of Product Innovation Management, Vol 41 (September), p.893-948.* https://doi.org/10.1111/jpim.12754

Nickel Kristina, Ulrich R. Orth, and **Minu Kumar** (2025), "Consumer response to visual harmony: when is a gender difference, not a gender difference?" *Journal of Marketing Communications*, 1–28. https://doi.org/10.1080/13527266.2025.2455661

Several peer-reviewed conference papers were also published by the RI&E team.

Ongoing Research

Selected Projects under review at PRJs: AtS grant recipient, **Lufei Ruan** has her project currently under review with the *Journal of Business Finance and Accounting.* One project with **Minu Kumar** as lead author is undergoing review for a fifth time at the *Journal of Marketing*. Another project with **Chenwei Li** as the lead author is undergoing a second round of revisions for the *Journal of Business Ethics*. **Chenwei Li** is also a lead author on a project that author is undergoing a second round of revisions for the *Personality and Individual Differences Journal.* **Minu Kumar** and **Ian Sinapuelas** are also working on a practitioner-oriented paper. To this end, the team is collaborating with Riitta Katila (Stanford University's W.M. Keck Professor and Professor of Management Science and Engineering), and Jen Gennai, (formerly the Founder-Director of Google's Responsible Innovation Department). This author team submitted a proposal entitled "Leveraging Market Dynamics to Reinforce Responsible AI's Return-on Investment in Small and Medium-Sized Enterprises" to the *Harvard Business Review* and is under review with the editor there. Advance to Submission (AtS) grant recipient, **Nara Jeong's** project was rejected at *Strategic Entrepreneurship Journal* and is currently undergoing a first-round revision for the *Journal of Social Entrepreneurship.* Another AtS grant recipient,

Priyanka Joshi has developed two submissions from the grant. One is currently under review in the Journal of Social Psychology.

Selected rejected papers being prepared for resubmission: Advance to Submission (AtS) grant recipient, **Toni Petkova's** project was rejected at *Strategic Entrepreneurship Journal* and is currently being prepared for resubmission to a different journal. **Ian Sinapuelas** and **Minu Kumar's** innovation related paper (that uses the most recent PDMA Best practices data) was rejected by the *Journal of Product Innovation Management*. This work is currently being revised with a greater emphasis on dynamic capabilities and portfolio management and is being targeted towards *Journal of Business Research*. **Minu Kumar**, Janell Townsend and **Sungha Jang's** paper on the halo effect of Electric Vehicles was rejected after a first round of reviews at the *Journal of Marketing* and is now being reworked for the *Journal of the Academy of Marketing Science*.

Special Issue on Responsible Innovation: **Minu Kumar, Ian Sinapuelas,** and **Chenwei Li** in cooperation with Phil Macnaghten (Wageningen University) are coediting a special issue of the *Journal of Product Innovation Management* (ABDC A*, AJG 4). The call for papers was released in Fall 2023 and the submission deadline was May 31, 2024. Approximately 20 research papers were submitted and reviewed by JPIM reviewers. The RIE leadership team independently reviewed submitted papers, assessed reviewer feedback, and provided associate editor comments by September 30, 2024. Of the 16 articles submitted, ten moved to the revise and resubmit stage. We also conducted a paper development workshop during the 3rd Annual RI&E Conference for the papers that were invited to resubmit. Revisions were submitted by April 30, 2025, and are currently out for second round review. We plan to publish 8-10 articles through this special issue that will help us exceed required number of Peer-Reviewed Articles for the initiative.

Special Issue on Responsible Innovation: RI&E Research Initiative's Founder Director, **Minu Kumar**, is coediting a special issue on Responsible Innovation in *Research-Technology Management (ABDC A Journal)* with Nuran Acur (Adam Smith Business School), Jarryd Daymond (University of Sydney), and Carlos Carbajal (Digital catapult). The issue titled "Responsible Innovation for Emerging Technology: Navigating Ethics, Society, Diplomacy, and Sustainability," is expected to be published in 2027. We plan to publish 8-10 articles through this special issue that will also help us exceed required number of Peer-Reviewed Articles for the initiative.

Notable ongoing projects in the pipeline: **Ian Sinapuelas, Minu Kumar, and Chenwei Li** are in the finalizing a case analysis of Meta's Responsible Innovation practice. This highly interesting case is targeted to the *Case Research Journal* that will likely gain a good bit of use in graduate business school teaching. While the article is complete, the RIE leadership team is currently finalizing an accompanying teaching guide which is a requirement for submission. There are several other ongoing research projects in the data collection/data analysis/manuscript development stage too.

Tools for Research

Database for LFCoB-Wide use: With support from the Dean's office and the FinTech Initiative, the RIE Initiative acquired Refinitiv Environmental, Social, and Governance (ESG) database for use by the university. The intention is to provide ESG data for any interested SFSU researcher.

Responsible Innovation Tools. In collaboration with two non-SFSU researchers (Gina O'Connor, Professor of Innovation Management, Babson University; Tania Bucic, Professor, University of New South Wales), the RIE leadership team continued to pursue research regarding Research Innovation Tools. In the past year, several key activities were accomplished. First, the project was submitted and approved by three universities' Institutional Review Boards (SFSU, Babson, University of New South Wales). Second, two surveys were deployed. The first survey was deployed in Nov 2024 through Amazon Turk for 100 United States. respondents. Using exploratory factor analysis, the Amazon Turk survey revealed that 11 of the 76 survey items were ambiguous and were dropped in the succeeding survey. Using only the remaining 66 items, the second survey was deployed in March 2025 to 194 United States and 193 European respondents through Dynata. The second survey revealed that the initially proposed 12 construct framework was untenable. Moreover, there were significant differences in US vs. European understanding of Responsible Innovation. Thus, the RIE leadership determined to re-orient the research to further clarify the constructs that surfaced in the previous two surveys, and to explore a third sample consisting of Asian respondents. This is in conjunction with the need to further purify the scale, albeit differently within these groups.

Grants. No assigned time release grants were awarded in 2024-25.

Conclusion: The output goal for RI&E is to publish "10-15 PRJs (in a six-year period) in leading peer-reviewed journals in I&E". At the halfway point, the initiative has published seven articles and is on track to double-triple that goal.

Appendix B
RI&E Engagement Activities Documentation 2024-2025

This annual report offers a concise summary of the events organized in the past academic year (2024-2025). These events aimed to foster knowledge sharing, collaboration, and the development of research within Lam Family College of Business at SFSU and the wider scholarly community in the field of Responsible Innovation and Entrepreneurship (RI&E). The report highlights key achievements, challenges, and future recommendations for enhancing these initiatives.

Research Brown Bag Series:

The Research Brown Bag Series served as a platform for impactful scholars to share their work, provide method training, and engage in stimulating discussions. This series originally aimed to build a research culture among faculty at the Lam Family College of Business and across the CSU system – but we've seen it expanding far beyond that. The highlights of this year's Brown Bags are as follows:

1. RI&E Research Method Talk – Fall 2024:
   - Speaker: Dr. Bernd Carsetn Stahl (University of Nottingham)
   - Date and time: Monday, October 28th, 2024, 10:00 am – 11:30 am
   - Topic: Artificial intelligence for a better future: An ecosystem perspective on the ethics of AI and emerging digital technologies
   - Number of registrants: 121 (23.1% SFSU faculty/students + 76.9% outside scholars)
   - Number of attendees: 58
   - RIE Youtube channel views: 150 views

2. RI&E Research Method Talk – Fall 2024:
   - Speakers: Dr. Pinar Ozcan (Oxford University)
   - Date and time: Monday, November 4th, 2024, 1:00 pm – 2:30 pm
   - Topic: Single, comparative and multiple case studies: finding the sweet spot
   - Number of registrants: 80
   - Number of attendees: 34
   - RIE Youtube channel views: 160 views

3. RI&E Research Method Talk – Spring 2025:
   - Speaker: Dr. Philip Adu (Center for Research Methods Consulting, LLC)
   - Date and time: Monday, February 17th, 10:00 am -11:30 am
   - Topic: Leveraging AI and Nvivo for qualitative data analysis
   - Number of registrants: 105 (18.1% SFSU faculty/students + 81.9% outside scholars)
   - Number of attendees: 44
   - RIE Youtue channel views: 392 views

4. RI&E Research Domain Talk – Spring 2025:
   - Speaker: Dr. Herman Aguinis (George Washington University)
   - Date and time: Friday, May 9th, 10:00 am - 11:30 am

- Topic: How to conduct responsible and impactful research
- Number of registrants: 126 (11.9% SFSU faculty/students + 88.1% outside scholars)
- Number of attendees: 67
- RIE Youtube channel views: N/A

Overall reflection (AY 2024-2025):

Over the past academic year, our Research Brown Bag Series featured four distinguished guest speakers (e.g., Drs. Bernd Carsetn Stahl, Pinar Ozcan, Philip Adu, and Herman Aguinis) from top research schools, each bringing unique perspectives and expertise to our academic community. We saw strong engagement, with 432 individuals registering for the events and 203 attending live. Notably, three of the four speakers permitted us to record their talks, which were later shared on our RIE YouTube Channel. These recorded sessions have collectively attracted 681 views to date – a promising indication that our efforts are continuing to resonate beyond the live event format.

One clear highlight from the year was Dr. Herman Aguinis's presentation on *how to conduct responsible and impactful research* with the most attendees. In addition, Dr. Philip Adu's and Dr. Bernd Stahl's presentations on AI and research also drew the most attention, not only in attendance but also in post-event viewership. Its success highlights how timely, relevant topics—especially those related to current trends like artificial intelligence—can significantly increase audience interest and engagement.

The decision to upload recordings to YouTube has proven to be a valuable strategy in overcoming common scheduling conflicts, particularly for attendees in different time zones. As our data suggests, interest in the series spans continents—with participants joining from Europe, Asia, and across North America. In addition, we've observed a growing number of Ph.D. students attending the series and expressing that the content has directly contributed to their research skill development. This underscores the potential long-term impact of our programming on early-career researchers and reinforces the importance of maintaining a global and inclusive outreach strategy.

Through continued promotion via the university website, LinkedIn, email lists, and academic listservs, we've succeeded in expanding our reach. In fact, registration reports consistently show that a majority of our attendees come from outside SFSU. This confirms that our virtual format, combined with thoughtful promotion, has allowed us to engage with a much broader scholarly community than would be possible with in-person events alone.

That said, we recognize there is still work to be done in fostering stronger engagement within our own campus. Despite our efforts, attendance from SFSU faculty remains lower than expected. We suspect this may be due to a combination of scheduling conflicts and limited topic relevance for some faculty members.

Additionally, based on our scheduling analysis, we've found that—besides Fridays—Mondays are another effective day for hosting these sessions. This insight will help us improve attendance

moving forward, especially among faculty and students with limited availability later in the week.

Looking ahead, we aim to diversify the range of topics featured in the series. While responsible innovation and entrepreneurship will remain central themes, we also plan to incorporate sessions on cutting-edge research methodologies and interdisciplinary topics that appeal to a broader academic audience. We welcome suggestions from both faculty and students, and will continue to prioritize content that fosters academic curiosity, methodological rigor, and meaningful dialogue.

We believe this year's series demonstrated the power of virtual engagement, relevant content, and strategic outreach in building a vibrant academic community. With a few targeted improvements, particularly in SFSU faculty involvement and topic diversity, we're confident the Research Brown Bag Series will continue to grow as a valued platform for learning, sharing, and connecting across institutions.

3rd Responsible Innovation and Entrepreneurship Annual Conference

Date: March 14th and 15th, 2025

Invited Guest Speakers: 25 outside speakers and 10 SFSU speakers
Number of registrants: about 60
Number of attendees on Day 1 (Keynote + Panel Discussion + Fireside Chat +Networking session): About 60
Number of attendees on Day 2 (Research Symposium + Paper Development Workshop): About 40

Logistics involved in organizing the annual conference:

1. Conference speakers and sessions: This year's conference planning was a true team effort of the RI&E Research Initiative Team (Chenwei, Ian, and Minu), and it was exciting to see it all come together. We took the lead in inviting and confirming keynote speakers, panelists, research symposium presenters, and PDW attendees. Once confirmed, we worked closely with each speaker to coordinate their presentation topics, AV needs, and logistics—including travel, lodging, and honorarium payments. Communication was key; we made sure they had clear guidelines and felt supported every step of the way.

The event itself offered a rich lineup: three keynote sessions delivered in a fireside chat format, two engaging panels, two research symposium sessions, a JPIM special issue paper development workshop, and several networking opportunities. Each element was carefully designed to balance scholarly depth with opportunities for connection and real-world relevance.

One moment that really stood out was when we paired one of our keynote speakers with three students (Neil Sterud, Morgan Olivia Wingate, and Austin Jorge Lopacinski) from SFSU's student SHRM chapter for a panel discussion on responsible leadership. This was more than just

a panel—it was a mentoring opportunity in action. We met with the speaker and the students several times beforehand to help them prepare, coach them on facilitation, and build their confidence. Watching our students lead a thoughtful, dynamic discussion on stage—alongside a seasoned professional—was genuinely one of the proudest moments of the event. It was a powerful example of what happens when we intentionally bridge academic theory with leadership practice and student development.

Reflecting on this experience, it reminded us that while organizing the logistics is essential, what really brings these events to life is the human connection and growth they create—for speakers, scholars, and especially for our students.

2. Marketing and promotion materials: Just like last year, we teamed up with designer Alex Reynolds to create all of our marketing materials—brochures, posters, flyers, and slide decks—for conferences, events, and programs. She designed a fresh new look for this year's conference while keeping the overall style consistent with our brand. She has a real talent for adding little surprises and creative touches that keep our materials feeling current and engaging.

With the help of our marking director Sandra Henao, we promoted everything through multiple channels, including email, websites, conference listservs, and social media to make sure we reached a wide audience.

3. Registration and ticketing: We collaborated with Raymond Fang from Ucorp to set up a ticket sales system to manage conference registration fees, payment processing, and confirmation for registered participants. This online registration and payment system efficiently handled participant registrations and fee collection. We brainstormed conference fee ranges and established different rates for guest speakers, SFSU faculty, outside scholars, and students.

4. Budgeting and financial planning: We discussed budget that includes expenses related to catering, travel and fees for speakers, marketing materials, and any other necessary expenses.

5. Catering and refreshments: We worked with SF Food Market Catering, Ceja Vineyards, and PATH Water to coordinate food and beverage services, including meal planning, coffee breaks, wine, and refreshments for networking sessions.

6. Audiovisual and technical support: Arthur Wong from our IT team provided technical support for the conference. He was amazing.

7. Venue: The conference was held at the SFSU downtown campus.

8. On-site coordination: Our staff and student volunteers, including Jeff O'Toole, Amanda Goh, Chris Kingston, Emma Paquette, MyNa Ho, Jacob Martin, and Teresa Enriquez, provided excellent guidance and assistance with room setup, photography, video recordings, managing the registration desk, food delivery, tear-down, and running errands for speakers and attendees.

9. Post-conference media attention: Many speakers and attendees shared positive experiences about our conference by posting or reposting on LinkedIn.

JPIM Special Issue Paper Development Workshop Paper development workshop. In alignment with JPIM's requirements for special issues, the RIE leadership team hosted a paper development workshop for Responsible Innovation Special Issue authors whose papers qualified for revision. The paper development workshop was conducted during the second day (March 15, 2025) of the annual RIE conference. The PDW attracted scholars from around the world (Germany, Japan, U.K, Australia, and Denmark) Due to travel restrictions, two author teams were unable to attend in-person. A separate online workshop was hosted on March 17, 2025 to accommodate the two author teams. The workshop required authors to specifically address two canvases; Contribution canvas and rigor fit. To facilitate the discussion, the RIE leadership team provided frameworks, deeply engaged with the papers, and provided recommendations to author teams.

Overall reflection (AY 2024-2025):

Now that we've wrapped up our third annual conference, it really feels like we've hit our stride as a team. After three years of building this from the ground up, we've developed a reliable rhythm—a team that works seamlessly together, gets things done, and genuinely has fun doing it. That sense of shared purpose and camaraderie really came through in how smoothly everything ran this year. Over the three iterations of this conference, it has garnered local, national, and international attention and is likely going to become the go-to "boutique" conference for scholars interested in RI&E research.

One of the highlights was the lineup of fireside chats and panel discussions, which brought both depth and diversity to the theme of responsible innovation and entrepreneurship.

Jon Zieger and Minu Kumar's fireside chat set the tone early with a thoughtful conversation about the challenges of practicing responsible innovation in the Bay Area—where tech optimism often meets real-world complexity. Their insights sparked a lot of good reflection about how we can balance innovation with accountability in such a fast-moving environment.

Q Hamirani and Bahar Javadi followed with another standout session, this time exploring how artificial intelligence is being used in the HR space. Their discussion went beyond hype and really focused on the ethics and practicalities of implementing AI responsibly.

The panel featuring Mike Montiero (Founder Mule Design), Gitta Salomon(VP of UX Cricut and early Pioneer of UX at Apple), and Suzanne Howard (Formerly Founder-Dean of IDEO University and Partner at IDEO)—moderated by Neil Goldberg—on responsible design was another major highlight. They led a lively and, at times, provocative discussion among industrial designers who didn't always see eye to eye. The differing perspectives made the conversation all the more engaging, reminding us that "responsible design" doesn't have a single definition—and that healthy disagreement is essential to moving the conversation forward.

We also had a really inspiring panel led by Arun Bedi, who brought together three of our own SFSU students for a discussion on responsible innovation. It was engaging, interactive, and a proud moment for us to see students contributing so meaningfully to the dialogue. Their energy and perspectives added something truly special to the event.

Saturday's research symposium was packed with fascinating presentations—many the result of collaborative work with scholars from Kiel University (Carsten Schultz and Kristina Nickel) and our SFSU RI&E grant awardees (Lufei Ruan and Nara Jeong). This was particularly exciting because it marked the deepening of an international partnership, and we're already looking ahead to hosting our 4th annual conference in Kiel, Germany next year.

Another session that stood out was the panel discussion with Ruby Lee (Florida State University), Jan Auernhammer (Stanford University d.School), and Neil Goldberg (Praxis Design), who explored responsible design from a more academic lens. The conversation was layered and at times contentious, but a constructive and well-intentioned way. It pushed boundaries and invited participants to wrestle with tough questions.

All in all, this year's conference brought together meaningful ideas, diverse voices, and genuine collaboration. It's been rewarding to see how far we've come and exciting to think about where we're headed. If this year is any indication, the future of this conference—and this community—is full of possibility. We will continue our strategic choice of being small-scale but creating big impact with our annual conference.