



**RESPONSIBLE INNOVATION
& ENTREPRENEURSHIP
RESEARCH INITIATIVE**

Responsible Innovation and Entrepreneurship Research Initiative

Annual Report: 2022-2023

Directors

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RI&E Research Initiative's Activities for 2022-2023*¹

| Goal of the initiative | Objectives | Tactics/Activities | Measures of success | Resources used |
|--|--|--|---|---|
| <p>The main goal of this initiative is to support high-impact and rigorous scholarship in the realm of Responsible Innovation and Entrepreneurship (RI&E) such that it supports innovation and ethics-oriented elements of the University's mission. This initiative is the first of its kind in a business school in the United States.</p> | <p>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).</p> | <p>Developed a webpage for the initiative, & various subpages for its various offerings, and marketing collaterals (graphic treatment, flyers, posters etc.). Developed a list of I&E involved faculty in LFCoB, CSUs, SF Bay Area, and more generally in California & US. This list is being used for all promotional purposes of the initiative.</p> <p>We also have created a RI&E YouTube Channel that will be used to disseminate select works.</p> | <p>In the period of July 1st 2022-June 22, 2023, approximately 4100 Page visitors from all over the world. See Appendix 3 for a detailed breakdown.</p> | <p>Directors' time and efforts, hired graphic designers, student assistant time, and some help from Sandra Henao</p> |
| | | <p>We organized the Inaugural RI&E Research Conference on April 21st and 22nd 2023</p> <ul style="list-style-type: none"> ▪ One of the originators of RI, Phil Macnaghten, was Keynote Speaker ▪ Rippleworks CEO Doug Galen was featured in a fireside chat with Geoff Desa on the topic of responsible entrepreneurship and social innovation ▪ Founder- directors of RI and practitioners of RI at Meta and Google in panel discussions ▪ Partnered with Kiel (San Francisco's sister city in Germany) University to design, develop, and administer programmatic components | <p>Invited Guest Speakers: 13, Number of registrants: 95, 90+ In-person attendances over the two days</p> <p>More than 15,000 views and engagement on directors' personal 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).</p> <p>Path water sponsored water in-kind to support the conference</p> <p>As a result of the conference, we are in talks with Kiel University to start a scholar exchange program. Kiel University has provided LFCoB faculty a grant to support travel and stay in Kiel for the summer and conduct research. Several LFCoB faculty expressed interest and met with the visiting faculty from Kiel.</p> | <p>Staff help (Jeff O'Toole, Amanda Goh, Michael Mondello), all three initiative directors' time and efforts, student assistant's (Dhara Khubchandani and Rutwaj Daptardar) help, and purposed RI&E Research Initiative funds. All staff were incredibly helpful.</p> |
| | | <p>We organized four RI&E Research Brown Bag Seminars</p> <ul style="list-style-type: none"> • Domain related seminars: Julia Kroh, Carsten Schultz (Kiel University), and Ruby Lee (Florida State University) • Methods related seminars: Wendong Li (Hong Kong Business School) and Donald Hedekar (University of Chicago) | <p>Registrations: 132. Online attendees: 98. 52 from SF State and rest from other institutions such as San Diego State University & other CSUs, Oakland University, University of Texas at San Antonio, Central Washington University etc. (See Appendix 2 for detailed breakdown)</p> | <p>Directors' time and efforts, and purposed RI&E Research Initiative funds.</p> |
| | <p>The long-term objective is: Set a path to become the premier research programs in the country that focuses on</p> | <p>Scale development: Developing a signature scale for Responsible Innovation for based on the subdimensions of anticipation, reflexivity, inclusion, and responsiveness.</p> | <p>Starting Fall 2022, a literature review was conducted with the objective of identifying and proposing survey items to measure/capture the practice of responsible innovation. Forty-nine items are currently being consider to span the four tenets of RI. These items need to be validated using industry practitioners before they are deployed into a large-scale survey. We are in collaboration with two non-SFSU researchers (from Babson College and University of New South Wales) to develop this scale.</p> | <p>Directors' time and efforts</p> |

¹ See Appendices 1 and 2 for detailed descriptions. This table provides a digest.

| | | | |
|--|---|--|---|
| Responsible Innovation and Entrepreneurship (six to 10 years) | Paper Development Workshops (PDW) with editors of leading I&E journals | We worked with the editors of Journal of Product Innovation Management (JPIM) and developed a CfP for a JPIM PDW. We garnered nine high-quality scholarly submissions from across the United States and internationally. During the highly intensive full day <i>in-person</i> PDW (for which the JPIM Editor in Chief, Charles Noble, traveled to SFSU and Jelena Spanjol joined remotely) participants were given intensive training to develop their paper into a JPIM submission. Three participants were from Lam Family College of Business and the others were from the following institutions: Aarhus University, Babson College, San Diego State University, University of North Dakota, Auckland University of Technology, and the University of Burgundy. | Directors' time and efforts, JPIM editors time and participation, JPIM editors' travel fund |
| The intellectual output will be : 2-3 PRJs in leading peer-reviewed Journal articles in each academic year | Advance to Submission Grants : Faculty apply RI&E projects that are close to be submitted (completed theory develop and empirical sections). | Seven faculty applied for this grant. We provided one course release each to Toni Petkova Priyanka Joshi, and Sungha Jang. These faculty continue to work on their projects to get them to submission stage. | Purposed RI&E Research Initiative funds and directors' time and efforts |
| | Conquer the Revise and Resubmit Grants (CTR&R Grant): Provide course releases to LFCoB faculty who receive revise and resubmits from top-tier journals on the topic of I&E. | We have not received an application for this grant yet and this is to be expected. The CTR&R grant is targeted towards more advanced work. Since this is our first year of operation, we anticipate receiving applications for this grant in future years. | Initiative funds and directors' time and efforts in development of CfP |
| | RI tools | To continue supporting this effort, the Initiative created a Youtube channel (https://www.youtube.com/channel/UC7va_owirIUisTqyv3Q9w) which serves as a repository for workshop videos. These videos should be available to any faculty who may be interested in this line of research in the future. Work with MSBA student Dhara Khubchandani is ongoing to develop a case study on RI at the company Meta. There is a potential to collaborate with Worcester Polytechnic Institute as trainers for science and technology researchers seeking to commercialize their research outputs. The collaboration creates the potential for the Initiative to become a National Science Foundation grant sub awardee. | Purposed RI&E Research Initiative funds and directors' time and efforts |
| | Special Issues on Responsible Innovation (RI) | We worked with JPIM editors to propose, develop, and release a CfP (papers are Due May 31 st 2024) for a special issue on RI. We anticipate publishing 8-10 peer-reviewed articles on RI by summer 2026. | Directors' time and efforts |
| | 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 | Provided four course releases to two associate directors such that they can continue their publication activities. This resulted in the publications of three peer-reviewed articles. One each in <i>Journal of Product Innovation Management</i> , <i>Human Resource Management Journal</i> , <i>Asian Business and Management</i> . 11 peer-reviewed conference papers were also published by the RI&E team in the one academic year we have been operational. Several other peer-reviewed submissions are in the review process. See this link for the research output. | Purposed RI&E Research Initiative funds |

Appendix 1: RI&E Research Activities

This appendix provides a brief overview of the research activities undertaken during the past academic year (2022-2023) aimed at developing basic research on the topic of Responsible Innovation and Entrepreneurship (RI&E). It will highlight the key achievements, challenges, and future recommendations for improving these activities.

Grants. Starting in AY 2022-23, the RI&E initiative started sponsoring SFSU faculty research by awarding grants to faculty whose interests align with the initiative's emphasis. There are two types of awards, Advance to Submission (AtS) and Revise and Resubmit (R&R). Call for proposals (CFP) for the AtS grants were released in Fall 2022 and in Spring 2023. Since the R&R grant is on a rolling basis, the call for applications was released in Fall 2022.

For the AtS grant, four applications were received in Fall 2022 and three were received in Spring 2023. Two applications were awarded in Fall 2022 (Antoneta Petkova and Priyanka Joshi) and one application was awarded in Spring 2023 (Sungha Jang). So far, no application has been received for the R&R grant. This is to be expected as the R&R grant is targeted towards more advance work. We anticipate receiving applications for this grant in future years.

In Fall 2022, the CFPs were released mid-semester. After getting feedback from department chairs, the Initiative moved up the release of CFPs to early in the semester. Because these grants impact a faculty's teaching request, grant application decisions needed to be released before the teaching requests deadline. The Initiative leadership faces a challenge as there appears to be no set specific timepoint in the semester when course requests are due. The Initiative leaders need to guess, based on their experience in previous semesters, when these requests are due, and have to incorporate these guesses into planning CFP release and grant decision dates.

Tools. Starting Fall 2022, a comprehensive literature review was conducted with the objective of identifying and proposing survey items to measure/capture the RI&E practice. There is a preponderance of academic papers on responsible innovation in basic scientific research; and the literature review reveals the need for measurement items to capture the purpose, process, and the product of responsible innovation in the industry. To this end, forty-nine items are currently being consider to span the four pillars of responsible innovation: anticipation, inclusivity, reflexivity, and responsiveness. At this time, psychometric tests need to be conducted to determine these items' internal and external validity. To this end, industry practitioner experts need to be recruited to determine their validity after which a large-scale survey will follow. We are in collaboration with two non-SFSU researchers (from Babson College and University of New South Wales) to develop this scale.

In an effort to encourage responsible innovation and entrepreneurship research within the college, the Initiative offered a workshop in January 2023. To continue supporting this effort, the Initiative created a Youtube [channel](https://www.youtube.com/channel/UC7va_owirIIUisTqyv3Q9w) (https://www.youtube.com/channel/UC7va_owirIIUisTqyv3Q9w) which serves as a repository for workshop videos. These videos should be available to any faculty who may be interested in this line of research in the future.

Original Research Output: Work during the year resulted in three publications in peer-reviewed journals (One each in *Journal of Product Innovation Management*, *Human Resource Management Journal*, *Asian Business and Management*) and 11 peer-reviewed conference papers in the one academic year we have been operational. See [this link](#) for the research output. Several other peer-reviewed submissions are in the review process.

To foster research on responsible innovation, the RI&E Initiative is leading a *Journal of Product Innovation Management* Special Issue. The Initiative's directors are acting as guest editors alongside Phil Macnaghten, a renowned RI expert and widely considered one of the originators of the RI concept. The special issue is anticipated to be published in Summer 2026 and will likely feature 8-10 articles on the topic of RI.

Research Collaboration. The recently concluded RIE conference became a springboard for future collaboration between the Initiative and other institutions. Notable is the potential to collaborate on item construction and validation mentioned above (researchers from Babson College and University of New South Wales) to develop this scale. Second, we have partnered with Kiel (San Francisco's sister city in Germany) University's [Kiel Institute for Responsible Innovation](#) to design, develop, and administer a scholar exchange program. Kiel University has provided LFCoB faculty a grant to support travel and stay in Kiel for the summer and conduct research. Matt Hu, Ramesh Bollapragada, and Wei Huang expressed interest and met with the visiting faculty from Kiel. Third, there is a potential to collaborate with Worcester Polytechnic Institute as trainers for science and technology researchers seeking to commercialize their research outputs. The collaboration creates the potential for the Initiative to become a National Science Foundation grant sub awardee. Finally, the discussion panel at the conference required a creation of a google groups where participants can communicate with each other. There is a potential, though not yet realized, of these groups becoming a conduit for idea exchange. The three interest groups created are social innovation, sustainable innovation, and responsible innovation.

Appendix 2: RI&E Engagement Activities

This appendix provides a brief overview of the events organized during the past academic year (2022-2023) aimed at fostering knowledge sharing, collaboration, and research methods development within our organization and the broader scholar community in the field of responsible innovation and entrepreneurship (RI&E).

Since the summer of 2022, we have been dedicated to establishing the infrastructure for the RI&E initiative, including the creation of a website and the recruitment of graduate student interns and graphic designers. The graduate students focused on developing a faculty database encompassing innovation and entrepreneurship researchers from various institutions such as San Francisco State University, the wider California State University system, and nearby public or private research universities in the Bay Area. This database has proven valuable in identifying potential guest speakers and participants for our initiative. Furthermore, we collaborated with two designers to create visually appealing promotional materials, covering graphic treatments, research events, and conference promotions. Throughout the process, we maintained clear communication, clarified the vision, revised drafts, and ultimately achieved final materials that accurately represented our initiative and effectively conveyed our message. We conducted two types of events; Research brown bag seminars and an annual conference.

Research Brown Bag Seminars: The Research Brown Bags served as a platform for researchers to present their work, provide method training, and engage in stimulating discussions. The highlights of this year's Brown Bags are as follows:

1. RI&E Research Domain Talk – Fall 2022:

- Speakers: Dr. Carsten Schultz & Dr. Julia Kroh (Kiel University Institute for Responsible Innovation)
- Date and time: Friday, September 16th, 2022, 9 – 10:30 am
- Topic: "Why Visionary Leadership May Limit Employees' Contribution to Ideation Contest" (Won Best Student Paper at this year's Academy of Management). The session focused on the impact of visionary leadership on employee participation in ideation contests, highlighting the paper's award-winning research findings.
- # of registrants: 16
- # of attendees: 16

2. RI&E Research Method Talk – Fall 2022:

- Speaker: Dr. Wen-Dong Li (The Chinese University of Hong Kong)
- Date and time: Thursday, November 3rd, 2022, 6 – 7:30 pm
- Topic: Change Analysis
- Number of registrants: 22
- Number of attendees: 13

3. RI&E Research Domain Talk – Spring 2023:

- Speaker: Dr. Ruby Lee (Florida State University)
- Date and time: Friday, March 3rd, 10-11:30am
- Topic: Inclusive Innovation: Do all brands benefit from being inclusive?

- We also worked with the JPIM Editors in Chief to deploy a Paper Development Workshop during the conference

JPIM Paper Development Workshop details (Full day 22nd April 2023)

1. We worked with the editors of Journal of Product Innovation Management (JPIM) and developed a CfP for a JPIM PDW.
2. Advertised our paper development workshop's Call-for-Papers.
3. Garnered 9 high-quality scholarly papers from across the United States and internationally. Three participants were from Lam Family College of Business and the others were from the following institutions: Aarhus University, Babson College, San Diego State University, University of North Dakota, Auckland University of Technology, and the University of Burgundy.
4. Assessed all submissions, conveyed acceptance, and delivered comprehensive instructions for preparation.
5. Sustained consistent correspondence with workshop attendees, offering updates on the event agenda, paper submission due dates, and any supplementary directives. Addressed participant inquiries promptly and offered essential guidance or clarifications.

Conference Date: April 21st and 22nd

Invited Guest Speakers: 13

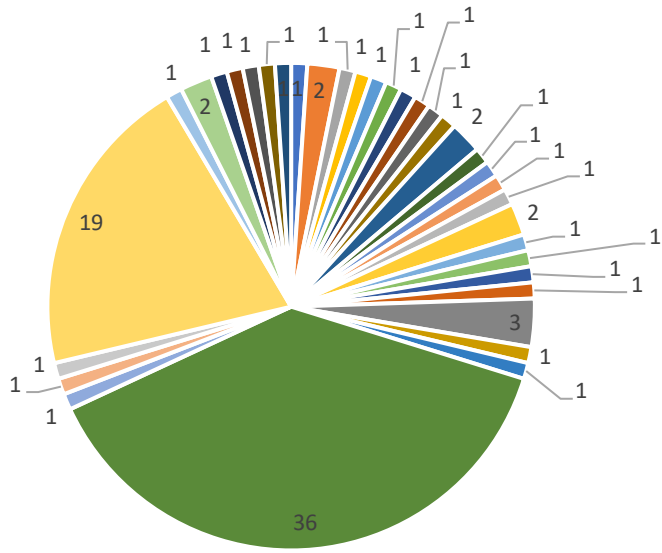
Number of registrants: 95

Number of attendees on Day 1 (Keynote + Panel Discussion + Fireside Chat + Round Table Discussion+Networking session): 60

Number of attendees on Day 2 (Research Symposium + Paper Development Workshop): 30

The pie chart below provides a snapshot of where the registrants are from.

Chart Title



- Aarhus University
- Babson College
- Boler College of Business - John Carroll University
- Exygy
- Goodhoom
- Kiel University
- MVŠlardalen University, School of Business
- Menlo College
- North Dakota State University
- PARC
- Rippleworks
- SF County Public Health
- St. Mary's College
- UC Berkeley - Haas School of Business
- University of Burgundy
- Article One
- Blaylock Van, LLC
- Department of journalism and mass communication
- Florida State University
- Google
- Ludwig-Maximilians-Universität
- Massey University
- Meta
- Newcastle University
- Real Estate Company
- San Diego State University
- SFSU
- Thrivafy
- UC Davis
- University of San Francisco

Appendix 3

This appendix provides a brief overview of the web page visits from July 1st 2022- June 22nd 2023.

Table 1: All Initiatives and Centers (Top 10 pages only)

| Page path level 2 | Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit |
|--|--------------|------------------|-------------------|---------------|---------------|
| /community-engagement/ | 4365 | 3381 | 197.85 | 69.08% | 61.76% |
| /responsible-innovation-entrepreneurship-research/ | 4109 | 2824 | 153.27 | 61.23% | 44.83% |
| /jshs | 2883 | 2214 | 355.25 | 60.37% | 74.99% |
| /student-engagement/ | 2716 | 2249 | 284.21 | 63.94% | 70.80% |
| /symposium-pitch-competition | 1610 | 1272 | 156.41 | 68.19% | 62.67% |
| /innovation-entrepreneurship-programs-community-engagement | 1498 | 896 | 75.79 | 52.00% | 27.90% |
| /fintech/ | 1403 | 1123 | 113.29 | 80.32% | 59.02% |
| /entrepreneurship-symposium | 1357 | 947 | 128.23 | 61.83% | 43.77% |
| /fintech-conference-2nd-installment | 1188 | 849 | 201.35 | 60.49% | 61.20% |
| SUBTOTAL OF TOP 10 PAGES ONLY: | 21129 | 15755 | | | |
| TOTAL OF ALL PAGES UNDER PAGE PATH: /initiatives-centers/ | 32832 | 24002 | 136.10 | 64.84% | 48.51% |

Table 2: Page visits broken down by country

| Country | Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit |
|----------------|-----------|------------------|-------------------|-------------|---------|
| United States | 2675 | 2444 | 145.97 | 60.93% | 42.47% |
| Germany | 82 | 82 | 206.21 | 61.36% | 58.54% |
| Canada | 60 | 63 | 164.59 | 43.48% | 46.67% |
| Denmark | 38 | 35 | 189.61 | 33.33% | 52.63% |
| Sweden | 37 | 34 | 560.50 | 66.67% | 62.16% |
| United Kingdom | 25 | 29 | 201.00 | 71.43% | 84.00% |
| Netherlands | 14 | 18 | 47.67 | 70.00% | 78.57% |
| Kazakhstan | 12 | 5 | 335.45 | 0.00% | 8.33% |
| Spain | 11 | 13 | 176.50 | 75.00% | 63.64% |
| India | 11 | 14 | 0.00 | 81.82% | 100.00% |

Table 2: Sub-webpage visits breakdown

| Page path level 3 | Pageviews | Unique Pageviews | Avg. Time on Page | Bounce Rate | % Exit |
|--------------------------|------------------|-------------------------|--------------------------|--------------------|---------------|
| /rie-conference | 1761 | 1341 | 244.14 | 63.10% | 63.09% |
| /conference-activities | 524 | 347 | 36.44 | 20.83% | 6.11% |
| /tools-grants | 265 | 139 | 83.19 | 27.27% | 12.83% |
| /rie-conference-speakers | 214 | 157 | 238.34 | 58.54% | 43.46% |
| /brown-bags | 129 | 82 | 197.92 | 60.00% | 31.78% |
| /tools-grants/ | 83 | 46 | 144.34 | 78.57% | 25.30% |
| /graduate-students | 41 | 30 | 187.84 | 22.22% | 24.39% |