

## Participation, engagement, and coproduction for social innovation in turbulent times

Whereas it has long been assumed that public sector and private organizations develop new products and services for users who merely buy and consume what producers create, recent research shows that users collectively generate massive amounts of product and service innovation, also due to the availability of low-cost enabling technologies. As pointed out by von Hippel, considering users as a major source of product and service innovation, leads to the framing of a new innovation paradigm, in which users play a central and very active role in developing products and services both with organizations and by themselves.

By considering users as a source of innovation, a new and more elaborated conceptualization of the role of users in product and service design and provision based on participation and engagement is needed. This view aims at making products and services not only user-friendly or user-centric but rather at improving the quality of decision-making, promoting greater trust and enhancing value creation through the exploitation of collaborative innovation networks established across the traditional boundaries of organizations. Participation, engagement and co-production are fundamental elements in the conceptualization of user-driven innovation both in the public and in the private sector.

With the continuously growing call for a sustainable approach to development, a new role for coproduction, participation and engagement is emerging related to the need to create networks and communities of actors that dynamically combine knowing, doing, and learning to bring about specific actions for sustainable development. Researches have already shown a correlation between coproduction and successful grass-root initiatives in society for sustainable development where people, group and communities collaborate with companies and governments (especially at the local level). The level of cocreation and collaboration that we are seeing today in our ecosystems, in all fields almost, are worthy of consideration. The level of resource configuration that is being made will inform the concepts of sustainability and transformation for the years to come.

In terms of enabling technologies, the widespread availability (and use) of ICT-based tools offers new possibilities for collaborative product and service creation and provision where the distinctions between roles such as producers, professionals, practitioners, politicians, civil servants, experts, consumers and citizens are blurring. This allows a form of innovation driven by social demands rather than by the market and the development of products and services that are more and more users-centric not because they are designed FOR the users, but WITH the users and, increasingly often, BY the users themselves who take action in response to the problems of unsustainable practices, behaviors and life-styles.

The objective of the track is to discuss co-production, participation and citizens' engagement as the key for social innovation with a special focus on the role citizens' engagement can play to cope with turbulent problems that, like the answer to the COVID-19 pandemic, preclude the existence of ready-made solutions. The track welcomes contributions from different theoretical and methodological perspectives and academic domains (e.g. Information Systems, Management, Service Science, Network Science), as well as case studies, successful examples and failures in order to collect lessons learned that may be useful for researchers and practitioners with an interest in this field.

# itAIS2021

XVIII Conference of the Italian Chapter of AIS

*Digital resilience and sustainability: people, organizations, and society*

## Track main topics

Topics include (but are not limited to):

- Co-production as a tool for social innovation
- Co-production as a tool for sustainability
- Citizens' engagement and coproduction in responding to the Covid-19 pandemics
- Potential impacts of pandemics on sustainability of ecosystems
- How organizations can leverage co-production for Corporate Social Innovation
- Service co-production/co-creation in the public and in the private sector: differences and similarities
- Open data, open government and open innovation
- ICT-enabled collaborative grass-root initiatives for sustainable development
- The role of ICT to enable sustainable product and service co-production
- The wisdom of the crowd: crowdsourcing in social innovation using ICT collaboration tools
- Co-production and the role of citizens in the development of smart and sustainable cities
- Co-production, social innovation and sustainability in the 4.0 Industrial Revolution
- Case-studies and examples of co-production in the public and in the private sector
- How to assess the effects of co-production on organizations: addressing potential challenges in the context of security, governance, accountability, etc.
- How users can be motivated to engage in product and service co-production)

## Track Co-Chairs

Name – Surname	Walter Castelnovo
(primary contact)	
Title	PhD, Associate Professor
E-mail	walter.castelnovo@uninsubria.it
Affiliation	Department of Human Sciences, Innovation and Territory, University of Insubria

Name – Surname	Paolo Depaoli
Title	Adjunct Professor
E-mail	paolo.depaoli@unitus.it
Affiliation	Department of Economics, Engineering, Society and Business (DEIM) and Department of Humanities, Communication and Tourism (DISUCOM), University of Tuscia, Viterbo, Italy

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Name – Surname	Nabil Georges Badr
Title	Associate Researcher in Health informatics
E-mail	nabil@itvaluepartner.com
Affiliation	Higher Institute for Public Health, Saint Joseph University - Lebanon

### Bios of track Co-Chairs

**Walter Castelnovo**, Associate Professor at the University of Insubria where he teaches Information Systems and Interorganizational Information Systems. His research interests concern technological and organizational innovation in Public Administration. He is Associate Editor of the Journal of Information Systems and Technology Management (JISTEM) and member of the Conference Committee of International Conferences on E-government and Information Systems. He was the Conference Chair of the 5th European Conference on Information Management and Evaluation (ECIME 2011) and the General Chair of the 13rd European Conference on E-Government (ECEG 2013).

**Paolo Depaoli** teaches Sustainability and Corporate Social Responsibility at the Department of Economics, Engineering, Society and Business (DEIM) and Digital Business Organization at the Department of Humanities, Communication and Tourism (DISUCOM), University of Tuscia, Viterbo, Italy. He has been lecturing on business organization in Sapienza University of Rome, University of Milan, and LUISS University, Rome, Italy. His academic and professional experience as a researcher and lecturer in organizational and innovation processes straddles both the private sector and the university campus. The theoretical and methodological studies conducted as part of his university activities and the action research carried out in the private sector have seen him contribute and co-author collective books, papers for international conference and articles published in the Italian and international journals.

**Nabil Georges Badr** has over 30 years' experience in the field of IT/ICT management. His primary focus is on Healthcare IT systemic enterprise architecture, integration, implementation leadership, business process re-engineering, and governance. Dr. Badr is currently applying his ICT acumen as a technology transformation advisor to develop a mid and long term ICT strategy for the modernization of the emergency medical services at the Lebanese Red Cross. He holds a Doctorate of Business Administration from the Grenoble Graduate School of Business and is a doctoral degree supervisor in the fields of Health Informatics, Financial Governance, and IT management."

### Track programme committee members

Marco de Marco, Università Telematica Internazionale Uninettuno, Italy

[marco.demarco@uninettunouniversity.net](mailto:marco.demarco@uninettunouniversity.net)

Maddalena Sorrentino, Università di Milano, Italy [maddalena.sorrentino@unimi.it](mailto:maddalena.sorrentino@unimi.it)

Francesca Ricciardi, Università di Torino, Italy [francesca.ricciardi@unito.it](mailto:francesca.ricciardi@unito.it)

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Mauro Romanelli, Università Parthenope, Napoli, Italy [mauro.romanelli@uniparthenope.it](mailto:mauro.romanelli@uniparthenope.it)

Alessandro Sancino, Open University Business School, UK [alessandro.sancino@open.ac.uk](mailto:alessandro.sancino@open.ac.uk)

Sabrina Bonomi, eCampus University, Italy [Sabrina.bonomi@uniecampus.it](mailto:Sabrina.bonomi@uniecampus.it)

Stefania Mele, Università Parthenope, Napoli, Italy [melest@gmail.com](mailto:melest@gmail.com)

Monica Dragoicea, University Politechnica of Bucharest, Romania [monica.dragoicea@upb.ro](mailto:monica.dragoicea@upb.ro)

Christine Welch, Portsmouth University, UK [christine.welch@port.ac.uk](mailto:christine.welch@port.ac.uk)

Giuseppe Aquino, Università dell'Insubria, Italy [giuseppe.aquino@semplificasolution.com](mailto:giuseppe.aquino@semplificasolution.com)

Paola Consonni, Università dell'Insubria, Italy [paola.consonni@semplificasolution.com](mailto:paola.consonni@semplificasolution.com)

Luisa Variale, Università Partenope, Italy [varriale@uniparthenope.it](mailto:varriale@uniparthenope.it)

Michela Iannotta, Sapienza Università di Roma, Italy [michela.iannotta@uniroma1.it](mailto:michela.iannotta@uniroma1.it)