



# **Call for Contributions**

## **E-BOOK** **SOCIAL INNOVATIONS**

—————▶ **Case Studies** ◀—————



## **HEM Research Center (Morocco)**

---

**Is launching a second case studies e-book<sup>1</sup> on “Social innovations” and is now calling for contributions from all over the world.**



---

1 - You can consult the first e-book using the link below : <https://www.economia.ma/fr/content/social-innovations-10-case-studies>

# OVERVIEW

Social entrepreneurship has recently been discussed as a missing link between entrepreneurship, social change and sustainable development (Abdou et al, 2010; Rizk & Azzamy, 2016). It is hoped that social entrepreneurs create sustainable business models that promote positive social change and inclusive economic growth.

The terms “entrepreneurship” and “social” may seem to be in opposition. The concept blurs the traditional boundaries between the public and private sectors and gives rise to hybrid business models guided by dual value creation both social and economic (Alter, 2006). Over the last decade, the field of study of social entrepreneurship that received a lot of interest from researchers. However, this phenomenon still remains understudied: How do support mechanisms, incubation practices and income generation work out for social entrepreneurs in practice, etc.?

Social Innovation is a step further regarding social entrepreneurship, in the sense that it highlights the positive impacts supposed to be generated by the economic activity in the same way as the innovation process and/or idea behind it. Social innovation shifts the classic field of innovation analysis which focused on technology towards society and all the social and environmental challenges linked to it.

Through that book, we aim at sharing social innovations experiences through case studies with educators, students and professionals (both from public and private enterprises and NGO).





This book will gather in different chapters management case studies that can be used both for teaching purposes and as a dissemination tool of innovative practices in the social and economic field. Therefore the ‘story-telling’ part of the case needs to be taken into account, and the cases will be designed to encourage discussions and decision-making questions. However, the submission does not have to include a teaching note. All cases must be based on real-life situations and authors should have the consent of organizations (companies, NGO, institutions) to name them in the publication.

All submissions will go through a double review process. Only submissions that have received a favorable opinion from the reviewers will be published in the e-book.

We welcome submissions from all over the world in one of the following fields, remembering at all times that the cases should focus on the impacts of the initiatives :

- **Social Innovations in EDUCATION** : the cases may consider any education level, including literacy, primary and secondary education, professional training and higher education, but could also focus on soft skills development such as communication and leadership;
- **Social Innovations in EMPLOYMENT** and the capacity of some initiatives to create dynamic ecosystems at the social and the economic level;
- **Social Innovations in ENVIRONMENT PROTECTION** : the cases in this part will deal with water issues (access and/or pollution), energy production and use, handling and recycling of waste, circular economy, etc.
- **Social Innovations in SOCIAL INCLUSION**, and inequalities of fragile populations including gender issues, rural housing, LGBT, disabled individuals, digital fracture, etc;
- **Social Innovations in MOBILITY** and transportation, including territorial exclusions, public transportation, costs, etc.
- **Original RESEARCH APPROACHES** in social innovations issues.

**The book will have an ISBN number and is counted as a scientific publication**

# **DEADLINES AND SUBMISSION GUIDELINES**

Manuscripts will be submitted in electronic format to: [ebook.socialinnovations@gmail.com](mailto:ebook.socialinnovations@gmail.com) before June 15<sup>th</sup>, 2024.

All manuscripts must include a 150 to 250 words abstract, 2 to 5 keywords, and a 50 words maximum biographical statement for each author.

All manuscripts must adhere to the following format:

- 1** Case Introduction
- 2** History
- 3** Case Conceptualization
- 4** Factors of success or failure
- 5** Social impacts
- 6** Learnings and insights

Manuscript length (including all pages, tables, and figures) should be no longer than 3000 words.

Manuscript submissions should be submitted in Microsoft Word. The manuscript should be double-spaced, A4 paper dimensions, using a 12 point font size and a default typeface (Times New Roman).

#### Key Dates

- Submission deadline : June, 15<sup>th</sup>, 2024
- Notification to authors: within 4 weeks maximum
- Finalisation of review process and acceptance decisions: September, 15<sup>th</sup>, 2024
- Book publication: January, 2025

If you have any questions, please contact: [ebook.socialinnovations@gmail.com](mailto:ebook.socialinnovations@gmail.com)

## EDITORS:



**Aziza MAHIL**

University Hassan II-Casablanca,  
HEM Research Center  
[aziza.mahil@etu.univh2c.ma](mailto:aziza.mahil@etu.univh2c.ma)



**Manal EL ABBOUBI**

University Mohamed V-Rabat,  
HEM Research Center  
[manal.elabboubi@um5.ac.ma](mailto:manal.elabboubi@um5.ac.ma)



**Caroline MINIALAI**

Chercheure,  
HEM Research Center  
[caroline.minialai@gmail.com](mailto:caroline.minialai@gmail.com)