

Diffusion of Social Innovation in Thai Community Enterprises

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Abstract : The study aims to examine the diffusion of social innovation among Thai Community Enterprises in conjunction with a singular case study of a medium-sized corporation that has successfully transitioned from a charitable foundation to a sustainable, profitable entity creating value for both shareholders and the communities in which it operates. It seeks to bridge the gap between different streams of aligned research in the fields of diffusion, social innovation, and community enterprises into a more cohesive conceptual framework and thus to better understand the historical and current impediments that have resulted in so many enterprises failing to be sustainable. The methodology is mixed and dual phased. The initial quantitative phase uses a questionnaire as the main research instrument distributed among community enterprises throughout Thailand which will provide the themes for the qualitative phase through semi-structured interviews with key stakeholders at a commercial enterprise actively engaged in social innovation. The findings seek to present a more comprehensive conceptual framework and actionable guidelines to aid community enterprises to develop social innovation in a sustainable manner that creates value to its beneficiaries.

Keywords : diffusion, community enterprises, social innovation, Thailand

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