

To cite this paper:

Mierin L., Khoreva L. (2022) Social innovation strategies and the risks of ignoring them. *Human Progress*. 8. (3): 8. URL: http://progress-human.com/images/2022/Tom8_3/Mierin.pdf. DOI 10.34709/IM.183.8. EDN GSJQNH.

SOCIAL INNOVATION STRATEGIES AND THE RISKS OF IGNORING THEM

Larisa Mierin

Doctor of Economics, Professor, St. Petersburg State University of Economics
St. Petersburg, Russia

Lyubov Khoreva

Doctor of Economics, Professor, St. Petersburg State University of Economics
St. Petersburg, Russia

Abstract. The article describes the main trends that determine the innovative development features of the Russian economy; it is shown that there is a paradigm shift in the innovation system: the social innovations' role is increasing in comparison with technological ones, the social business responsibility importance in solving social problems is increasing. Based on the analysis of various approaches to understanding the social innovations essence, their characteristics are given, the most significant social innovations features are highlighted, a social innovations model is proposed, and a scheme is developed that describes the social innovations paradigm. Further, the authors systematize the main restrictions that arise when forming a strategy for the innovative economy development, which hinder its development. The most important asymmetries types in the national economy are systematized and ways to reduce some of them negative impact are proposed based on: protecting the family institution value, as well as overcoming problems caused by the asymmetry of commercial interests and public goals, using ESG practices. The author's express analysis results of the using ESG standards practice of ten large Russian companies are presented, which showed that the ESG approach is not yet a priority. In conclusion, a system of factors that determine the risks' structure is given, and the risks of ignoring the ESG usage practices by companies are structured.

Keywords: sustainable development; social innovation; innovation strategy; corporate social responsibility; ESG strategies; risks.

JEL codes: O30; O33.

References

1. Petrov, A.N.; Mierin, L.A. (2021) Formation of an effective strategy for innovative development of an enterprise and strategic risks in new socio-economic conditions // Management of innovation and investment processes and changes in the digital economy: a collection of scientific papers on the results of the IV International scientific and practical conference. St. Petersburg: Publishing House of SPbGEU. P.: 237-245.
2. Mierin, L.A. (2021) Dominants and risks of strategic development of Russia // Modern society: problems, contradictions, solutions. Sat. nauch. tr. II Interuniversity scientific seminar with international participation. SPb. P.: 7-11.
3. Perez, C. (2010) Technological revolutions and techno-economic paradigm // Cambridge Journal of Economics. Vol. 34. No. 1. P.: 185-202.
4. Social innovations: a new innovative paradigm of society development Interview A., Schroeder; M., Menapache; A.A., Shabunova. URL: <https://clck.ru/rbcQE>.
5. Khoreva, L.V.; Shokola, Ya.V.; Shraer, A.V. (2021) Circular economy and the use of ESG standards by socially responsible Russian companies // National concepts of quality: technical regulation and standardization in the development of the digital economy: Collection of materials and reports of the National Scientific and Practical Conference with international participation. St. Petersburg: Publishing House of SPbGEU. P.: 84-93.
6. Vasin, S.M.; Tuguskina, G.N.; Rozhkova, L.V.; Salnikova, O.V. (2019) The role of corporate social responsibility in the formation of competitive advantages of modern organizations // News of higher educational institutions. Volga region. Social sciences. No. 3 (51). P.: 217-225. DOI 10.21685/2072-3016-2019-3-21.
7. Vasin, S.; Gamidullaeva, L.; Rostovskaya, T. (2017) The Challenge of Social Innovation: Approaches and Key Mechanisms of Development // European Research Studies Journal. Vol. 20. Issue 2B. P.: 25-45.
8. Degteva, L.V. (2019) The concept of social innovations as the basis of socially responsible business behavior // Innovations in economics, management, education: A collective monograph / Edited by V.D., Bayramov; I.L., Litvinenko. M.: MGGEU. P.: 155-165.
9. Kholostova, E.I.; Klimantova, G.I. (2011) Innovations in state social assistance to the population: social contract. M.: IPK DSZN. 124 p.
10. Ivanovsky, B.G. (2020) Social innovations as a factor in achieving sustainable socio-economic development // Economic and social problems of Russia. No. 1 (41). P.: 104-126. DOI 10.31249/espr/2020.01.05.

11. Shcherba, A.V. (2018) Social innovations: in Russia and in the world // Forum of Young Scientists. No. 5-3 (21). P.: 1001-1006.
12. Popov, E.V.; Omonov, Zh.K. (2016) The essence and typology of social innovations // Innovations. No. 1 (207). P.: 53-58.
13. Ksenofontova, H.Z. (2011) The model of social innovation - a factor in the development of the potential of managerial personnel // News of the Penza State Pedagogical University named after V.G. Belinsky. No. 24. P.: 326-330.
14. Auzan, A.A. (2015) "The track effect". The problem of dependence on the trajectory of previous development – the evolution of hypotheses // Bulletin of the Moscow University. Series 6. Economics. No. 1. P.: 3-17.
15. Gruzina, Yu.M.; Firsova, I.A.; Shtanova, K.V. (2020) Competence approach in human capital development // RISK: Resources, Information, Supply, Competition. No. 3. P.: 94-97.
16. Mierin, L.A. (2019) The sprouts of new social constructs of postindustrialism: institutionalization and risks // The economic system of the Eurasian type: problems of economic uncertainty. St. Petersburg: Publishing House of SPbGEU. P.: 25-40.
17. Chen, J.; Scott, G. (2021) What Are Environmental, Social, and Governance (ESG) Criteria? // Investopedia. 5 March. URL: <https://clck.ru/YzGDm>.

Contact

Larisa Mierin

St. Petersburg State University of Economics

30-32, nab. Griboyedov Canal, letter A, 191023, St. Petersburg, Russia

mierin.l@unecon.ru

Lyubov Khoreva

St. Petersburg State University of Economics

30-32, nab. Griboyedov Canal, letter A, 191023, St. Petersburg, Russia

luhor@inbox.ru