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Abstract:

Today, social innovation is perceived and accepted by the corporates, government as well the individuals as responsible citizens of the country. With sustainability being the agenda social innovation is attempting to realize the need of the sustainable change. The efforts for the betterment of the society can be directed with the inclusion of innovation in social economy. The study focusses to identify the Indian repatriate’s realization of importance and willingness of adoption to social innovation in their workplace as a societal welfare agent. the results of the study reveals, international assignments have exposed the repatriates to the social innovation activities and are willing to efficiently adopt to social innovation to increase the self-efficiency as well organization output to further the cause of social economic development.

Key words: Social Innovation, Adoption, Repatriates, Sustainability, Foreign Assignment

1. Introduction:

Social innovation is the current agenda of the organizations with the large acceptance of sustainability. The organizations across the globe are consistently focusing on parameters beyond increased figure in their bottom line. The organizations are considering social innovation as a key to nature growth of the firm and favored shareholder value. Social innovation can be understood as a sustainable approach to address the social issues with a broader perspective of firm's performance benefiting the society at large. The experts state social innovation is no more alien to the world of corporate as well to the academic & research. The success of firms in a social context of late has gained attention and it's a possibility proved with the success stories of firms started with the focus on achieving social need and sustainability. One of the classic example would be The Body Shop which was started with a cause to achieve sustainability by consciously not using packing material and no animal testing of its products to safeguard the animal kingdom. It can be accepted that the individual performance will increase if it is incentivized and intern will lead to the growth of the firm and social well-being. The focus of individuals to volunteer for the betterment of the society with an incentive is always a question mark. With India moving towards formation of Social Stock exchange it is an opportunity for the organizations to serve the society as well make some acceptable profit as a by-product.

The social innovation can be seen as a voluntary trait among the employees as responsible citizens of the country. It's been observed that the firms focus on the adoption of social innovative methods for their activities and as well a way out to address the existing problems of society. Study concentrates on how the repatriates contribute to the sustainability of the organization by adapting social innovation behavior in their performance.

2. Statement of problem

The social innovation factors are no more a concern alone of the organizations the responsibility has to be shouldered by the employees as well. With the international exposure,

wherein world is driving to achieve growth with sustainability the repatriates are adopting social innovation in the workplace dynamics. The study intends to find out the social innovation adoption pattern by the repatriates with the sense of responsibility as well their way of work.

3. Literature review:

Social innovation is a critical type of innovation, social innovation differentiates itself from business innovation and for the sustenance of social innovation government support is required (Pol, E., & Ville, S, 2009). The managements are attentive to attracted intellectuals who can convert their goodwill and intangible possessions into a tool to increase their firms bottom line (McElroy, M. W, 2002). Mumford, M. D. (2002), had stated the social innovation and a relationship building among the social issues and organization required greater attention and described the contextual appropriateness of low-cost strategies to be adopted by the firms. The authors Murray, R., Caulier-Grice, J., & Mulgan, G. 2010 in their book “The open book of social innovation” states is a dilemma to decide whether its right or wrong to accept professional care over voluntary care or is it a right thing for an NGO to make profit and grow. Mulgan, G, 2006, states the organizations activities which are innovative and are focused on fulfilling social need as a goal especially attained by the organizations whose existence is for the achieving social good and has mentioned an example of Big Issue Magazine which international networks to sell its magazines by the people who are homeless.

4. OBJECTIVES OF THE STUDY:

The primary objective of the study is to analyze the impact of international assignment exposure on social innovation adaptability

The sub-objectives are as follows:

1. To study the employee adaption of social innovation at the work place post international assignment exposure
2. To understand the level of employee self-assessment on social innovation adoption in the work place

5. SCOPE OF THE STUDY:

International assignments exposures have proved to be a developmental exercise among the expatriates. Social innovation is a way of uplifting the thought process from self-development to societal development. The expatriates with the foreign exposure are contributing for the betterment of their organization with their efforts to benefit the organizations they are associated with in particular and society at large.

The exposure of Indians to foreign assignments is prevalent in all most every sector. The study is conducted among the expatriates across the sectors like IT, Services and Manufacturing.

- The study focuses on repatriates in Bangalore
- It attempts to study the individual adoption of social innovation post foreign assignment

6. RESEARCH DESIGN:

The study on Social Innovation Adoption Post Foreign Assignment is descriptive & empirical in nature, leading to quantitative research.

Methodology:

The study is carried out taking into consideration 25 repatriate form different industries in Bangalore city. The data for the study is collected from the aforesaid repatriates by exercising a structured questionnaire and the so collected data is analyzed by calculating mean and analyzed data is interpreted technically and suggested with suggestive measures.

- Survey Method: Mail survey method was adopted for collection of data.
- Sample Design: The industry considered for the collection of data for the study was IT, Services and Manufacturing sector in Bangalore.
- Sampling Technique: The sampling technique adopted for the study is snow ball sampling technique.
- Sample Unit: The sample unit of the study is the pool of repatriates in Bangalore city.
- Sampling size: The sample size for the study is 25.
- Data Collection:

- ✓ Primary Data: The primary data for the study is collected through the structured questionnaire from the repatriates working in Bangalore City.
- ✓ Secondary Data: The secondary Data is collected from the national and international journals on Social entrepreneurs and social Capital and from Human Resource Management, International Human Resource Management and International Business. The articles from the various sources like research gate, HBR, online magazines, books of national and international authors, thesis submitted to the different universities and web portals have been referred.

7. Limitations of the Study:

- ✓ This study limits itself to individual adoption of social innovation
- ✓ The data collected during the study:
 - primary data is subjected to defendant’s bias and
 - secondary sources susceptible to the time factor
- ✓ The repatriates are selected from Bangalore City only.

8. Findings:

The Indian repatriates as respondents in the study have been exposed to foreign assignment. Based on the objectives of the study the research is divided into factors leading to repatriate’s satisfaction and self-evaluation post foreign assignment exposure, the details of the findings are presented in the table below.

Table 1

Role of foreign assignment on self-development

Sl.NO	Particulars	Mean	Total Mean
1.	Social innovation international initiatives perceived during expatriation		3.95
	➤ I observed the social innovation	4.3	
	➤ I observed social innovation in technology	4.1	

	<ul style="list-style-type: none"> ➤ I observed social innovation in leadership 4.2 ➤ Acceptance of social innovation has increase my personal competency 4.4 ➤ I envisioned social innovation in our country 2.7 ➤ I feel gratified with the social innovation skill gathered during foreign assignment 3.8 ➤ I can see how I contribute to the organization's sustainability post foreign assignment 3.4 ➤ I had an opportunity to learn new social innovation activities during expatriation 4.4 ➤ Workplace in foreign location offered an exposure to social innovation 4 ➤ I am an asset to the organisation for social post assignment 4.2 ➤ I am a committed employee to social innovation post assignment 4 	
2.	<p>Repatriates Self-evaluation on adoption of Social innovation</p> <ul style="list-style-type: none"> ➤ I am identifying the aspects of social innovation in my workplace 3.75 ➤ Open to novelty with social innovation 4.2 ➤ Enhanced performance 4.3 	3.96

	➤ Acknowledging fair trade procedure	3.6	
	➤ Willing to accept changing task to accommodate social innovation	3.2	
	➤ Self-motivated to follow new processes to inculcate social innovation at workplace	3.5	
	➤ I am motivated to come up with new and better ways of doing things contributing to social innovation	4.1	
	➤ Encouraged to take new task for social innovation	4	
	➤ Can step in for co-workers when needed as a social innovation	3.4	
	➤ I like my role of social innovator post foreign assignment	4.8	
	➤ I can adopt to the changing situations in adoption of social innovation without much difficulty	3.5	
	➤ My efficiency is on high	4.3	
	➤ Foreign assignment exposure was and add-on to my adoption of social innovation process	4.2	
	➤ The foreign exposure has given a new outlook to the social innovation adoption.	3.9	
	➤ As social innovation initiative, I am engaged to my work without an expectation of reward	3.4	
	➤ I would like to work towards cost effective means of performance		

	whether rewarded or not	4.8	
	➤ I believe in service quality to customer as a social innovation acceptance	4.4	

Source: created by the author on the basis of literature review

Note: All attributes were measured based on a 5-point Likert scale.

The above Table showing the responses of respondent repatriates towards the attributes considered for variables: Social innovation international initiatives perceived by repatriates during expatriation and Repatriates Self-evaluation on adoption of Social innovation in the work place post foreign assignment.

Social innovation international initiatives perceived by repatriates during expatriation:

The study is reflecting a positive outlook on the acceptance and adoption of social innovation by the repatriates. Repatriates in the study strongly agree, they observed the social innovation and they observed social innovation in technology as well in the leadership during their stay over foreign assignment. Repatriates respondents strongly agree on having an opportunity to learn social innovation activities prevalent in the work place and which has increased their personal competencies with the acceptance of social innovation during the foreign assignment. They strongly agree they feel to have proven to be the assets to the organization as a committed employee with adoption of social innovation as a part and parcel of their work post foreign assignment. Respondents agree, they feel gratified with the social innovation skill gathered and looking forward to contribute to the sustainability of the organization. The respondents are not sure on envisioning social innovation in India.

Whereas the total mean of Social innovation international initiatives perceived during expatriation reveals that most of the respondents agree they have perceived social innovation during their foreign assignment.

Repatriate self-evaluation on adoption of Social innovation:

Most of the respondents strongly agree that they are Open to novelty with social innovation, and has Enhanced performance. They strongly agree being motivated to come up with new and better

ways of doing things contributing to social innovation, and encouraged to take new task for social innovation. likes the role of social innovator post foreign assignment. They also strongly agree that their efficiency is on high and can adopt to the changing situations in adoption of social innovation without much difficulty. Foreign assignment exposure proved to be an add-on to adoption of social innovation process in the work place post foreign assignment. Respondents strongly agree they would like to work towards cost effective means of performance whether rewarded or not and believe in service quality to customer as a social innovation acceptance.

Respondent repatriates agree that they are identifying the aspects of social innovation in the workplace, acknowledging fair trade procedure, willing to accept changing task to accommodate social innovation, Self-motivated to follow new processes to inculcate social innovation at workplace, they are willing to step in for co-workers when needed as a social innovation, they are receptive to the changing situations in adoption of social innovation without much difficulty. The foreign exposure has given a new outlook to the social innovation adoption and as social innovation initiative, they are engaged to work even without an expectation of reward.

Whereas the total mean of repatriation self-evaluation on adoption of social innovation reveals that most of the respondents strongly agree they are open to novelty and acceptance of social innovation. All the respondents are favoring to social innovation and no response towards neutral or disagreement. Thereby we can conclude that all the respondents are self-motivated to adoption of social innovation at work place.

9. Conclusion:

The repatriates in the study are highly influenced by the social innovation adopted in the work place in the foreign location. The current study focused on individual observation of social innovation during foreign assignments in foreign country and acceptance of social innovation post foreign assignment. The result of the study reflects the respondents are favoring the sense of appreciation on social innovation during the foreign assignment and are willing to accept social innovation post foreign assignment and are volunteering to the smooth adoption of social innovation as a work culture for the betterment of society at large.

10. Scope for further research:

Possible research can be carried out to understand influential factors contributing for individual employee involvement in social innovation at workplace for the betterment of society at large.

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