



R&D Management Conference 2021

Please complete this form to be uploaded to the presentation portal: [Call for Papers](#)

All fields marked with an asterisk * must be filled in. Please use plain text only, do not use HTML

CONTRIBUTION DETAILS:

* Title of Contribution

'Do No Harm' (DNH) and socially sensitized innovation—how can the 'Do No Harm' system address our capacity to resolve social/sustainability challenges?!

* Context

Please briefly state the context of your research (max 50 words)

The author introduces a novel concept and the transformation guidance required for organisations to manage innovation, "Do No Harm," which is a concept successfully used in healthcare practice. He believes the DNH concept is a critical and inseparable response to the overseen continuous economic and innovation growth, responsible for the growing challenges to sustaining our lives on earth. The author believes it will guide fulfilling our capacity to address those goals by 2030 or beyond.

* Literature

Indicate in a succinct manner relevant literature (4-6 sources, max 150 words)

* Literature Gap

Indicate the literature gap that you have identified (max 50 words)

The literature is rich in identifying and defining the challenges for the capacity of earth resources. It is also rich in determining the different issues causing these challenges. However, a limited amount of work introduces practical guidance on how individual business innovation processes could successfully implement the changes and transformation required to reach the sustainability goals.

* Research Questions

Please state the main research questions of this research (max 50 words)

How can individual organisations successfully implement wise innovation and follow the Do No Harm approach? How can individual organizations bring about systematic transformation to achieve sustainability

while innovating in such a competitive market? How can Do No Harm address organisations capacity to address social and sustainability challenges?

*** Methodology**

Describe briefly the methodology used (eg quantitative, qualitative, conceptual, analytical) (max 100 words)

The paper is conceptual, leveraging data from previous work in business transformation, innovation, and social enterprise business models. It also draws onto success and application in the healthcare practice.

*** Empirical Material**

If relevant (eg not in the case of conceptual, theoretical, analytical papers) describe briefly the sources and nature of collected or envisaged empirical material, as well as its extent (eg number of interviews, quality of data) (max 200 words)

*** Results**

Describe succinctly the main results obtained or envisaged in this research (max 200 words)

This paper introduces a novel concept and building blocks for further research and applications in the real business environment. The goal is to increase the probability for the sustainability efforts to hit the UN SDGs and sustain it beyond 2030. It provides practical guidance to solve the issues of bringing about the change needed for sustainability efforts to make the impact required. It provides the guidance, process, culture, and the changes required to achieve it. It also solidifies the current efforts to achieve the sustainability goals by stopping the production of further sustainability challenges through the innovation process, which is the business process for economic growth.

*** Contribution to Scholarship**

State briefly the main scientific contribution (achieved or expected) of this research (max 150 words)

The empirical research will provide a platform and foundation for future efforts to support transformation and social group cognitions in bringing about the necessary behavior, decisions, thinking, and culture critical to delivering sustainable innovation.

*** Contribution to Practice**

State briefly the main contribution to practice of this research of this research (max 100 words)

The paper's main goal is to introduce a practical guidance/ framework/process for organizations to successfully transform and implement the process, predictors, and enablers of sustainable, responsible innovation that follows the Do No Harm approach.

*** Fitness**

State briefly the relevance of this particular research to the key themes of the R&D Management conference in general and to the theme of this particular edition (if any) (max 50 words)

*** Bibliography**

Please provide the full references of the literature cited in your abstract

Remark/Message from the Authors to the Programme Committee and Chairs