

P19 - Purpose-driven innovation: New Technologies, Strategies, and Processes to Create Impact

7. CHALLENGE-DRIVEN AND RESPONSIBLE INNOVATION

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Track summary: In an era marked by unprecedented technological advances and growing global challenges, companies are increasingly recognizing the importance of aligning innovation efforts with a meaningful and shared corporate purpose. This paper track aims to explore the intersection of purpose-driven innovation to drive positive impact for stakeholders, people and the planet. By investigating how corporate purpose influences the adoption of innovative strategies, the integration of cutting-edge technologies, and the development of transformative processes, this track seeks to provide valuable insights for companies striving to create sustainable value.

In particular, the evolving landscape of corporate purpose demands a profound understanding of its implications on strategic decision-making and innovation pursuits. This paper track endeavours to address critical research questions, such as:

- How does a clearly defined and internalized corporate purpose influence the prioritization and selection of **new strategies** within organizations that contribute for the common good?
- What are the underlying mechanisms through which purpose-driven companies identify, evaluate, and seamlessly integrate **new technologies** to effect purpose implementation?
- What are the **new transformational processes** that purpose-driven companies employ to drive innovation in alignment with their corporate purpose, and how do these processes contribute to creating sustainable value?

By providing actionable insights for businesses striving to integrate purpose into their innovation agenda, this paper track aims to shed light on the critical interplay between corporate purpose and its impact creation. Through rigorous research and practical case studies, this track aims to contribute to a more sustainable and socially responsible approach to corporate innovation.