



THE ROLE OF THE SOCIAL ORGANIZER IN MARKETING SOCIAL INNOVATION WITHIN SOCIAL ORGANIZATIONS

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Abstract:

Social innovation is a mixture of distinct ideas in institutional cooperation to enable workers to support the process of social innovation, and to develop and strengthen new systems and activities to address the social and economic challenges facing individuals and communities. The purpose of this research is to define the role of social organizer in marketing social innovation within social organizations in Aswan Governorate, Egypt "The Abu al-Rish area and the search was applied to 4 social organizations. (A shadida Community Development Association, Community Development Association in Al-Malqta, Ahabab Al-Khair Association, Community Development Association in qorod)" This study is descriptive and the curriculum used is a comprehensive social survey of the 45 social organization workers in Aswan, Abu al-Rish area . A questionnaire form was used as a data collection tool. The results revealed that the roles of the social organization in marketing social innovation in social organizations are to build relationships between social organizations in society. to contribute to the development of the resources of social organizations to provide social innovation and to create new services to serve members of society to coordinate the resources of the organization as required by social innovation activities, to help exchange experiences among social organizations, and to promote the provision of modern machinery to support social innovation within them.

Keywords: Social innovation, social work, social organizer, social organizations

1. INTRODUCTION

Innovation is concerned with the practical application and marketing of ideas or inventions and refers to new thought as well as modern inventions. It represents the new tool that shapes service and process. And exploitation is the completion of the process through marketing, so social innovation refers to new ideas that work towards social goals. Social innovation is therefore a social means linked to a better and sophisticated quality of life that creates systematic solutions to a variety of different problems

2. DEFINITION OF SOCIAL INNOVATION

Westley defined it, social innovation refers to the generation and implementation of new ideas about how members organize social activities and interactions to achieve common goals (Westley,2014.235), Anderson sees social innovation as new concepts applied to overcome social challenges, and as new responses to pressure on social demands that influence the process of social

interaction to improve human well-being (Anderson,2014), Alvaro defines it as a combination of distinct ideas in institutional collaboration to enable workers to support the process of social innovation (Alvaro,2016,29), As Goldenbergbergs define it, new systems and activities are being developed and strengthened to address the social and economic challenges facing individuals and communities (Goldenberg,2009.3), Social innovation often uses two different methods, where observers tend to: (a) Focus on the innovation process, (b) Focusing on the results of innovation, social innovation is a process through which collective ideas are generated, chosen and implemented by people who participate collaboratively to meet social challenges (Dawson,2010,16)

The words "new" and "social" are the keywords in this aspect, where the aspect of modernity relates to the character of innovation as something that is seen as modern in a particular place or by certain actors rather than referred to as global modernity, and thus the social aspect relates to the



overarching goal of positive social change (Bitzer,2015,10), Innovation is thus the implementation of a new service or modern regulatory method in social work practices that regulate the workplace or external relations

So innovation reflects a shift in thinking. Innovation over the last few decades is seen as results-oriented, so innovation is seen as a process of learning by creating knowledge through which problems are identified and addressed to develop new knowledge (Lam,2005,124), Thus, social innovation has overlapping meanings that can be referred to using communication techniques and different source methods. which can refer to innovations with an inherent social purpose that can be linked to social enterprise as a means of innovation, It can be linked to collaborative practices of social services and can overlap with innovation in policy and governance, Through this wide variety of areas of innovation, social innovation has become linked to all disciplines interested in civil society, The main distinction in innovation is linked to other innovation frameworks and theories of focusing on some of the key dimensions of (Mortati,2013,9): (a) Social innovations are a new set of existing solutions, (b) It involves a multidisciplinary approach based on collaborative views among a group of experts, (c) These experts create new relationships that enable individuals and institutions to flourish long after the completion of a single achievement.

Social innovation represents the broader aspect of a variety of structures with the aim of having multiple levels of social structures that enable individuals within institutions to achieve the goals they pursue, namely, seven types of such structures: Natural structure, Demographic structure, Technological structure, Economic structure, Organizational structure, Normative structure and Cultural structure (Majumdar,2015,10).

Social innovations are new ideas that respond not only to social needs, but also to new social cooperation. These innovations can be products, services or models that address unmet needs more effectively. The European Commission aims is to encourage market assimilation of innovative solutions and to stimulate employment. The Commission's actions on social innovation stem from the Innovation Consortium Initiative (2010) and the Social Investment Package (2013), These actions guide, absorb and expand social innovation through the main objectives of

(https://ec.europa.eu/growth/industry/innovation/policy/social_en): (a) Promote social innovation as a source

of growth and employment, (b) Exchange of information on social innovation in Europe, (c) Support innovative entrepreneurs and investors in public organizations.

For example, social innovation in the OECD LEED programme seeks new answers to social questions by (OECD, 2007): (a) Identify and provide new services to improve the quality of life of individuals and communities, (b) Identification and implementation of new labour market integration processes, (c) New competencies, functions, and formats through participation in various components, each of which contributes to improving the situation of individuals within the Organization.

Thus, social innovations and their specific needs are more effectively met, such as the provision of economic services for welfare through the use of new technology in enterprises for labour integration, so that institutional social innovations aim to reshape existing societal structures and patterns to effect changes, Social innovation is changing the whole cognitive frameworks around socio-environmental issues to reconstruct solutions and build new ecosystems towards positive change, and this is about the historical work of social movements (Nicholls,2012,1569).

Social innovation is concerned with changes in the social and national aspects of a particular technical social system, as opposed to changes in technical aspects. Innovation is a social innovation if the new implication has the potential to improve the quality and quality of life (Pol,2009,881)

3. THE IMPORTANCE OF SOCIAL INNOVATION FROM THE POINT OF VIEW OF RESEARCHERS.

- a) Works to meet the societal needs of individuals within society in general and within the university community in particular.
- b) It promotes and strengthens social cohesion and enhances the efficiency and methods of collective action within the University.
- c) It is based on social welfare within society in general and within the university community in particular.
- d) Innovations entrench working methods, funding and interdisciplinary teamwork, including volunteers, and civil society is committed to supporting them.
- e) Innovations focus on how to develop community wellbeing systems and reach all sectors of society that aim to achieve welfare and community uplift.



4. STAGES OF SOCIAL INNOVATION

According to Danin Dainiene, the process of measuring social innovation consists of four stages (Dainiene, 2015, 279):

Phase I: Implementation of social innovation in FAO, identified through:

- a) Choosing appropriate social innovation
- b) Application of social innovation within the organization.

Phase II: Determining the dimension of social innovation by identifying social needs that are met through social innovation.

Phase III: Evaluation of social innovation

Social innovation is evaluated on the basis of the following:

- a) Dimension, identification of an appropriate indicator of social innovation
- b) Calculation of the social innovation value index.

Phase IV: Recommendations for improving enterprise activity

Social work and support for social innovation

Social work is a humanitarian profession designed to assist individuals, families, groups and communities in strengthening their capacities for proper social functioning and creating the appropriate social conditions for achieving this goal; In order to achieve this, it relies on a scientific basis of theories and models that provide it with technical methods and programmes planned within the framework of a set of ethical values and professional principles that the profession has set for itself and that guide it towards achieving social justice and providing services and assistance to people without any discrimination. Social work aims at a range of objectives, perhaps the most important of which is to strengthen the problem-solving capabilities of the people you deal with, connect people to the systems that provide them with the resources and services they need, and improve the effectiveness and abilities of the different systems of society (National Authority for Quality Assurance of Education and Accreditation, 2010, 8). By supporting social innovation in social organizations and institutions in various sectors of civil society through a range of pillars that support social innovation within these organizations.

Eric argues that the social innovation pillars of the innovative organization are (Eric, 2013):

- a) Flexible organization: which is decentralized in decision-making processes, thus increasing confidence among the members of the Group.

- b) New managerial skills: increased collaboration between functions and strengthened the principle of learning and dissemination of knowledge about best practices within the Organization.
- c) High level of relationships at work: a variety of managerial skills are developed that enable employees to handle administrative processes in a professional and professional manner.
- d) Cooperation with external organizations: participation in social innovation through the formation of strategic alliances that contribute to knowledge sharing and the development of the efficiency of operational processes

5. THE SEARCH PROBLEM

The Organization in all its types is the result of real investment by the Organization in the capabilities and motivation of workers within and outside the Organization to achieve strong goals based on creativity and innovation in performance, embracing innovation in its various and varied dimensions such as medical, engineering, scientific and social innovation in all social organizations for a more innovative and effective society.

Social work is an institutional profession that is practised through institutions known as social organizations and civil society organizations. Therefore, the profession of social work in general and the method of community organization in particular develops these organs and social organizations in order to integrate them with the surrounding environment by disseminating and marketing social innovation within social organizations by knowing the role of the social organization in marketing social innovation within social organizations.

The researchers, therefore, felt that attention should be paid to marketing social innovation within social organizations by answering the following key question:

What is the role of the social organizer in marketing social innovation within social organizations? Identify the constraints faced by the social organizer in marketing social innovation within social organizations and develop proposals to reduce the constraints faced by social innovation within social organizations during the dissemination and marketing of social innovation.



6. RESEARCH METHODOLOGY

Based on the problem of study and consistent with the objectives pursued by this research Descriptive studies are designed to determine the characteristics of a particular phenomenon and to reveal current facts relating to that phenomenon while recording its significance, classification, and correlation with other variables. The current study seeks to identify the roles that social organizers play within social organizations to market social innovation. as well as identifying constraints faced by the social organization and proposals for how to address constraints and increase marketing of social innovation within social organizations.

The methodology used is a comprehensive social survey of the individual 45 of workers in social organizations in Aswan, Abu Al-Rish. The spatial area to which 4 social organizations have been applied in Aswan Governorate is Abu Al-Rish. (A shadida Community Development Association, Community Development Association in Al-Malqta, Ahbab Al-Khair Association, Community Development Association in qorod) Finally, the data were analyzed statistically.

7. RESEARCH RESULTS

Answer to the first question: What is the role of social organizer within social organizations in spreading and marketing social innovation?

Based on the above problem of study and statistical analysis, it is clear that the role of the social organizer in portraying social innovation within social organizations is as follows:

- a) Building interrelationships between social organizations in society.
- b) Contribute to the development of the resources of social organizations to provide social innovation.
- c) Create new services to serve members of the community.
- d) Work to coordinate the resources of the Organization as required by social innovation activities.
- e) Assist in the exchange of experiences between social organizations.
- f) Pay attention to the provision of modern machinery to support social innovation within them.
- g) Provision of material resources to organizations.
- h) Devise new ideas for changing the organizational structure within organizations.
- i) Efficiency of innovation methods within the Organization.

Answer to the second question: What are the obstacles facing the social organizer within the social organization in disseminating and marketing social innovation?

The results of the study showed that the most serious obstacles facing the social organizer within the social organization are:

- a) The Organization has little awareness of the importance of social innovation.
- b) Scarcity of experiences contributing to the dissemination of social innovation.
- c) Poor competence of FAO staff in social innovation.
- d) Difficulty of FAO collaborating with other organizations to spread social innovation.
- e) Lack of coordination between social organizations.
- f) Lack of possibilities for spreading social innovation.

Answer to the third question: What proposals help spread and market social innovation within social organizations?

Among the most important proposals of the research are the following:

- a) Follow-up of social innovation activities within social organizations.
- b) Holding symposiums for organizations to disseminate social innovation.
- c) Use of experts specializing in social innovation.
- d) Develop technical plans among organizations to disseminate social innovation.
- e) Evaluation of social innovation activities.
- f) Contribution of the State to the development of mechanisms for social innovation.

8. CONCLUSIONS

Based on the foregoing, it is clear that the social organizer plays an active role in the dissemination and marketing of social innovation and plays its role as a supporter, enabler and innovator of social innovation activities within social organizations. Its role is, first: to support social innovation activities by building inter-organizational relationships and by providing modern machinery to support social innovation and coordinating the Organization's resources. Second: its role as possible by assisting in the provision and exchange of experience and material resources between organizations and enhancing the efficiency and methods of work within the Organization. Finally, its role as an innovator by contributing to the development of organized resources and working to create new services to serve members of society.



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