

A Naïve Framework for Responsible Business Innovation

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Abstract

In this paper I consider a framework to analyze how a firm may engage with a stakeholder with regards to responsible business innovation. In this simple framework, I present how a weak and relatively powerless stakeholder and a more powerful firm interact with each other, given that the firm has violated an ethical standard vis-à-vis that stakeholder in relation to business innovation. This framework is still at the naïve stage, but it will be a useful starting point for future research in stakeholder engagement particularly in issues concerning the sensitivity of firms and organizations towards their weak and powerless stakeholders.

Keywords: stakeholders, organization, stakeholder analysis, stakeholder engagement

1. INTRODUCTION

In this paper, I outline what for now shall be called as a naïve framework of stakeholder engagement for responsible business innovation. This framework is intended to be applied in the context of a firm and its subaltern stakeholders. In this particular context of business innovation, I present a framework describing how a relatively powerful and strong firm and a relatively weak and powerless stakeholder interact with each other, given that the firm (from implementing its decision to innovate) has violated an ethical standard which results the stakeholder being disadvantaged. To illustrate the framework, I structure this paper into several parts. In Section 2, I briefly explain the definition of what constitute a stakeholder in a general sense. In Section 3, I explain some assumption underlying this framework. In Section 4, I describe the framework and a brief discussion is offered in Section 5. In Section 6, I conclude this paper.

2. A DEFINITION OF A STAKEHOLDER

In this section I will describe a definition of a stakeholder. This definition is only a definition from a possibly numerous number of definitions that one may find if one conducts a search in the vast literature on stakeholders. The definition can be described in this general form: A stakeholder for an organization is a person, group or other organizations who has interest or concern in that particular organization. More specifically, an organizational stakeholder can be an individual, or a group comprising of individuals, a