

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/338553933>

From university social responsibility to social innovation: A crucial dimension for quality management and accreditation

Conference Paper · September 2018

CITATIONS

0

READS

19

2 authors:



Heba Mohamed Adel

October University for Modern Sciences and Arts University (MSA)

12 PUBLICATIONS 11 CITATIONS

[SEE PROFILE](#)



Ghada Aly Zeinhom

Modern Sciences and Arts University

2 PUBLICATIONS 5 CITATIONS

[SEE PROFILE](#)

Some of the authors of this publication are also working on these related projects:



Marketing of Higher Education [View project](#)

From university social responsibility to social innovation: A crucial dimension for quality management and accreditation

Heba Mohamed Adel

*Faculty of Management Sciences, October University for Modern Sciences and Arts (MSA),
Cairo, Egypt, and*

Ghada Aly Zeinhom

*Faculty of Management Sciences, October University for Modern Sciences and Arts,
Cairo, Egypt*

Abstract

Purpose – The purpose of the current paper is to investigate the university social responsibility and innovation practices within four different public, private, national and international universities in Egypt. Also, it discusses and reflects on how shifting from university social-responsibility (USR) to social-innovation (USI) activities acts as a crucial dimension towards satisfying its quality management and accreditation requirements.

Methodology – The researchers used a qualitative research approach while investigating the university social innovation initiatives carried out at four higher educational institutions as examples of public, private, national e-learning, and international universities in Egypt. Data were collected through depth interviews and focus groups with subject matter experts representing different stakeholders engaged in the social work in addition to quality management and accreditation processes at these institutions (e.g., USR managers, quality leaders, and student volunteers). Based on the current researchers' judgment, these four universities were able to manage their social responsibility practices in an innovative manner throughout different perspectives (e.g., micro-finance for young social entrepreneurs, children university for pre-university students, healthcare awareness and treatment campaigns, food supply programmes, anti-harassment awareness and self-defence programmes, shelter building and water connections, and e-learning programmes for distant learners).

Findings and practical/social implications – The findings of this research paper presents a framework for university leaders and managers about the successful practices that can be undertaken at their institutions in order to find innovative solutions to the social problems in their communities. Furthermore, it suggests embedding these university social innovation practices into their managerial operations; teaching, learning and research processes; and community outreach activities for the purpose of satisfying the national and international requirements for effective quality management and accreditation.

Originality/value – Great attention has been directed by many studies towards the importance of corporate social responsibility in many manufacturing and service industries, yet little consideration has been given towards studying it in the context of higher education. Moreover, according to the authors' knowledge, there is a research gap that addresses the investigation of how university social innovation acts as a crucial dimension for satisfying its national and international quality management processes and accreditation requirements.

Keywords – University Social Responsibility, University Social Innovation, Quality Management, Accreditation in Higher Education, Social Work Management, Academia-Society Engagement, Social Entrepreneurs.

Track – Social Work Management (Conference Paper)