



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Ingegneria Gestionale,
dell'Informazione e della Produzione

Networking Seminars Series

A.Y. 2024-2025 2nd Term

April, 14th 2025, 1:00-2:00 pm (CET)
Room C302, Via Pasubio 7/B, Dalmine (BG)

Presenter:
Paolo Carioli

PhD Student

@ KU Leuven - Department of Management, Strategy and Innovation
ECOOM - Centre for Research and Development Monitoring

TITLE – “ADVOCATING FOR INNOVATION: THE ROLE OF NONMARKET STAKEHOLDERS”

CO-AUTHORS – Christoph Grimpe, Karin Hoisl, Wolfgang Sofka

ABSTRACT

Prior research highlights that firms often collaborate with advocacy groups to address stakeholder conflicts, such as boycotts or protests. By incorporating stakeholder theory into a framework of collaborative innovation, we offer a novel explanation for these partnerships: enhancing market success of firm innovations. We propose that advocacy groups can help firms by identifying issues of particular importance to stakeholders and by legitimizing their innovations. We argue that these benefits are amplified when firms are R&D investment laggards or operate in industries characterized by high uncertainty about appropriate business conduct. Drawing on a unique dataset of innovation collaborations among German firms (2019–2023), we find evidence supporting these claims. Our study represents a theoretical shift, emphasizing the role of firm interactions with secondary stakeholders in fostering market success of innovations rather than merely avoiding conflict.

METHOD – Statistical analysis on survey data

JOURNEY OF THE PAPER – R&R in a strategy journal.

DISCUSSANT – Prof. Tommaso Minola, University of Bergamo

For further information, please refer to: wavelab@unibg.it