

The Class Reminiscences of Dec 11 and 18!!!

Since the aim of the wrap up class was to exchange reflections, the interaction was the tonic during the class on December 11. Indeed, the professor outlined each relation between Battles and topics. So, apart the evident polarization pursued by a Battle, such experience also was conceived to approach gradually the teaching material. For instance, the Battle of Bill Gates against Steve Jobs was under the notion of technology entrepreneurship, the Battle of Uber versus Taxis exposed the opposing organizational structures, the Battle of Security against Privacy addressed the variability of the environment, the Battle between Cars and Horses approached the customer centric tendency, the Battle of Weak against Strong Artificial Intelligence embraced the decisions in distinct environments, the Battle of Politics versus Ideologists revealed an ambiguous scenario, and the last Battle put in the balance the visionary ideas and the financial results of Elon Musk under the umbrella of network effects and social capital.

From this journey, it appears unavoidable the discussion about ethical implications, but first ¿does the innovation have an ethical value? Since a constructive intention can be undermined by wrong presumptions, the innovation can be conceived as a neutral arena with respect to ethics. Moreover, the value creation and the transformative potential of innovation can overcome the single aim of economical value, to reach a balance in the social good shaping the **social innovation**.

Nonetheless, the generation of **non-economical value** is not trivial and implies a **process oriented view** and also the **policy impacts**. Some examples from the process oriented sight, it is the evolution from the short message service (SMS) to the dissemination of instant messaging enriching texts by capacity and aesthetics, another example is the digital dating experience (or the way to approach a person) is also going beyond a superficial interaction to become a meaningful relationship. Some examples from the policy impacts, it is the effect of social networks connecting people to share content and the privacy affairs.

The already mentioned impacts let us think about three new categories of innovation; narrow view, societal challenge and systemic transformation. Firstly, a **narrow view** is concentrating efforts in one direction to address vulnerable groups in the society and embracing charitable actions. For instance, shelters for vulnerable people, discounts in transportation, and access to vaccinations to vulnerable children, among others. Secondly, the broader sight of a **societal challenge** addresses the society as a whole considering its wider challenges. To exemplify, the European Union project Horizon 2020. Lastly, the **systemic transformation** is a bottom-up approach where the empowerment of the society is an essential characteristic followed by the co-creation between many actors. In such active societal atmosphere the policies are target of constant mutation, and the sustainability of such policies is a prominent concern. From here, it is plausible that the common goods of communities can be manage by themselves, such as, the fishing stock who use the resource and make the fish sustainable over time, then the limitations become regulated as a result of a co-creation effort. Even though, what if this approach goes wrong, such as, when a bank is untied from the central government and it decides to move further and out of the limits of control, it could be the case of Bitcoin.

Hope it helps! Happy Holidays!

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