

IESEG announces New Chair in *Social Innovation Management* in cooperation with Société Générale and Adecco

How can the pursuit of profit benefit society?

Lille/Paris, January 2011 – The IESEG School of Management is launching a unique Chair for Social Innovation Management, in cooperation with Société Générale and Adecco. The field of social innovation turns critical societal problems into opportunities by actively involving the private sector. This could include for example, minimizing environmental impact, improving access for disabled people, and tackling discrimination.

The new chair, to be filled by Jacques Angot, Professor of Management at IESEG, will focus activities on the application of social innovation in organizations. The capital question to be explored is on **how social innovation projects in companies can help to modernize existing business models, and how those projects can create value for companies?**

“Our goal is to find solutions that make social innovation an integrated part of business models,” explains Angot.

The chair will conduct research on social innovation and management. The results will be shared in courses for undergraduates, graduates, and in executive education—in addition to publications in peer-reviewed journals.

A related project at IESEG is the creation of an **Incubator for Social Innovation**. A team of experts from IESEG and its corporate partners will offer support and advice to organizations that are developing economic projects with a common welfare interest.

The first international conference on “Organizations and Social Innovation” will be held at the IESEG Campus in Lille on 29-30 June 2011 in collaboration with the *Le centre de recherche sur les innovations sociales* (CRISES) from Québec, Canada. For more information please go to <http://icsid.ieseg.fr>.

Press contact:

Nathalie Heredia, IESEG School of Management
Tel : + 33 1 55 91 10 18 / n.heredia@ieseg.fr
www.ieseg.net

About IESEG School of Management

Established in 1964, IESEG School of Management is now ranked as one of the top 10 business schools in France. With campuses in Lille and Paris, the school delivers select bachelor’s and master’s programmes entirely in English. IESEG enjoys a unique association with CNRS, the largest basic science agency in Europe, that contributes to the school’s interdisciplinary approach to modern business problems. IESEG is a truly international institution, with 72 percent of tenured faculty coming from outside of France, and a strong network of 155 partner universities in 44 countries around the world.