



Understanding the initiators of knowledge sharing and social innovation in rural areas

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Outline of the presentation

- Introduction
- Questions of the research
- Research method
- Results
- Conclusion



Introduction

Social innovation (SI) - “... a process encompassing the emergence and adoption of socially creative strategies that reconfigure social relations in order to actualize a given social goal”

Aspects of social innovation:

1) Purpose (motivation) - WHY

2) Implementation (process) - HOW

a) **the role of individual**

b) **the impact of context**

c) **the sectors contribution**

d) **the way of involvement** (*Lawrence et al., 2013*)

3) Beneficiaries (product) - WHAT

Internal and External Factor Evaluation Matrix to evaluate the SI process

Case study		Context	Initiator	Sectors involved	Groups and networks involvement	Effects and beneficiaries	Total
Weight ?		0.4	0.3	0.1	0.1	0.1	1.0
Balaton Uplands	Rating ?	3	3	4	4	3	
	Weighted score	1.2	0.9	0.4	0.4	0.3	3.2

weakness (rating = 1) or strength (rating = 4)

Research questions



The main focus of this work is to enrich the understanding of SI initiators.

- What are the personal characteristics of initiators?
- Which sector initiators belong to?
- What kind of networks they have?
- Do they have vision?
- How to evaluate them in the matrix?
weakness (rating=1) or strength (rating =4)

Research steps, methods and resources used

- Selection of initiators
- Literature review
- Profiles test
- Personal interview



Map of Social Innovators in Hungary, 2015

Snow ball research was carried out by Ashoka in Hungary



Measurement of Human Capital

10% - Good,
but limited
information:

Skills

Experience

Education



**90% - Essence of
the Total Person:**

Thinking Style

Behavioral Traits

**Occupational
Interests**

Profiles  International™
imagine great people

ProfileXT™

What it measures:

- Can the person do the job?
- How will the person do the job?
- Will the person want to do the job?

Thinking Style

Learning Index	1	2	3	4	5	6	7	8	9	10
Verbal Skill	1	2	3	4	5	6	7	8	9	10
Verbal Reasoning	1	2	3	4	5	6	7	8	9	10
Numerical Ability	1	2	3	4	5	6	7	8	9	10
Numeric Reasoning	1	2	3	4	5	6	7	8	9	10

Behavioral Traits

Energy Level	1	2	3	4	5	6	7	8	9	10
Assertiveness	1	2	3	4	5	6	7	8	9	10
Sociability	1	2	3	4	5	6	7	8	9	10
Manageability	1	2	3	4	5	6	7	8	9	10
Attitude	1	2	3	4	5	6	7	8	9	10
Decisiveness	1	2	3	4	5	6	7	8	9	10
Accommodating	1	2	3	4	5	6	7	8	9	10
Independence	1	2	3	4	5	6	7	8	9	10
Objective Judgment	1	2	3	4	5	6	7	8	9	10

Occupational Interests

Top three interests for this position

Enterprising										
People Service										
Creative										

Lowest three interests for this position

Financial/Administrative										
Technical										
Mechanical										



Occupational interest -motivation

Creative



Enterprising



People service



Mechanical



Technical



Financial/Administrative

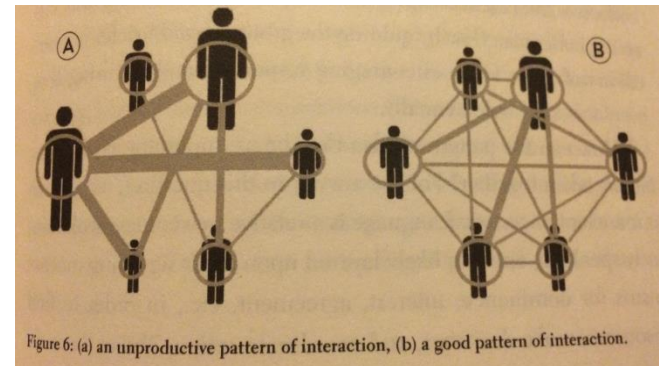


Personal interview



Most important common points:

- Have vision – how to give answer to a given problem in their region
- Acting in the civil sector
- Strong network on different levels and between different sectors



Source: Pentland, 2014:89

Conclusion

- Have a vision
- Have positive attitude to inspire others
- Creation, make the world a better place
- Like to work in teams
- Win-win and sustainability is important for them
- Strong network on different levels and between different sectors
- Weakness administration

Recommended elements for rating initiators

- Vision, innovation, creation
- Results, responsibility
- Human focus, positive attitude
- Network on different levels, and between different sectors





Thank you for your attention!

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