



27 – 29 September 2022, Innsbruck | Austria

9TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE

Societal Impact through Entrepreneurship & Innovation

TRACK 08: EMPOWER CITIZENS FOR BETTER HEALTH AND WELL-BEING

TRACK CHAIRS

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KEYWORDS

SDG 3, health and well-being, health leadership, citizen empowerment

TRACK DESCRIPTION

The WHO defines health as “a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity” (WHO, 1946. p. 1). This track addresses the question of who is responsible for taking the lead in ensuring healthy lives and promoting well-being for all at all ages (SDG 3). One perspective is that individuals are self-responsible, and are the key agents for their own health (Michailakis & Schirmer, 2010; Davó-Blanes & La Parra, 2013). However, this perspective is challenged by the fact that individual lifestyles are strongly influenced by environmental factors (Minkler, 1999; Prinstein et al., 2001). First, individuals are influenced by their social environment. For example, social cognitive theory suggests that individuals often model their own behavior by learning from other individuals in their social environment, such as family members, peers, or opinion leaders in broader social networks (e.g., social media, see Bandura, A. 2009). Second, individuals are also influenced by their structural environment, including physical school and community environments, working conditions, innovative and entrepreneurial potentials, which are shaped by economic regulations or limitations, policies and management decisions.

In this session, we integrate the individual, social and structural perspective and ask how to promote social and structural environments or innovations, which facilitate citizen empowerment and promote or foster entrepreneurial spirits to contribute to healthy communities, i.e. that citizens can make more informed and better decisions for their health and wellbeing; or that entrepreneurial innovation for creating healthy



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(working) environments are supported and welcome. The session will focus on the following key questions: 1) How can we support citizens and entrepreneurial innovation in creating an assisting social environment (e.g., family support, communities, social media), through which citizens can acquire high quality health information and literacy? 2) How can we create structural environments through which citizens have low-threshold access to health and social care (e.g., social and educational policies)? 3) And who can take which leading role in this process, for example, the communities, public health agencies, social businesses, NGOs, enterprises or the government?

We invite contributions focusing on either one or all of these questions. We welcome both theoretical and empirical approaches. Empirical studies may include quantitative, qualitative or mixed methods approaches. In particular, we encourage contributions that explore challenges, opportunities as well as entrepreneurial and innovative solutions related to the three perspectives and key questions, while also addressing relevant implications for management education.

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