Uni CT **ECONOMIA E IMPRESA**

Seminario

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Aula 5 – Palazzo delle Scienze

Selection bias of ideas for sustainability-oriented innovation in internal crowdsourcing

Mats Magnusson

KTH Royal Institute of Technology, Stockholm

Abstract: Decision biases reinforce firms' tendency to develop innovations based on narrow economic motivations. Consequently, sustainability-oriented ideas explicitly targeting social and environmental issues are easily discarded in idea selection when trade-offs between economic and sustainability values are faced. Given the so far limited knowledge about how sustainability-oriented ideas are developed and selected in organizations today, this research aims to explore how managerial biases affect selection of sustainability-oriented ideas in internal crowdsourcing. It does so through an empirical study drawing on data collected from a Swedish multinational company using internal crowdsourcing for different types of innovation ideas. The empirical study explicitly identifies sustainability-oriented ideas based on machine learning and captures managerial biases for ideas based on sentiment analysis. Regression analyses reveal that managerial biases potentially affect the selection of sustainability-oriented ideas through the mediating role of managerial attention in idea development. Furthermore, this mediating relationship is moderated by search pattern in terms of directed search.