

**Communication for “responsible innovation”.**

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Nowadays the process of innovation depends not only on such factors as technological progress, desire to increase return, governmental push, but also civil society can put pressure on companies. Recent public concern about climate change, global warming, energy efficiency, water pollution, etc. can be used by the companies to address these issues and fill the gaps which governments can't. As an outcome the innovative product/service/technology brings not only the profit but enhance reputation, so the company can be labeled as socially responsible, adding value to sustainable development. This is also important for financial institutions, investors or organizations such as International Finance Corporation or World Bank; they rather give money to more “conscious” companies. Governments can contribute: in case they cannot deal with the issues by themselves alone, responsible companies can do the job for the states. This complex circumstances with many stakeholders involved shape new challenging reality for the companies. Nowadays almost a half of the firm's time has to be spent on dealing with non-technical risks. Companies need to do no environmental harm, build partnership and dialog with society, governments, NGOs, moreover - to be catalyst to become sustainable in a long run. These are all (but not a full list) of Corporate Social Responsibility features.

The issue is how does the process of innovation and CSR activity correlate with each other from corporate communications perspective.

Firstly, CSR initiatives are usually viewed as opportunities for more efficient management of company's resources in order to improve competitive advantage. Recent trends show that more companies start to adopt CSR approaches for wider number of reason, which go beyond ensuring efficiency, creating continued organizational growth but also companies started to see such an implication as stimulating innovation. Innovation could be perceived as a response to external challenges or crisis that company faces. In order to address these issues CSR could become a driven force for companies to innovate. In this complex environment, that includes many actors, innovation can be regarded as being the outcome of specific research and development projects that are intended to solve some environmental problems, for instance, or energy efficiency issues. In this context, if companies do not have CSR as a part of their strategy/priority, opportunities for innovation may not have occurred.

Secondly, as a relatively recent trend CSR can be framed favourably for the companies: if throughout the history innovation was viewed as a way to get more profit and to outpace competitors, nowadays a company can innovate and present it as their corporate social responsibility, so innovative technology/product/service, etc. can serve for the good of society and environment. For communication between companies with governments, society, stakeholders CSR could be framed as a main reason why a company invented new technology, product, etc. CSR can be used as disguise and instead of revealing real underlining goal for innovations which is get more profit, companies start to present it as their humble contribution into world's sustainable development or response to climate change/poverty/obesity, etc.

In the research I want to tackle a research problem: Does private sector come to the point when communication of Corporate Social Responsibility (CSR) derives from innovation process.

The hypothesis is that nowadays there is a new stage of corporate communications which is communication for 'responsible innovation'.

The objective of this work is to identify what are the functions of CSR and promotion of innovation, compare them and to come up with a concept of communication for 'responsible innovation', which could be regarded as a new stage of corporate communications.

In order to achieve a goal a case study method will be applied as well as conceptualization of information.

The preliminary conclusions that have to be confirmed after further research are:

- Global social issues represent technological challenges as well as market opportunities;
- Corporate communications shifts dramatically from promoting CSR and innovation separately to merging these activities.
- This new concept fits into new modern reality with different global economic principles and social values.