

BUSINESS INNOVATION SYMPOSIUM (E6)
Innovation, Entrepreneurship & Investment: The Macroscopic Perspective (3)

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INNOVATION, ENTREPRENEURSHIP AND CORPORATE SOCIAL RESPONSIBILITY: AN
OPPORTUNITY TO GAIN BROAD PUBLIC SUPPORT

Abstract

In order to sustain public support for space activities, space stakeholders must embrace and promote idea of an existing obligation to benefit the general public at large. The future of space development hinges upon public support. The public tends to support phenomena that they perceive as being worthwhile. By increasing the level of direct benefit from business enterprises, we can increase the level and intensity of public support and thereby protect and support growth of space activities. The need for corporate social responsibility (CSR) is increasing due to society's awakening understanding of the need for humanity to change the way in which we do things. We can improve by striving to better understand stakeholders and by being more inclusive in assimilating their perspectives into all projects and ventures. The outer space development community is inevitably to be affected by the global increase in understanding of the need for business to increase its social responsibility in order to be successful.

This theory-based change analysis will discuss suggestions for how the current business structures in place can include corporate social responsibility (CSR) innovations to entice global interest in the endeavors of industry leaders and entrepreneurs. Also discussed will be suggestions for how members of the outer space development community can begin to shape profitability into CSR strategies. In addition, public and private partnerships that would provide an enhanced vision for CSR will be discussed.