THE UNIVERSITY SOCIAL RESPONSIBILITY WITH INNOVATION IN TIMES OF PANDEMIC

ABSTRACT
The university established in this context of multifaceted crisis is an exceptional locus to cooperate with the development of innovative practices and social technologies that contributes to the search for strategies that will benefit the local development of popular spaces, strengthening participation, cooperation, and collaborative practices, causing interaction in person in which the social actors covered collectively act in the outline of actions that help to face their diverse needs (NUNES, 2019). Thus, this study intends to answer the following: in which way the social initiatives of a university in Covid-19 times fit as social innovation? To answer this central question, the objective was to analyze the social responsibility actions of a university, as well as the way in which these initiatives are configured as social innovations. To answer the starting point the concepts of University Social Responsibility (RSU) in the sense of improving the role of University (PALOMINO et al., 2020), adding a vision of continuous progress of the university's social relevance (VALLAEYS, 2018). Introducing the concepts of social innovation as a creative process (SERPA, 2017), new forms of social practices (HOWALDT; DOMANSKI; KALETKA, 2016), and finally the social innovation cycle (MURRAY et al., 2010) and the conceptual heuristic of the Transformative Social Innovation dynamic (AVELINO et al., 2014). In this context, with regard to the approach to the problem, this research is classified as qualitative and quantitative, exploratory and descriptive, conducted as a unique study case. A non-probabilistic convenience sample of 378 participants, selected by the snowball technique, the questionnaire was answered using a form submitted on the Google Forms platform. The Data analysis was performed using descriptive statistics. The results showed that the institution examined was the base for action in social innovation, transforming the reality of the assisted community. A representative experience in social innovation at the University of Fortaleza was evidenced, as a vision to meet social needs. The contribution of this research to the field of social innovation studies is to raise the theme as a creative mechanism to leverage organizational social actions.
Keywords: University Social Responsibility. Social Innovation.Covid-19 pandemic.