

Topic block: Innovation & Entrepreneurship

Session: "Sustainability in Innovation & Entrepreneurship"

Description:

Sustainability has evolved into a guiding principle for business in the last years. Considering an integrated economic, environmental and social perspective can trigger new ideas for R&D and innovation and thus support the creation of environmentally sound products and solutions.

However, from both theoretical and practical perspectives, many questions arise on the implementation of sustainability principles, such as: How can sustainability aspects be integrated into traditional innovation management concepts? Which methods and tools are required to foster innovations contributing to sustainability goals or enabling a circular economy? How can social innovations be designed which are also economically viable and environmentally friendly? How does the triple-bottom line concept of sustainability relate to or change the existing perception of entrepreneurship? Innovation and entrepreneurship researchers could address these questions and where practitioners can give valuable insights from their experience. Contributions should address all management levels from business strategy over processes, methods and tools.

Answer to the question why it is now so immensely important:

Sustainability raises major questions such as the reduction of Green House Gas emissions, circular economy or social innovations for companies but also society in general. Integrating relevant aspects into a business perspective has a high relevance for corporate practice and the research community as well.

Goals & Target Attendance:

This session addresses researchers with a strong theoretical background but also practitioners reporting from their experience in companies.

Target attendance are researchers from management and engineering but also managers, executives and experts from innovation management, research & development, sales, marketing or product management in companies.

Important Dates:

- Full paper submission.....13th February 2018
- Poster submission..... 28th February 2018
- Full paper and poster notification of acceptance.....2nd April 2018
(Reviews are performed as soon as papers are handed in, early submissions are strongly encouraged)
- Print-ready [IEEE-PDF express-compliant-final](#) papers,
copy-right form.....16th April 2018

Thank you very much for your interest in participating in the **24th ICE/IEEE ITMC International Technology Management Conference**, which will take place from **June 17th to 20th 2018, in Stuttgart** (Germany).



You intend to submit a paper for this session, but have some questions left. Then do not hesitate to contact your person in charge.

Chair:

Title: Prof. Dr.-Ing.
Name: Claus Lang-Koetz
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Co-Chair:

Title: Dr.-Ing.
Name: Severin Beucker
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24th ICE / IEEE ITMC Conference 2018

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