



SIG 06 - INNO - Innovation

With our theme **Exploring the Future of Management: Facts, Fashion and Fado**, we invite you to participate in the debate about how to explore the future of management. We look forward to receiving your submissions.

ST06_10 - Sustainability, Circular and Green Tech Innovation

Proponents:

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Short description:

Innovation researchers and practitioners are increasingly interested in reframing ecological and societal challenges as opportunities for innovation. In this track we explore recent advances towards the broader field of sustainability-oriented innovation (SOI) as well as the subthemes of circular and green technology innovation. We are keen to understand these innovation directions on the levels of products, product-service systems, and business models and are particularly interested in a better understanding of the innovation and entrepreneurial processes, as well as the related ecosystems, underlying these innovation outcomes. Last but not least, we are also interested in how these organisational practices link into

Long description:

Businesses today face increasing uncertainty due to ecological and societal challenges. Therefore, ever more innovation researchers and practitioners are interested in reframing these challenges as opportunities for innovation, often referred to as sustainability-oriented innovation (SOI). One important dimension of SOI is the product life-cycle and its closure, as also addressed in the circular economy. Moreover, sustainability and circularity often require innovation in related technologies. Therefore, we are interested in fundamental advances towards sustainability, circular, and green tech innovation processes (in the reminder simply "SOI") as indicated by, but not limited to, the following themes:

How do individual firms – embedded in their innovation networks and ecosystems – explore radical technology and product innovations and how does this contribute to sustainability transformations of industries and societies?



Incumbent firms frequently are locked into a specific, path-dependent trajectory. How do small and medium-sized entrepreneurial firms and new ventures – more generally “sustainable entrepreneurs” – develop radically more sustainable products, processes, and business models? How to break path dependency and create new paths?

Success with SOIs usually comes together with collaboration. How does managing and closing product life-cycles open up the innovation process? Which partners to engage with and how?

How can product-service systems be developed to overcome the environmental problems of existing product life-cycles and the related pressure of ever increasing sales volumes (e.g. closed loop chains; repair services; sharing)?

Often sustainability is constrained due to firms’ narrow business models – hence, how can firms transition into more sustainable and circular business models?

Diffusion is one of innovation’s constituting characteristics. How to overcome barriers when scaling-up SOIs from niche to mass market? Moreover, how do organisational-level SOI practices link into broader sustainability transitions?

As successful commercialisation and broader diffusion of SOI also depends on – or is restricted by – intellectual property rights (IPR), which open or closed IPR strategies help advance SOI for the firm and society more broadly? What is the role of IP and licensing in scaling and diffusion processes?

How to assess, measure and benchmark economic, environmental, and social impact of innovations in different phases of the innovation process, both in established companies and start-ups?

We are particularly interested in empirical analyses. Theories targeting the individual, organisational, business model, and network/ecosystem-levels – and particularly those covering multiple levels – can be helpful for analysing innovation processes. We are open to all methodological approaches including conceptual works.

Keywords:

Sustainability-oriented innovation
Circular Innovation and Design
Green technology
Business models for Sustainability
Innovation processes
Product-Service Systems

Publication Outlet:

optional: IEEE Transactions on Engineering Management



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