



## Strategic Interest 06 – Innovation (INNO)

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

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### ST06\_09 Sustainability, Circular and Green Tech Innovation

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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 will explore recent advances towards the broader field of sustainability-oriented innovation (SOI) as well as the subthemes of circular design/innovation 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 processes underlying these innovation outcomes.

#### 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, which is 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 (green/sustainable) technologies. In this track we are therefore interested in fundamental advances towards sustainability, circular, and green tech innovation processes (in the reminder we simply refer to SOI) as indicated by, but not limited to, the following themes:

- How do individual firms – embedded in their innovation networks and systems – explore radical technology and product innovations and how does this contribute to sustainability transformations of industries and societies?
- Success with SOIs usually comes together with collaboration. This raises questions about how does closing product life-cycles open up the innovation process? Which partners to select, why, and how? How to manage such collaborations and what are the conditions under which they will be successful?
- 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; leasing)?
- Often sustainability is constrained due to firms' narrowly, or even unconsciously, designed business models – hence, how do more sustainable and circular business models look like and how can incumbent firms transition towards these?
- Diffusion is one of innovation's constituting characteristics. How to overcome barriers when scaling-up SOIs from niche to mass market?
- Incumbent firms frequently are locked into a specific, path-dependent trajectory. How do new ventures and small and medium-sized entrepreneurial firms – more generally “sustainable entrepreneurs” – develop radically different sustainable products, processes and business models?
- 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?
- 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 theory-based analyses of the above questions and innovation processes. Theories targeting the individual, organisational, business model, and network-levels – and particularly those covering multiple levels – can be helpful for analysing innovation processes. We are open to all methodological approaches.

**For more information:**

Contact the proponents above mentioned.

## **Submission Deadline: 10 January 2018 (2 pm Belgian time)**

### **Authors Guidelines and Submission Deadline:**

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

#### **ONE PRESENTING AUTHOR PER PAPER SUBMISSION**

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In the case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.