

# Managing Sustainable Innovation

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Routledge, Taylor & Francis

## Call for Book Chapters

### Book overview

This book aims to help us understand how sustainability challenges existing assumptions on innovation and what the future implications of such sustainable innovation are. This is important as sustainable innovation is an interdisciplinary topic related to other business areas such as entrepreneurship, regional planning, consumer marketing and business management and to many other areas and disciplines in the natural, social and cultural sciences. This book defines sustainable innovation broadly as creating something new for the thoughtful preservation and development of nature, community, society, human relations and ecosystems, thereby including all forms of value offers (commodities, products, services, experiences), a diverse range of technological and human processes as well as a myriad of contextual and more generic ways of managing all this.

Because of the emergence of the fourth sector, there is increasing emphasis on sustainable innovation as a way to differentiate commodities, products, services, experiences and technologies and, more importantly, as a response to the needs of communities and the planet. The fourth sector refers to hybrid organizations that aim to restore or nurture the balance between society, nature, and economic activity. Hybrid organizations coin new ways of creating blended value to secure the well-being of future generations and preservation of ecological services. Hybrid organizations range from non-for-profit organizations with earned-income, social enterprises balancing profits and purpose, and for-profits with some hybrid elements. This also implies that new ways of thinking and acting about sustainable issues are required in order to capitalize on emerging technology and societal change.

Chapters in this edited book will bridge the innovation and entrepreneurship literature with sustainability literature by focusing on the efforts to advance the environmental protection, socio-economic inclusion as well as social justice conducive to blended value creation, emerging technology and open innovation. The influence of context in terms of type, variability and location of sustainable practices will also be included in chapters in order to understand the role of institutional and cultural influence on innovation. The edited book places a major emphasis on new and emerging innovations that will transform non-sustainable industries into sustainable ones, thereby sustaining socio-ecological systems in improved ways.

## **Word length, theme and schedule**

Chapters should contain between 4000 to 9000 words and can be conceptual or empirical considering any of the following themes:

- Sustainable innovation: conceptual developments, different forms of innovation, open and close innovation, co-creation of innovation
- Challenges to sustainable innovation: institutional and regulatory settings and limits to societal transformation
- Transformative changes in sustainable innovation
- Societal developments in sustainable innovation
- Sustainable innovation in emerging economies and low-/middle income countries:
  - Contextual uniqueness?
  - Big scale cases with major social impact?
  - Local examples with global potential?
  - What does sustainable innovation mean for actors (i.e. Indigenous groups, cooperatives) who have never been un-sustainable and who innovate constantly without using or having use of the innovation concept?
- Rural sustainable innovation
- Everyday sustainable entrepreneurship for sustainable innovation (jugaar, bricolage, improvisation, effectuation)
- Sustainable innovations by family businesses
- The role of technology in sustainable innovation
- The maker movement and cultural-based sustainable experiences
- Emerging economy sustainable innovations
- The future of sustainable innovation

The weblink of the call for book chapters if you want to download it is:

<https://www.researchgate.net/project/Managing-Sustainable-Innovation-book>

**Important Dates:**

- Expression of interest submission: January 31, 2019
- Abstract proposal submission May 31, 2019.
- Full chapter submission: July 31, 2019.
- Feedback to authors: August 31, 2019.
- Final chapter re-submission: September 30, 2019.

Please send abstracts to any of the editors:

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