

Call for papers
Journal of Management Development
“Business and Sustainability: Innovating for a Better World”

Editors Mark Smith¹, Fabien Martinez², Mark Esposito^{1,3} and Patrick O’Sullivan¹

¹Grenoble Ecole de Management ²Academy of Business in Society ³University of Cambridge, CISL

The special issue will focus on social innovation, with a particular attention to exploring the ways in which innovation can serve to create better and more integrated social, environmental and economic business enterprises. Business organisations are generally imbued with overreliance on technical innovation for productivity/efficiency gains and enhanced competitiveness. Innovation is restricted to the introduction of new products and services and/or to the introduction of new processes in production and service delivery systems. The reductive conception of innovation is dominant today and focuses the attention of corporate executives, policy-makers and academic researchers. As a result, the necessity to deal with a combination of institutional, economic, political, organisational and social contingencies which might either impede or facilitate a firm’s sustainability performance has been overlooked. The articles selected for this special issue will contribute to a stream of management research that recognises the potential of ‘social innovation’ as a conceptual resource that will help us understand how business organisations can engage more substantively to avert (and perhaps reverse) their negative impact on society.

The special issue is linked to the 2014 Academy of Business in Society (ABIS) Doctoral Summer School hosted by Grenoble Ecole de Management. We welcome submissions from the summer school’s participants and the wider research community. Selected papers are expected to make empirical and theoretical contributions, applying a variety of methods, in the following areas:

- Social innovation and social progress in the broadest sense.
- Innovation management practices and activities which can help to create a better and more harmonious world, ensuring perpetuity and growth among firms.
- Social innovation from bottom of pyramid situations in emerging economies and designed to foster socially sustainable competitive development.
- Innovation in the manner of measuring company performance in CSR and sustainability as well as the overall social performance of communities and states.
- Innovative solutions for global issues – including injustice in emerging economies, underemployment and unemployment, income and wealth inequalities, global climate change, aging populations, access to healthcare and gender inequalities.
- Development of clusters of innovation involving organizational agents, communities and institutions likely to be actors in the various social fields.
- Emerging business models likely to promote social innovation and lead to social benefits.
- Ways in which new practices, new ways of thinking, acting and interacting and new actors might foster socially responsible innovation.
- Emerging concepts to promote social innovation including shared value, conscious capitalism and social progress imperatives.

Deadline: Full papers for this special issue must be with the editors by October 15th, 2014. All submissions will be subject to a double blind review process. Please submit your papers electronically via the journal submission system at <http://mc.manuscriptcentral.com/jmd>. We anticipate the special issue will be published in September 2015.

Contacts: Mark Smith: mark.smith@grenoble-em.com; Fabien Martinez: fabien.martinez@abis-global.org; Mark Esposito: mark.esposito@grenoble-em.com; Patrick O’Sullivan: patrick.osullivan@grenoble-em.com.