

INDUSTRIAL MARKETING MANAGEMENT

Call for Papers

Business Markets, Networks and Sustainability

Deadline for submission: December 1st, 2020

Overview and Purpose

Incorporating sustainability into strategies, tactics and operations constitutes a fundamental challenge for contemporary industrial firms (IPCC, 2012; WWF, 2012). Many obstacles exist, ranging from climate change denial (Fischer, 2019), management challenges (Hoejmosse et al., 2012) technical (Ventketesh et al., 2020) and regulatory (IPCC, 1990; Veal and Mouzas, 2011) issues, alongside organizational silos (Frostenson and Prenekert, 2015) and fundamental economic challenges (Trebeck and Williams, 2019).

The relative urgency of the matter exacerbates the challenge (Raworth, 2017). There is scientific consensus that keeping global warming under an average 1.5° centigrade increase compared to the pre-industrialized era is essential in order to prevent severe climate changes (Hansen, et al., 2008; IPCC, 2018; Walther, et al., 2002). However, sustainability is not only about climate change and rising global atmospheric CO₂ levels; it is also about social inclusion, justice, membership and emancipation (Elkington, 2018; Sovacool et al., 2020). Modern societies are being polarized into those who have and those who do not, those who have a say and those who do not, and those who feel that they can contribute and those who do not. While recognizing the urgency and need to transform our societies into sustainable ones in the future, we still rely on our economies, financial systems and global trade to ensure a certain level of material standard and social development. Hence, we must include all aspects of sustainability into an analysis of the transformation needed (Elkington, 2018).

Sustainability issues impacts various aspects and parts of industrial firms differently depending on whether it is production (e.g., Cicconi, 2020), distribution (e.g., Wang et al., 2015), marketing (e.g., Keszey, 2020; Sharma et al., 2010) or end-consumption (Li, Long, and Chen, 2017). This adds complexity to the issue and it is therefore unlikely we will have a one-size-fits-all solution, but many variants and types of both models and practical tools.

With some exceptions, business marketing and management has hitherto been slow to develop new theoretical frameworks and relevant tools to aid companies in the sustainability transformation process (Skoglund, 2015). This lack of theoretical development and paucity of engagement with sustainability issues stands in contrast to business practice where, for example, carbon trading schemes (Veal, and Mouzas, 2012), sustainability reporting standards (Bayne, Purchase and Tarca, 2019), investment guidelines (Pereira, Cortez and Silva, 2019) and sustainable supply chain management (Brindley and Oxborrow, 2014) have been developed. This discrepancy is what this special issue seeks to alleviate. The aim is to tap into the hitherto unrealized potential of industrial management and business research to address a wide array of sustainability issues.

The purpose of this special issue is twofold: First, it is to understand how sustainability practices are developed and deployed in networked business markets as a part of a sustainable economy. Secondly, it is to explore the potential of the networked economy and an interactive business landscape for our understanding of sustainable economies and sustainable industrial systems. One approach that can provide insight is the business networks view that emphasizes the interactive nature of networks (Johnsen et al., 2017; Waluszewski et al., 2019). It emphasizes time and process (Paliwoda, 2011), joint efforts (Waluszewski et al., 2009) and collaboration (Anderson, et al., 1994; Håkansson, et al., 2009) and provides a complex systemic approach to economic organization and industrial systems (Prekert, 2017; Wilkinson and Young, 2013). Both collaboration and a systems overview on complex issues are two main issues identified as crucial for the transformation of our economies (Andersson and Sweet, 2002; Skoglund, 2015).

For this special issue we seek contributions that depart from a networked economy viewing markets as networks. Papers can be theoretically as well as empirically driven and employ a wide array of methodologies to investigate sustainability issues. However, the relevance for the business actor, and/or for the network and/or for wider society should be explicit, as well as the focus on sustainability issues – although we acknowledge that they can vary greatly under the umbrella of sustainability.

Topics of interest include but are not limited to the following:

- Implications of a networked economy for our understanding and framing of sustainability issues
- Developing sustainable industrial/business networks
- Conceptual developments of sustainability based on a markets-as-networks perspective
- Sustainable supply chains and networks
- De-carbonization of industrial networks and supply chains
- Circular economy and resource utilization in network contexts
- Up-cycling, down-cycling and valorization of resources in industrial networks
- Value, value creation and value appropriation in sustainable business networks
- Sustainability reporting and communication in business networks
- Networked sustainability accounting
- Measuring sustainability and sustainability practices
- Developing relevant indexes to describe sustainability in networked economies
- Decoupling, non-expansion and economic development from a network perspective
- Sustainable production networks and manufacturing
- Innovation, creativity and entrepreneurship and sustainable development
- Technology, technological development and sustainability
- Sustainability, consumer demands and supply networks
- The role of regional networks for sustainable development in various geographies and cultures

Manuscript Preparation and Submission

Papers targeting this special issue have the opportunity to submit to a special track at the 36th Annual IMP Conference in Örebro. The deadline for abstract submission is February 3, 2020. Full papers are due on March 13, 2020. See the conference website for details (www.imp2020.se). While we encourage authors to submit papers to the conference and use it as a quality control mechanism, this special issue is open to all, and not only participants at the IMP 2020 Conference.

Manuscripts should comply with the scope, standards, format and editorial policy of the Industrial Marketing Management. All papers must be submitted through the official IMM submission system. When you get to the step in the process that asks you for the type of paper, select **SI: Business markets, networks and sustainability**. All papers will be reviewed through a double-blind peer review process. In preparation of their manuscripts, authors are asked to follow the Author Guidelines closely. A guide for authors, sample articles and other relevant information for submitting papers are available at: <http://www.elsevier.com/locate/indmarman>

All queries about the special issue should be sent to the Guest Editors (see below).

Guest Editors

Dr Per Carlborg, Örebro University School of Business, Sweden (email: per.carlborg@oru.se)

Professor Debbie Harrison, BI Norwegian Business School, Oslo, Norway (email: debbie.harrison@bi.no)

Dr Nina Hasche, Örebro University School of Business, Sweden (email: nina.hasche@oru.se)

Professor Frans Prenekert, Örebro University School of Business, Sweden (email: frans.prenekert@oru.se)

References

Anderson, J. C., Håkansson, H., & Johanson, J. (1994). Dyadic Business Relationships Within a Business Network Context. *Journal of Marketing*, 58(4), 1-15.

Andersson, P., & Sweet, S. (2002). Towards a framework for ecological strategic change in business networks. *Journal of Cleaner Production*, 10, 465-478.

Bayne, L., Purchase, S., & Tarca, A. (2019). Power and environmental reporting-practice in business networks. *Accounting, Auditing and Accountability Journal*, 32(2), 632-657.

Brindley, C., & Oxborrow, L. (2014). Aligning the sustainable supply chain to green marketing needs: A case study. *Industrial Marketing Management*, 43(1), 45-55.

Cicconi, P. (2020). Eco-design and Eco-materials: An interactive and collaborative approach. *Sustainable Materials and Technologies*, 23.

- Elkington, J. (2018). 25 Years Ago I Coined the Phrase “Triple Bottom Line”. Here’s Why It’s Time to rethink It. *Harvard Business Review*.
- Fischer, F. (2019). Knowledge politics and post-truth in climate denial: on the social construction of alternative facts. *Critical Policy Studies*, 13(2), 133-152.
- Frostenson, M., & Prekert, F. (2015). Sustainable supply chain management when focal firms are complex: A network perspective. *Journal of Cleaner Production*, 107, 85-94.
- Håkansson, H., Ford, D., Gadde, L.-E., Snehota, I., & Waluszewski, A. (2009). *Business in Networks*. Chichester: Wiley.
- Hansen, J. (2008). Tipping point: perspective of a climatologist. In W. Woods (Ed.), *State of the Wild: A Global Portrait of Wildlife, Wildlands, and Oceans*. (pp. 6-15). Washington, DC: Wildlife Conservation Society/Island Press.
- Hansen, J., Sato, M., Kharecha, P., Beerling, D., Berner, R., Masson-Delmotte, V., Zachos, J. C. (2008). Target atmospheric CO₂: Where should humanity aim? *The Open Atmospheric Science Journal*, 2(1), 217-231.
- Hoejmose, S., Brammer, S., & Millington, A. (2012). Green supply chain management: the role of trust and top management in B2B and B2C markets. *Industrial Marketing Management*, 41(4), 609–620.
- IPCC. (1990). *Response strategies, summary for policymakers*. Retrieved from New York: UN IPCC WG III.
- IPCC. (2012). *IPCC expert meeting on economic analysis, costing methods, and ethics*. Meeting report. Lima: UN IPCC WG II/WG III.
- IPCC, 2018: *Global Warming of 1.5°C*. An IPCC Special Report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty [Masson-Delmotte, V., P. Zhai, H.-O. Pörtner, D. Roberts, J. Skea, P.R. Shukla, A. Pirani, W. Moufouma-Okia, C. Péan, R. Pidcock, S. Connors, J.B.R. Matthews, Y. Chen, X. Zhou, M.I. Gomis, E. Lonnoy, T. Maycock, Johnsen, T. E., Miemczyk, J., & Howard, M. (2017). A systematic literature review of sustainable purchasing and supply research: Theoretical perspectives and opportunities for IMP-based research. *Industrial Marketing Management*, 61, 130-143.
- Keszey, T. (2020). Environmental orientation, sustainable behaviour at the firm-market interface and performance. *Journal of Cleaner Production*, 243.
- Li, Q., Long, R., & Chen, H. (2017). Empirical study of the willingness of consumers to purchase low-carbon products by considering carbon labels: A case study. *Journal of Cleaner Production*, 161, 1237-1250.
- Paliwoda, S. J. (2011). Critically evaluating the IMP research contribution. *Industrial Marketing Management*, 40(6), 1055-1056.

- Pereira, P., Cortez, M. C., & Silva, F. (2019). Socially responsible investing and the performance of Eurozone corporate bond portfolios. *Corporate Social Responsibility and Environmental Management*, 26(6), 1407-1422.
- Prekert, F. (2017). Understanding business networks from a mixed network and system ontology position: A review of the research field. *IMP Journal*, 11(2), 301-326.
- Raworth, K. (2017). A Doughnut for the Anthropocene: humanity's compass in the 21st century. *The Lancet Planetary Health*, 1, 48-49.
- Rockström, J., Steffen, W., Noone, K., Persson, A., Chapin Iii, F. S., Lambin, E., Foley, J. (2009). A safe operating space for humanity. *Nature*, 461, 472-475.
- Sharma, A., Iyer, G. R., Mehrotra, A., & Krishnan, R. (2010). Sustainability and business-to-business marketing: A framework and implications. *Industrial Marketing Management*, 39(2), 330-341.
- Skoglund, A. (2015). Climate social science—Any future for ‘blue sky research’ in management studies? *Scandinavian Journal of Management*, 31(1), 147-157.
- Sovacool, B. K., Martiskainen, M., Hook, A., & Baker, L. (2020). Beyond cost and carbon: The multidimensional co-benefits of low carbon transitions in Europe. *Ecological Economics*, 169.
- Trebeck, K., & Williams, J. (2019). *The Economics of Arrival: Ideas for a Grown-Up Economy*. Bristol: Policy Press.
- Veal, G. J., & Mouzas, S. (2011). Changing the rules of the game: Business responses to new regulation. *Industrial Marketing Management*, 40(2), 290-300.
- Veal, G., & Mouzas, S. (2012). Market-based responses to climate change: CO2 market design versus operation. *Organization Studies*, 33(11), 1589—1616.
- Venkatesh, V. G., Kang, K., Wang, B., Zhong, R. Y., & Zhang, A. (2020). System architecture for blockchain based transparency of supply chain social sustainability. *Robotics and Computer-Integrated Manufacturing*, 63.
- Waluszewski, A., Hadjikhani, A., & Baraldi, E. (2009). An interactive perspective on business in practice and business in theory. *Industrial Marketing Management*, 38(6), 565-569.
- Walther, G.-R., Post, E., Convey, P., Menzel, A., Parmesan, C., & Beebee, T. J. C. et al., (2002). Ecological responses to recent climate change. *Nature*, 416(6879), 389—395.
- Wang, Y., Rodrigues, V. S., & Evans, L. (2015). The use of ICT in road freight transport for CO2 reduction - An exploratory study of UK's grocery retail industry. *International Journal of Logistics Management*, 26(1), 2-29.
- Wilkinson, I. F., & Young, L. C. (2013). The past and the future of business marketing theory. *Industrial Marketing Management*, 42(3), 394-404
- WWF. (2012). *Living Planet Report 2012: Biodiversity, biocapacity and better choices*. Gland: WWF International.