



SIG 01 - B4S - Business for Society

We invite you to submit your research to explore the theme of **Reshaping capitalism for a sustainable world** for the EURAM 21th Conference.

We look forward to receiving your submissions.

T01_06 - Reshaping capitalism around Sustainability, Social innovation, and Frugality

Proponents:

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Short description:

Building an inclusive and sustainable society is currently a great challenge for enterprises, organizations, and government, especially when the societal issues such as climate change, poverty, and inequality are becoming increasingly urgent. In addition, business strategies and governmental policies must accommodate recent economic changes brought by the COVID 19. In this context, social innovation and frugality (including circular economy) represent a new promising paradigm for business and society. We encourage submissions of both empirical and theoretical papers that explore how sustainability, social innovation, and frugality contribute to reshaping capitalism, thereby moving business forward for society.

Long description:

European governments aim to build an inclusive and sustainable society. It is now a challenge for enterprises and organizations to address societal and environmental issues while being shaken by economic crises due to the COVID19 pandemic. Companies must embrace this great transformation, which has been termed by Schot and Steinmueller (2017) as transformative change, by aligning environmental and social objectives with technological innovation.

In this context, social innovation and frugality is clearly at the core of the process of change. On the one hand, we can consider social innovation sensu lato as any institutions, rules, conventions aiming to redirect innovation capacity towards goals of social development (Smith, 2017). In different parts of the world, social innovation has also been associated with the objectives and scope of the broad area of innovation for development, including grassroots, inclusive, pro-poor innovation, bottom-of-the-pyramid, convergent, etc. (Dube et al., 2018). All in all, it represents a powerful lever for the design, the search, the implementation of sustainability-oriented innovations that improve environment as well as human health and basic needs, social coherence, and decline of poverty. On the other hand, the momentum towards sustainability is now supported by the movement in favor of frugality defining broadly and bring-to-update as "The new Frugality" or "Frugality by Choice" (Herstatt and Tiwari, 2020), considered as a strategy to materialize affordable and



green offers. It includes the development of circular economy processes, which are very important for saving materials and natural resources. Thus, a new paradigm for business and society based on the three pillars of sustainability, social innovation, and frugality is the beginning of the response to build an inclusive and sustainable society and to fight the post-COVID19 crisis both economically and socially.

The track aims to open debates and discussion around novel conceptualization and templates, new corporation experiments, new corporate governance practices, and approaches of strategy that combine sustainability, social innovation, and frugality. It also addresses new implications for companies and for associated stakeholders, as well as recommendations for policy makers.

Keywords:

Sustainability
Social innovation
Frugality
Circular economy
Sustainable oriented innovation
Environment

UN Sustainable Development Goals (SDG):

Goal 1: No poverty, Goal 3: Good health and well-being for people, Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action.

Publication Outlet:

Journal of Environmental Planning and Management
Journal of Cleaner Production
Springer

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