

Sustainability in a Digital Context

GRONEN conference, PDW, June 1st, 2022

Organizers:

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Aim/content:

Digitalization and sustainability are currently “hot” topics for policymakers and practitioners. Scholars working on their interaction have been cautious in their optimism, though. Not all digitalization contributes to the creation of sustainable value. Some forms of digitalization accelerate consumption and inequalities and exacerbate growth patterns that further breach the planetary boundaries. Against this background, important research avenues for sustainability scholars arise.

The aim of this PDW is twofold: 1) provide participants with an overview of the latest research on sustainability in a digital age, and 2) give participants the opportunity to network and discuss future research needs. In a first part, we will hear short impulses from the Guest Editors of the special issue ‘Sustainability in the Digital Age’ that was connected to GRONEN2020. In a second part, we will work together in 3-4 ‘magic tables’ and engage in a fun activity to jointly explore where future research on sustainability in a digital context needs to move.

Target audience:

Junior and senior scholars interested in research on digital transformation and sustainability.

Further readings:

Bohnsack, R., Bidmon, C. M., & Pinkse, J. (2022). Special issue: Sustainability in the digital age: Intended and unintended consequences of digital technologies for sustainable development, *Business Strategy and the Environment*, <https://onlinelibrary.wiley.com/doi/10.1002/bse.2938>

Reuter, E. (2022). Hybrid business models in the sharing economy: The role of business model design for managing the environmental paradox. *Business Strategy and the Environment*, 31(2), 603–618. <https://doi.org/10.1002/bse.2939>

Di Maria, De Marchi, V., & Galeazzo, A. (2022). Industry 4.0 technologies and circular economy: The mediating role of supply chain integration. *Business Strategy and the Environment*, 31(2), 619–632. <https://doi.org/10.1002/bse.2940>

Knight, Haddoud, M. Y., & Megicks, P. (2022). Determinants of corporate sustainability message sharing on social media: A configuration approach. *Business Strategy and the Environment*, 31(2), 633–647. <https://doi.org/10.1002/bse.2941>

Cappa, Franco, S., & Rosso, F. (2022). Citizens and cities: Leveraging citizen science and big data for sustainable urban development. *Business Strategy and the Environment*, 31(2), 648–667. <https://doi.org/10.1002/bse.2942>

Hellemans, Porter, A. J., & Diriker, D. (2022). Harnessing digitalization for sustainable development: Understanding how interactions on sustainability-oriented digital platforms manage tensions and paradoxes. *Business Strategy and the Environment*, 31(2), 668–683. <https://doi.org/10.1002/bse.2943>