

BAM 2023 CONFERENCE



BUSINESS
SCHOOL

Innovation Track

Track Chairs

- Dr Nick Marshall, University of Brighton
- Dr George Tsekouras, University of Brighton

Considering the opportunities and challenges of 'disruptive sustainability', this year's conference theme raises important issues of direct significance to the innovation studies community. As such, we warmly invite contributions that engage with the questions posed by the overall call for papers. Central to these is the provocation that pursuing sustainability objectives can simultaneously improve our environment and societies as well as turning "into disruptive business opportunities [that] offer new avenues for growth and development in the future". Whether or not this is the case is open to debate, with different groups offering alternative perspectives on the potential for sustainable growth. What more appropriate venue to host such an exchange of ideas than the University of Sussex. It is 50 years since the Club of Rome's prescient but contentious *Limits to Growth*, which was shortly followed by a trenchant critique from Chris Freeman and others at SPRU. Both sets of ideas are equally, if not more relevant today. Whichever position one takes, it is clear that meeting the challenges of sustainability requires some serious rethinking of social, economic, political, and environmental priorities. Business-as-usual will not be enough. The conference theme argues that the existing reliance on corporate social responsibility, philanthropy, and technological innovation in products and processes, will not be sufficient. Again, these are important claims that deserve careful attention and innovation scholars are well-placed to contribute to theoretical, practical, and policy debates around these issues.

The transformative potential of technological change is difficult to ignore, with a history of technological-economic long-waves that defy the predictions of Malthusian doomsayers. For the techno-optimists, the fourth industrial revolution, extending the connective potentials of digitalisation through artificial intelligence, the internet of things, machine-to-machine communication, augmented reality, and associated developments, offers pathways to redefining organisational, industrial, and societal dynamics in more sustainable ways. Those more sceptical raise concerns about the perpetuation or even

acceleration of growth and inequalities in the current trajectory of interlinked global capitalism that technologically-led solutions are unlikely to address. These differing visions offer alternative views on the key participants, purposes, supporting conditions, drivers, and outcomes of innovation. It is evident that this is about much more than technology, having implications for all varieties of innovation, from products and processes to organisational configurations and business models, policy recipes, and institutional arrangements, interlinked in complex and geographically varied ecosystems.

We invite papers from all perspectives, including those that are optimistic about the capacity of innovation to effect positive transformation, as well as those that are more sceptical or critical. We welcome contributions across the range of innovation types and activities, from the technological to the organisational, as well as those driven by different value frameworks, not only economic, but also political, social, and environmental. We also encourage studies focusing on a range of geographical locations and scales. Papers may be empirical or theoretical and a range of methodological approaches are encouraged.

Possible and by no means restrictive themes are as follows:

- The socio-economic shaping of innovation
- The implications of innovation for social and economic development and the generation and distribution of wealth and wellbeing
- Innovation in the digital economy and the post-COVID organisation
- The challenges and opportunities of the fourth industrial revolution
- Innovation in high-tech or high-growth industries and (large or small) firms
- Innovation in low- or medium-tech sectors and (large or small) firms
- Innovation in services, knowledge intensive services and creative industries
- Open Innovation in both large and small firms
- Social innovation and innovation in social enterprises and other not-for-profit organisations
- Innovation and entrepreneurship: management practices and policy challenges
- User-led and community-based innovation and crowdsourcing and crowdfunding activities
- Eco-innovation and the environmental challenge
- Intra- and inter-organisational networks and collaborative innovation
- University-industry links and innovation
- The role of groups and peer-to-peer interaction in innovation
- Innovation in Strategic Alliances and Joint Ventures
- 'Illegal' innovation such as cyber-crime and hacker innovations
- Practice-based theories of innovation, knowledge, and learning
- Innovation, dynamic capabilities and routines
- National and regional innovation systems
- Policy experimentation and accountability – false failures and false successes
- Innovation metrics and indicators
- Innovation in newly emerging and developing economies