

# GRONEN 2020

## Call for Papers Sustainability in the Digital Age

**Lisbon, 17 - 19 June 2020**

hosted by the **Smart City Innovation Lab**  
at **CATÓLICA-LISBON**



**//SCIL**

For the GRONEN Conference 2020, we invite submissions in all areas of sustainability research. In line with this year's conference theme, we particularly encourage submissions on the possibilities and perils of the digital economy for sustainability. Those may address, but are not limited to:

### 1. Circular, shared, smart. The organization of urban and industrial transformation

Artificial intelligence and the Internet of Things will play a critical role in transforming sectors such as agriculture, healthcare or mobility to greater sustainability. Smart cities and the circular, shared economy can change consumption and lifestyle patterns.

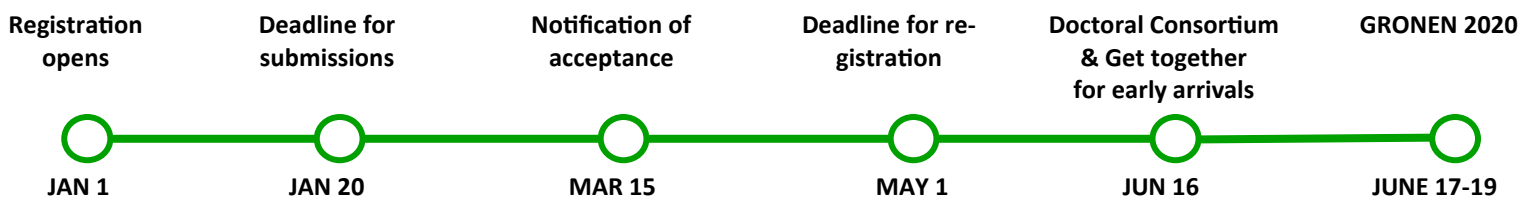
### 2. Modularized, customized, always on. The sustainability of new work

Digital technologies profoundly change the way we collaborate in ecosystems and platforms, reorganize decision-making and power, and govern inter-organizational partnerships.

### 3. Performance, impact, scalability. The diffusion of sustainable innovation

Digital technologies arguably create exciting opportunities for organizations to come up with new business models and solutions to societal problems that can scale beyond local contexts.

**Doctoral Consortium  
&  
Special Issue in  
Business Strategy  
and the  
Environment**



Conference web page and details regarding the call for papers:

[www.gronenonline.com](http://www.gronenonline.com)

For any questions, please contact: [gronen2020@smartcityinnovationlab.com](mailto:gronen2020@smartcityinnovationlab.com)



## Call for Papers // Sustainability in the Digital Age //

The digital age fundamentally changes the means how organizations engage with their environment (Kumaraswamy, Garud, Ansari, 2018; Flyverbom, Deibert, Matten, 2019). Arguably, the increasing proliferation of digital technologies enables many new opportunities to advance sustainability. Yet, it also poses new questions for sustainability research and practice (Seele and Lock, 2017). On the one hand, smart algorithms, big data, and the Internet-of-Things hold enormous potential to increase resource and energy efficiency, reorganize supply chains, and scale sustainable solutions. On the other hand, ubiquitous e-commerce, the sharing economy, and new work formats also cast doubt on the digital economy's net effect on sustainable development. Social and ethical issues such as data privacy and consumer lock-in point to a dark side of the digital economy (Acquier, Daudigeos, Pinkse, 2017). The inevitable questions arising is: What does sustainability look like in the digital age? Which (new) responsibilities arise for organizations?

For the GRONEN Conference 2020, we invite submissions in ALL AREAS of sustainability research. In line with this year's conference theme, we particularly encourage submissions on the possibilities and perils of the digital economy for sustainability. Those may address, but are not limited to:

### (1) Circular, shared, smart. The organization of urban and industrial transformation

- ◆ What is the effect of connected technologies on the way we live, work, and consume? How do organizations use digital technologies to green urban spaces and meet increasing food, materials and energy needs?
- ◆ How to organize data ownership and cybersecurity in smart cities and regions? What are new responsibilities for organizations and citizens in a digital economy?
- ◆ How to organize data ownership and cybersecurity in smart cities and regions? What are new responsibilities for organizations and citizens in a digital economy?
- ◆ Which tensions arise in designing and operating shared technology infrastructures? How to combine public, private, and hybrid value capturing logics?

### (2) Modularized, customized, always-on. The sustainability of new work

- ◆ What is the effect of new work formats on supply chains and product lifecycles? Do digital technologies improve or reinforce issues such as precarious work and the marginalization of the poor?
- ◆ How do organizations tackle critical issues such as data security and inclusiveness related to their social responsibility? Which role do online tools and social media play for the organization of social activism?
- ◆ How can digital technologies support both inter- and intra-organizational collaboration for sustainability? Which role do digital technologies play, for instance, in facilitating the dialogue on CSR between multiple stakeholders?

### (3) Performance, impact, scalability. The diffusion of sustainable innovation

- ◆ What is the effect of technologies such as augmented reality, blockchain, drones and 3D printing on transforming current patterns of production and consumption? How to model, simulate, and validate the impact of innovation on sustainability?
- ◆ How do sustainable technologies, product-service-systems and business models diffuse to the mass market? How do actors such as entrepreneurs and incumbents interact during the formation of new markets?
- ◆ How can digital technologies help organizations to interact with users? How can they support the creation of a market need for sustainable products and solutions?

### Doctoral Consortium

A doctoral consortium limited to 15 PhD students will take place right before the main conference, June 16<sup>th</sup> (full-day). The doctoral consortium offers a platform for PhD-students to discuss their projects and concerns openly with senior researchers in the field. To ensure high-level discussions, PhDs will be pre-assigned to discussants who will take the time to review and comment on their work. In addition, the doctoral consortium will include plenary sessions on publication and career advice as well as a social get-together to facilitate networking already before the official conference start.

PhD students must apply separately for the consortium, which enables them to also participate in the main conference. Applications should be sent to [gronen2020@smartcityinnovationlab.com](mailto:gronen2020@smartcityinnovationlab.com) and include (i) a full paper or research proposal, and (ii) a current CV. The doctoral consortium is open to PhD students at any stage. Yet, in order to enable high-level discussions, preference will be given to full paper submissions.

### Special issue in Business Strategy and the Environment

A special issue of 'Business Strategy and the Environment' will be associated with GRONEN 2020. Scholars who submit their work to the conference are also invited to submit their work to this special issue. Furthermore, authors will benefit from the opportunity to exchange with the special issue editors and numerous members of the scientific committee of GRONEN 2020 who are editorial board members of leading sustainability journals. Participation in the GRONEN conference however is not necessary for submission to the special issue. The call for papers can be downloaded here: <https://onlinelibrary.wiley.com/doi/10.1002/bse.2365>

### Schedule

The GRONEN 2020 submissions deadline is **January 20, 2020**. Submissions are to be in electronic format (doc or pdf files). Please find the link to the electronic submission system under: <http://www.gronenonline.com/gronen1/conference-2020/>  
The selection process, notification of authors, and registration of participants follows the schedule below:

<b>January 1, 2020</b>	Registration opens
<b>January 20, 2020</b>	Deadline for submissions
<b>March 15, 2020</b>	Notification of acceptance
<b>May 1, 2020</b>	Deadline for registration
<b>June 16, 2020</b>	Doctoral Consortium & Get together early arrivals
<b>June 17-19, 2020</b>	GRONEN 2020 Research Conference

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For any questions, please contact:  
[gronen2020@smartcityinnovationlab.com](mailto:gronen2020@smartcityinnovationlab.com)

**We look forward to welcoming you to Lisbon in 2020!**

*The organizing committee:*

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