

Business Ethics, the Environment and Responsibility

Call for Papers

Creating value through open innovation approaches: Implications for corporate sustainability and responsibility

Guest Editors

Stefano Bresciani^a, Mark Anthony Camilleri^b, Ciro Troise^c & Nicholas O'Regan^d

^aUniversity of Turin, Italy; ^bUniversity of Malta, Malta; ^cUniversity of Campania Luigi Vanvitelli, Italy;

^dAston University, U.K.

Submission deadline: 31st October 2022

Savvy businesses are using sustainability-oriented innovations (Cagliano, Worley & Caniato, 2016; Demirel & Kesidou, 2019; Klewitz & Hansen, 2014) to increase their competitiveness and growth prospects, whilst engaging in corporate social responsibility (CSR) practices (Bocken, Schuit & Kraaijenhagen, 2018; Jamali & Carroll, 2017; Renouard & Ezvan, 2018). This way, they add value to their company and to society at large (Hahn, Figge & Barkemeyer, 2007; Camilleri, 2017; Porter & Kramer, 2011).

Various researchers are promoting value-based business models (Chatain & Mindruta, 2017; Singh, Gupta, Busso & Kamboj, 2019). Very often, they imply that innovative strategies can improve their financial performance as well as societal and sustainable development goals (Bocken et al., 2018; Franceschelli, Santoro & Candelo, 2018; Schaltegger & Burritt, 2018). This argumentation is consistent with Chesbrough's (2003) stance on "Open Innovation" (OI). Chesbrough argued that OI leads to competitive advantage as businesses benefit from increased creativity, speed and specialist knowledge.

In today's age, companies are increasingly relying on the support of stakeholders to open up innovation processes amid increased complexities and uncertainties, ever-shortening product life cycles, rapid changes in their marketing environments and other pressures. Hence, businesses are availing themselves of technologies, expertise, competences and talent of other companies and/or individuals to improve their organizational performance. Recently, Bogers et al. (2020) highlighted that the OI paradigm represents an emerging approach that is intended to effectively

address the businesses' challenges as well as those associated with the sustainability of society and the environment.

Indeed, advances in technologies and digital media represent a novelty in different contexts. They provide a key opportunity for companies that are willing to enhance their relationships with stakeholders (Barkemeyer & Figge, 2014; Troise & Camilleri, 2021). For instance, crowdfunding platforms allow companies to obtain additional resources from the crowd (Belleflamme et al., 2014; Troise & Tani, 2021) to trigger product co-creation processes, service improvements and to grow their businesses.

Troise, Tani, Dinsmore and Schiuma (2021) highlighted that the crowd could influence the innovation trajectories of different companies, including those that are considering sustainable investments. An OI approach may support companies to access finance as well as non-financial resources. Businesses can use OI platforms to foster commercially, socially and environmentally responsible practices. Hence, OI approaches hold great potential for organizations and enterprises to enhance collaborative relationships with stakeholders, particularly during challenging marketing environments.

Currently, there are just a few academic contributions that sought to explore how OI approaches could add value to companies and on how they may affect society (Bogers et al., 2020). For the time being, there are still significant gaps in the extant literature. OI approaches have not been fully investigated in depth and breadth. Therefore, there is scope for academia to clarify how practitioners are capable of leveraging stakeholder relationships and to utilize OI to increase their resources, capabilities and competences whilst improving their corporate sustainability and responsibility credentials (Camilleri, 2019). More evidence and practical case studies are required on this promising field of study. Prospective contributions can reveal how, when, where and why sustainability-oriented companies are using OI. This way, they can be in a better position to tackle challenging situations (Seetharaman, 2020; Adams et al., 2016).

In the last two years, many businesses have faced an unprecedented Coronavirus (COVID-19) pandemic. This pandemic resulted in significant detrimental effects on corporate strategies and behaviors (Ghobadian, Han, Zhang, O'Regan, Troise, Bresciani & Narayanan, 2021; Donthu & Gustafsson, 2020) that could have affected their open innovation trajectories (Markovic, Koporcic, Arslanagic-Kalajdzic, Kadic-Maglajlic, Bagherzadeh & Islam, 2021). Future research could clarify whether OI approaches may be used by companies during unexpected crises situations like COVID-19. During this period, several businesses including small- and medium-sized enterprises (SMEs) as well as startups, necessitated their governments' support as they experienced reduced business activities. In some cases, policy makers assisted those enterprises that were the most affected by COVID-19. They helped them improve their liquidity to safeguard their employees' jobs. Alternatively, they supported them through other measures, including training and development, and/or in speeding up their digitalization processes to find new markets (Camilleri, 2021). The unexpected Covid-19 pandemic has offered many challenges as well as opportunities for many businesses. It accelerated open innovations dynamics among enterprises and start-ups (Bertello et al., 2021; Bogers et al., 2020).

In this light, this special issue aims to explore how OI may address societal challenges, whilst adding value to the businesses. Its underlying objective is to disseminate knowledge and understanding on OI approaches, in different contexts. The guest editors encourage submissions of contributions that investigate the role of OI systems that address environmental and social deficits in our societies. Theoretical as well as empirical studies can shed light on the advantages and disadvantages of using OI in a post COVID-19 scenario.

Prospective authors could identify OI approaches that can be adopted by for-profit organizations to address their environmental, social and governance deficits. They can shed light on specific OI strategies that help companies build competitive advantage through corporate responsible and ethical behaviors. They may clarify which OI practices could be used to address a number of the United Nations sustainable development goals (UNSDGs). Alternatively, they may elaborate on the difficulties and challenges of implementing OI approaches in their organization.

The guest editors would welcome contributions that clearly articulate their theoretical as well as practical implications of implementing OI approaches in different contexts. Contributing authors may use different methodological approaches including quantitative or qualitative research methods to reveal new insights on open innovations and collaborative practices among stakeholders, that can ultimately add value to businesses and society. They may reveal how and to what extent OI approaches are (or are not) creating value for their business and to society, in the long run. Suitable topics of interest may include, but are not limited to, the following:

- OI strategies and corporate social responsibility practices;
- Benefits and risks of implementing OI approaches for sustainable (and social) enterprises;
- Impacts of OI on sustainable development and environmental, social and corporate governance performance;
- OI and openness cultures that could transform businesses and influence their competitiveness;
- Relationships between OI and sustainability-oriented approaches;
- Sustainable practices affected by OI approaches;
- Understanding the future of OI to address global challenges;
- Characteristics of OI approaches and their role to navigate in uncertain environments;
- Factors influencing OI strategies and their effects on ethical and sustainable behaviors;
- Ethical and responsible solutions by companies adopting OI;

The call is open to all types of papers, conceptual, theoretical and empirical and to all research methods that support novel, rigorous and innovative academic analyses.

Time schedule

The following schedule is planned:

Submission of papers: 31st October 2022

Initial decisions made and authors informed: 15th November 2022

Deadline for last paper revisions for consideration in the special issue: 15th February 2023
Publication of special edition of journal: summer 2023

Contributions

Full papers are invited to be considered for publication in the journal special issue. Paper submissions should not exceed 8,000 words, for theoretical papers and empirical studies and should follow the author guidelines. Submitted papers should make clear their relevance to business, ethics, the environment, responsibility, management practice, and academic significance. We also welcome joint papers by academics and practitioners.

Guest editors and contact information

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| Stefano Bresciani | University of Turin, Stefano.Bresciani@unito.it |
| Mark Anthony Camilleri | University of Malta, Mark.A.Camilleri@um.edu.mt |
| Ciro Troise | University of Campania Luigi Vanvitelli, Ciro.Troise@unicampania.it |
| Nicholas O'Regan | Aston University, N.Oregan@aston.ac.uk |

Submission Instructions

Submission deadline: 31st October 2022

Authors should refer to the author Guidelines for instructions on submitting to BEER:
<https://onlinelibrary.wiley.com/page/journal/26946424/homepage/forauthors.html>

New submissions should be made via the Research Exchange submission portal:
<https://submission.wiley.com/journal/BEER>

Authors should indicate the special issue "Creating value through open innovation approaches: Implications for corporate sustainability and responsibility":

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