

Creativity and Innovation Management
Special Issue – Call for Papers
Sustainable Digital Entrepreneurship

Manuscript Submission Deadline: February, 28th 2021

Special Issue Guest Editors: *Hölzle, Katharina* (katharina.hoelzle@hpi.uni-potsdam.de),
Hasso Plattner Institute, University of Potsdam, Germany
Schüßler, Elke (elke.schuessler@jku.at)
Johannes Kepler University Linz, Austria
Reischauer, Georg (georg.reischauer@wu.ac.at)
WU Vienna University of Economics and Business,
Austria & Johannes Kepler University Linz, Austria
Rose, Robert (robert.rose@hpi.uni-potsdam.de),
Hasso Plattner Institute, University of Potsdam, Germany
Maul, Valeska (valeska.maul@hpi.uni-potsdam.de),
Hasso Plattner Institute, University of Potsdam, Germany
Advisory Editor-in-Chief: *Björk, Jennie* (jennie.bjork@md.kth.se),
KTH Royal Institute of Technology, Sweden

Motivation of the Special Issue

The ‘sustainability imperative’ (George et al., 2020) has become an important consideration in how we think about and shape our future. While the COVID-19 pandemic most painfully exposed how our socio-economic fabrics are at the mercy of exogenous disruptions on a global scale, the long-term transition towards a sustainable economic, social, and ecological rationale as a response to societal grand challenges is within everyone’s power (George et al., 2016). In fact, the momentum of proactive engagement for a sustainable future is increasingly driven by entrepreneurial endeavors, accomplished by individual founders, startup teams, and any new venture that aims to resolve “formidable challenges ahead of wealth creation per se” (Markman et al., 2019, p. 372). At the same time, this very group of actors also propels the equally all-encompassing digital transformation of our economy and society (e.g., Vial, 2019). In this respect, George and colleagues recently pointed out a “convergence of the sustainability and digital imperatives” (2020, p. 2) – that is, entrepreneurial activities which contribute to the sustainable development goals (SDGs, Howard-Grenville et al., 2019) through novel ways of utilizing digital technologies. Against the background of this confluence, we invite submissions to a dedicated special issue of *Creativity and Innovation Management*, which is intended to further our scientific knowledge, giving deeper insights into the emerging phenomenon of *sustainable digital entrepreneurship*.

Extant research offers a wealthy knowledge base for the topics sustainable entrepreneurship (e.g., Johnson & Schaltegger, 2019; Terán-Yépez et al., 2020), digital sustainability (e.g., Kuo & Smith, 2018; Stuermer et al., 2017), and digital entrepreneurship (e.g., Richter et al., 2017; Song, 2019; Zaheer et al., 2019). However, the scientific inquiry of the interfaces between these topics, namely sustainable digital entrepreneurship, is still in its infancy (George et al., 2020). *Creativity and Innovation Management* as a pluralistic journal presents a fertile platform to advance this stream of research, also putting emphasis on creativity and innovation as “undisputable necessary ingredients for reaching the [United Nation’s] sustainable development goals” (Björk & Hölzle, 2018, p. 373). With this special issue, we hope to further explore and substantiate this pressing topic from the multidisciplinary perspectives of entrepreneurship, creativity, and innovation, in order to trigger and chart an actionable way forward for sustainable digital entrepreneurship theory and practice.

Research Foci

We encourage submissions across a broad array of disciplines and research designs, including conceptual work such as integrative literature reviews or provocative essays, as well as phenomenon-driven empirical studies of an exploratory nature. Specifically, we look forward to diverse research strategies, which leverage methodological advancements in management, organization, entrepreneurship, and innovation studies. This could involve, for instance, text-mining approaches, social network analyses, experimental designs, experience sampling methods, discourse analyses, historical research methods, and further methods pertaining to the study of digital technologies such as ethnographic studies.

Submissions are welcome to focus on, but are not limited to, the following themes:

- **Activities and processes of sustainable digital entrepreneurship:** Prior research on sustainable (digital) entrepreneurship has often focused on prototypical start-ups that are dedicated to specific causes. Digital sustainability, however, can also be viewed as ‘the new normal’ in entrepreneurial endeavors. How does the entrepreneurial process from prototype to commons look like and what activities are characteristic for sustainable digital entrepreneurship?
- **Consequences of sustainable digital entrepreneurship:** What are the intended and unintended consequences at different levels of analysis (George et al., 2020), especially ecosystems, institutional fields, entrepreneurial communities, entrepreneurial teams, and individual entrepreneurs?
- **Organization of sustainable digital entrepreneurship:** What is the role of new forms of organizing such as platforms, accelerators, incubators, or innovation labs that have a dedicated sustainability focus and how is sustainable digital entrepreneurship altering existing forms of organizing?
- **Contributions of sustainable digital entrepreneurship to the COVID-19 pandemic:** The global health crisis challenges entrepreneurs and firms to develop new innovative ideas which present a higher resilience and lead to a more digital and sustainable future. How can sustainable digital intrapreneurship support these endeavors?

- **Sustainable digital intrapreneurship:** Sustainable digital intrapreneurship or corporate entrepreneurship (Burgelman, 1983) may enable larger firms to organize for resilience and which also need to develop the agility necessary to deal with increasing dynamics and uncertainty. But what are the activities, processes, and consequences of sustainable digital intrapreneurship, how can it contribute to the COVID-19 pandemic, and how is it organized?

Submission Information

The manuscript submission deadline for this special issue is February 28th, 2021. All submissions will undergo the regular double-blind peer-review process at *CIM* which will be handled by the guest editors. Articles accepted for this special issue are scheduled for publication for early 2022. Please refer to the author guidelines provided at <https://onlinelibrary.wiley.com/journal/14678691> (see also, Shepherd & Wiklund, 2020). If you have any questions, please contact one of the corresponding guest editors.

References

- Burgelman, R. A. (1983). Corporate entrepreneurship and strategic management: Insights from a process study. *Management Science*, 29(12), 1349–1364. <https://doi.org/10.1287/mnsc.29.12.1349>
- Björk, J., & Hölzle, K. (2018). Editorial. *Creativity and Innovation Management*, 27(4), 373–374. <https://doi.org/10.1111/caim.12298>
- George, G., Howard-Grenville, J., Joshi, A., & Tihanyi, L. (2016). Understanding and tackling societal grand challenges through management research. *Academy of Management Journal*, 59(6), 1880–1895. <https://doi.org/10.5465/amj.2016.4007>
- George, G., Merrill, R. K., & Schillebeeckx, S. J. D. (2020). Digital sustainability and entrepreneurship: How digital innovations are helping tackle climate change and sustainable development. *Entrepreneurship Theory and Practice*, forthcoming. <https://doi.org/10.1177/1042258719899425>
- Howard-Grenville, J., Davis, G. F., Dyllick, T., Miller, C. C., Thau, S., & Tsui, A. S. (2019). Sustainable development for a better world: Contributions of leadership, management, and organizations. *Academy of Management Discoveries*, 5(4), 355–366. <https://doi.org/10.5465/amd.2019.0275>
- Johnson, M. P., & Schaltegger, S. (2019). Entrepreneurship for sustainable development: A review and multilevel causal mechanism framework. *Entrepreneurship Theory and Practice*, forthcoming. <https://doi.org/10.1177/1042258719885368>
- Kuo, T. C., & Smith, S. (2018). A systematic review of technologies involving eco-innovation for enterprises moving towards sustainability. *Journal of Cleaner Production*, 192, 207–220. <https://doi.org/10.1016/j.jclepro.2018.04.212>
- Markman, G. D., Waldron, T. L., Gianiodis, P. T., & Espina, M. I. (2019). E pluribus unum: Impact entrepreneurship as a solution to grand challenges. *Academy of Management Perspectives*, 33(4), 371–382. <https://doi.org/10.5465/amp.2019.0130>
- Richter, C., Kraus, S., Brem, A., Durst, S., & Giselbrecht, C. (2017). Digital entrepreneurship: Innovative business models for the sharing economy. *Creativity and Innovation Management*, 26(3), 300–310. <https://doi.org/10.1111/caim.12227>
- Shepherd, D. A., & Wiklund, J. (2020). Simple rules, templates, and heuristics! An attempt to deconstruct the craft of writing an entrepreneurship paper. *Entrepreneurship Theory and Practice*, 44(3), 371–390. <https://doi.org/10.1177/1042258719845888>
- Song, A. K. (2019). The digital entrepreneurial ecosystem—A critique and reconfiguration. *Small Business Economics*, 53(3), 569–590. <https://doi.org/10.1007/s11187-019-00232-y>
- Stuermer, M., Abu-Tayeh, G., & Myrach, T. (2017). Digital sustainability: Basic conditions for sustainable digital artifacts and their ecosystems. *Sustainability Science*, 12(2), 247–262. <https://doi.org/10.1007/s11625-016-0412-2>
- Terán-Yépez, E., Marín-Carrillo, G. M., Casado-Belmonte, M. del P., & Capobianco-Uriarte, M. de las M. (2020). Sustainable entrepreneurship: Review of its evolution and new trends. *Journal of Cleaner Production*, 252, 119742. <https://doi.org/10.1016/j.jclepro.2019.119742>
- Vial, G. (2019). Understanding digital transformation: A review and a research agenda. *Journal of Strategic Information Systems*, 28(2), 118–144. <https://doi.org/10.1016/j.jsis.2019.01.003>
- Zaheer, H., Breyer, Y., & Dumay, J. (2019). Digital entrepreneurship: An interdisciplinary structured literature review and research agenda. *Technological Forecasting and Social Change*, 148(June 2018), 119735. <https://doi.org/10.1016/j.techfore.2019.119735>