



## Business Model Innovation for Sustainability

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Deadline for manuscript  
submissions:  
**closed (15 February 2022)**

### Message from the Guest Editors

Dear Colleagues,

There is growing attention on business model innovation for sustainability (BMIS), both in academic research and practice. The awareness among businesses, politicians, and citizens makes it clear that our current economic system is causing enormous sustainability issues, which make a transition to a more sustainable, circular economic system inevitable. A sustainable business model is expected to create economic, environmental, and social value. However, since business model innovation for sustainability is often associated with high (investment) costs and a constraint of a firm's profitability, sustainable business models are rejected (Geissdoerfer et al., 2017; Linder and Williander, 2017) or fail when implemented (Naor et al., 2018; Geissdoerfer et al., 2018; Evans et al., 2017; Bocken and Geradts, 2017).

More details at:

[https://www.mdpi.com/journal/sustainability/special\\_issues/business\\_innovation](https://www.mdpi.com/journal/sustainability/special_issues/business_innovation)





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## Message from the Editor-in-Chief

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