



The Complicated Relationship between Innovation and Sustainability: Opportunities, Threats, Challenges, and Trends

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Deadline for manuscript submissions:

closed (31 December 2023)

Message from the Guest Editors

Dear Colleagues,

Firstly, evidence suggests that outcomes of innovation do not necessarily determine a progress towards sustainability. On the contrary, innovation often contributes to exacerbate many of the problems, or even the creation of new ones.

In addition, it is not just innovation fostering sustainability, the reverse is also true. Many companies are experiencing a path to sustainability-driven innovation, where sustainability criteria are integrated into the creation of new products, processes, and services. This different vision of sustainability that leverages innovation has the power to change the traditional image of sustainability as a cost of doing business into a business driver that can simultaneously improve performance and offer a source of competitive advantage.

Furthermore, just like the concept of sustainability is a multidimensional phenomenon involving economic, social, institutional, and environmental problems, similarly there are different types of innovations towards sustainable development. All this complexity needs governance in order to effectively serve for the ultimate goal of preserving the future of our planet.





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