



**5th edition of the international conference**

**Governance of a Complex World 2016**

**GCW 2016**

**“Innovation, Employment and the Environment”**

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**Valencia, Spain**

<http://gcw2016.sciencesconf.org>

**PARALLEL PAPER TRACK on THE GOVERNANCE OF CORPORATE ECO-INNOVATIONS**  
**Organized by Jackie Krafft (GREDEG / Université de Nice Sophia Antipolis, Valbonne)**  
**and Sandro Montresor (Kore University of Enna, Faculty of Economics and Law)**

The socio-economic relevance of corporate eco-innovations (EIs) is nowadays undisputed. By engaging in EIs, firms can actively contribute to smart and sustainable patterns of growth, achieving a “win-win” strategy, which combines their business objectives with the reduction of the environmental harm. In spite of this relevance and of the increasing attention EIs are accordingly attracting, both in policy actions and strategic recommendations, their economic drivers are still relatively “black-boxed”. While important knowledge has been gained in this respect by combining ecological economics and innovation studies, a number of aspects still require to be addressed for making the support to EIs more effective.

In particular, we are still in lack of consistent theoretical arguments and systematic empirical evidence about how firms can “govern” the complex process leading to EIs, by adopting internal and external corporate behaviours and relationships for this to happen. On the one hand, apart from the indirect and conjectural evidence obtained by investigating the role of size and age for EIs, little is known about how the firm’s organisation can be designed and managed for increasing the propensity to EIs: for example, in terms of organizational forms and structures; decisional, coordination and communication processes; relationships among the stake-holders; and human management relationships. On the other hand, further investigation is required to deepen our knowledge of the propensity firms have recently been shown to engage in an “open EI-mode”, by spanning their boundaries for the sake of EIs through different mechanisms: for example, knowledge transfer and knowledge sourcing; research and business cooperation; vertical integration and externalisation of business activities.

The session is aimed at presenting and discussing novel insights, both empirical and theoretical, on these and/other related topics about the governance of corporate eco-innovations. Contributions should mainly, though not exclusively, be at the firm level and deal with the focal issue by referring to established and incumbent firms that decide/plan to “go green” or “keep going green”, rather than to the entrepreneurial effort of new ventures and start-ups “born” to be green. The list of potential topics comprehends, among the others: the adoption or/and implementation of internal or/and external mechanisms of EI governance and modes; their impact on the introduction of company EIs or/and different dimensions of firm performance entailed by EIs, including firm’s growth, market value and productivity.

A selection of the papers submitted to the session, will be considered for publication on a special issue of “Economia Politica: Journal of Analytical and Institutional Economics” (<http://www.editorialmanager.com/epol/Default.aspx>), co-edited by Jackie Krafft and Sandro Montresor.

**Submission of abstracts:** Submit a 1000 word abstract to <http://gcw2016.sciencesconf.org>

The abstract should clearly mention:

The title of the paper; the name of the author(s) and full address of the corresponding author (postal address, phone, fax and email); submission to the parallel paper track “The governance of Corporate Eco-Innovation”; the aim of the study and methodology; and the (expected) results and/or conclusion

**Important dates:**

**Deadline for abstract submission: February 28, 2016**

Notification of acceptance: April 20, 2016

Full paper submission: June 1, 2016

Payment of Registration Fees and Conference Dinner: June 1, 2016