1. EXPLORING THE SYSTEM LEVEL

1.3 BUSINESS MODELS FOR TRANSITION: EMPIRICAL OBSERVATIONS AND THEORETICAL FOUNDATIONS OF BUSINESS MODELS FOSTERING SOCIETAL TRANSFORMATION AND TRANSITION

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In recent times it has become crystal clear that we need to develop innovative and radical solutions to tackle wicked and pressing problems associated with our current, linear economy and the sticky societal arrangements that are formed around it. This track aims to address the contributions that sustainable business models can make in shaping transformation and transitions towards a more sustainable and inclusive society (e.g., Jonker and Faber, 2021).

Problems to be addressed include among others climate change, resource use, social exclusion, and biodiversity (Rockström et al., 2009; Raworth, 2017). These problems are linked and should be addressed at various levels of aggregation. Limitation of current society to tackle complex challenges become more and more visible. Efforts to address these issues thus far have only resulted in the creation of waste, pollution, depletion and

extreme forms of social exclusion. A new generation of business models is needed that fosters transition towards sustainable societies (Derks, et al., 2023; Faber and Jonker, 2023).

Since many, if not all, of these problems stem from the way value creation is organised, it calls for a reconceptualization of how the amalgamation of sustainable, circular, inclusive, and restorative business models can bring about radical (system) change.

Leading questions:

For NBM2024 San Sebastian, we want to explore how sustainable business models contribute to shaping transitions towards a more just, more inclusive and sustainable society. We welcome both empirical as well as theoretical / conceptual contributions. Regarding practice, we are interested in contributions that address the question where we may find examples of this in practices and/or policies, in which business models are deliberately applied to realise such transition. We are interested to learn what the impact of these business models is. Concerning theoretical / conceptual contributions we are looking for ways in which the foundations and concepts of business models foster transition. How are the connections between the concepts of transition and value creation operationalised and to what effect?

Our ambition is to organise two sessions. One on empirical observations and experiences of how business models give shape to societal transition. The second session will focus on exploring theoretical and conceptual foundations of the issue of business models for transition. All those who submit to this track are cordially invited to join both sessions, present their work, and partake in the discussions.

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