

**Proposal for a Special Track: IMP 2019
Sustainability in the networked economy**

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Sustainability is variously defined as being made up of three components which should drive modern business operations. It is also a term that is used synonymously with ‘environment’, ‘green business’, etc. The multiple uses of the term are reflected in the academic literature in marketing and purchasing: ‘green marketing’ and ‘green procurement’ are short-hands for a wide range, and increasing number, of works focused at the consumer, organisational, relationship, supply chain and market levels. Recent work within IMP focuses on the circular economy, sustainability practices, sustainable value propositions, etc.

While ‘sustainability’ is not a new empirical theme for IMP researchers, it is timely to re-focus our attention on the opportunities and challenges for sustainable business within the networked economy. After all, sustainability has recently been deemed a ‘grand challenge’ for management researchers (as well as modern society more broadly). We invite papers that adopt an IMP perspective in order to contribute with ideas and knowledge to researchers and companies facing the sustainable business challenge. For example, papers could cover, but are certainly not limited to, themes such as how do companies mobilize sustainability throughout the network, how sustainable business is organised across networks, how value is created in circular economies, etc.