

ECIE 2024

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Mini Track on Twin Green and Digital Innovation

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Green and Digital Innovation are key elements to enhance the competitiveness and the transformation of business towards a circular economy. The Twin Green and Digital Innovation was launched in 2022 by the European Commission as a key element of the Green Deal and the long-term strategy for SMEs and will become very urgent for European companies in 2024 as they will need to comply with the reporting standards set out by the EC Corporate Sustainability Reporting Directive.

While larger companies are investing in Green and Digital innovation, SMEs are lagging behind, affecting their capability to comply with longer term customer demands and government reporting regulations.

Despite the importance of the topic for the competitiveness of European companies, there are some important research gaps. There is limited evidence on the actual adoption levels of Twin innovation. There is a lack of understanding of the longer term costs and benefits and how to secure effective organisational embedding of Twin innovation. In addition, there is a lack of detailed consideration of the extent to which twin innovations help SMEs to carry out a transformation to a circular economy. So far, it is only known that digital innovations can help efficiently use resources, but less about how exactly this can work in SMEs. Suggested topics include but are not limited to:

- Definition of sector-based Twin green and digital innovations
- Adoption levels & challenges of Twin innovation by both SMEs and by large companies
- Business opportunities of Twin innovation
- Economic costs and benefits of Twin innovation
- Organisational embedding of Twin innovation
- The role of Twin innovation for a circular economy



Prof. Dr. Augustinus van der Krogt is Professor in social business and digital transformation management. Next to lecturing he undertakes research on entrepreneurship, internationalisation, fintech, machine learning and digital business strategies. He currently focuses on research on the impact and challenges of Twin Green and Digital innovation by SMEs.



Antonia Hoffmann is a doctoral student at the Chair of Management Accounting at the School of Management of the Technical University of Munich. Her research focuses on sustainability management in SMEs. In particular, she is dedicated to circular economy in SMEs, focusing on craft enterprises. She focuses on the role of strategic orientation, cooperation and digitalization.

Submission details

In the first instance a 300 word abstract is required, to be received by **6th March 2024**. Submissions must be made using the online form at: <http://www.academic-conferences.org/conferences/ecie/ecie-abstract-submission/>

If you have any questions about this track please email: stijn.vanderkrogt@srh.de or antonia.hoffmann@tum.de

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