



International

*Innovation in Knowledge Based and Intelligent
Engineering Systems*



INVITED SESSION SUMMARY

Title of Session:

Sustainable Innovation within Markets and Businesses

Name, Title and Affiliation of Chairs:

Miss. Alessia Mevoli, Anglia Ruskin University, UK

Dr. Katie L. Leggett, Anglia Ruskin University, UK

Associate Professor Henna Syrjälä, University of Vaasa, Finland

Details of Session (including aim and scope):

Sustainable innovation is critical for achieving long-term business resilience, competitiveness, and societal well-being. As markets evolve and sustainability pressures from both consumers and regulations grow, businesses must adapt with the adoption of sustainable practices and evolved market offerings to remain competitive and relevant within the marketplace.

This session focuses on how sustainable innovation emerges across multiple levels, from macro-level market dynamics to micro-level organisational practices. Sustainable innovation in response to changing markets can occur from both top-down and bottom-up approaches. With top-down transformation led by organisational factors such as brand purpose, leadership and strategic goals; whereas bottom-up transformation lies in response to employees, customers and communities' desires and demands. Together, these approaches mean that sustainability is spread across all aspects of business, driving innovation and affecting environmental and societal progress.

In this special session, we aim to explore the drivers of sustainable transformation and developments within both the macro context of the market environment and the micro context within businesses. We seek to foster interdisciplinary dialogue on the drivers, mechanisms, and impacts of sustainable innovation across industries and markets, highlighting how responsible design, technology and management practices shape a more sustainable future.

The session will cover (but not be limited to) the following topics:

- Top-down sustainable innovation in markets and businesses
- Bottom-up sustainable innovation driven by employees, customers, and communities
- Marketing of sustainable products and services
- Branding considerations of sustainable products and services
- Design approaches and innovative processes to enable sustainability
- Technological developments sustainable business practices
- Drivers of sustainable consumption and market adoption
- Managerial approaches to embedding sustainability and innovation

Contributions of any type are welcome, including empirical research, literature reviews, conceptual, case studies and surveys.

Authors' guidelines, and deadline for submissions can be found on the conference website <http://sdm-26.kesinternational.org/>

Main Contributing Researchers / Research Centres (tentative, if known at this stage):**Website URL of Call for Papers (if any):** N/A**Email & Contact Details:**

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