



**THIAGARAJAR**  
**SCHOOL OF MANAGEMENT**  
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MADURAI, TAMIL NADU  
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**FOS<sup>20</sup><sub>26</sub>GRIE**

# International Conference on Frontiers of Sustainability- Global Responsibility for Innovation & Entrepreneurship

## [FOS 2026-GRIE] [Hybrid]

**22 - 24 JANUARY 2026**

*In collaboration with*



### Track 4

#### Sustainable Entrepreneurship & Innovative Business Models



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## Track Information

We invite conceptual and empirical contributions on how entrepreneurs ideate, test, and scale sustainable business models (SBMs) that create economic value while delivering measurable social and environmental impact. We are interested in mechanisms, capabilities, partnerships, financing instruments, governance, and data/digital enablers that allow ventures and incumbents to operationalize sustainability and avoid mission drift, especially in emerging economies and inclusive ecosystems. We welcome studies that combine rigor and practical relevance, yielding actionable insights, tools, or frameworks that organizations can adopt.

Sustainable entrepreneurship, as defined by Elkington and Hartigan (2008), focuses on the creation of new market dynamics driven by social entrepreneurs who challenge traditional business practices and create sustainable models that address pressing global issues. Similarly, Chahine (2021) emphasizes the step-by-step approach social entrepreneurs must adopt to ensure that their ventures generate tangible social impacts, while simultaneously navigating the complexities of market demands and financial sustainability.

We are particularly keen on studies that explore how technologies and innovation foster sustainability transitions, as highlighted by George et al. (2021), who investigate how digital solutions are essential in tackling global challenges such as climate change. Innovations in this area are pivotal for driving businesses towards sustainability goals, integrating digital tools that are both economically viable and environmentally impactful. This aligns with the work of Schaltegger and Wagner (2011), who analyze how sustainable entrepreneurship interacts with sustainability innovations, offering a comprehensive framework for understanding the challenges and opportunities faced by entrepreneurs in operationalizing sustainability.

Further, circular economy business models, which minimize waste and maximize resource utilization, are critical for sustainability. Lüdeke-Freund et al. (2019) and Chabowski et al. (2025) have demonstrated that circular economy innovations offer significant pathways for businesses to adopt sustainable practices while maintaining financial growth. These models not only reduce environmental footprints but also enhance the resilience of businesses in a resource-constrained world.

In conclusion, we welcome contributions that combine rigorous academic research with practical relevance, yielding actionable insights, tools, or frameworks that organizations, especially in emerging markets, can adopt. Contributions should aim to bridge the gap between theory and practice, focusing on providing concrete recommendations for entrepreneurs, policymakers, and investors to create lasting value through sustainable ventures. Authors are encouraged to consider the potential role of partnerships in driving sustainability initiatives, as well as the financial, governance, and technological mechanisms that enable successful SBM implementation in various contexts.

### Topics of interest include, but are not limited to

- Social Entrepreneurship for Sustainability — Building ventures to solve social and environmental issues.
- Business Models for the Circular Economy — Designing businesses that minimize waste and maximize resource use.
- Cooperative & Inclusive Business Models — Ensuring equal benefits for all stakeholders.
- SDGs in Entrepreneurial Strategy — Aligning start-ups with UN Sustainable Development Goals.
- Crisis-Driven Sustainable Innovation — Creating eco-friendly solutions in response to global challenges.

### **Major Keywords:**

Sustainable entrepreneurship; sustainable business models; circular economy; inclusive innovation; hybrid organizations; impact finance; SDG strategy; impact measurement; life-cycle assessment; SROI; scaling; frugal innovation; digital sustainability; governance.

### **Uniqueness of the track SDG goals connected:**

- SDG 1 (No Poverty)
- SDG 5 (Gender Equality)
- SDG 8 (Decent Work & Economic Growth)
- SDG 9 (Industry, Innovation & Infrastructure)
- SDG 10 (Reduced Inequalities)
- SDG 11 (Sustainable Cities & Communities)
- SDG 12 (Responsible Consumption & Production)
- SDG 13 (Climate Action)
- SDG 17 (Partnerships for the Goals).

## **SUBMISSION TYPES**

**Full Length Paper:** (5,000 to 6,000 Words) It will be published in Springer proceedings (Scopus Indexed)

**Research Pitch:** Extended Abstract (1500 Words) It will be published in FOS 2026-GRIE conference Proceeding book with ISBN

### **Publication outlet:**

- All submissions will undergo a rigorous peer-review process. Based on the review outcomes:
- Selected ideas and abstracts will be included in the Book of Abstracts (with ISSN).
- Conference Full length papers will be published in the Springer Proceedings (Scopus Indexed).
- Selected full papers, as recommended by the conference peer-review team, will be invited for submission to one of the listed journals, in alignment with the scope of the work.

**Note:** For more details, please refer author guidelines in conference website

**Website link:** <https://fos.tsm.ac.in/>

**Submission link:** <https://forms.gle/BZ4kipxiDbJpu7aj6>

## Major References

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