

The 18th Economic International Conference
Challenges and Opportunities for a Sustainable Development
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**Managing knowledge and innovation for
sustainable models of business:
a systematic literature network analysis**

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Sustainability

[sus · taina · bil · i · ty] noun

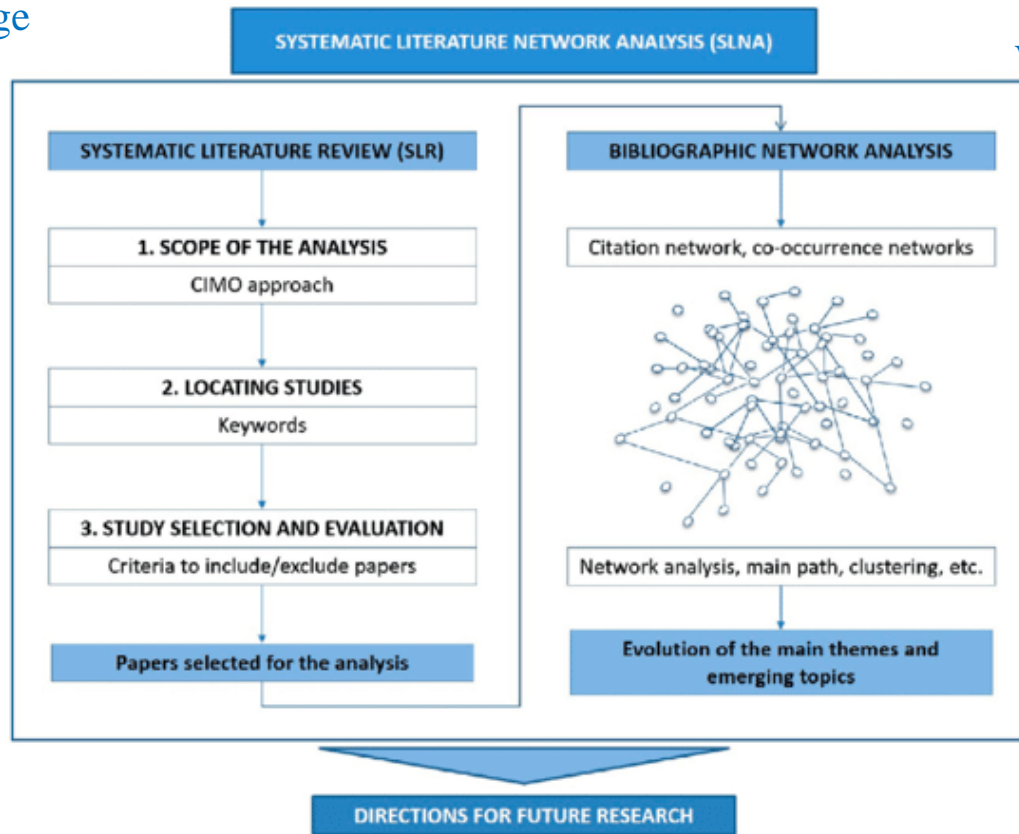
Meeting the needs of the present without compromising
the ability of future generations to meet their own needs.

United Nations, 1987

Methodology

30 highly cited papers on
the
Web of Knowledge
database

Bibliometric analysis on 1819
results
on the
Web of Knowledge database

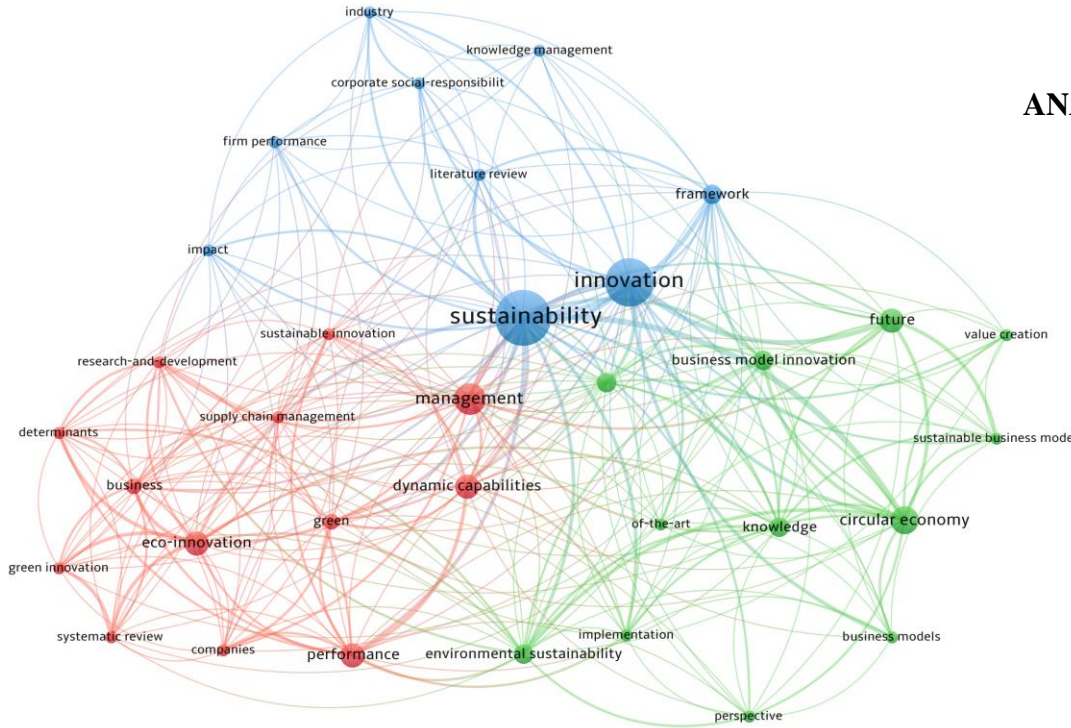


Source: Literature review on the 'Smart Factory' concept using bibliometric tools (Strozzi F., 2017)

Systematic literature review

- ❖ Facing the global challenges of the 21st century, **businesses require infusing sustainability into their core business strategies**. Sustainability integrated into a business generates competitive advantages because of the innovation practices generated (Di Vaio et al., 2021)
- ❖ Some authors emphasize the **link between circular and sustainable business models**, believing that sustainability is an intrinsic part of the circular business model concept. (Geissdoerfer et al., 2020)
- ❖ Companies that want to be **sustainable** must **include** such issues into their **daily operations and plans**, resulting in long-term good impacts for society. As a result, understanding the primary factors for eco-innovation adoption stands out as a key topic, both theoretically and empirically. (Bossle et al., 2016)
- ❖ Businesses are increasingly expected to develop **innovations** that balance economic, environmental, and social aims in order to comply to the concept of sustainable development (sustainable innovations). The most promising innovations in the new era are **Internet and communication technologies, blockchain in the food supply chain**, and other Industry 4.0 applications, as well as approaches that redefine how we consume food (for example, **lab-grown meat, plant-based meat alternatives, and the valorization of a wide range of bioresources**). (Galanakis et al., 2021)

VOSviewer



ANALYSIS TYPE	ANALYSIS UNIT
Co-authorship	<ul style="list-style-type: none"> • Authors • Organisations • Countries
Co-occurrence	<ul style="list-style-type: none"> • Keywords • Authors keywords • Keywords Plus
Citation	<ul style="list-style-type: none"> • Documents • Sources • Authors • Organisations • Countries
Bibliographic coupling	<ul style="list-style-type: none"> • Sources • Authors • Organisations • Countries
Co-citation	<ul style="list-style-type: none"> • References citation • Sources Citation • Authors citation



Source: Web of Knowledge database, processed with VOSviewer software

Web of Knowledge

The screenshot displays the Clarivate Web of Science interface. At the top, the Clarivate logo is on the left, and 'English' and 'Products' are on the right. Below the logo, the 'Web of Science' title is followed by navigation links: 'Search', 'Marked List', 'History', and 'Alerts'. A user profile for 'Denisa Chifan' is visible in the top right corner. The main content area shows '1,819 results from Web of Science Core Collection for:' followed by a search bar containing the query: '"knowledge" (Topic) and "innovation" (Topic) and "sustainab**" (Topic) and "business**" (Topic)'. To the right of the search bar are three buttons: 'Analyze Results', 'Citation Report', and 'Create Alert'. Below the search bar, there are five rows of search criteria, each with a dropdown menu, a text input field, and a close button (X). The criteria are: 1) Topic: "knowledge" (Example: oil spill* mediterranean); 2) And Topic: "innovation" (Example: oil spill* mediterranean); 3) And Topic: "sustainab**" (Example: oil spill* mediterranean); 4) And Topic: "business**" (Example: oil spill* mediterranean); 5) And Author: O'Brian C* OR OBrian C* (Example: O'Brian C* OR OBrian C*). At the bottom left, there are buttons for '+ Add row' and '+ Add date range', and a link to 'Advanced Search'. At the bottom right, there are buttons for 'Clear' and 'Search'.

Source: Web of Knowledge database, processed with VOSviewer software

Systematic literature review

A convergent transformation across industries it's expected, in sectors like:

❖ energy

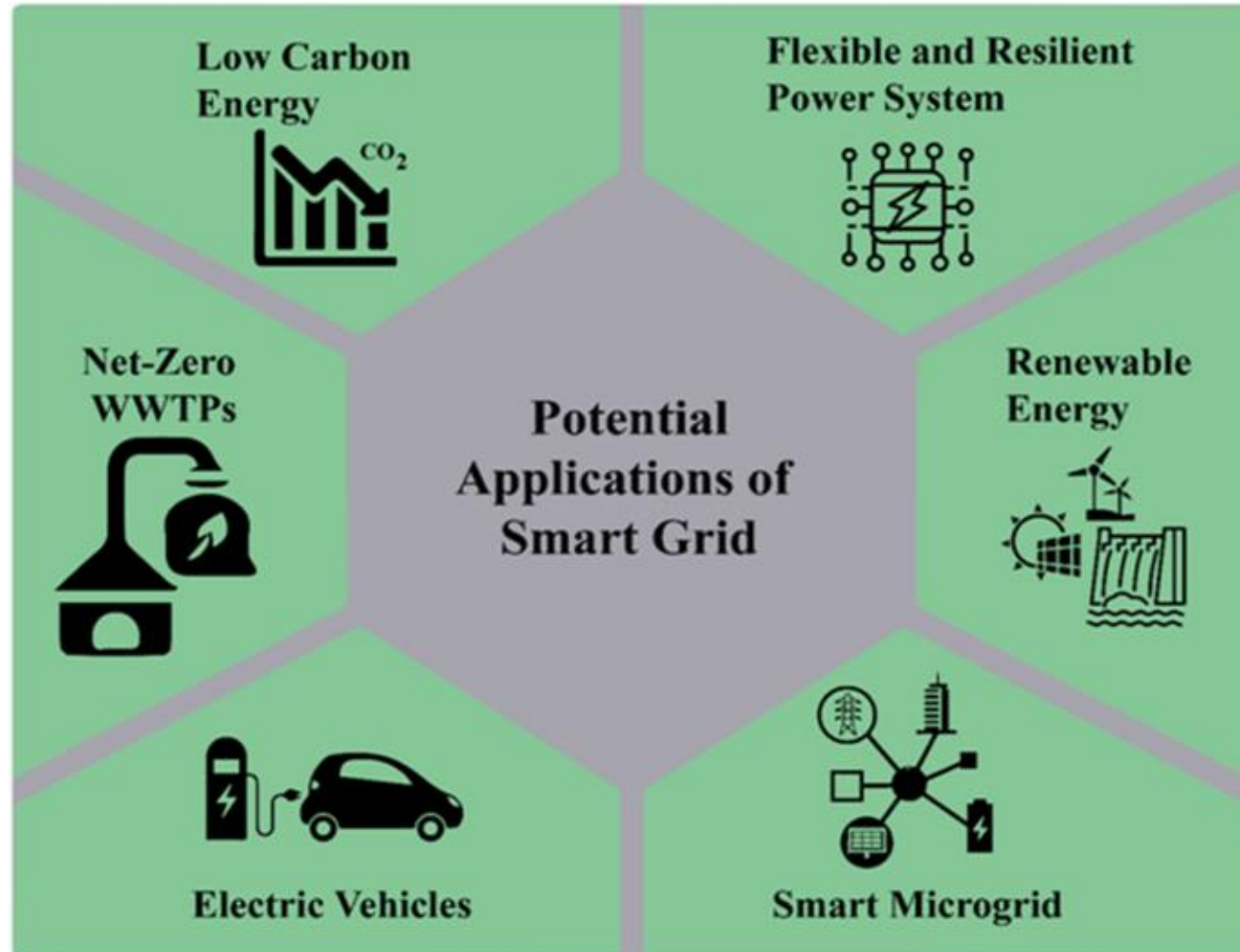
(carbon considerate and decentralised smart grids)

❖ Transport

(autonomous vehicles connected via cyber-physical systems)

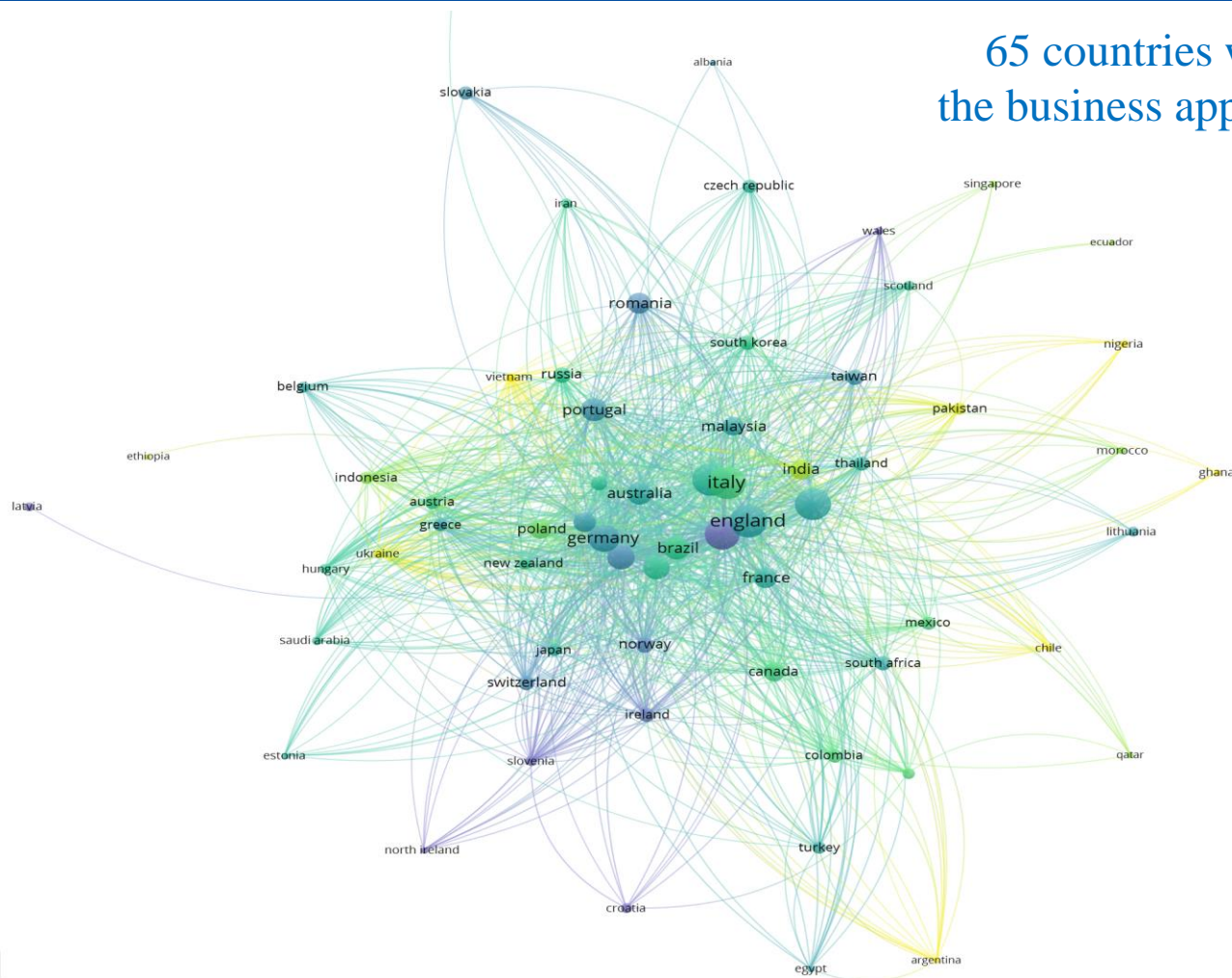
❖ communication

(online and Big Data)

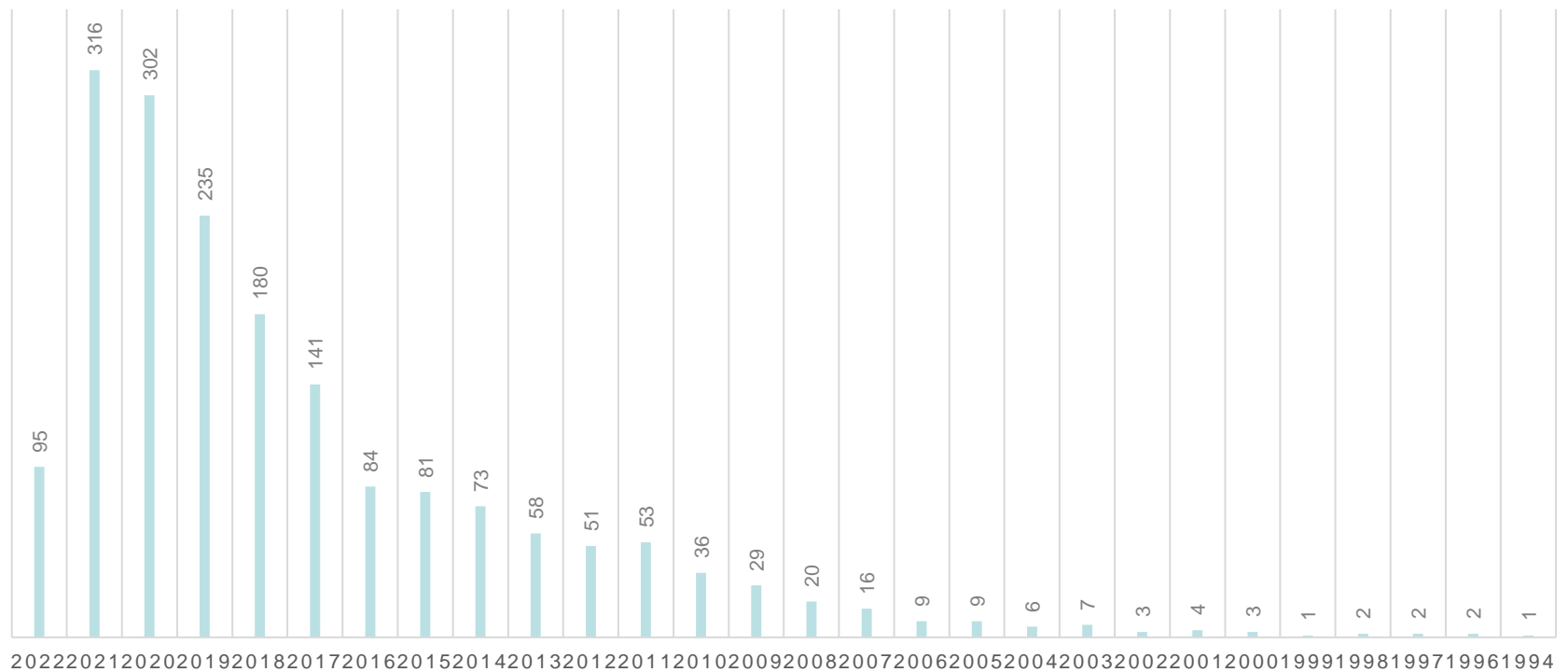


Source: Applications of smart grid technology in Nepal: status, challenges, and opportunities (Bhattarai T. et al., 2022)

65 countries with publications on
the business approach on sustainability



NUMBER OF PUBLICATIONS



Source: Web of Knowledge database

Conclusions

- ❖ The research used a **dynamic methodology** called systematic literature network analysis that combined a Systematic Literature Review of 30 highly cited papers on this matter with the analysis of bibliographic networks.
- ❖ The systematic literature review was very complex because of all the **new terminology linked to sustainability and business** and future research is needed to analyse the impact of each one in the business strategy for success.
- ❖ The bibliometric analysis underlined a growing interest for sustainability applied in business.
- ❖ **Future research directions** may include different categories of businesses, by their dimensions: **SMEs, MNCs, and entrepreneurial businesses** to study the impact of different capabilities and access to knowledge and innovation in each category.