

# Greenovation: **ADVANCING SUSTAINABLE BUSINESS MODELS IN EMERGING ECONOMIES**

**Submission Deadline: 31<sup>st</sup> December 2025**

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## **About the Special Issue**

'The Management Dynamics' journal invites high-quality submissions for a special issue on the theme: "Greenovation: Advancing Sustainable Business Models in Emerging Economies". The imperative for sustainable business transformation has intensified due to mounting global challenges, including climate change, environmental degradation, and the depletion of natural resources. Concurrently, technological advancements offer unprecedented opportunities for businesses to innovate while contributing to environmental and social objectives. This special issue focuses on the emerging concept of Greenovation - the strategic integration of eco-friendly initiatives with innovation to create sustainable value propositions. Greenovation captures the dual goals of advancing ecological stewardship and fostering business resilience. It enables businesses to minimize environmental impact while maintaining competitiveness, stakeholder trust, and alignment with global imperatives such as the United Nations Sustainable Development Goals (SDGs). Despite increasing academic and practitioner interest, significant gaps remain in understanding how organizations in emerging economies can balance green transformation with growth, profitability, and technological dynamism.

This special issue seeks to address these gaps by encouraging theoretical, empirical, and practice-oriented contributions.

## **Scope and Objectives**

This Special Issue aims to foster multidisciplinary discussions at the intersection of sustainability, innovation, emerging technologies, and strategic management, especially contextualized for emerging market realities. We encourage submissions from scholars and practitioners in fields such as management, environmental studies, operations, supply chain, entrepreneurship, information systems, public policy, and economics.

**Topics of interest include (but are not limited to):**

- Development and transformation of green business models in emerging markets
- Strategic innovations driving environmental sustainability
- Role of digital technologies (AI, blockchain, IoT) in advancing green practices
- Green supply chain management and sustainable logistics networks
- Measuring and managing sustainability performance and environmental impact
- Circular economy initiatives and regenerative business practices
- Financial innovations supporting green entrepreneurship and sustainable finance
- Corporate governance, regulation, and public policy for green innovation
- Sector-specific studies: agriculture, energy, manufacturing, and services
- Cross-country and regional comparative studies on sustainable innovation adoption
- Challenges and enablers of implementing greenovation strategies in resource-constrained settings
- Resilience-building and risk mitigation through sustainable innovations

**Submission Guidelines**

We invite the submission of:

- Original research articles
- Conceptual papers offering comprehensive literature reviews
- Practitioner-oriented perspectives and critical essays
- Management and industry case studies
- Book reviews related to sustainability, innovation, and emerging markets

All submissions must be original, unpublished, and not under consideration elsewhere. Manuscripts should adhere to the Management Dynamics journal's author guidelines, available on the journal's website. Each paper will undergo a double-blind peer review process to ensure high scholarly standards.

**Important Dates**

- Submission Deadline: 31<sup>st</sup> December 2025
- Special Issue Publication: January 2026

Link for Submission: <https://www.editorialmanager.com/mandyn/default1.aspx>

Journal Website: <https://managementdynamics.jaipuria.ac.in/>



**Contact Information**

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