

## Proposal special track IMP 2025

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### The role of policy directives and regulations in shaping sustainable network change

Current business relationship (in networks or ecosystems) are grounded in the economic principles of independency of each actor (Williamson, 1986). Together with a dominant 'linear' flow of goods and services from upstream producers to downstream end-users, actors were dealing with terms like 'sustainability' and 'circularity' from their own perspective in the network. Learning from the past meant doing better in that perspective.

Initiatives like (amongst many others) the butterfly diagram (MacArthur, 2019) try to broaden that perspective, to actually use the lessons from the past to develop future, circular interactions and interventions. As an example, the EU Corporate Sustainability Reporting Directive (CSRD) invites companies to use information from suppliers (and customers) to widen their scope on the environmental burden of their activities. This means that the relationship in the future also entails the (information on) activities from the network partners. It could well be that the interactions needed to comply with environmental initiatives like CSRD contribute to new dynamic approaches to economic exchange in the network and inter-organizational interactions. We could say this enriches the future exchange amongst network partners.

This special track invites researchers to present their work on the challenges and possibilities of developments in sustainability and circularity (like CSRD) for future interactions and exchanges in business relationships.

The proposed topics (including but not limited to) the following:

- ☹️ as transportation is inherently contributing to pollution, how can interactions in the network contribute to reducing the collective footprint
- ☺️ Journey thinking in networks
- ☺️ Lessons from sharing economy initiatives
- ☺️ Industrial networks that change into service providers
- ☺️ Alliances, co-operatives, formal forms of collaboration
- ☺️ Servitization initiatives

### References:

MacArthur, E., (2019) Circular Economy Systems Diagram, [www.ellenmacarthusfoundation.org](http://www.ellenmacarthusfoundation.org)  
Williamson, O. (1986) Transaction-cost economics: The governance of contractual relations. In J. Barney & W. Ouchi (Eds.), *Organizational economics* (pp. 98–129). San Francisco: Jossey-Bass.