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EURAM-2022: Special Issue on: "Technology as a Sustainability Driver: From Patents to ESG and SDG Related Investment Decisions"

Guest Editors:
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With the advent of climate change, health crises, and global pollution, the United Nations' Sustainable Development Goals (SDGs) have become an inevitable new paradigm. Herein, it is increasingly recognised that SDG-compliant investing and policy design have the potential to reshape entire industries and positively impact the development of corporations, economies, and societies towards more sustainability. Contrary to common belief, it is clear from the outset that the ambitious – but also necessarily – objective to achieve sustainability will not be realised by economisation alone, particularly as emerging economies often pursue their growth paths at the expense of sustainability. Instead, an additional paradigm shift needs to occur, which comprises the realisation that only rapid technological transformation and innovation unlocks enough potential to provide the necessary momentum in the change towards more sustainability.

To actively guide policies and decision-making in this regard, patents may serve as a comprehensively available albeit objective and reliable data source for all firms regardless of their locations, sizes, and national publication and documentation requirements. Various boundary conditions such as corporate innovation strategies and national legislation shape the patenting process. To master corresponding challenges, various patent indicators have been developed, including quantity- as well as value-driven metrics. However, the major roadblocks to reliable analytics are suboptimal data quality and coverage as well as the ambiguity of various patent indicators, which need to be surpassed to derive meaningful results for subsequent strategic implementation.

This special issue aims to discuss the development of patent indicators as well as mastering data challenges to identify ESG or SDG related technologies based on global patents. Identifying ESG- or SDG related technologies in firms is still in its infancy, where patent and technology allocations are a work in progress by scholars and corporations like LexisNexis IP and others. Patents could serve as a source to overcome this obstacle. If this becomes realisable, i.e., if patent indicators allow the objective assessment of SDG technologies, private, institutional as well as public funds may be proactively channelled to investments advancing the sustainability in societies and the green economy. This could underpin and strengthen the shift to financial investment in sustainable businesses with a reliable and objective data base and would be particularly important for emerging countries. For this purpose, we discuss the usability, challenges, and limits, advance boundaries, and develop novel approaches to bridge the gap between value-driven patent analytics, patent indicator development, global financial decision-making, and the worldwide promotion of sustainable technologies in our symposium.

The Guest Editors will be inviting substantially extended versions of selected papers presented at the European Academy of Management Annual Conference (EURAM-2022), for review and potential publication, but are also inviting other experts to submit articles for this call.

Selected References

- Bican, P.M. and, Brem, A. (2020). Digital Business Model, Digital Transformation, and Digital Entrepreneurship: Is there a Sustainable Digital?. Sustainability, 12/13, 5239
- Fabrizi, A., Guarini, G., and Meliciani, V. (2018). Green patents, regulatory policies and research network policies. Research Policy, 47(6), 1018-1031.
- Fischer, T., and Leidinger, J. (2014). Testing patent value indicators on directly observed patent value – An empirical analysis of Ocean Tomo patent auctions. Research Policy 43(3), 519-529.
- Guderian, C.C., Bican, P.M., Riar, F.J. and Chattopadhyay, S. (2021). Innovation management in crisis: patent analytics as a response to the COVID-19 pandemic. R&D Management, 51(2), 223-239.
- Guderian, C.C., Posth, J.-A., Grob, L. (2021). Patent Analytics for Investment Decisions. Working Paper.
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- Teece, D.J. (1986). Profiting from technological innovation: Implications for integration, collaboration, licensing and public policy. Research Policy, 15(6), 285-305.

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Subject Coverage
Suitable topics include, but are not limited, to the following:

- Alternative data
- Competitive and technology intelligence
- copyrights
- Environmental, social, governance (ESG)
- Fin-technology (FinTechs)
- Green Technology (GreenTechs)
- Innovation, research and development, and technology management
- Intellectual property
- Intellectual property alpha
- Investment decisions
- M&A management
- Patent analytics
- Patent indicators
- Patent valuation
- Private equity
- Smart beta
- Standard essential patents
- Strategic intellectual property management
- Sustainability
- Sustainable investing
- Systematic investing
- Technology landscaping
- Trade secrets
- Trademarks
- United Nations Sustainable Development Goals (SDGs)

Notes for Prospective Authors
Submitted papers should not have been previously published nor be currently under consideration for publication elsewhere. (N.B. Conference papers may only be submitted if the paper has been completely re-written and if appropriate written permissions have been obtained from any copyright holders of the original paper).

All papers are refereed through a peer review process.

All papers *must* be submitted online. To submit a paper, please read our Submitting articles page.

Important Dates
Manuscripts due by: *31 July, 2022*

Notification to authors: *31 October, 2022*

Final versions due by: *31 December, 2022*