CALL FOR CONTRIBUTIONS

Implementing Triple Bottom Line Sustainability into Global Supply Chains

EDITORS: LYDIA BALS & WENDY TATE

Synopsis
The call to think and act differently in Sustainable Supply Chain Management (SSCM) is becoming increasingly critical. Pagell and Shevchenko (2014: 44f.) spelled out a clear need for research into the issues of “how to create truly sustainable supply chains” and “what new practices and processes are needed to create truly sustainable supply chains”. This edited collection aims to show innovative cases, approaches and concepts in how to successfully implement all three dimensions of triple bottom line sustainability (e.g. Gimenez et al., 2012; Griggs et al., 2013) into supply chains.

Rationale for the book
This edited collection will represent interesting and novel research on triple bottom line sustainability as it relates to global and multinational supply chains. Articles that take a true triple bottom line (TBL) perspective are welcomed. Research has mostly focused on the environmental and economic dimension of the triple bottom line, but the social dimension is relatively under-researched (Seuring & Müller, 2008). Therefore, papers that include the social dimension are of particular interest, but papers focusing on the environmental and economic dimensions will be equally considered. An example might be the role of social entrepreneurs in transforming supply chains according to triple bottom line criteria, e.g. by founding social businesses that are economically and environmentally sustainable. From the onset of these businesses, the entrepreneur is focused on building sustainability into their supply chain. The goal of the entrepreneur is to convince social investors of the return-on-investment in all three pillars. This allows them to creatively consider the business model upfront and establish sustainable and innovative business models. For sustainable business models we follow the definition of Boons and Luedeke-Freund (2013). In this case, the firm creates value through considering economic, ecological and social elements, by promoting equitable relationships amongst the stakeholders, and adopting a fair revenue model.

Noting that this interface of environmental, economic and social aspects in supply chain management is not yet well covered, this edited collection also hopes to address the call for further research concerning base-of-the-pyramid business models that address the sustainability needs of the global poor (e.g. Karnani, 2007; Hahn, 2009). Linking these models to SCM, as stated by Seuring and Gold (2013:5) “could help us to address aspects that are so far weakly developed, such as the social dimension of sustainability management.”

Another contribution might be an understanding of impact investing on supply chain management. Additional insights into how (social) businesses can successfully build triple bottom line effective business models will be playing an increasing role, as it is estimated that by 2020 about 500 billion USD will be allocated to impact investing initiatives (World Economic Forum, 2013). Therefore, aspects such as what makes them successful and/or what can be learned from failures holds tremendous potential for advancing this trend and furthering sustainable practices.
Key contributions
This book aims to expand our horizons with regard to triple bottom line sustainable supply chains by:

1. Enhancing existing sustainable supply chain management research to consider a triple bottom line perspective
2. Looking specifically at the social dimension, which has little representation in the supply chain management literature to date
3. Bringing social entrepreneurship and impact investing into supply chain management
4. Helping to address calls for better management of the bottom of the pyramid, and ways to help those with different needs
5. Advancing in-depth insights into different kinds of social business models and their triple bottom line supply chain impact
6. Viewing sustainable SCM from a different perspective than for-profit firms, e.g. NGOs

Key questions to address include:

- How can we integrate triple bottom line sustainability thinking into supply chain design?
- How can we integrate triple bottom line sustainability outcomes into supply chains?
- How can triple bottom line sustainability in supply chains be measured and how could it be reported?
- How are social entrepreneurs influencing sustainable supply chains?
- How are impact investors influencing sustainable supply chains?
- What do the emerging business models look like and how are their supply chains designed?
- How can supply chain management facilitate successful implementation of TBL-focused initiatives?
- How can supply chain management overcome the significant barriers to efficient development and delivery of necessary goods and services in different cultures with very different needs?

Submissions
We invite chapters from a variety of research perspectives, as well as business, civil society, and policy-makers. We encourage the submission of empirical case studies, addressing how to design and implement triple bottom line sustainability in supply chains, and studying what works, as well as what does not work. We also welcome conceptual papers about triple bottom line sustainability that help us to understand, analyze and reflect upon new business models, and identify areas for future research. Topics to address include, but are not limited to:

- The role of social networks in enabling Sustainable Supply Chain Management (SSCM)
- New models of cooperation along the supply chain to achieve sustainability (e.g. involvement of NGOs, auditing and other service firms)
- Reviews of current measurements and reporting of the social impact of SSCM
- Specific regional or country analyses of similarities of and differences in SSCM approaches
- Case studies on innovative business models fostering SSCM
- Studies on public-private partnerships fostering SSCM
- The role of open innovation in SSCM
- Base of the pyramid sustainable innovation
- The impact of social businesses and social innovation on SSCM
- Micro-financing’s impact on triple bottom line sustainability
- Supply chain resilience related to triple bottom line sustainability
Conceptual/theoretical and empirical contributions should be between 5,000 and 8,000 words in length. (Illustrative) case studies should be between 2,500 and 4,000 words in length. When submitting such case studies authors should ensure that these are positioned in the broader context of SSCM.

Papers must be submitted, without exception, as per the editorial guidelines, available from Greenleaf Publishing:

http://www.greenleaf-publishing.com/default.asp?contentid=65

For further guidance please contact Anna Comerford (anna.comerford@greenleaf-publishing.com) at Greenleaf Publishing.

Abstract submission
As a first step, please submit abstracts of no more than 1,000 words, together with a CV, as email attachments direct to the Editors:

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Wendy Tate, wendy.tate@utk.edu

Timeline

<table>
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<tr>
<th>Abstract submission</th>
<th>March 31st 2015</th>
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<tbody>
<tr>
<td>Full chapter submission</td>
<td>July 30th 2015</td>
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<tr>
<td>Revised chapter submission</td>
<td>October 31st 2015</td>
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<td>Publication</td>
<td>August 2016 (launch at AOM meeting 2016)</td>
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Publication
The book will be published in print and eBook formats by Greenleaf Publishing. It will also be published as part of The Sustainable Organization Library (SOL). SOL contains more than 10,000 individually searchable chapters, case studies and journal papers drawn from more than 800 book and journal volumes, published by Greenleaf Publishing, and a number of partner organizations. For more information on SOL, and to view the full content list, see www.gseresearch.com/sol

Further information
For further information, or to discuss ideas for contributions, please contact the Editors.

About the Editors
Lydia Bals is Professor of Supply Chain & Operations Management at the University of Applied Sciences Mainz, Germany, since beginning of 2014 and since 2008 a Visiting Scholar at the Department for Strategic Management & Globalization at Copenhagen Business School, Denmark. Until the end of 2013 she was head of the global department of Procurement Solutions (e.g. Sustainability, Methods, Tools & Systems; Benchmarking and Excellence) at Bayer CropScience AG, also steering the international Procurement Solutions network in Germany, North America, France, India, China and Brazil. Prior to that she worked as a Project Manager at Bayer Business Consulting, managing projects in various functional areas and countries (e.g. Spain, Mexico, Turkey). Her main research areas are Sustainable Supply Chain Management, Offshoring and Procurement Organization. She has published in the Journal of Supply Chain Management, Journal of International Management, Industrial Marketing Management, Journal of Purchasing & Supply Management and other academic outlets.
Wendy Tate, Ph.D. (Arizona State University, 2006) is Associate Professor of Supply Chain Management, Department of Marketing and Supply Chain Management at the University of Tennessee. She teaches undergraduate, MBA and PhD students Strategic Sourcing and Manufacturing and Service Operations and has an interest in the financial impacts of business decisions across the supply chain. Dr. Tate has published in both academic and practitioner top-rated journals in supply chain management. She enjoys research and takes a special interest in translating academic work into classroom learning activities and disseminating her work globally. Her research can be broadly classified under the umbrella of purchasing but focuses primarily on two different types of business problems. The first is in the area of services purchasing including outsourcing and offshoring. This area of research has recently expanded into “reshoring”, or bringing manufacturing back to the home country. The second area is on environmental business practices and trying to understand how these initiatives can be diffused across a supply chain and a supply network. She presents at many different venues including both academic- and practitioner-oriented conferences. She has published research in many top-tier academic journals including the Journal of Operations Management, Journal of Supply Chain Management, California Management Review and others. She co-authored a book on environmental purchasing and also a learning guide for SC Pro Certification.

References


