



Angèle RICHARD (Université Savoie Mont Blanc, IREGE)

Explanatory factors of commitment and the emergence of a collective dynamic for sustainable business model innovation: the case of mountain resorts

The objective of this research is to analyze the explanatory factors for the emergence of a collective dynamic for sustainable business model innovation. It involves integrating a set of stakeholders concerned by the transformation of its business model in a context of sustainability. This includes exploring stakeholder commitment as a necessary condition for any collective innovation dynamic. A total of 24 semi-structured interviews were conducted in a French village resort. The data are analyzed using D. A. Gioia's methodology to understand the explanatory factors of individual and collective commitment. The results make it possible to identify (1) a typology of commitment profiles as well as its individual characteristics (2) the explanatory factors leading to or hindering the emergence of a collective dynamic based on the identified typology. The originality of this research lies in the fact that it takes into account a variable, that of trust, which can influence the strategic positioning of stakeholders in a business model transformation.

Keywords: sustainable business model, innovation, stakeholders, commitment, collective dynamics

Co authors: Romain GANDIA, Élodie GARDET,

➤ 12h30 — Salle 103 / Comodal

➤ Participer à la réunion Zoom

<https://zoom.us/j/99935051449>

ID de réunion : 999 3505 1449

➤ Calendrier des séminaires

<https://urlz.fr/nv08>

