

# Sustainability & Innovation Management

Habilitation (Postdoctoral) Project

Dr. rer. pol. Svenja Damberg

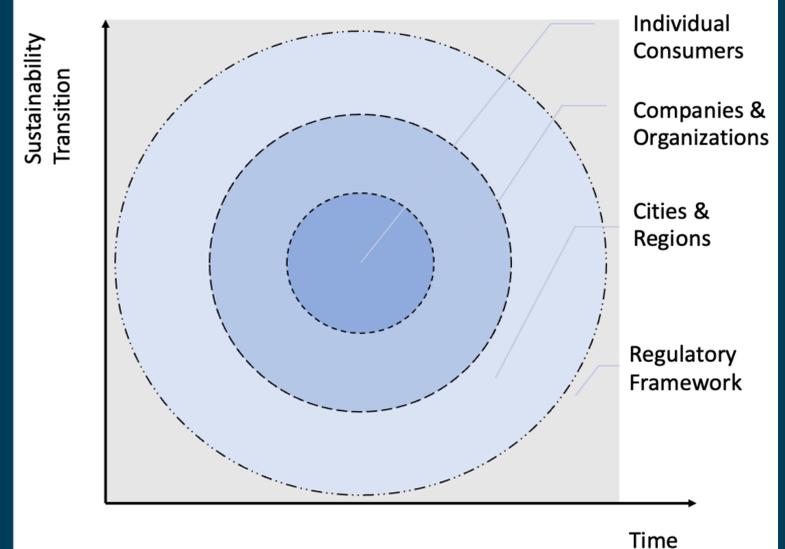
## PROJECT BACKGROUND

With the pressure from environmental legislation and consumer demands, organizations have increasingly become interested in sustainable value creation, sustainable business model innovation and eco-design of products. Two of the latest concepts that aim to substantially revise our current wasteful system of production (and consumption) are circular economy (CE) and Cradle to Cradle (C2C) innovations (Kopnina, 2019), where the first concept can be summed up in nine options for circularity (9R; van Buren et al., 2016) and the latter overall described as a counterpart to the linear economy (Braungart et al., 2006). Organizations face challenges on various levels in their transition towards sustainability, including business model innovation, value creation approaches and customer or employee retention management, respectively.

## RESEARCH TOPICS & RESEARCH QUESTIONS

- SUSTAINABLE CONSUMPTION BEHAVIOR
  - What are the main drivers of sustainable consumption behavior (SCB)?
  - Which policy implications can be derived to enhance SCB among consumers?
- CONSUMER ACCEPTANCE OF CE AND C2C-PRODUCT INNOVATIONS
  - What are the drivers of green purchasing behavior?
  - Which roles do trust and transparency play?
- SUSTAINABLE BUSINESS MODELS
  - What are born-sustainable companies and which key differentiators exist in comparison with „late-movers“?
- IMPLEMENTING SUSTAINABLE INNOVATIONS
  - How are CE-innovations implemented? Are there certain ways of doing it? What is the role of CE-hubs?
- DRIVERS OF A CIRCULAR ECONOMY TRANSITION
  - What are the driving forces towards CE transitions in cities and regions?
  - How are organizations dealing with external pressures?

Proposing a multilevel and multistakeholder perspective to sustainability transitions (among companies, organizations/employees, consumers, customers, cities/regions), this habilitation project strives to draw a more holistic picture of sustainability transitions.



Source: Own illustration of a 'multilevel, multistakeholder approach to sustainability transitions' based on Geels (2002), Rogers (1962), Uebernickel et al. (2016), and further adapted.

## RESEARCH FOCUS

The habilitation project consists of various research projects that together aim to frame a better and more profound understanding of sustainability transitions taking a multilevel, multistakeholder approach that strives to draw a bigger picture of this innovative process.

Methodologically, this habilitation project combines different research methodologies that complement each other. Within quantitative research methods, structural equation modeling, more precisely PLS-SEM, is applied as a means to explore the relationships between different latent variables. Moreover, qualitative content analysis is used to derive in-depth understandings of semi-structured interviews and secondary data. Another method applied is the structured literature review and meta analysis approach as a means to identify current research trends within the field of sustainability and innovation management.



**Dr. rer. pol. Svenja Damberg**  
Institute for Technology and Innovation Management  
Hamburg University of Technology  
Schwarzenbergstraße 95 D, 21073 Hamburg, Germany  
[www.tuhh.de/tim](http://www.tuhh.de/tim)  
[svenja.damberg@tuhh.de](mailto:svenja.damberg@tuhh.de)  
[linkedin.com/in/svenjadamberg](https://www.linkedin.com/in/svenjadamberg)



**Technology and  
Innovation Management**  
at Hamburg University  
of Technology