



27 – 29 September 2022, Innsbruck | Austria

9TH RESPONSIBLE MANAGEMENT EDUCATION RESEARCH CONFERENCE

Societal Impact through Entrepreneurship & Innovation

TRACK 12: BUSINESS OPPORTUNITY RECOGNITION FROM THE SUSTAINABLE DEVELOPMENT GOALS

TRACK CHAIRS

Minna-Maari Harmaala, PhD (Principal Lecturer, Haaga-Helia University of Applied Sciences, Finland)

KEYWORDS

SDGs, business opportunity recognition, sustainable business models

TRACK DESCRIPTION

Achieving the SDGs could create 380 million jobs and unlock €10 trillion in business opportunities. Business leaders are called to develop new directions to embrace an economic model, which is lowcarbon, environmentally sustainable, and turn poverty, inequality and lack of financial access into new market opportunities for “smart, progressive, profit-oriented companies”. The SDGs offer a compelling growth strategy for businesses. The abundance inherent in SDGs will not materialize without private companies who would seize the market opportunities they open up. (Business and Sustainable Development Commission, 2017). This track will focus on finding ways in which businesses can identify opportunities inherent in the SDGs.