

## Journal of Engineering and Technology Management

### Call for papers:

**Special Issue: “Innovation and technologies at the service of Sustainable Development: how are complying Cultural and Creative Industries?”**

**Keywords:** sustainability; cultural and creative industries; innovation; R&D.

Guest editors:

**Prof. Elisa Salvador**, Professor (PhD, HDR) of Innovation and Creativity at ESSCA School of Management, France, *corresponding editor*

**Prof. Giovanna Segre** (PhD), Associate Professor in Economic Policy at the Department of Economics and Statistics ‘Cognetti De Martiis’ of the University of Turin, Italy

Innovation and technologies adopted by Cultural and Creative industries (CCIs) are capturing an increasing interest in recent years. Yet, most of the academic literature deals with creation and talent and very little with technological and innovation perspectives. Innovation is in general considered a means to develop new creative contents.

The seminal definition of CCIs was provided by the Department for Culture, Media, and Sport Creative Task Force in the UK as “*those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property*” (DCMS, 1998 and 2001: 5). Several studies have regularly underlined the unique contribution to economic growth and organizational design brought by the CCIs, also in peripheral areas (Porta et al., 2024). The information and communication technologies revolution and the digital age have even accelerated this process (Benghozi et al., 2021; Salvador and Benghozi, 2021).

A few years ago, Benghozi and Salvador (2016) investigated the topic of R&D and technological innovations - an important issue surprisingly neglected in scientific literature and public reports - with a focus on the book publishing industry. They highlighted that CCIs are generally associated with various forms of “hidden innovation”, difficult to identify. More recently, Salvador and Benghozi (2023) in their analysis of the texts of communications of the European Commission (EC) about the CCIs, highlighted the absence of significance of the word “innovation”. Looking at the EC communications’ texts, the word “innovation” represents only 2.09% of textual units classified and it is associated to words (or roots) like “drive, educat, research, horizon, growth, inclu, competitiveness, create, technolog”. Innovation is typically present in more recent communications’ texts (ie 2012-2018). The network of associations between the word innovation and other words in the overall classes showed a form of structuring and hierarchization of perspectives around this root: innovation is strongly associated to creativity, but the texts’ content is mostly general.

Following the recent debate about “sustainability” (United Nations General Assembly, 2015), also the CCIs are not escaping from the challenge of addressing sustainable development matters; indeed, these industries are among the pivotal actors that could provide original and unexpected solutions, thanks to their unique creativity (Amabile, 1988).

Sustainability has become a priority of policies at local, national, and international levels. Climate change, resource scarcity and social inequality are leading to changes in companies' behavior and consumers' habits. Notwithstanding this urgency, investigations related to sustainability and sustainable development in the CCI are surprisingly still at an early stage, and a significant gap can be observed in the academic literature.

Salvador and Comunian (2024) focused on sustainability matter in the arts and culture sector and the Higher Education Institutions (HEIs) mission and recent evolutions towards sustainable education programs, while Salvador and Pappalepore (2025) have recently tried to fill the gap on 'Responsible Consumption and Production in the Cultural & Creative Industries'. Nonetheless, to date the matter of *sustainable innovations and technologies* in the CCI's industries has not received the deserved attention. Innovative solutions and practices recently adopted, have not been investigated enough in the scientific literature.

Given this context, this Special Issue aims at investigating how the several CCI's sectors are complying with sustainable development and what kinds of innovations and technologies these industries are adopting to achieve this goal. What technological innovations have been adopted, for example, for the environmental sustainability of heritage sites? How are Nature-Based Solutions applicable to heritage? What about the cinema industry? Benghozi et al. (2015) investigated the film industry's complex and evolving relationship with technologies and technological inventions, but what about more recent "sustainable" innovations? What kinds of green innovations have been adopted by the fashion industry for improving their image and attract consumers? How does the Design sector contribute to the adoption and diffusion of innovation in other sectors (Amitrano and Segre, 2023)? What technologies are being implemented in the digitalization of museums or in the video-games industry and in the metaverse? Are there effects on the sustainability of the tourism sector related to the innovation potential of CCI (Della Lucia and Segre, 2017)? Generally speaking, can we still argue about "hidden (*sustainable*) innovation"? What are the consequences of sustainable innovations' adoption: extensive products' lifecycle, lower use of natural resources, less pollution...?

In short, this Special Issue aims at identifying and mapping sustainable, green and eco-innovations and technologies recently adopted by the various CCI and implemented in the production and distribution process or in the value chain. This mapping aims at filling the gap in the academic literature about such a key matter and at highlighting "best practices" that could benefit cultural stakeholders in adopting and implementing effective policies in the future.

The classification of CCI adopted to the aims of this Special Issue is the ESSnet-Culture organization in 10 cultural domains: heritage, archives, libraries, book & press, visuals arts, performing arts, audiovisual & multimedia, architecture, advertising, and art crafts (cf for more details, ESS-Net Culture Final report, 2012, section 3.2).

Exemplary research questions and topics include, *but are not limited to*, the following:

- What kinds of innovative practices CCI are adopting for the implementation of sustainable and greener value chains?
- How do technological innovations support the competitiveness of CCI?
- What impacts are produced on other sectors as a result of innovative practices in CCI?
- What practices could be considered as "smart" solutions for CCI?

The organizers of this Special Issue invite contributions that will enlighten our understanding of sustainability matters in the CCI regarding innovation and technologies.

The Special Issue aims at collecting original contributions on these topics. We welcome qualitative or quantitative propositions, covering different countries, in the form of theoretical, conceptual, and empirical contributions, based on primary and/or secondary data. Case-study analyses are also welcome if they enable to discover unusual and original realities in different geographic and cultural contexts, that could be imitated by other sectors and in other contexts.

### **Pre-Submission Development workshop (*Recommended, not mandatory*)**

On **Wednesday the 21st May 2025** a 1-day workshop will be organized by the Guest Editors at the University of Turin (Italy) - within the [UNESCO Chair in “Economics of culture and heritage: strategies for protection and development”](#) (chair-holder Prof. G. Segre) - with hybrid option: the workshop will bring the guest editors and authors of potential papers together ([online or in-person](#)) to discuss the content of the proposals, share ideas, and help each other to finalize their manuscript before the deadline for submission.

The workshop will be a pre-screening session and invite papers that show a good potential to submit to this Special Issue in the JET-M journal. In particular, the submission deadlines are as follows:

- **Extended abstract for the pre-submission development workshop: Friday 31 January 2025**
- Acceptance of extended abstracts for the pre-submission development workshop: by end of February 2025
- Papers development workshop: **21 May 2025**
- **The final date for submission of full papers on JET-M platform: Thursday 31 July 2025.**

Extended abstracts for the pre-submission development workshop, summarizing potential paper contributions, are to be emailed to **Prof. Elisa Salvador**, ESSCA School of Management, France, *corresponding guest editor*, [elisa.salvador@essca.fr](mailto:elisa.salvador@essca.fr)

The extended abstract should include a description of the principal topic and expected contribution with:

- Title of the proposed paper
- Authors' information,
- Abstract text of 1,200-1,500 words
- Max. 5 keywords
- Bibliographical references

### **Manuscript submission information and review process**

The [Journal of Engineering and Technology Management](#)'s submission system will be open for submissions to our Special Issue from May 31<sup>st</sup> 2025. When submitting your manuscript to [Editorial Manager](#), please select the article type “VSI: Service of Sustainable Development”. Please submit your manuscript **by July 31st, 2025**.

Please ensure you read the Guide for Authors before writing your manuscript. The Guide for Authors and link to submit your manuscript is available on the Journal's homepage at: [Journal of Engineering and Technology Management | ScienceDirect.com by Elsevier](#)

All submissions will be desk-reviewed by the Guest Editors. Only selected manuscripts will be sent for double-blind review. Submissions will undergo rigorous editorial screening and double-blind peer review by a minimum of two recognized scholars as well as by the Guest Editors of this Special Issue.

For enquiries concerning the suitability of planned submissions, please contact **Prof. Elisa Salvador**, ESSCA School of Management: [elisa.salvador@essca.fr](mailto:elisa.salvador@essca.fr) including in your message the title of your proposed paper and an abstract of around 200 words.

### About the Guest Editors

**Prof Elisa SALVADOR** holds a Higher Doctorate in economics sciences and management from Paris13 University and an international PhD in Institutions, Economics & Law from the University of Turin (Italy). She has worked on innovation policy for the Italian National Research Council; she has collaborated with the Polytechnic of Turin and the ESCP-Business School; she worked as a researcher at Ecole Polytechnique (Paris, 2012-2015), investigating R&D and innovation in the cultural & creative industries. Currently she is a Professor at ESSCA School of Management (France), where she coordinates the Master course "Managing Creativity & Innovation", the Bachelor course about "Managing Innovation" and the MSc course "Technology and Innovation Management".

<https://www.essca.fr/en/people/salvador-elisa-professor>

[https://www.researchgate.net/profile/Elisa\\_Salvador](https://www.researchgate.net/profile/Elisa_Salvador)

<https://scholar.google.co.uk/citations?user=aNJPiNQAAAAJ&hl=en>

**Prof. Giovanna SEGRE** holds a PhD in European Economic Studies from the University of Turin (Italy) and is an Associate professor in Economic Policy and UNESCO Chairholder at Department of Economics and Statistics 'Cognetti De Martiis' of the University of Turin, where she is currently Director of the Biennial Master in "Economics of Environment, culture and territory" and of the international Master in "Cultural Property Protection in Crisis Response", Vice-president of the Interdepartmental Research Center for Urban Studies, and member of the Academic Board of the PhD in Urban and Regional Development. She is also a Research Associate of CNR-IRCrES and a member of the Scientific Committee of the Santagata Foundation for the Economics of Culture. Her research interests and publications focus on the economics of culture, cultural heritage, creative industries, and tourism.

<https://www.est.unito.it/persona/giovanna.segre>

[https://scholar.google.com/citations?user=J\\_2ndOgAAAAJ&hl=en](https://scholar.google.com/citations?user=J_2ndOgAAAAJ&hl=en)

### About the journal

The *Journal of Engineering and Technology Management (JET-M)* is an international scholarly refereed research journal which aims to promote the theory and practice of **technology, innovation, and engineering management**.

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