

Sustainability versus Convention Mapping Advancements of Management Research on Grand Challenges

Truzaar Dordi - University of Waterloo

Nicholas Palaschuk - University of Waterloo

Grand challenges (GCs) are an increasingly attractive entry point for management scholarship to focus attempts on addressing systemic failures along the business-society-nature interface. ‘Sustainability’ provides a research paradigm that when embedded into management language, theory, and method, provides a systems approach to drawing interconnections between business activities and GCs. Our comparative analysis examines over 46,000 publications across 27 top management journals, to identify where sustainability and management science intersect. Sustainability concepts, though established, remain confined to specific areas of research. Both subfields must undoubtedly learn from each other. For GCs to become actionable, a new language is required, engaging a range of disciplines, theoretical and methodological approaches across organization and society in the form of sustainability management.