

Special session proposal for IJCIEOM 2025 conference SPS9

1. Session title:

Sustainable servitization as a route to circularity in the manufacturing sector: operational implications and performance outcomes

2. Session objectives:

Increasingly, the Circular Economy (CE) paradigm is being praised as a route to confront the grand challenges of environmental sustainability and decarbonization towards Net-Zero emissions, whereas sustainable servitization is receiving considerable attention as a strategy to drive circularity in the manufacturing sector. Similarly, the emergence of the Sustainable Product-Service System (SPSS) concept has led to explore the role of product-service integration as a basis for circular industrialization and sustainable growth. However, despite an interesting set of studies on the link between servitization and CE, current research has not sufficiently examined how embedding sustainability into servitization strategies – e.g., through digitalization and business model innovation – impacts the design and delivery of manufacturers’ value offerings. This parallels a deficiency in understanding the challenges, complexities, and resource requirements of implementing a sustainable servitization model. Nevertheless, it has been shown that the circularity benefits of sustainable servitization may be contingent and may not align with firms’ economic incentives.

This session seeks to collect contributions that provide insights into these issues, offering empirical evidence or conceptual reflections regarding how sustainable servitization impacts business processes in practice, and how it affects sustainability and economic outcomes. Studies investigating the level of understanding and adoption of sustainable servitization strategies among manufacturers are also welcome. Relevant topics include, but are not limited to:

- Digitally enabled optimization of product-service lifecycles,
- Sustainable business model innovation and adaptation,
- Social, Economic and environmental outcomes of sustainable servitization,
- Financing, collaborative, and pricing models for SPSS;
- Interplay between circular economy initiatives (e.g., Digital Product Passport) and sustainable servitization.

3. Organizer(s):

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