

Environmental sustainability and Industry 4.0

Proponents: Proff. Francesco Calza, Adele Parmentola & Ilaria Tutore

The Industry 4.0. paradigm, that refers to the digital dimension of future industrial structures, does not only affect the manufacturing activities of the companies but implies a whole change in the companies' way of facing the market and their competitors and also in companies culture. Existing studies tend to be largely focused on the positive side of this fascinating development, neglecting that some technologies and innovations may also impose unpredictable costs on environment and society. Management scholars are invited to reflect and enhance the understanding on both positive and negative environmental effects of Industry 4.0. In particular scholars have to consider also how the relationship between I4.0 technologies adoption and companies' environmental strategy depends on companies' organizational and national culture.