

CALL FOR PAPERS

SPECIAL ISSUE:

*Innovating Tradition: Navigating the Winds of Change in Traditional Industries.*

Deadline for submitting manuscripts: **1st October 2024.**

**The BULLETIN OF ECONOMIC STUDIES (BEE) Journal: Presentation**

BULLETIN OF ECONOMIC STUDIES (BEE) is a peer-reviewed and Open Access journal (<https://bee.revistas.deusto.es/>) that publishes since 1942, in Spanish and English, original manuscripts that primarily aim at disseminating knowledge and promoting the transference of research outputs in economics and business management.

Specifically, this journal seeks a deepening into the practical contributions and implications that are relevant, not only to the academia, but also -and especially- to an international professional audience in the economics and management arena. Indeed, BEE pursues submissions that convey the transference of cutting-edge from authors that have recently developed research works (publications in top-ranked academic journals - preferably, Q1&Q2 Scopus/WoS- or competitive research projects), in a style and language oriented to the community of managers or practitioners from different areas of management and economics. As stated in the BEE's editorial policy and author guide, contributions must be between 2,500 and 5,000 words (excluding references, tables or graphs), emphasizing implications and practical lessons learned.

The Bulletin of Economic Studies is edited by Deusto Business Alumni (DBA) (<https://www.alumnidba.es/>), the community where Deusto Business School Alumni gather. This community is made up of 7,000 people who work in more than 2,700 different companies, covering the whole range of positions and areas. In 2022 Deusto Business Alumni celebrated 100 years of life. The Association was born with the purpose of fostering the spirit of collaboration among its members and after all these years, it continues to be its primary value.

**Introduction**

In the rapidly evolving landscape of contemporary business, the concept of innovation has transcended the confines of tech-driven sectors, permeating even the most venerable traditional industries (Chesbrough and Crowther, 2006; Hirsch-Kreinsen and Jacobson, 2008). Yet, amidst this whirlwind of change, traditional industries have remained the bedrock of our economies (Dvoryadkina and Dzhililov, 2021). These sectors, often centuries old, have proven their resilience time and again, weathering storms of disruption and continuing to provide essential goods and services (Ženka et al., 2019). However, the assumption that these sectors are resistant to change still remains being perceived by many societal actors, particularly in some manufacturing industries as well as in agriculture, craftsmanship, cultural industries and beyond.

This special issue embarks on a compelling exploration of the dynamic interplay between tradition and innovation, shedding light on how traditional industries are not only

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adapting to change but are also driving transformative shifts in the global economic paradigm. As we stand at the crossroads of history and legacy, witnessing the convergence of heritage and cutting-edge advancements, it becomes imperative to delve into the motivations, challenges, and determinants that define the innovation journey in traditional industries, as well as their impacts in terms of driving growth, creating jobs, and contributing to sustainable development.

Our motivation for this special issue stems from the recognition that innovation in traditional industries does not merely represent a survival strategy, but rather a catalyst for sustainable growth, social progress, and environmental stewardship. With this special issue we aim to unravel the untold narratives of resilience and reinvention that define these industries in the 21st century. It seeks to challenge preconceived notions, debunk myths, and offer a nuanced understanding of how tradition and innovation can coexist synergistically. Through this exploration, we aim to inspire policymakers, industry leaders, researchers and society to rethink their prejudices on traditional industries, recognizing them not as relics of the past but as fertile grounds for innovation and societal transformation that can shape a sustainable and resilient future.

The author(s) interested in submitting their manuscripts for their consideration in this special issue may address, among others, the following topics:

1. **Historical overview of traditional industries:** studies dealing with the evolution of traditional industries and the role they have played in shaping economies, highlighting key milestones, technological shifts, and the major players that have participated in such evolution.
2. **Case studies of innovation in traditional industries:** studies analysing specific instances where innovation has transformed traditional industries, detailing the challenges faced and the strategies used.
3. **The use of innovation management tools in traditional industries:** studies analysing the extent to which tools facilitating the management of innovation (e.g. foresight, technology watch, IPR management) are being implemented in traditional industries, and the effects achieved by their use.
4. **Drivers and barriers to innovation in traditional industries:** studies exploring the challenges and obstacles that traditional industries face when innovating. This could include the difficulties to address certain regulatory hurdles, lack of skilled labor, leadership strategies, organizational structures, employee engagement, incentive systems and other cultural and organizational factors.
5. **Reskilling and workforce development:** studies discussing the need for reskilling and workforce development to equip employees in traditional industries with the skills required for the digital age.
6. **The role of technology in driving innovation and diversification:** studies investigating how advancements in technology have enabled and can enable innovation and diversification in traditional industries. This could cover topics such as digital transformation, automation, the use of data analytics, artificial intelligence, Internet of Things, and blockchain in traditional sectors.

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7. **The role of collaboration and partnerships in driving innovation and diversification:** studies exploring the how collaboration and partnerships between firms, as well as with startups, research institutions, or other non-traditional players can drive innovation and diversification in traditional industries, also identifying how lessons from one sector can be applied to others.
8. **Impact of innovation in traditional industries:** studies analysing how innovation in traditional industries has affected employment, skill requirements, and local communities in rural areas, and how it has allowed such areas to evolve and persist over time.
9. **Sustainability and innovation:** studies investigating how innovation in traditional industries can contribute to sustainability goals, including resource efficiency, waste reduction, and environmentally friendly practices, as well as how sustainable practices can also reinforce innovation and competitiveness of firms operating in traditional industries.
10. **Government Policies and Innovation:** studies analysing the role of government policies in encouraging or hindering innovation in traditional sectors (e.g. tax incentives, regulatory frameworks, funding programs) and providing recommendations for policymakers on how to create an environment that encourages innovation in traditional industries.

The papers to be submitted for their consideration to this special issue should support their arguments and insights with relevant data, academic research, and real-world examples to enhance their practical use and maximize their societal impact.

### References

- Chesbrough, H., & Crowther, A. K. (2006). Beyond high tech: early adopters of open innovation in other industries. *R&D Management*, 36(3), 229-236.
- Dvoryadkina, E. B., & Dzhalilov, E. V. (2021). Properties of traditional industrial regions' economic space: Theoretical foundations. *Journal of New Economy*, 22(4), 45-61.
- Hirsch-Kreinsen, H., & Jacobson, D. (2008). *Innovation in low-tech firms and industries*. Edward Elgar Publishing.
- Ženka, J., Slach, O., & Pavlík, A. (2019). Economic resilience of metropolitan, old industrial, and rural regions in two subsequent recessionary shocks. *European Planning Studies*, 27(11), 2288-2311.

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### Submission

Contributions to this Special Issue should be submitted through the BEE platform <https://bee.revistas.deusto.es/about/submissions> following the instructions below:

- Authors must submit their manuscript on (<https://bee.revistas.deusto.es/about/submissions>) by **1st October 2024**.
- The corresponding author must sign in <https://bee.revistas.deusto.es> and submit an anonymous version of the work and a title page including: work title and authors, following the journal author guide.
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- Please feel free to contact the Editorial Team of the Journal to discuss your ideas and proposals at the following email address: [beejournal@deusto.es](mailto:beejournal@deusto.es).

### Publication on the Special Issue

In addition to the open digital edition of the special issue that will be published openly at <https://bee.revistas.deusto.es>, the accepted papers will be printed on paper by **December 2025** and 6,000 printed copies will be sent to the DBA community.

A selection of the contributions not published in this special issue may be published in Deusto Business Open Alumni (<https://www.alumnidba.es/>), an open digital platform for the dissemination and exchange of knowledge, experiences and research in economics and management of Deusto Business Alumni.