

IET Travel Award Report

Academy of Management Annual Meeting (AoM 2025), Copenhagen

Recipient: Lisa Rossi

Purpose of Travel

The IET Travel Award enabled me to attend the Academy of Management Annual Meeting (AoM) in Copenhagen. AoM is the largest global gathering of management scholars, and this year's event brought together thousands of academics, practitioners, and policymakers to share research, debate ideas, and explore new directions for the field.

My main purpose in attending was to contribute as a panel member in the Professional Development Workshop (PDW): *Unlocking the Potential of Circular Business Models*, sponsored by the *Organisations and the Natural Environment (ONE)* division, with support from *Entrepreneurship (ENT)*, *Organisation and Management Theory (OMT)*, and *Social Issues in Management (SIM)*.

We discussed:

- The practical challenges companies encounter when trying to adopt circular strategies.
- The role of innovation and entrepreneurship in driving the shift from a “*licence to operate*” to a “*licence to innovate*”.
- The importance of interdisciplinary collaboration for overcoming both internal and external barriers.

Panel Contribution

The PDW was organised by Professor Julia Binder (IMD) and brought together an excellent group of colleagues working at the forefront of Circular Business Models (CBMs):

- Dr Martin Geissdoerfer (Monash University)
- Dr Julian Kirchherr (Utrecht University & McKinsey)
- Dr Fabian Takacs (University of St. Gallen)
- Dr Andrea Urbinati (Università Carlo Cattaneo)
- and myself.

We explored how circular economy principles can move from the margins to the mainstream of management research and practice. The discussion focused on the barriers and opportunities organisations face when implementing CBMs, and on how we as researchers can help push the agenda forward in leading journals.

In my contribution, I reflected on:

- Circular supply network configuration and pooling approaches
- The role of digital technologies in enabling circular supply networks
- The influence of the broader socio-political context on country and firm level practices

It was energising to see how engaged participants were. Together we began to shape a future research agenda, identifying opportunities for collaboration and highlighting where engineering, technology, and management research could be brought together to accelerate progress.

Other Highlights

Beyond the PDW, I attended a wide range of sessions that broadened my perspective. One highlight was a session run by the Operations Management group on UNICEF's supply chain challenges. It was fascinating to hear how humanitarian supply chains operate under intense constraints, and how they balance efficiency with resilience. This provided new insights into real-world applications of supply chain management and raised important questions for future research.

Another important part of the conference was meeting academic colleagues and journal editors. These conversations gave me a better sense of current research trends, upcoming special issues, and future events. It was also an invaluable opportunity to strengthen existing relationships and build new ones, something that will help shape both my own projects and potential collaborations going forward.

Benefits and Impact

The support from the IET Travel Award allowed me to:

- Represent my research in an international and interdisciplinary setting.
- Share ideas on circular business models with world-leading scholars and practitioners.
- Learn about emerging trends across management, sustainability, and operations.
- Build networks with colleagues and editors that will be crucial for future research and publication opportunities.

Overall, the conference was both intellectually stimulating and personally rewarding. It has already influenced how I think about my research agenda and given me new ideas to explore.

Acknowledgements

I am very grateful to the Institution of Engineering and Technology (IET) for supporting my participation in AoM 2025. The award made it possible for me to take part in a truly global conversation about the future of management and sustainability, and to bring back insights that will enrich both my own work and the wider community I contribute to.