Editorial

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Biographical notes: Kamel Mnisri is Associate Professor at ICN Business School. He holds a PhD in Management Sciences and more importantly international teaching, supervision and business experience. His academic research focuses on creativity and sustainability has been presented at a number of international conferences and published in peer-reviewed journals. He is also one of the founders of Artem Organisational Creativity and Sustainability International Conference.

Marlen Gabriele Arnold holds the Chair of Corporate Environmental Management and Sustainability at the Technische Universität Chemnitz. Her core research areas focus on strategic environmental and sustainability management, concepts of sustainability-oriented innovations and change, inter- and transdisciplinary sustainability research including education for sustainable development. Her main goal is the investigation of possibilities for harmonising human, environment, technology and society through smart systems and structures as well as through a systemic and evolutionary lens. She supports the Artem Organisational Creativity and Sustainability International Conference on an ongoing basis.

Stephan Sonnenburg is an Associate Professor at ICN Business School. He has 20+ years of academic and corporate experience in the fields of marketing, branding and creativity training. He holds a PhD in Philosophy and a Master in Communication Studies from the University of the Arts Berlin. His research

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The acceleration of complex disruptive events such as global warming, geopolitical conflicts, energy crises, humanitarian crises, health crises and more, lead to deep reflections as to how individuals, organisations and societies can deal with these challenges in a sustainable manner. Past and ongoing academic research put creativity, innovation and sustainability driven mindsets that transcend disciplinary perspectives at the core of the means which provide new paths to effectively respond to these challenges. In fact, multi-, inter- and transdisciplinary approaches are required to address the complexity of disruptive and challenging events (Arnold, 2021). It is known, for instance, that creativity and innovation are driving forces to address sustainable development challenges (Awan et al., 2019; Schulz and Mnisri, 2020; Schulz et al., 2021). Literature in the fields of sustainability, music, and fine-arts have been integrated with management and technological tools and instruments to address organisational demands emerging from financial, social, ethical and ecological constraints (Schulz et al., 2021). However, questions on bridging the gap between creativity and sustainability remain. There is still a strong need to provide paths and strategies on how they can be interrelated. This gap can be explained by the disciplinary roots and the ontological diversity of both concepts. According to Boden (1994), the concept of creativity may trail clouds of glory, but it brings along also a host of controversial questions. The first of these is: What is it? In the same perspective, Rickards and Moger (2000) highlight that creativity can be as difficult to define as it is to achieve. However, there is a common basic understanding that creativity is determined by the new and meaningful. For decades, creativity has mainly been attributed to arts, scientific discoveries and psychology and seen as a quality or capability of a minority of talented individuals. As an extension, creativity has been established as a dynamic group phenomenon (Sonnenburg, 2004). The origins of sustainability can be related to ecology and culture and adopted consequently within technological and societal spheres. The concept is often simplified as 'people, planet, profit'. Hence, from an ontological view, two different perception levels have to be connected when searching for interrelations and interplays of the two concepts. To frame this gap, we see the dynamic between the two concepts as a dialectic relation. Creativity is a necessary driver for sustainability and, the need for promoting sustainability pillars may be a trigger to encourage and enhance creativity.

Previous research on creativity and sustainability has demonstrated that creativity is not restricted to certain fields and has been approached, according to its holistic demands, from cross- and transdisciplinary perspectives. The objectives of this special issue are at the core of this reflection. It addresses particularly how we can rethink the interplay between creativity and sustainability in order to provide people, organisations and societies with tools and methodologies to address complex events.

The contributions to this special issue explore how creativity relates to sustainability through studying sustainability-related challenges from the perspectives of multiple disciplines and fields of studies. They are a selection of contributions presented at the 4th Artem Organisational Creativity and Sustainability International Conference, held in Nancy-France from the 31st of March 2022 to the 2nd of April 2022. The topics represent

different disciplines, relate to a variety of contexts and practical cases, and originate from empirical and case-based research. This corresponds to the objective of the special issue to nurture the ongoing discussions about the topics, not only through theoretic conceptual approaches, but also through empirical cases and real-life practices.

The selected themes for this special issue draw upon a variety of issues which are part of the UN sustainable development agenda, including mental health, social innovation for food security and good health, 'eco-nudging' and sustainable practices, company's environmental, social, and governance (ESG) impact and the sustainable development goals (SDGs).The relevance of this variety of global issues with multiple perspectives and implications is aligned with our intention to shed the light on the importance of cross and transdisciplinarity in dealing with sustainability-related challenges.

Regarding mental health, the contribution by Alicia Blanco-González, Gabriel Cachón-Rodríguez, Francisco Díez-Martín and Giorgia Miotto examines the role of hygiene and safety as antecedents of anxiety, a key factor influencing mental health. This study holds significant academic value as it introduces anxiety as a novel variable for consideration by business management scholars. Additionally, the research underscores the need of investing in safety and effective communication within retail environments to reduce customers' anxiety perception during purchasing processes.

Marie-Pierre Dussine presents a paper that begins with the premise that healthy soils are essential for achieving many sustainable development goals. Drawing on behavioural economics approaches, the study questions existing policies to preserve healthy soils and highlights the relevance of a stakeholder approach in a polycentric equilibrium able to preserve soils. The research demonstrates the role of creativity in facilitating the involvement of stakeholders in social innovation processes.

The contribution by Carmela Cucuzzella, Sherif Goubran and Firdous Nizar emphasises on 'eco-nudging' which aims to bridge the gap between environmental awareness and action. It explores the role of digital eco-art in shifting behaviours. Based on an experiment focused on eco-nudging, the research highlights the significance of daily technological companionship through digital eco-art as a research field for exploring how to better inform and activate human eco-behaviour.

Regarding the three dimensions of sustainability performance (ESG: social, environmental and governance), Aziza Garsaa and Elisabeth Paulet's contribution addresses the link between the three dimensions of sustainability performance (ESG) approximated by Standard and Poor's (S&P) ratings, and employee turnover. Based on data from a sample of 105 manufacturing firms listed in the European capital market during the period 2017–2019 using Panel data quantile regression models, the research demonstrates that the determinants of employee turnover and the extent to which it is affected by sustainability performance scores are strongly dependent on the conditional distribution of turnover rate as well as the industry's technological intensity.

Finally, Anja Herrmann-Fankhaenel and Anne Lange introduce a new way of structuring the content of the sustainable development goals (SDGs). The matrix serves as a useful tool for initiating engagement with the SDGs and raising awareness of their importance. From an innovation system perspective, the matrix can be beneficial for businesses, municipalities, and policymakers in navigating and implementing the SDGs more effectively.

In brief, the content of this special issue highlights the dialectical nature that conditions the relationship between creativity and sustainability. The editorial team's intention, therefore, is to enrich and advance the ongoing debate by offering diverse

perspectives to the interplay between creativity and sustainability, both now and in the future. The guest editors extend their gratitude to all authors and reviewers who made this special issue possible. Moreover, they would like to thank the editorial team of the *International Journal of Innovation and Sustainable Development* for their support in managing and publishing this special issue.

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