

The role of Triple-Bottom-Line businesses in institutional change towards sustainability. A Service-Dominant Logic perspective.

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## **Abstract**

The 2030 Agenda, adopted by the United Nations in 2015, calls for a deep transformation at the system level, involving all economic actors. This paper aims at exploring the role of Triple-Bottom-Line businesses (organizations with a simultaneous focus on the economic, social and environmental dimensions) in the institutional change process needed to create a more sustainable economy. The study adopts a Service-Dominant lens and uses a multiple case-study methodology. The findings highlight key mechanisms in three domains previously identified in literature- symbolic meaning construction, mobilization of resources and reconfiguration of actor relations- as well as the dynamic interplay among these three domains. Conclusions contribute to expand our understanding of the ethical implications of Service-Dominant logic, as well as its relationship with the Triple-Bottom-Line concept.

**Keywords:** *Service-Dominant Logic; institutional change; Triple-Bottom-Line*

**Track:** Social Responsibility & Ethics