

# Sustainability-based value creation within a multi-stakeholder network: balancing expectation' conflicts within the Amazon context

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## **Abstract**

The aim of this study was to investigate the types of stakeholder expectations and their resulting conflicts within a multi-stakeholder network co-creating sustainability-based value. A growing focus on literature has been on multi-stakeholder networks involving NGOs, traditional communities, and companies operating in the Amazon forest context. This interest is driven by the need of forest preservation and sustainability potential. Despite the existing body of research, literature lacks a comprehensive examination of all stakeholders' perspectives. Our exploratory case study on Origens Brasil, a network promoting ethical trade, involved 47 interviews, observational data, and institutional documents. We contribute by identifying stakeholder expectations and shedding light on the unique conflicts that emerge from differences in these expectations. Furthermore, we developed a framework for sustainability-based value creation from expectation conflict solving.

**Subject Areas:** *Business-to-Business Marketing, Inter-organizational Collaboration, Marketing Strategy, New Product Development and Launch, Organization Relationships*

**Track:** Business-To-Business Marketing & Supply Chain Management