

The balance between social capital and stewardship in stimulating sustainable service change in business networks

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Abstract: In this paper, we propose that the adoption of a business intelligence solution may enable Twin Transition and stimulate service change towards sustainability. Moreover, the balance between managers' inborn impulse toward taking care of their natural and social environment and the dynamics of their social capital determines their decision to adopt the new system and its contribution to obtain a sustainable service. We found empirical support to our model by investigating a population of hotels which actively changed their service to improve the sustainability of their organizations. Specifically, sustainable service change was determined by different degrees of adoption of an innovative business intelligence solution, proposed by an institutional actor that played the role of steward in their professional network of business relationships.

Keywords: *twin transition; social capital; stewardship*

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