

# NAMA/PROD 2025

September 25-26, 2025



TECHNISCHE UNIVERSITÄT  
IN DER KULTURHAUPTSTADT EUROPAS  
CHEMNITZ



## Competitive Advantage, Responsible Value Chains, and Systems Thinking for Sustainability



**Abstract submission  
opens on 28 April 2025**



### Location



09126 Chemnitz ·  
Reichenhainer Str.  
Weinholdbau

### Submissions



English or German  
2-Page-Summary  
Until June 30, 2025  
[www.conftool.com/nama2025/](http://www.conftool.com/nama2025/)

### Registration



[www.conftool.com/nama2025/](http://www.conftool.com/nama2025/)  
[www.tu-chemnitz.de/wirtschaft/bwl8/nama.html](http://www.tu-chemnitz.de/wirtschaft/bwl8/nama.html)

### Information



[www.tu-chemnitz.de/wirtschaft/bwl8/nama25.html](http://www.tu-chemnitz.de/wirtschaft/bwl8/nama25.html)

### Organizational Teams



Prof. Dr. M. Arnold  
&  
Prof. Dr. M. Wichmann

### Doctoral Colloquium on September 24, 2025 from 1pm to 5pm



Before the conference begins, there will be a workshop for doctoral students as well as postdocs, junior professors and habilitation candidates. The aim of the workshop is to facilitate informal dialogue and networking.

If you are interested in participating in the workshop, please inform the junior researcher representative of the Scientific Commission for Sustainability Management at the VHB: Prof. Dr. Marcus Wagner, by email to [lehrstuhl-wagner@wiwi.uni-augsburg.de](mailto:lehrstuhl-wagner@wiwi.uni-augsburg.de) by 30 June 2025.

Sustainability and digitalization have recently come under more critical scrutiny in public discussions. There is a concern that sustainability may be reduced to a trendy term. Although Industry 4.0 has not yet become widespread, discussions about Industry 5.0 are already emerging.

The NAMA/PROD 2025 conference aims to investigate how sustainability can provide a competitive edge in the current business environment by fostering responsible and resilient supply chains, utilizing digital technologies, and showcasing the effectiveness of systems thinking in achieving sustainable success—not just for businesses, but also for society and the environment. A crucial aspect of creating value involves designing, establishing, and executing appropriate methods for production planning and control through the use of suitable digital technologies.

This conference invites innovative research and fresh perspectives to examine the relationship between sustainability, competitive advantage, and value chain management through the framework of systems thinking. This broad and flexible approach aids in understanding how interconnected processes, stakeholders, and environmental factors can be harmonized to develop sustainable and value-oriented business models. We welcome you to engage in a stimulating discussion on how organizations can strategically utilize sustainability to enhance their operations, bolster their competitive stance, and make a meaningful contribution to a more sustainable global economy. This serves as a source of inspiration...

### Possible research topics include

- Advances in life cycle assessments and decarbonized supply chains
- Business model innovation for sustainability in global supply chains
- Business cases for driving profitable but responsible value chains
- Collaborative partnerships for achieving sustainability goals
- Competitive advantage through sustainable innovation
- Consumer behavior shaping responsible value chains
- Corporate social responsibility (CSR) and competitive positioning
- Digital technologies and sustainability in value chains
- Frameworks of Industry 4.0 and Industry 5.0
- Measuring and managing planning and sustainability performance
- Responsible sourcing and ethical procurement in a globalized economy
- Risk management and systems approaches in sustainable and/or resilient supply chains
- Stakeholder engagement and collaboration for sustainable value creation
- Systems thinking in building sustainable supply chains
- Transforming value chains from linearity to circularity

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