



What if sobriety rhymed with sustainability?

A cross-section of digital business leaders

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Abstract: This article questions the link between sobriety and sustainability in the digital sector. Our approach is based on an empirical study conducted in two French clusters with actors met ten years apart to better understand their entrepreneurial trajectories. A reading grid inspired by the theory of paradoxes is mobilized to understand how digital actors manage to overcome these contradictory injunctions. Management through a logic of dialogue seems to be able to succeed in reconciling digital sobriety and sustainability.

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