



Making the Planet more Livable
SUSCON 5, 2016
5th Annual International
Conference on Sustainability
Inspiration, Innovation & Inclusion : : March 17-19, 2016
A Humble Tribute to Bharat Ratna Dr. A.P.J. Abdul Kalam



Sustainability has been defined in many ways but one of the most basic is “the capacity to endure”. The biggest challenge to this capacity is the fact that the Earth has finite resources but an indefinitely growing population. By the year 2050, there will be over nine billion people on Earth whose livelihood will depend on these finite resources. This present us with a situation where we need to rethink and rework on how to turn around the rate of degradation and depletion of the ecosystem and conserve and maintain the balance between supply from the nature and consumption by mankind. In order to bring this turn around we need to seek inspiration from everyday life, from the simple act of closing the tap properly to control wastage of water to a more complex and dynamic process of developing more sustainable products and adopting more sustainable production and consumption practices. However, the inspiration that we seek will be fructified and effective only when it leads to innovative ways of doing things.

SusCon at IIM Shillong - Intense involvement in the movement for Sustainability at IIM Shillong for five years has opened up new doors of perception and ushered in us fresh insights into the theme and the processes. There have been some powerful voices against the overall effectiveness and impact of Rio movement spaced 20 years between Rio summit and the Rio+20 summits. The hard truth has now dawned in the realization of many thinkers and practitioners that Sustainability is not a matter of calculations, publicity gimmick or temporary engagement. If the academic and business community as well as the Government, NGOs and civil society groups are really serious about the issue of Sustainability then one must delve into the exploration of the very roots from where

the concern for Sustainability emerges. The source of all Sustainability lies in the fountainhead of Inspiration that springs forth from the hearts of responsible and conscientious human beings and the enlightened minds of the visionary leadership in any field of endeavour.

Inspiration - Corporates having a sustainability focus will help to keep the company on track during adverse times and in fighting the eternal battle between commercialization and values. Companies that are leading the sustainability cosmos should have sustainability embedded into their vision and mission statements – which means sustainability or protecting the environment and society is one of the reasons that these companies exist. If we are going to be sustainable in our work, then every step of our work should sustain our heart. It's a requirement for sustainability that we don't crush our hearts and fall into bitterness and resentment.

Innovation - Sustainability should become the touchstone for all innovations. Corporations that make sustainability a goal will definitely achieve competitive advantages Sustainable innovation is generating and validating ideas in a continuous and more predictable way. That means rethinking business models as well as products, technologies, and processes. Sustainability isn't the burden on bottom lines that many executives believe it to be. In fact, many examples evidenced that becoming environment-friendly can lower one's costs and increase the revenues. To fuel continuous innovation, organizations must drive sustainable innovation.

Inclusion - Social reproduction is the bedrock of a sustainable and inclusive society and economy. It includes the (largely unpaid and invisible) work of caring for malnourished children, the sick and elderly; of ensuring a healthy and well-nourished labour force;

women empowerment and of playing a range of community roles necessary for cohesive societies. Embracing and valuing diversity and inclusion leads to a better understanding of, and engagement with, the people we work with, the customers we serve and the communities in which we operate.

Sustainability is not profit-driven. It is pure sustainability aiming at reclaiming the ecological loss and adding value to our degraded environment and society. In the present world, where man strives to hit at the maximum monetary satisfaction, it becomes difficult to sustain our resources and biodiversity. Nonetheless, preserving, conserving and re-generating the resources is still the rule of the day. The question is: how do we sustain? To sustain we require Innovation in our thoughts, in our lifestyle and in our approach. The outcomes of such an innovation is meant to be shared among all classes in the global society leading to bridging the gap between the rich and the poor.

In the face of adverse economic realities and sharp criticism from the strong advocates of market economy and bottom-line priorities, it is the power of inner inspiration that keeps the movement of Sustainability going and growing against these formidable 'pragmatic' forces that champion the cause of techno-economic development following the gospel of linear and undifferentiated growth. The fire of Inspiration within then ignites our creative energy and finds expression in meaningful innovation. It compels us to innovate new processes and methods beyond the stereotyped mainstream formulae to resolve the problematic issues around Sustainability covering its multiple dimensions – individual, organizational, social, environmental, cultural and planetary. The individual consciousness thus spreads from the domain of micro issues and local concerns to embrace the macro level in the global arena in a spirit of Inclusion. The philosophy and practice of expansion and transformation of consciousness 'From Me to We' thus becomes a reality.

The forthcoming 5th Annual International Sustainability Conference of IIM Shillong thus weaves around these three main themes – Inspiration, Innovation and Inclusion for a better tomorrow for the human being and the planet at large.

Call for Papers

Academic papers, focused on the main theme but not limited to, are invited for the SUSCON - V. Scholars may choose from any of the sub-themes for

Sub-Themes

1. Sustainability Development Agenda 2030
 2. Rio+20 and the Way Forward
 3. Inclusive Economic Growth and Equity
 4. Green Economy for Sustainable Development
 5. Energy for the Future
 6. Water Resources: Crisis and Management
 7. Environment, Forests and Natural Resources – Management
 8. Climate Change Impact Mitigation and Adaptation
 9. Disaster Preparedness and Management
 10. Sustainability and Management Education
Innovative Technology for Sustainability
 11. Sustainable Building and Smart City Planning
 12. Sustainable Supply Chain Management
 13. Global Reporting Initiatives and Corporate Sustainability
 14. Governance and Ethics towards sustainability
 15. CSR and Stakeholder Engagement
 16. Self, Organization and Society: Towards Harmony
 17. Sustainability: The Role of Social Media
 18. Leadership and the Spirit of Sustainability
 19. Preservation of Indigenous Cultures and Livelihood
 20. Social and Neural Marketing
 21. Brick and Mortar to Click and Shop
 22. Green Marketing
 23. Covering the Uncovered – Insurance
 24. Sustainable Finance-Management & Strategy
 25. Micro-finance & Micro-credit for Sustainable Development
 26. Role of NGOs & VOs in Sustainable Development
 27. Sustainable Innovation and Ecopreneurship
 28. Sustainability Strategy for Competitive Advantage
 29. Green manufacturing
 30. Traditional Wisdom on Sustainability
 31. Sustainability Insights from Eastern and Western Culture and Philosophy
 32. Human Values and Sustainable Development
- Any Other*

Conference Organizing Committee

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Prof. Khanindra Ch. Das

Prof. Mousumi Bhattacharya

Prof. Arindum Mukhopadhyay

Important Dates

Last Date for Abstract submission: December 15, 2015

Notification of Acceptance of Abstract: December 30, 2015

Last date of Final Paper Submission: January 31, 2016

Notification of Acceptance of Final Paper: February 28, 2016

Deadline for Online Registration: March 15, 2016

Guidelines for Submission

Length: Within 6000 words (including abstract, reference and appendix) in Times New Roman font with size 12.

Title page: Article title, authors name with affiliation and email, corresponding author's address, contact number and email id should be included.

Second Page: The title and an abstract of 300 words, with a maximum of 4-5 key words. From the second page onwards, the manuscript should be completely anonymous for blind peer review.

Main Text: Should be readable, technical details should be provided in appendix, ideas proposed should preferably be supported by examples from real life scenarios.

Footnotes: Should be used as sparingly as possible and must be identified in the text by consecutive numbers placed as superscript.

Tables and Figures: Should be numbered consecutively. Tables should be titled at top and figures captioned below. No table and figure included in the paper should be left unreferenced in the text.

Referencing should be done as per the table number/figure number. Any illustration/photos should be considered as figure and numbered accordingly.

Color code: The entire text and tables/figures should be in black colour

References: Within the text as the author's name followed by a comma and year of publication, all in round brackets. At the end of the paper, a reference list in alphabetical order must be given as follows:

For books: Surname, initials, (year), title, publisher, place of publication.

For journals: Surname, initials, (year), title, journal, volume (number), pages.

For articles: surname, initials, (year), title, journal/proceedings name, pages

Submission

Both online and offline submissions will be accepted. However, online submission will be preferred.

Offline submissions

Offline submissions will be accepted only in the form of neatly typed articles sent to the following address in a sealed envelope. Details of the corresponding author should be written on top of the envelope. Offline submissions should be addressed to:

The Chairman, SUSCON Organizing Committee,
IIM Shillong, Mayurbhanj Complex, Nongthymmai,
Shillong-793014, Meghalaya, India.

Online submissions

Online submissions may be sent to the following email id with subject line as given:

Email: sus-con@iimshillong.in

Subject line for abstract: "Abstract for SUSCON-5:" < article title >

Subject line for full-text: "Full-text for SUSCON-5:" < article title >

Review process

All manuscripts submitted to SUSCON IV will be subject to blind peer review. Reviewer's comments will be shared with the authors. However, final decision of acceptance of the papers lies with the SUSCON committee.

Plagiarism

Plagiarism of any sort will not be accepted. Explicit acknowledgement should be made to any existing work or IPR/patent used in the submitted paper. Self-referencing without proper mention of the referenced work will also be considered as plagiarism. Copyright of selected and published articles in the conference proceedings will be jointly held by the author(s) and IIM Shillong.

Awards for the Best Papers

In consonance with its constant focus on Sustainability since inception, IIM Shillong is pleased to announce awards for **three best papers** in the conference. Selection will be done by the jury comprising external panel experts. The criteria for selection of the three best award winning papers are:

- Originality of Ideas
- Clarity of Thought
- Depth of Research
- Quality of Analysis
- Relevance to the overall conference theme

The Awards

- First Prize INR 25,000 and certificate of appreciation
- Second Prize INR 15,000 and certificate of appreciation
- Third Prize INR 10,000 and certificate of appreciation

Publication

The selected papers will be published in the conference proceedings by a publisher of an international repute.

Accommodation

Accommodation (on single and double sharing basis) to the registered participants will be provided in and around the campus of IIM Shillong on first cum first basis.

Contact Information

IIM Shillong, Mayurbhanj Complex, Nongthymmai
Shillong-793014 Meghalaya, India
Ph. No. 0364-2308000
Email id: sus-con@iimshillong.in

Information to Participants

About IIM Shillong

IIM Shillong, the seventh IIM in India, has been set up with a vision to become an internationally recognized Management Institute with a Global outlook grounded in Indian values. From its inception it has been constantly working towards a lofty mission to generate and disseminate knowledge in all aspects of management education with focus on Sustainability and building innovative leadership.

Travelling to Shillong

Surrounded by verdant hills, Shillong offers a beautiful panoramic view of the graceful scenic countryside. Shillong can be reached by taxi from Guwahati airport/railway station which is about 120 km away. Guwahati Airport is well connected to many major cities in India including Bangalore, Chennai, Delhi, Mumbai, and Kolkata. Direct flights are also available from Guwahati to Bangkok too. Helicopter services are also available from Guwahati to Shillong. Besides, Air India operates direct flight from Kolkata to Shillong Airport.



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Registration Form

Venue and Date: IIM Shillong, March 17-19, 2016

***Registration Fee** (In INR or equivalent):

Research Scholars:	INR 3000
Academic participants:	INR 4500
Corporate participants:	INR 6000
International participants:	USD 200

Enquiries:

Contact Information
IIM Shillong, Mayurbhanj Complex, Nongthymmai
Shillong -793014 (India)
Ph. No. 0364-2308000
Email id: sus-con@iimshillong.in

Payment method:

- Preferably by online remittance to Savings Bank Account of RGIIM Shillong being maintained with SBI Account No.: 30276148008 and IFS Code: SBIN0002081.
- Any transfer done must be intimated through the conference id: sus-con@iimshillong.in. The e-mail should contain details, such as Name of the Participant, Amount paid and purpose.
- Under unavoidable circumstances, payment can also be made via a crossed DD in favour of RGIIM Shillong, payable at: Shillong.

Details of Participants:

Name: 1. _____

2. _____

Designation: _____

Email-ID: _____

Organization/Institute: _____

Contact details: _____

Tel: () _____ Mobile No. _____

(Any transfer in the name of sponsorship, registration fee etc. needs to be accompanied by an intimation email to sus-con@iimshillong.in)

**Registration fees include passes to all the programme sessions working lunch, programme dinner, breakfast during programme (17-19th March 2016). Limited accommodation will be provided to the registered delegates on first cum first basis.*