



IIM
SHILLONG

Rajiv Gandhi

Indian Institute of Management Shillong



This conference will provide a multi-disciplinary platform of thinkers, academics, business leaders, government officials, civil society groups and grass root activists to initiate an ongoing dialogue on sustainability along its multiple dimensions. Leveraging the unique assets and expertise of IIM Shillong as a hub of sustainability in business, this Conference will cover global perspectives and practices, keeping in view national priorities as well as regional challenges. The program will include keynote talks and panel discussions by leading experts, presentations by researchers and practitioners and informal conversations through idea café for mutual sharing and enrichment. In the idyllic setting of Shillong, the mood and spirit of this event will be that of a RETREAT for self renewal and collective revitalization.

Conference Committee Members:

- S. K. Majumdar (Conference Chair)
- Sanjoy Mukherjee
- Tapas Kumar Giri
- Sanjeeb Kakoty
- Rohit Dwivedi
- Rohit Joshi
- Abhishek Tripathi
- Achyanta Kumar Sarmah



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All of us live in different places under different surroundings, but we all live on the same earth under one sun. We do different things for our living, growth and prosperity. We get the sunlight at different times. We act differently to take care of our immediate biological and material needs for living. Many of these activities have evolved into short-lived, economically sound but often environmentally detrimental actions that pass-the-buck from one-entity-to-another, destroying and distorting the very foundations of our ecological bases, ones where: (a) *life* can develop; (b) *beings* can flourish; and (c) *cultures* can evolve.

Existing models of growth and development centered solely on economic values have witnessed several global crises in recent years. Around the world, societies are experiencing large scale changes in societal values, increasing social and economic disparities and the painful consequences of financial and economic turmoil including fluctuating food prices and shortages, and energy market insecurity.

The time has come to collectively rethink: how best can we strike a balance between development and destruction; growth and conservation; how can we better the harmony in diversity, life after death and the making of happy and fulfilled lives around our small world. As the first decade of the 21st century ends, leaders of all stripes increasingly find themselves grappling with *turbulence* and paradox. Traditional methods of calculations and predictions are going hay wire in the face of the rapidly changing fundamentals. The time has come to take a deep look at ourselves and our societies and seriously question basic principles and dominant assumptions on the nature of work, purpose of life and roles of business and leadership in social and environmental sustainability. This marks a *transition* from managerial obsession with techno-economic imperatives towards expanding and inclusive perspective of business with diverse constituencies and impacts. It also marks a transition from our limited notion of the self to include deeper understandings of our emotional and spiritual identities, including viewing ourselves deeply interconnected in organic relationships with others in space and time. Learning to live with these types of uneasy questions challenging the conventional mental models and stereotypes may allow us to embark upon an adventurous odyssey in search of more fundamental answers to guide this unsettling transition. We are compelled to take a fresh look at ourselves and the world at large with an element of creative tension and irresistible discontent. The beginning of this journey heralds the hour of *transformation* from a mad, 'brave new world' of speed, information and numbers towards a sustainable earth with passion for excellence, quality, harmony in relationships and a quest for enduring values and earnest wisdom.

In the face of these numerous challenges and crises, we seek to develop shared vision of harmonious communities in a sustainable world of a better tomorrow. The strength of sustainability lies in its ability to integrate economic, environmental, and social forces to forge innovative, enduring, and comprehensive solutions to current and future challenges. While our vision of sustainability is broad and far-reaching, the steps we take towards this goal must be concrete, measurable, and real and hence is our effort to deliberate and initiate a dialogue.

Sub-Themes

- Systems Approach to Understanding Sustainability Issues
- Alternate forms of Organizing
- Industrial Ecosystems
- Social & Ecological Accounting and Valuations
- Corporate Social Responsibility
- Ethics in Life and Work
- Integrating Sustainability into Management Education and Practice
- Public Policy Dialogue on Inclusive Growth and Development
- Towards a Sustainable Self and Evolving a Collective Consciousness

Time line

- Call for papers: 15th July
- Abstract submission: 15th August
- Confirmation about acceptance of Abstract: 1st September
- Full text submission: 30th September
- Notification of acceptance: 31st October
- Final paper submission: 15th November

Guidelines for paper submission

Length: Within 4500 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, Tel., Fax and email are to be included

Second Page: Title and an abstract of 200-250 words, maximum of eight *key words*.

Keypoints: Include three to six brief statements summing up the most important points of your article.

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

Tables and Figures: Should be numbered consecutively using Arabic numerals. Tables should be titled at top and figures captioned below.

Photos and Illustrations: In black and white original with captions. Their position should be shown in the text by typing on a separate line the words.

References: Within the text as the author's name followed by a comma and year of publication, all in round brackets, e.g. (Sharma, 1997). 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), *journal*, volume (number), pages.

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

Submission: Articles should be sent to the editor as an email attachment to sus-con@iimshillong.in.

Review process: All manuscripts submitted to "First Annual International Conference on Sustainability" will be subject to peer review. This will be double blind. Reviewers' comments will be shared with the authors.

For further details and queries, visit <http://www.iimshillong.in/sus-con/sus-con.asp> or email at sus-con@iimshillong.in

Reaching IIM Shillong

IIM Shillong is situated in the Nongthymmai area of Shillong about 5 KM from Police bazaar, the chief road terminus of Shillong. Taxi service is available from Police Bazar to Nongthymmai, both on shared as well as reserved basis.

For further details about reaching Shillong please visit

<http://megtourism.gov.in/howtoreach.html>

Registration/Participation Form

Venue and Date: IIM Shillong, 8-10 December 2010

Registration/participation Fee:

- Corporate participants- INR 5000
- Academic participants- INR 3500
- International participants- USD 200

Enquiries:

SusCon

IIM Shillong, Mayurbhanj complex, Nongthymmai, Shillong-793014

Ph: +91-364-2308000; Fax: +91-364-2230041

Email: sus-con@iimshillong.in

Website: <http://www.iimshillong.in/sus-con/sus-con.asp>

Payment method:

- Preferably by Transfer to SBI Account No.: 30276148008 and Branch code: 002081

Transfer details: _____

(any transfer done must also be intimated through the conference id: sus-con@iimshillong.in)

- Under unavoidable circumstances payment could be made via DD with details:

Payable to: RGIIM Shillong

Payable at: Shillong

Participant's Details:

Name: _____

Position: _____

Communicating Email: _____

Organization: _____

Communicating address: _____

Tel: () _____