



Rajiv Gandhi

Indian Institute of Management Shillong



In continuity with the spirit and mission of sustainability adopted since inception, IIM Shillong announces its Third Annual International Conference on **Sustainability: Ecology, Economy and Ethics**. This Conference will provide a multi-disciplinary platform for one and all - thinkers, academicians, business leaders, government officials, civil society groups and grass root activists and others - to share their ideas, initiatives, experiences and messages for making this planet a better place for healthy and prosperous living. Leveraging the unique assets and expertise of IIM Shillong as a hub of sustainability in business and otherwise, this conference will cover global perspectives and practices, keeping in view local priorities and challenges.

The program will include keynote addresses and panel discussions by experts, presentations by researchers and practitioners and informal conversations and dialogues 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.

Bharat Ratna APJ Abdul Kalam will enlighten and inaugurate the conference as the Chief Guest.

Mr. R. Gopalakrishnan, Director, Tata Sons will be one of the Keynote speakers in the conference.

Organizing Committee Members:

- Prof. Sanjoy Mukherjee, Conference Chair
- Prof. Tapas Kumar Giri
- Prof. P. Saravanan
- Prof. Debasis Chanda
- Prof. Natalie West Kharkongor
- Prof. Sonia Nongmaithem
- Achyanta K. Sarmah

“Where is wisdom we have lost in knowledge?” lamented the great poet T S Eliot in his famous poem ‘The Rock’. The dimensions and magnitude of the turbulence and turmoil in our present scenario have compelled us to take a fresh look at our existing and dominant notions and models of progress and development worldwide from the considerations of sustainability in its multiple facets. Burning and uneasy questions are being raised even in such global forums like the recently concluded Rio +20 summit. The title theme of the annual meet of the Academy of Management in 2008 was ‘The Questions We Ask’. Truly enough, It is time we suspend our propensity for finding smart and quick solutions to the complex problems of today and focus more on asking the deeper questions on the life-world concerning ourselves, our planet and all our fellow beings.

Sustainability is often narrowly defined and equated with green economy or green business. However, beyond mere fiscal economic growth, the notion of sustainability encompasses healthy living for all in an enabling environment, where there is empowerment of the weaker and disadvantaged sections at the bottom of the pyramid with regard to their access to quality health, education and employment opportunities. In fact, Sustainability implies creation of an enduring ecosystem in society, business, economy and governance with an ever widening inclusive approach covering all possible aspects of life and work.

Increasing thrust on sustainability in recent times has also seen the emergence of ‘Ecological Economics’ which focuses on value-in-use rather than value-in-exchange. It gives more importance to regeneration of individuals, communities and ecosystems than to mindless acquisition of financial wealth and assets. In the field of business, the thrust has shifted from maximization of profits and interests of shareholders towards long term health of the organization and maximization of benefits to all stakeholders. The notion of stakeholders forms the founding block of the ‘Business Ecosystem’ that creates space and conditions for harmonious coexistence of diverse constituencies.

There is also a discernible change in the orientation of business leaders towards holistic, purposeful and long term perspectives. For example, in his book ‘Onward’, Howard Schultz, the CEO of Starbucks, offers a leadership perspective to sustainability in his vision and quest of “...building a great, enduring company which has always meant trying to strike a balance between profit and social conscience.” Such attempts to create sustainable business will necessitate ‘cultural transformation’ in organizations under inspirational leadership enlightened with wisdom and enduring humanistic values.

“Unless men increase wisdom as much as knowledge, increase in knowledge will be increase in sorrow.” These words of caution from Bertrand Russell portray the current reality, painfully enough. With increasing depletion of precious natural resources under the steamroller of progress it has become imperative to take a deep and fresh look at the Human- Nature relationship, understand their organic connection and redirect the path of our agenda of development and business decisions towards a humane and happier habitat in the days to come. Simultaneously it is vitally important to preserve cultural diversity by awakening our sensitivity to sustenance of marginalized indigenous cultures. The Spirit of sustainability can only be ignited by addressing such profound issues like meaning of work, purpose of life and the relevance of ethics and values. Otherwise we are destined to confront the looming crisis the signals of which are already amply evident in many countries across the globe ‘Crisis of Civilization’. The seer like vision of the Nobel Laureate poet Rabindranath Tagore from India has become so poignantly true today. In his last essay in 1941, ‘Crisis of Civilization’, he wrote: “I look around and see the crumbling ruins of a proud civilization strewn like a vast heap of futility. Yet I shall not commit the grievous sin of losing faith in man.”

This faith in human potential to think clearly, feel nobly and act rightly has inspired IIM Shillong to launch the movement of sustainability in the context of management education through its prime vehicle ‘**SusCon**’. The conference will open up these debates in the spirit of dialogue for mutual enrichment and collaborative learning. This will provide an occasion to question and challenge ourselves, our existing beliefs and dogma, explore fresh perspectives and values and evolve actionable practices for a better and ethically enlightened future.

“An unexamined life is not worth living.” These golden words of Socrates will provide the stimulus to the participants to reexamine our world views and chart out alternative modes of thinking and living with our senses alive and alert to receive the positive as well as alarming signals from all around. Amidst all the madness and clutter may we not miss out the appeal from the great lyricist and minstrel of modern times: “How many ears must one man have before he can hear people cry?”

Sub-Themes

The Conference will weave around but not be limited to the following sub-themes:

- Poverty Alleviation and Inclusive Growth
- Energy Security for All
- Human- Nature Interface/ Relationship
- UN Global Compact and Millennium Development Goals
- Water and Sanitation (WATSAN) and Sustainable Development
- Micro Finance and Economic Self-Reliance
- Entrepreneurship for Rural Development
- Rio + 20 Summit Revelations
- Role of Business in Promoting Sustainability
- Corporate Social Responsibility and Enlightened Governance
- Business, Economy and Ethics
- Socially and Environmentally Responsible Management Education
- Cultural Diversity and Global Sustenance
- Spiritual Foundation of Sustainability

Intellectual Collaborators



David O'Brien Centre for Sustainable Enterprise

Poverty Alleviation and Inclusive Growth Cultural Diversity and Global Sustainance Energy Security for All
UN Global Compact and Millennium Development Goals Spiritual Foundation of Sustainability
Human- Nature Interface/ Relationship Water and Sanitation (WATSAN) and Sustainable Development
Socially and Environmentally Responsible Management Education
Rio + 20 Summit Revelations Micro Finance and Economic Self-Reliance
Business, Economy and Ethics
Role of Business in Promoting Sustainability Entrepreneurship for Rural Development
Corporate Social Responsibility and Enlightened Governance

A row of black silhouettes of approximately 15 people of various ages and ethnicities, looking towards the right. They are positioned at the bottom of the white rounded rectangle.

Time line

- Last date for submission of abstract (extended): November 19, 2012
- Last date for notification of acceptance of abstract: November 27, 2012
- Last date for full paper submission: January 07, 2013
- Last date for notification of acceptance of full paper: February 07, 2013

Guidelines for paper 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, Tel., Fax and email are to be included

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

Main Text: Should be more 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 table number figure number. Any illustration/photos should be considered as figure and numbered accordingly

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), *journal*, volume (number), pages.

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

Submission: Both offline and online submissions will be accepted.

Offline submissions would be accepted only in the form of neatly typed/hand written articles sent to the following address in a sealed envelope. Corresponding authors details of the submission should be neatly typed on the envelope.

Offline Submission address:
[Article submission for SusCon-3]

To,
The Chairman, SusCon Organizing Committee
IIM Shillong, Mayurbhanj Complex, Nongthymmai
Shillong-793014

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

Submission email id: sus-con@iimshillong.in
Subject line for abstract: "Abstract for SusCon-3:" + article title
Subject line for full-text: "Full-text for SusCon-3:" + article title

Color code: Any color except for black and white for text and greyscale for figures/illustrations should be avoided.

Review process: All manuscripts submitted to SusCon-3 will be subject to peer review. This will be double blind. Reviewers' comments will be shared with the authors.

Plagiarism

Plagiarism of any sort will be least tolerated. Self referencing without proper mention of the referenced work is also liable to be considered as plagiarism.

Best Paper award

In consonance with our constant focus of Sustainability since inception IIM Shillong happy to announce **awards for three best papers for this conference**. Selection will be done by the jury comprising of conference committee members in consultation with external experts. The Criteria for selection of the three best award winning papers:

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

The awards

1. First Prize: INR 25000 and a letter of appreciation
2. Second Prize: INR 15000 and a letter of appreciation
3. Third Prize: INR 10000 and a letter of appreciation

IPR / Patent

Explicit mention should be made to any existing IPR/patent of the authors being used in the article. However, copyright of selected and published articles in the conference proceedings would be jointly held by the author(s) and IIM Shillong.

Publication:

The accepted papers for presentation will be published in the Conference proceedings in a book form in collaboration with a leading publication house of international repute. A copy of the proceedings will be handed over to the participants during the conference.

Accommodation :

Information regarding accommodation will be provided to the participants in the conference page.

SusCon-3: Ecology, Economy and Ethics

(Sponsor's nomination form)

Nomination Form

Venue and Date: IIM Shillong, 6-8 March 2013

Sponsorship Schemes (In INR or equivalent):

PLATINUM

Amount: INR 15,000,00 and above
Privilege: 4 Delegates and Exhibit Opportunity

GOLD

Amount: INR 10,000,00 and above
Privilege: 3 Delegates and Exhibit Opportunity

SILVER

Amount: INR 5,000,00 and above
Privilege: 2 Delegates and Exhibit Opportunity

Enquiries:

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Rajiv Gandhi Indian Institute of Management
Mayurbhanj Complex, Nongthymmai, Shillong – 793014
Phone: 0364-2308004, 2308005, 2308000
Fax: 0364-2230041
Email: sus-con@iimshillong.in

Payment Method:

Preferably by transfer to SBI Account No: 30276148008 and
Branch Code: 002081

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

Under unavoidable circumstances payment could be made by DD Favouring "RGIIM Shillong" and payable at Shillong.

Sponsor's Details

Name _____

Position _____ Email _____

Organization _____

Address _____

Sponsorship amount (in INR or equivalent) _____

Tel:() _____ Fax: _____

Sponsor's Signature _____

Organized by



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Indian Institute of Management
Shillong



Placement of sponsors' name/ banners/ canopies etc., would be decided/provided on the sole discretion of the organizing committee

SusCon-3: Ecology, Economy and Ethics

(Registration/Participation form)

Venue and Date: IIM Shillong, 6-8 March 2013

Registration/participation Fee (In INR or equivalent):

- Corporate participants- INR 5000
- Academic participants- INR 3500
- International participants- INR 11000 / USD 150 / Euros 100

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: () _____