



# 10<sup>th</sup> INTERNATIONAL CONFERENCE ON SUSTAINABILITY

Theme: *Revisit Revive Restore*

Date: November 22-24, 2023



# SUSCON X

**International Conference on Sustainability**

**Theme: *Revisit Revive Restore***

**Date: November 22-24, 2023**

Hosted by

**Indian Institute of Management Shillong**

## Introductory note on SUSCON

In the last fifteen years since inception IIM Shillong has kept alive and strengthened its intellectual and moral commitment to the overarching cause of integrating Sustainability into every aspect of its academic programmes and initiatives covering all aspects of human endeavour. SUSCON, the flagship event of the Institute, is not just a Conference or another academic activity, it is a movement that has created a platform for dialogues and deliberations at a local, national as well as global level. It aspires towards creating a value-based, humane and sustainable future for business, academia, Government, civil society groups, NGOs and thinkers and practitioners covering all disciplines of management and beyond to include all other domains of pursuit of knowledge and practice. It dreams of leaving behind for posterity ethically driven business organizations, a sane and happy society, and a sustainable planet earth to be created by visionary, conscientious and inspired leaders of thought and action from enlightened academic and research institutions.

Over the years, many eminent personalities have shared their valuable insights on various aspects of Sustainability. SUSCON has been blessed with the presence of Bharat Ratna Dr. A P J Abdul Kalam, former President of India, Padma Bhushan Dr. Sundarlal Bahuguna, Jadab Payeng, the Forest Man of India, Dasho Karma Ura, the President of Centre for Bhutan Studies and Gross National Happiness (GNH) Research Padma Bhushan Dr. Mrityunjay Athreya, the globally renowned Management Guru as our Chief Guests among many others.

# Introduction to SUSCON X

SUSCON X of IIM Shillong is aimed at achieving a synergy amongst the three pillars of sustainable development:

## Theme: *Revisit Revive Restore*

“ We don't create the meaning of our life, rather we discover it, ”  
said Jean Paul Sartre.

In SUSCON IX, we had deliberated at large on the essentiality of a compassionate viewpoint in contemporary business avenues and corporates for furthering the agenda of sustainability by embarking on co-creation and collaboration. One of the facts that also surfaced strongly during SUSCON IX is that the world is facing an impending danger of irreversible natural imbalances, given the limited bearing capacity of the earth. Though unintended, causes of such detrimental consequences of human exploration definitely need to be queried. SUSCON X takes forward the baton from SUSCON IX on these very aspects.

From a practitioner's point of view, sustainability has been facing a huge onslaught from the dual aspects of globalization and market-based economy. We have largely lost touch with the thematically central aspect of 'frugality' in our sustainable development agenda. The extremely competitive facet and the gold rush of today's economy has left us as mere producers and consumers of needless amount of possessions. This is increasingly contributing to the imbalance of resources that nature, otherwise, gifts us in a balanced manner.

In SUSCON X, we embark on a journey of intellectual and action-oriented discourse amongst different schools of thoughts of sustainability around the world. We will try to unearth the causalities of such imbalances, attempt to revive what might have gone wrong in our understandings of sustainability as such, and finally add meaning to the lives of our progeny by restoring the thematically central aspect of frugality into the sustainable development agenda.

From an academic point of view, Sustainability is viewed from the standpoints of differing philosophies. Quintessential Indian philosophy considers frugality as the central theme of Sustainability. Here Sustainability is about leading a life with a need-based approach where an individual or a group decides, acts and moves ahead with the sole purpose of progressive ascent to higher levels of human and planetary consciousness. In this earthly world, it doesn't see a difference between the being and phenomenon of any objects. This non-duality of an object is called 'Advaita' in Sanskrit. In the context of Sustainability, this translates into the decision making and actions by humans for acquiring the ability of sustaining with the minimal of resources, while negating the proposition that resources need to be accumulated for future use. In contrast to this, many of the dominant modern philosophies consider that the being (existence) and phenomenon (ability to be in action) for an earthly object are different from one another, and both get transformed into one another. This duality of an object

is called 'Dvaita'. In the context of Sustainability, this translates into decision making and actions by humans for accumulating resources in such a way that it suffices the need for the present while securing the future in an earthly manner. Through our discourses, can we move beyond and transcend such polarity in worldviews and bring about a universality in our understandings of sustainability and sustainable development? In SUSCON X, we aspire to find a universally acceptable definition of sustainability and sustainable development by restoring frugality as the thematically central artefact of Sustainability.

In addition to this, as highlighted in India's G20 Presidency, SUSCON X will deliberate on the role of India in achieving harmony among the 'pancha tattva' - the elements of earth, water, fire, air and space within and amongst us, in order to counter the challenges like climate change, terrorism and pandemics that are being faced by the human race.

## Sub-themes

The conference provides a global platform for engaging in dialogues and deliberations to address the issues and challenges around the following sub-themes:

### ① Economics and Public Policy

In the era where we have been compelled to focus on sustainability aspects in every possible solution at both macro and micro levels, it remains very important for us to analyze various prospects and challenges that we may face in the future. Hence, it became the need of the hour to redefine the actual essence of maintaining a balance between economic growth and stability. So that an economy can maintain its constant growth and create resilience by keeping a persistent check on the sustainability aspects of the same. Keeping in mind the above the two sub-themes could be taken forward for deliberation.

#### Sub-themes:

**Growth and Challenges in the Economics of Sustainability**

**Economics of Sustainability in the context of climate change**

### ② Finance and Control

Sustainable development is not an end but a means which is no different than the end. With the United Nations 2030 agenda, regulators, industry, businesses, academia, and various such stakeholders across the world have been striving towards sustainable development by proposing relevant strategies, policies, or projects. Since Finance has a crucial role to play in the development, implementation, and sustenance of these efforts, therefore, SUSCON X encourages breakthrough research contributions that aim at ameliorating the current best practices and illuminating the possibilities towards building a resilient financial ecosystem.

#### Sub-themes:

**Sustainable Financing: Resource Mobilization for Capacity Building**

**Managing the Sustainable Bottom Line: A Challenge or a Boon**

### ③ OB and HR

Recent economic turmoil has brought into focus the need for people practices that not only promote natural environmental sustainability but rather restore inner harmony and thus revive the inner being. This can be achieved through integrating sustainable practices and values into the workplace culture to promote employees' physical and mental health and work-life balance. By adopting these strategies, organizations can promote sustainability-oriented well-being among their employees, improving job satisfaction, reducing absenteeism, and increasing engagement and productivity. Additionally, this can contribute to a sustainable future by reducing the organization's environmental impact and promoting responsible practices. Building sustainable careers in organizations is important in the light of the fast-evolving technologies and highly dynamic job market. This entails and involves creating a work environment that supports employees' long-term growth, development, and well-being. Sustainable careers prioritize a balance between personal and professional goals and values, promote a culture of learning and growth, and foster a sense of purpose and engagement in employees.

#### **Sub-themes:**

**Restoring sustainability-oriented well-being for employees**

**Building sustainable careers in organizations**

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### ④ Operations and Quantitative Techniques

Operationalizing any business always has the potential of putting resources at risk. The risk is primarily of two types

- Out of bound depletion of resources due to unsustainable practices and operations
- Predominance of the non-regenerative facets of business operations.

The first of these two types of risks leads to the imbalance of resources which otherwise is gifted in a balanced manner to us by nature. Mitigating such risks essentially requires effort in maintaining the frugal dimension of business operations at all levels.

The second of these two risks lead to shock situations of acute resource crisis and detrimental impact on the environment. Mitigating such risks essentially requires efforts in maximizing the quality parameters and zero-waste goals in each stage of the product life cycle.

Keeping the above concerns in view, and with a risk mitigation agenda, the Operations tracks of SUSCON X will deliberate on two vital sub-themes:

#### **Sub-themes:**

**Sustainable Operations**

**Sustainable Life Cycle Assessment**



## ⑤ Marketing

Marketing activities adopted by companies benefit customers and society. However, sometimes, companies adopt questionable marketing practices that serve their selfish motives rather than serving the interests of customers and of society at large. Again, there are some actions by companies which may appear to be beneficial in the short run. However, a closer inspection will reveal that in the long run, such actions are harmful for society. Marketing receives criticism because of such activities. Sustainability of the practices adopted by marketing and consequently, sustainability of the society becomes questionable. The malpractices adopted by marketing may lead to depleting sustainability. Given, this background, companies should revisit their marketing practices, and revive and restore those marketing practices which are sustainable.

### **Sub-themes:**

**Sustainable Marketing**

**Social Marketing**

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## ⑥ Information Systems and Analytics

The information systems and analytics area focus on how data-driven approaches, enabled by analytics, can facilitate sustainable development. And it also focuses on how information systems and analytics can be used to promote sustainable practices and protect the environment.

### **Sub-themes:**

**Data-Driven Sustainability: Leveraging Analytics for Sustainable Development**

**Sustainable Information Systems for Environmental Protection**

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## ⑦ Strategy and Liberal Studies

During the last three decades, in spite of two Rio Summits and the Paris Convention, the vital Sustainability parameters have declined worldwide. The corporate organizations across the world also have their major share of responsibility in revisiting their strategies, policies, and actions thereof to revive the natural environment and restore a semblance of normalcy and order. This calls for integration of Sustainability issues and concerns in the core Organizational Strategy so that it assumes top priority in corporate decision-making process, both short and long term. Further one needs to take a relook at our modes and methods of learning to cultivate aesthetic sensibility and creativity to develop sensitivity to our environment and live in communion with nature. This can only be possible by integrating inputs on Liberal Studies for cultivation of our Right Brain to complement the active Left Brain, that promotes intellectual development and quantitative ability, for our Holistic Development.

### **Sub-themes:**

**Integration of Sustainability into core Organizational Strategy and Practices**

**Cultivating our Right Brain for enhancing our Creativity, Sensitivity to Nature and Holistic thinking by Integrating Liberal Studies into Management Education as well as Corporate Training and Development**

## **Keynote speakers**

**Mr. Shekar Prabhakar ( Co-founder & CEO of Hasiru Dala Innovations )**

**Dr. Lin Peng ( Professor, Baruch College, CUNY )**

## **Call for papers**

### **● Submission type**

SUSCON X invites academicians, research scholars, and corporate/industry executives to submit:

- Research Paper (qualitative/quantitative/mixed)
- Literature Review
- Case Study
- Conceptual Paper

On one or more of the sub-themes mentioned above.

### **● Submission Process**

Authors can submit their extended abstracts up to 1000 words or the full paper using the submission portal given below. Authors wishing to submit multiple papers will have to do separately.

#### **Abstract submission portal:**

[https://iimshillong-my.sharepoint.com/:f:/g/personal/sus-con\\_iimshillong\\_ac\\_in/EqP90IXqXm5CqFq2LgH\\_8Z0BZmqdpkVhdmSZgclDqk03MA](https://iimshillong-my.sharepoint.com/:f:/g/personal/sus-con_iimshillong_ac_in/EqP90IXqXm5CqFq2LgH_8Z0BZmqdpkVhdmSZgclDqk03MA)

All papers must be original and not previously submitted for any other conference or journal. Authors must follow the Publication Manual of the American Psychological Association (APA), Seventh Edition (2020), while preparing their manuscript. The similarity of the text must not exceed 10%.

### **● Mode of Presentation**

SUSCON X will be conducted in hybrid mode. Indian participants will present papers physically at the IIM Shillong campus. International participants may present their papers virtually (Optional).

## Important dates

Last date for abstract submission (Extended)	07.08.2023
Decision on acceptance/rejection of abstracts	20.08.2023
Last date for full paper submission of accepted abstracts	15.09.2023
Decision on acceptance/rejection of full papers	20.09.2023
Early Registration Begins	21.09.2023
Early Registration Closes	30.09.2023
Scheduled Registration Begins	01.10.2023
Scheduled Registration Closes	25.10.2023
Late Registration Begins	26.10.2023
Late Registration Closes	15.11.2023

## Registration details

Participants	Early registration	Scheduled registration	Late registration
Corporate/Industry	Rs. 4000 per participant + 18% GST	Rs. 5000 per participant + 18% GST	Rs. 6000 per participant + 18% GST
Academicians	Rs. 3000 per participant + 18% GST	Rs. 4000 per participant + 18% GST	Rs. 5000 per participant + 18% GST
Research Scholars	Rs. 1000 per participant + 18% GST	Rs. 2000 per participant + 18% GST	Rs. 3000 per participant + 18% GST
International Participants	\$115 + 18% GST	\$120 + 18% GST	\$125 + 18% GST
International Participants (Online)	\$95 + 18% GST	\$100 + 18% GST	\$105 + 18% GST

The Registration Fees include Lunch, morning and afternoon Tea for two days, and dinner for 2 days along with Conference Kit and Materials but does not include accommodation. The participants will have to make their own arrangements for accommodation.



## Knowledge Partners

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## Publication Partners



Springer is the Publication Partner for this conference. Selected papers from the conference will be published in a Proceedings volume as part of the SCOPUS-indexed series Springer Proceedings in Business and Economics, subject to the review process of conference organizers as well as Springer.



IIMS Journal of Management Science, published by Sage Publishing is also a publication partner for this conference.

## Contact Details

**Conference Email:** [sus-con@iimshillong.ac.in](mailto:sus-con@iimshillong.ac.in)

**Conference Website:** [www.iimshillong.ac.in/events-and-conferences/conferences/](http://www.iimshillong.ac.in/events-and-conferences/conferences/)

**SUSCON Phone No.:** (0364) 230-8052

**Address:** Indian Institute of Management Shillong, Umsawli, Shillong, 793018, Meghalaya, India

## Advisory Board

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## 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. Helicopter services are also available between Guwahati and Shillong. Shillong is connected to Assam, Manipur, Tripura, West Bengal and New Delhi through direct flights.





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