

BAM 2025 CONFERENCE



Sustainable and Responsible Business Track

Track Chairs:

- Dr Dongmei Cao, Nottingham Trent University, dongmei.cao@ntu.ac.uk
- Dr Naheed Roni, Teesside University, n.roni@tees.ac.uk
- Dr Julian Riano, University of Brighton, j.d.riano@brighton.ac.uk
- Dr Sharad Gupta, Cardiff Metropolitan University, sgupta@cardiffmet.ac.uk
- Dr Konstantinos Vergos, University of Portsmouth, konstantinos.vergos@port.ac.uk

Track Description:

The Sustainable and Responsible Business (SRB) Track at BAM2025 advances understanding of sustainable and responsible business practices that drive societal transformation. The BAM2025 conference theme, “On the Border: Management Challenges, Business Opportunities and Disrupted Institutional Contexts”, resonates with our Track focusing on sustainable and responsible business practices.

In today’s volatile world, organisations face intensified competition, digital shifts in work, the rise of hybrid work models, the potential of the metaverse, evolving skill demands, and new geopolitical landscapes. With natural resources under strain and ecological vulnerability rising, the urgency for sustainable transformation has never been greater. Key questions remain: How can organisations, employees, and communities adapt to these multifaceted challenges while progressing toward sustainability?

At COP29, UN Secretary-General António Guterres called for immediate, transformative action from both public and private sectors, emphasising the importance of renewable energy, sustainable supply chains, and zero-waste policies. His message provides a roadmap for sustainable transformation, emphasising four targets: reducing emissions, protecting people and nature from climate extremes, boosting climate finance and reducing the size of the fossil fuel industry.

This transition may be affected by considerable changes in the speed or the magnitude of innovations (innovation disruptions) that may occur in transitions in a) technology and markets, b) business models, c) regulations, policies and formal institutions, d) actors and networks, e) behaviour, practices and cultural models, and f) disruption which potentially accelerates sustainability transitions.

Our Track addresses how organisations can meet the abovementioned goals while remaining competitive and profitable.

Recent emphasis on the climate emergency, Corporate Social Responsibility (CSR), ESG reporting, the Triple Bottom Line framework, and Mindfulness highlights the growing demand for sustainable business models. Rapid advancements in AI, IoT, and other technologies present new possibilities for productivity, growth, and sustainable innovation. However, progress toward sustainability requires consistent effort across all levels—individual, organisational, and societal—and calls for concrete actions and research into previously underexplored questions, such as:

- How can sustainable and responsible management education equip future leaders to navigate an uncertain world?
- What value do investments in data and infrastructure bring to responsible businesses?
- What elements might constitute a future economic model that prioritises sustainable development amidst the rise of mindfulness in global organisations?
- What management and leadership approaches embed environmental stewardship into core business operations?
- What are the changing dynamics of modern slavery within corporate supply chains?
- How can organisations effectively manage disruption and innovation to achieve performance and sustainability goals?
- How do public policies influence local efforts to educate communities about sustainable practices?
- Can financial institutions reduce waste and build sustainable lending models?
- How can different organisations contribute to the best practices of sustainable models?
- Can the financial sector establish any sustainable business practice model?
- What role can consumers, marketers, civic society, and policymakers play in developing sustainable products and services?
- Under what circumstances and how can CSR strategies contribute to financial profitability?
- Can organisations maintain their competitive edge while prioritising stakeholder well-being and adopting sustainable business practices? How can this be achieved?
- Can we successfully navigate the paradoxical trichotomy of profit versus people versus planet? Can mindfulness help in this?
- How can organisations effectively integrate sustainability considerations into their corporate governance structures to ensure ethical decision-making and long-term value creation for stakeholders?
- What are the business models and markets that will emerge, linking to changes in regulation and policy that lead to disruptions that potentially accelerate sustainability transitions?
- What could be the policy and regulatory barriers to be removed for technological solutions that encourage or reward sustainability practices?
- What actors or networks will facilitate food and energy resources and benefits to be provided and distributed for the benefit of the many?
- How can the wider distribution of power and ownership of resources and infrastructure accelerate disruption focusing on sustainability transition?
- How can working on removing existing negative connotations associated with certain low-tech practices disrupt behaviour and practices to promote sustainability goals?

These questions represent some key directions for the SRB Track at BAM2025, providing a platform for research that bridges theory and practice. We invite submissions that probe whether traditional business frameworks address today's sustainability challenges and those that re-imagine the relationship between business and society, examining concepts such as CSR, ESG, sustainable development, social capital, and social innovation. This Track encourages contributions that re-evaluate conventional business practices and generate actionable insights. In particular, we welcome submissions that:

- Broaden the understanding of sustainability pillars and assess the scope and significance of social and environmental challenges.
- Examine sustainability and responsibility in various industries, government policies, consultancies, and other organisational settings.

- Conduct applied research in specific industries, sustainable or responsible consultancies, government policies, and other significant organisational sectors.
- Innovate methodologies that advance theoretical and empirical insights into the context of sustainable and responsible business practices.
- Explore the benefits of interdisciplinary collaboration with the Sustainable and Responsible Businesses field.
- Identify the evolving nature of modern slavery practices within corporate supply chains.
- Share case studies that exemplify how innovative business models tackle sustainability issues.
- Advocate for the integration of sustainability into higher education curricula.
- Engage with broader discussions on sustainability-related paradoxes, including the UN SDGs and the Principles for Responsible Management Education (PRME).
- Explore the value of multi-stakeholder collaboration and partnerships for sustainable development
- Investigate communication challenges within the sustainability domain.
- Develop typologies to advance theoretical frameworks.
- Assess the integration and impact of Environmental, Social, and Governance (ESG) criteria in business practices and reporting.
- Explore effective ESG metrics and reporting frameworks to foster transparency, comparability, and corporate accountability.
- Investigate the effectiveness of mindfulness in advancing different aspects of sustainability from organisational, social, policy, and/or individual perspectives.
- Advance the discussion of integrating mindfulness into domains like marketing, supply chain management, information technology, and finance.

We encourage submissions to the Sustainable and Responsible Business track in the forms of –

- Full papers
- Developmental papers
- Professional Development Workshops (PDWs)

Kindly indicate the top three SDGs (Minimum one SDG) that your submission focuses on in their order of emphasis. This could be done right after the title and before starting the abstract. Please submit papers as per the British Journal of Management format, specifying the intended track (SRB), emphasising SDG(s), paper form (full/dev/workshop, etc.), and the paper type (theoretical or empirical).

We look forward to your submissions and meeting you at the BAM2025 conference!