

# BAM 2024 CONFERENCE

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**Nottingham  
Business School**  
Nottingham Trent University

## Sustainable and Responsible Business Track

### Track Chairs:

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### Track Description:

The work of SRB conference Track focuses on advancing understanding of sustainable and responsible business and showcasing cutting-edge research towards societal transformation for sustainable future. The conference theme, “Achieving transformation for greater good: Societal, organisational and personal barriers and enablers”, resonates with the core concepts within our Track focused on nurturing sustainable and responsible business.

We understand that in a rapidly changing world marked by fierce global competition, the digital transformation of work, the rise of hybrid work models, the potential of the metaverse, evolving skill demands, and shifting political landscapes, the need for organizational and personal transformation has become more critical than ever. Amidst these challenges, the growing awareness of ecological vulnerability due to finite natural resources adds another layer of urgency to the pursuit of sustainable transformation. How can organizations, their employees, and the environments in which they operate adapt, evolve, and transform to address the multifaceted challenges of our turbulent times?

“...this is a crisis of monumental proportions, with catastrophic effects on people’s lives and livelihoods and on efforts to realize the 2030 Agenda for Sustainable Development.” (Liu Zhenmin, Under-Secretary-General for Economic and Social Affairs, The Sustainable Development Goals Report 2021).

“Our addiction to fossil fuels is pushing humanity to the brink. We face a stark choice: Either we stop it - or it stops us. It’s time to say: enough” (UN Secretary-General António Guterres at the opening of the World Leaders Summit at COP26 - Glasgow, 1 November September 2021).

In light of BAM2024 conference theme, the quotes from António Guterres and Liu Zhenmin still resonate with a need for immediate action and radical changes in global economies. However, despite persistent calls for action, the time for dynamic change and proactive measures remains evident. Innovation and sustainable solutions should not be mere options but essential imperatives. The United Nations'

Sustainable Development Goals (SDGs) serve as a comprehensive roadmap for achieving a more sustainable future for all. While addressing these global challenges, organizations must also maintain competitiveness and profitability.

The recent emphasis on climate emergency, Corporate Social Responsibility (CSR), ESG reporting and the Triple Bottom Line has further amplified the urgency for organizational resilience and sustainability. Amidst this evolving landscape, the rapid adoption and advancement of innovative technologies such as artificial intelligence (AI) and the Internet of Things (IoT) offer promising avenues for enhancing productivity, economic growth, and sustainable solutions. Nevertheless, the path towards a truly sustainable future remains a work in progress. Impactful changes can begin with small steps at the individual, family, enterprise, MNCs, SMEs and country levels before evolving into public policies. We hope that some of the research questions that remain underexplored can be addressed at BAM2024, as follows:

- What role does sustainable and responsible management education play in nurturing future leaders capable of navigating an uncertain world?
- What benefits do investments in data and information infrastructure offer to responsible businesses?
- What elements might constitute a future capitalism model that prioritizes sustainable development?
- What organizational, managerial, and leadership approaches can effectively embed environmental stewardship into business operations?
- What are the changing dynamics of modern slavery within corporate supply chains?
- How can the global economy rebound from the COVID-19 pandemic while maintaining responsible business practices?
- How can organizations effectively manage disruption and innovation in pursuit of performance and sustainability goals?
- How do public policies influence local councils in educating their residents about individual sustainability actions?
- Can financial institution reduce waste and develop any sustainable model in lending practice?
- How can we effectively measure and track sustainability-related policies over time?
- How can we ensure active participation from the public, private, and voluntary sectors in achieving sustainability goals?
- How different organizations can contribute to the best practices of sustainable models?
- Can the financial sector establish any sustainable business practice model?
- What role can consumers play in the development of sustainable products and services?
- Under what circumstances and how can CSR strategies contribute to financial profitability?
- Can organizations maintain their competitive edge while prioritizing 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?
- How can organizations effectively integrate ESG considerations into their corporate governance structures to ensure ethical decision-making and long-term value creation for stakeholders?
- What strategies and mechanisms can businesses employ to enhance transparency and accountability in their ESG reporting, fostering trust among investors, customers, and other stakeholders?

The above questions provide an outline and it is our duty as researchers to provide a more inclusive and applicable perspective on research within the sustainable and responsible business knowledge sphere – and we want to bridge the gap between theory and practice. In this SRB track, we explore the ways in which well-established and emerging organisations are finding ways to address the large-scale societal

problems outlined above. These are complex problems and, as such, they require scholarly work that brings closer theoretical, empirical, conceptual and applied dimensions of an academic enquiry. We encourage robust scholarly debates that contemplate whether traditional business and management approaches still provide relevant insights that address the above questions and the theme of the conference at large. We welcome papers that re-imagine the relationship between business and society and question such concepts as CSR, ESG, Sustainable Business, Sustainable Development, Sustainability Transition, Social Capital and Social Innovation as mechanisms of tackling some of the present societal and systemic problems. For this year's conference, we particularly welcome submissions that:

- Aim to consider further understanding with wider inclusion of sustainability pillars.
- Deepen our understanding of the magnitude and significance of social and environmental challenges, and assess the extent to which these issues are being addressed.
- Conduct applied research in specific industries, sustainable or responsible consultancies, government policies, and other significant organizational sectors.
- Evaluate methodologies that advance theoretical and empirical insights in the context of sustainable and responsible business practices.
- Explore the benefits of interdisciplinary collaboration in the field of Sustainable and Responsible Businesses.
- Identify the evolving nature of modern slavery conditions within corporate supply chains.
- Provide case studies that exemplify how innovative business models are addressing sustainability challenges.
- Advocate for the integration of sustainability practices into higher education curricula.
- Engage with broader discussions surrounding sustainability-related paradoxes, such as the UN's Sustainable Development Goals (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.
- Propose and suggest typologies of approaches from which to develop theoretical frameworks.
- Investigate the integration and impact of Environmental, Social, and Governance (ESG) criteria in business practices, exploring how companies incorporate ESG factors into decision-making processes and reporting mechanisms.
- Assess the effectiveness of ESG metrics and reporting frameworks in providing transparent and comparable information, contributing to the ongoing dialogue on standardized ESG disclosure to enhance corporate accountability and stakeholder trust.

The track welcomes submissions including workshops, PDWs, full and developmental papers. Please note that papers should conform to the British Journal of Management format such that the front page states the intended track, paper form and stage (full/dev/workshop etc.), and the paper type (i.e. whether or not it is theoretical or empirical).

We look forward to your submissions, and to meeting you at BAM2024 conference!