Call for papers

SUBCONFERENCE

“Business Ethics, CSR and Inclusive Growth: Towards a Sustainability Agenda"

11th IRMBAM Conference
2-4 July 2020, Nice, France
“Business Ethics, CSR and Inclusive Growth: Towards a Sustainability Agenda”

Guest speakers:

**Prof. Dr. Shunsuke Managi** *(Distinguished Professor of Technology and Policy and the Director of the Urban Institute of the Kyushu University)*

**Dr. Samuel Vigne** *(Associate Professor with Trinity Business School Editor-in-Chief of Elsevier’s Finance Research Letters)*.

Organizers: **Pr. Dr. Maria Giuseppina Bruna** *(Subconference Chair)* & **Dr. Béchir Ben Lahouel** *(Subconference Deputy Chair)* IPAG Business School, France

**OVERVIEW**

The Subconference General Track addresses the crucial issues of Business Ethics, CSR and Inclusive Growth, adopting a holistic, multi-level and transdisciplinary perspective, addressing these topics through a multi-focal stakeholder’s perspective, gathering together Institutions, public organisations, companies and civil society organisations.

Particularly, the Track addresses the strategic issue of Inclusive Growth as a new societal paradigm, articulating social equality, societal inclusiveness and environmental sustainability issues.

According to “The Commission on Growth and Development (2008)”, inclusiveness, a concept that encompasses equity and equality of opportunities; is a crucial element for any successful growth strategy. Equal opportunity is emphasized in terms of access to markets, resources and knowledge, and challenges organizations particularly on their HR strategy, concerning equality, non-discrimination and diversity promotion in recruitment, talent acquisition, empowerment and retention, and human capital management. It addresses Institutions and Companies in terms of collective regulation.

Inclusive growth has been recognized as the most trusted way to free society from poverty in an era where polarization is constantly increasing. The percentage of workers under the poverty line has increased, especially among young people, reinforcing social disaffiliation and pauperization of working classes in Western countries.

Moreover, significant gaps remain among populations in the non-monetary dimensions of education and training access, well-being, including employment, education and health. These inequities threaten the long-term viability of societies and economies, as well as the ability of businesses to function effectively.
The Business for Inclusive Growth (B4IG) coalition, a group of major international businesses, has pledged, in the margins of the G7 leaders’ Summit in Biarritz (France) in August 2019, to tackle inequality and promote gender equal opportunity and diversity in the workplaces and the supply chains. Hence, businesses have a central role to play in defining a new model of economic growth that promotes social justice, a model that is more inclusive and therefore more resilient.

The Track adopts, in addition, a critical, holistic and dynamic perspective to assess Environmental Efficiency and Corporate Global Performance and investigates the new challenges, levers and tools for Sustainability in Business and Social Models. It hosts innovative papers in English and French without any methodological restriction (theoretical as well as qualitative, quantitative and mixed-methods approaches are accepted) that could enrich the state of knowledge and enlighten managerial practices.

The Subconference General Track pays attention to Cleaner Production and Environmental Efficiency as well as to development of new tools for the strategic driving, continuous assessment and impact evaluation of Corporate Social Responsibility and Sustainability initiatives.

**TOPICS THAT CAN BE ADDRESSED IN RELATION TO INCLUSIVE GROWTH:**

**INCLUSIVE GROWTH, CSR & INNOVATIVE PARTNERSHIPS**

1. How to promote inclusive growth through corporate social responsibility (CSR)?

2. Businesses’ contribution to inclusive growth with regard to Sustainable Development Goals (SDGs) such as goal 1 (no poverty), goal 5 (gender equality), goal 8 (decent work and economic growth), and goal 10 (reduced inequalities).

3. Addressing new models for innovative public-private alliances to carry out eco-systemic change and secure inclusive growth.

4. Developing and providing significant economic and managerial levers in order to strengthen businesses’ impacts on inclusive growth.

5. How social impacts from traditional businesses and social businesses can be measured and scaled up? Developing new measurement frameworks and models for assessing impacts.

**DIVERSITY MANAGEMENT & INCLUSION**

6. Addressing the challenges of diversity management and inclusion at work in the post-modern era, including:

- Steering, deployment and social audit of the diversity policies in the organizations,
- Prevention and conflict management within companies, mediation and “intelligence of negotiation”,

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• Post-modern companies, new organizational (business & social) models and new strategies and practices of inclusion,

• The strategic role of inclusive networks (viewed as agile platforms, laboratories of innovation, equality toolboxes & leaders’ sandboxes) in the post-modern companies.

7. Addressing the challenges of inclusiveness:
   - Enhancing equality of opportunity and strengthen meritocracy
   - Promoting human rights and building diverse and inclusive workplace (tackle child labor, decent and pay equities, gender mainstreaming, etc…).

**Assessing CSR, Sustainability & Diversity Management**

8. Assessing CSR, Sustainability and Diversity Management programs and practices into the organisations, investigating their teleological purposes, their stakeholders’ mapping, their phenomenology of implementation and their holistic impacts (operational, social, environmental and economical as well).

**Heuristic of inclusion & epistemology**


10. Developing scientific tools and methods to holistically appreciate (or evaluate) Corporate Global Performance, aggregating, combining or superposing governance, operational, social, environmental and business factors and issues.

**Social networks & inclusion**

11. Adopting social network analysis perspective to investigate relational issues: what are the tools to promote women’s and minorities’ inclusion?
   • Focus on sponsoring, mentoring, leadership, social networks, communities of practices…
   • Focus on employees’ groups, women’s networks and pro-diversity communities as laboratories of inclusion, organizational agility and innovation,
PUBLICATION OPPORTUNITIES

In consultation with the subconference organizers and the editors-in-chief of *Environmental Economics and Policy Studies* and *Management & Sciences Sociales* authors of selected articles will be invited to submit their papers to a special issue of these journals.

PAPER SUBMISSION PROCEDURE

Authors are invited to submit their papers, preferably in English, in PDF file, no later than **March 22, 2020**, by midnight Paris time, via the conference website: https://ipag-irm.sciencesconf.org/

Papers in French will be presented in specific sessions. Early submissions are highly encouraged. The scientific program will be available on the website of the conference around mid-June, shortly after the conference registration is closed.

IMPORTANT DATES

Submission deadline (full paper): **March 22, 2020**
Notification of review results: April 19, 2020
Registration deadline: May 17, 2020
Conference event: July 2-4, 2020

Please visit our website for detailed information: http://ipag-irm.sciencesconf.org

FURTHER INFORMATION

For queries, please contact the organizers at ipag-irm@sciencesconf.org
The subconference is organized by the IPAG Chair « Towards an Inclusive Company »,

Contacts:

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