

# Call for papers

## SUBCONFERENCE

### **“BUSINESS ETHICS, CSR AND INCLUSIVE GROWTH: TOWARDS A SUSTAINABILITY AGENDA”**

**11<sup>th</sup> IRMBAM Conference**  
**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) *IPAG Business School, France*.

**DR. BÉCHIR BEN LAHOUEL** (Subconference Deputy Chair) *IPAG Business School, France*.

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 addresses the access (of both individual and Corporate actors) to resources, knowledge and markets, and challenges the firms' behavior and operational practices, particularly in the HR and team management field, from equality, non-discrimination and diversity promotion in recruitment to talent acquisition, empowerment and retention strategy, from human capital management to stakeholders' dialogue. **Inclusiveness addresses collective regulation and social cohesion**.

Macro-economically speaking, **inclusive growth has been recognized as the most trusted way to free society from poverty in a postmodern era where polarization is constantly increasing**. The percentage of workers under the poverty line has increased, especially among young people, reinforcing, in the Western countries, the working classes' social disaffiliation and pauperization. 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, more agile and therefore more resilient.

In addition, the *Subconference General Track* promotes a critical, holistic and diachronic perspective to assess Social / Environmental Efficiency and Corporate Global Performance of firms. It investigates the new challenges, levers and tools for Sustainability in Business and Social Models.

Technically, the *Subconference General Track* 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 innovation in social assessment of organisations and encourages disruption in methodology and tooling, to evaluate the global impact 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”,
  - 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

9. Modeling and providing new valuation techniques for socio-efficiency and eco-efficiency.
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,

## Contacts:

### Pr. Dr. MARIA GIUSEPPINA BRUNA

#### Subconference Chair

Full Professor of Management and Director for Ethics and CSR Strategy & Research, IPAG Business School

Founder & Executive Director of the IPAG Chair "*Towards an Inclusive Company*"

[maria-giuseppina.bruna@ipag.fr](mailto:maria-giuseppina.bruna@ipag.fr)

### Dr. BÉCHIR BEN LAHOUEL

#### Subconference Deputy Chair

Assistant Professor, IPAG Business School

Project Manager, IPAG Chair "*Towards an Inclusive Company*"

[b.benlahouel@ipag.fr](mailto:b.benlahouel@ipag.fr)