



IIM
SHILLONG

RAJIV GANDHI
**INDIAN INSTITUTE
OF MANAGEMENT**

2nd INTERNATIONAL CONFERENCE
**SUSTAINABILITY:
PEOPLE, PLANET & PROSPERITY**



NOVEMBER 9-11, IIM SHILLONG



IIM
SHILLONG

RAJIV GANDHI
**INDIAN INSTITUTE
OF MANAGEMENT**

2nd INTERNATIONAL CONFERENCE **SUSTAINABILITY: PEOPLE, PLANET & PROSPERITY**

This Conference will provide a multi-disciplinary platform for thinkers, academics, business leaders, government officials, civil society groups and grass root activists to share their ideas, initiatives, experiences and messages for making this planet a place for healthy and prosperous living. Leveraging the unique assets and expertise of IIM Shillong as a hub of sustainability in business, this Conference will cover global perspectives and practices, keeping in view national priorities as well as regional challenges.

The program will include keynote addresses and panel discussions by leading experts, presentations by researchers and practitioners and informal conversations and dialogues through idea café for mutual sharing and enrichment. In the idyllic setting of Shillong, the mood and spirit of this event will be that of a RETREAT for self renewal and collective revitalization.

Conference Committee Members:

Prof. Swapan.K. Majumdar, Conference Chair
Prof. Sanjoy Mukherjee
Prof. Rohit Dwivedi
Prof. Sanjeeb Kakoty
Prof. Tapas Kumar Giri
Prof. Rohit Joshi
Prof. N. Sivasankaran
Prof. Sonia Nongmaithem
Prof. Natalie West Kharkongor
Achyanta K. Sarmah (From June' 11 and onwards)

'Times are out of joint', said Shakespeare. These are turbulent times and ticking away fast amidst uncertainty, complexity and paradoxes. We are compelled to move forward from talking to doing things to protect, preserve and reshape our thinking, ways of living and doing business. Many of our traditional market driven models of development and practices are heavily focused on individual prosperity and growth with very little or no concern for collective future well being of the planet. Prolonged cumulative effects of such mad rush for growth and prosperity have pushed the planet to such an edge that if we do not change or replace those outdated environmentally and socially unfriendly practices with planet-friendly, pro-people ones for sustainable living, one day people will find their planet as uninhabitable.

No single solution will fit for all. Individuals have to search for such solutions that takes care his as well as societal plus environmental well beings. Secondly, no solution will have significant impact, if it cannot expand and change the mind-space, ignite the hearts and improve the habitats of millions of people working with hands that are more eager to give than take. A significant message that emerged from the 1st International Sustainability conference is "Matter divides, Spirit unites". One of ways of uniting this physically and culturally multi-polar world is the "**Spirit of Sustainability Movement**".

The 2nd International conference is committed to carry forward the Spirit of “**Sustainable Living and Doing Things for the Prosperity of People and the Planet**” and would like to call upon the intellectuals, academia, corporate stewards, activists and policy-makers to join the “Sustainability Movement” and show the world the ways, means and tenets of accomplishing sustainable prosperity for the people of the planet. We welcome all at this event, those who are ready to question the dominant modes of thinking and looking ahead to embrace alternative modes of learning and action for holistic human development and address deeper issues like meaning of work, purpose of life, aim of education (management or otherwise) and welfare of one and all across countries and cultures.



Sub-Themes

1. The Spirit and Ethos of Sustainability

- The Spirit of Sustainability
- Triple P of Sustainability
- Systems Approach towards Sustainability
- Sustainability and Liberal Arts: In Search of the Creative Mind

2. Leadership and Practices of Sustainable Future

- Leadership for Sustainable Future
- Social Responsiveness of Individuals and Organizations
- Governance and Ethics

3. Material and Methods of Sustainable Development

- Science and Technology for Sustainable Development
- Sustainable Livelihood: Alternative Modes of Production and Consumption
- Social Entrepreneurship
- Green Marketing

4. Preservation and Management of Ecosystems

- Management of Ecosystems
- Natural Resource Management
- Disaster Management
- Carbon Trading and Responsible Investment.

5. Approaches and Way Forward for Sustaining the Sustainability Movement

- Relationship Between Man and Nature: Perspectives and Practices
- Sustainability: An Interdisciplinary Approach
- Integrating Sustainability in Management Education and Practice
- Public Policy Dialogue on Inclusive Growth and Development

6. Regional Challenges and Actions

- Sustainability issues of Emerging Economies
- Sustainability – Regional Issues Challenges and Way Forward
- Sustainability Issues and Challenges of NE India

Time Line

Full Paper Submission extended to 31st August

1. Abstract Submission - **16th August**
2. Abstract Acceptance - **15th July**
3. Full Paper submission - **16th August**
4. Review Comments - **05th September**
5. Final Submission date - **30th September**

In consonance with our constant focus of Sustainability since inception IIM Shillong happy to announce **awards for three best papers for this conference**. Selection will be done by the jury comprising of conference committee members in consultation with external experts. The Criteria for selection of the three best award winning:

- Originality of Ideas
- Depth of Research
- Quality of Analysis and
- Relevance to the overall conference theme

The Prizes

- | | |
|-----------------|-------------|
| 1. First Prize | Rs 25000.00 |
| 2. Second Prize | Rs 15000.00 |
| 3. Third Prize | Rs 10000.00 |

For submission kindly go to the following link:

<https://www.easychair.org/conferences/?conf=suscon2011>

Guidelines for Paper Submission

Length:

Within 6000 words (including abstract and reference) in Times New Roman font with size 12.

Title page:

Article title, authors name with affiliation and email, corresponding author's address, Tel., Fax and email are to be included

Second Page:

Title and an abstract of 300 words, maximum of 4-5 key words. The authors may attach the category sheet to define the relevant subject categories to which the paper belongs (available on the website: <http://www.iimshillong.in/sus-con/sus-con.asp>). Authors' identities should not be displayed in any page.

The second page onwards the manuscript should be completely anonymous for blind peer review. The paper should begin from the third page.

Language:

All articles should be written in plain English, free from jargon and the writing be clear and direct. All spelling will be in English (use 's' spellings, e.g. minimize). Abbreviations should be kept to a minimum and shown in full when first used.

Headings:

Should be short, clearly defined, and numbered.

Footnotes:

Should be used only when absolutely necessary and must be identified in the text by consecutive numbers placed as superscript.

Text:

The main text should be more readable and mathematical models, if any, should be provided in Appendix. The ideas proposed should preferably be supported by real life case examples from business situations.

Tables and Figures:

All tables and figures should be kept to a minimum and numbered consecutively using Arabic numerals. Each table should have a brief title written on the top of the table, and each figure should have a brief caption written on the bottom of the figure. Sources, if any, should be clearly mentioned.

Photos and Illustrations:

Must be supplied as good quality black and white original with captions. Their position should be shown in the text by typing on a separate line the words.

References:

Within the text as the author's name followed by a comma and year of publication, all in round brackets, e.g. [Sharma, P., (1997)]. At the end of the paper a reference list in alphabetical order must be given as follows:

For Books:

Surname, initials, (year), title, publisher, place of publication e.g. Majumdar, S. K.,(2012), "Challenges and Way Forward for Sustainable Development", Edward Elgar Publishing Ltd., Cheltenham, UK

Chapter in Books:

Surname, initials, (year), chapter title, book title, edited by, publisher, place of publication, pages e.g. Mukherjee, S., (2010) "New Light from Planets Afar: Leadership Journey with Little Prince" Book Titled "Heroes and Anti Heros: European Literature and Ethics of Leadership' edited by Knut Ims and Rita Ghesquire, Grant Publishers, Antwerp, Belgium, pp. 100-110.

For Articles in Journals:

Surname, initials, (year), journal, volume (number), pages e.g. Joshi, R., Banwet, D. K. , Shankar, R., (2010) "Consumer Link in Cold Chain: An Indian Scenario", Food Control, Vol. 21. No. 8, pp. 79-91.

For Conference Proceedings:

Surname, initials, (year), title, journal/proceedings name, pages e.g. Desai, M., Majumdar, B and Chakraborty, T., (2010) "The Second Shift: Working Women in India", Proceedings of 11th International Conference on Human resource Development, Pecs, Hungary June 7-9, pp. 8-17

Submitting your Article:

Articles should be sent to the conference chairman chairsustainability@iimshillong.in as well as an email attachment to sus-con@iimshillong.in.

Review Process:

All manuscripts submitted to "**Second Annual International Sustainability Conference**" will be subject to peer review. This will be double blind.

Reviewers' comments will be shared with the authors, if necessary.

For further details and queries, visit: <http://www.iimshillong.in/sus-con/sus-con.asp>

or email at chairsustainability@iimshillong.in as well as sus-con@iimshillong.in

Authors kindly note that abstracts & papers must be submitted to the given link:

<https://www.easychair.org/conferences/?conf=suscon2011>

Reaching IIM Shillong

IIM Shillong is situated in the Nongthymmai area of Shillong about 5 KM from Police bazaar, the chief road terminus of Shillong. Taxi service is available from Police Bazar to Nongthymmai, both on shared as well as reserved basis.

For further details about reaching Shillong please visit

<http://megtourism.gov.in/howtoreach.html>





IIM
SHILLONG

RAJIV GANDHI
**INDIAN INSTITUTE
OF MANAGEMENT**

2nd INTERNATIONAL CONFERENCE
**SUSTAINABILITY:
PEOPLE, PLANET & PROSPERITY**

REGISTRATION / PARTICIPATION FORM

Venue and Date:

IIM Shillong, 9-11 November 2011

Registration/ Participation Fee:

Corporate participants: **INR 5000**

Academic participants: **INR 3500**

International participants: **USD 200**

Enquiries:

**2nd International Sustainability Conference :
People, Planet and Prosperity.**

IIM Shillong

Mayurbhanj complex,

Nongthymmai, Shillong-793014, Meghalaya.

Phone: +91-364-2308000

Fax: +91-364-2230041

Email: chairsustainability@iimshillong.in

sus-con@iimshillong.in

Website:

www.iimshillong.in/sus-con/sus-con.asp

Payment method:

Preferably by Transfer to **SBI Account No.:**

30276148008 and

Branch code: 002081

Transfer details: _____

(any transfer done must also be intimated through the conference id: chairsustainability@iimshillong.in / sus-con@iimshillong.in)

Under unavoidable circumstances payment could be made via DD with details:

Payable to: RGIIM Shillong

Payable at: Shillong

Participant's Details:

Name: _____

Position: _____

Email: _____

Organization: _____

Address: _____

Telephone No. () _____

Any transfer in the name of sponsorship, registration fee etc. need to be accompanied by an intimation Email to: chairsustainability@iimshillong.in & sus-con@iimshillong.in