

SUSTAINABILITY CONFERENCE

THEME: “SUSTAINABILITY RHETORIC: FACTS AND FICTIONS”

Massey University, Albany Campus, Auckland, New Zealand
13–15 November, 2013

Following the two successful Sustainability Conferences in November 2009 and 2010, we are hosting another conference (<http://sustainabilityconference2013.massey.ac.nz>) to continue the discussion for another ‘boundary-spanning’ debate.

Purpose

The social, environmental, economic and cultural aspects of sustainability have never been more relevant to the understanding of management and organisations. Recent years have witnessed an explosion of interest, research and debate as sustainability has been transformed from a marginal to a mainstream practitioner and academic concern. We have witnessed how companies are eager to promote their sustainability practices and demonstrate to their customers that they are acting responsibly. At the same time, the number of scandals and un-sustainable behaviour among public and private organisations are not easing. Rather, reports on unsustainable practices are increasing and research is expanding. This begs the question: In this age where sustainability is accepted as the norm and businesses make concerted efforts to showcase their social responsibility, why are the incidents of irresponsibility and un-sustainable behaviour becoming even more prevalent?

The aim of this conference, “Sustainability Rhetoric: Facts and Fictions” is to provide a forum for academics, practitioners, entrepreneurs, and policy makers to come together and debate new ideas, research and critical issues in sustainability. The purpose is to advance sustainability research and discussion by mapping where sustainability theory and practice is heading, with a thorough grounding in what has come before.

Call for Papers

Empirical and conceptual papers are invited from academics, practitioners and policy makers for the conference. We invite our participants to explore but not be limited to the following themes:

- Re-conceptualisations of Sustainability
- Sustainability, CSR, and Corporate Irresponsibility
- Sustainability in the Business Sector
- Communicating Sustainability / CSR
- Sustainability, Corporate Social Innovation, and Social Enterprise
- Sustainability and SMEs
- Social Finance and Sustainability
- The role of Government and NGOs in the Sustainability debate
- Global Initiatives in Sustainability
- Social Sustainability and Social Equity
- Sustainability and Supply Chain Management

- Green Economy and Carbon Emissions
- Arts and Sustainability
- Educating for Sustainability
- Māori, Indigenous Communities, and Sustainability
- Sustainability and Community Formation

Submissions

Interested presenters should initially submit an abstract of no longer than 500 words. It should include reference to relevant theory/practice, research methodology where appropriate, findings, conclusions and any recommendations for future action/research. Abstracts can be sent as a Word attachment to: sustainability-conference2013@massey.ac.nz by Friday, 28th June 2013. All submissions will be subject to a formal double blind peer review and notification of acceptance will be provided by 26th July 2013. All accepted papers will be published in the conference proceedings with an ISBN number. On your proposal please indicate the title of the paper, authors and contact details. Full papers of no more than 6,000 words should be sent by 15th October 2013 to be considered for the special issue journals.

Note that the 13th November will be dedicated to **PhD Colloquium**; thus, we strongly encourage submissions on different areas of sustainability disciplines from PhD students for the colloquium.

Offers to run symposia, workshops and panel discussions are also welcome.

Further deliverables from the Conference

Selected papers presented at the Conference will be published in a special issue of *Business Strategy and the Environment Journal* (Wiley-Blackwell publisher), and *Organizational Aesthetics* (this journal is for the papers submitted on Arts and Sustainability). In addition, there will be an opportunity to contribute a chapter to an Edited Book '*Is sustainability rhetoric or reality? Facts and fictions? A Volume on Emerald's Book Series - Critical Studies on Corporate Responsibility, Governance and Sustainability*'.

Conference Registration

The conference registration fee of NZ\$700 includes conference materials, two lunches, daily morning and afternoon refreshments, and the conference dinner.

Accommodation

Auckland (www.aucklandnz.com) is a very attractive city and benefits from plentiful accommodation. Hotel recommendations and conference deals will be advised nearer the time.

For further inquiries or information, please contact:

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