Sustainable and Responsible Business Track

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Track Description:

The Sustainable and Responsible Business (SRB) Track at BAM2026 advances research that explores how organisations, communities, and societies co-create and transform towards sustainable and responsible futures through ethical, inclusive, and innovative practices.

Aligned with the BAM2026 conference theme, "*Thriving Together: Impact, Innovation, and Inclusion in Business and Management*", the SRB Track provides a platform for scholarship that integrates environmental stewardship, social justice, and economic resilience.

In today's volatile global environment, organisations face intensified competition, digital shifts in work, the rise of hybrid work models, the potential of the metaverse, evolving skill demands, and new geopolitical landscapes. With natural resources under strain and ecological vulnerability rising, the urgency for sustainable transformation has never been greater. Organisations must now reimagine their strategies to balance economic performance with social inclusion and environmental integrity, ensuring long-term resilience. At the heart of this track lies a fundamental question: How can sustainable and responsible business practices enable thriving organisations and equitable societies?

At COP29, UN Secretary-General António Guterres called for immediate, transformative action from both public and private sectors, emphasising the importance of renewable energy, sustainable supply chains, and zero-waste policies and practices. His message provides a roadmap for sustainable transformation, emphasising four targets: reducing emissions, protecting people and nature from climate extremes, boosting climate finance, and phasing down dependence on fossil fuels. This global transition is shaped by innovation disruptions – fundamental shift in the speed, direction, and magnitude of change across multiple dimensions: a) technology and markets, b) business models, c) policies and institutions, d) actors and networks, e) behaviour and cultural models, and f) systemic disruptions that collectively accelerate

sustainability transitions. Overall we face a simultaneous intensification of climate change impacts (extreme weather, heatwaves, melting glaciers), biodiversity loss, and resource depletion, often exacerbated by geopolitical instability and socioeconomic inequality, coupled by data reporting complexity, greenwashing and lack of accountability, supply chain resilience problems and lack of 'green skills' talented professionals.

We invite contributions that explore how these disruptive dynamics can be harnessed to create inclusive, innovative, and impactful pathways for sustainable business. Recent emphasis on the climate emergency, Corporate Social Responsibility (CSR), ESG reporting, the Triple Bottom Line framework, and Mindfulness all signal the growing demand for sustainable business models. Meanwhile, rapid advancements in AI, IoT, and other digital technologies open new frontiers for responsible innovation and sustainable growth.

Yet, progress toward sustainability requires persistent effort and multi-level engagement—across individual, organisational, and societal—and calls for concrete actions and rigorous research into emerging and underexplored questions, such as:

- How can sustainable and responsible management education equip future leaders to navigate an uncertain world?
- What value do investments in data and infrastructure bring to responsible businesses?
- What elements might constitute a future economic model that prioritises sustainable development amidst the rise of mindfulness in global organisations?
- What management and leadership approaches embed environmental stewardship into core business operations?
- What are the changing dynamics of modern slavery within corporate supply chains?
- How can organisations effectively manage disruption and innovation to achieve performance and sustainability goals?
- How can artificial intelligence (AI) and big data analytics be used responsibly to advance sustainability goals without deepening social or environmental inequalities
- How do public policies influence local efforts to educate communities about sustainable practices?
- Can financial institutions reduce waste and build sustainable lending models?
- How can different organisations contribute to the best practices of sustainable models?
- Can the financial sector establish any sustainable business practice model?
- What role can consumers, marketers, civic society, and policymakers play in developing sustainable products and services?
- Under what circumstances and how can CSR strategies contribute to financial profitability?
- Can organisations maintain their competitive edge while prioritising 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? Can mindfulness help in this?
- How can organisations effectively integrate sustainability considerations into their corporate governance structures to ensure ethical decision-making and long-term value creation for stakeholders?
- What are the business models and markets that will emerge, linking to changes in regulation and policy that lead to disruptions that potentially accelerate sustainability transitions?
- How can circular economy practices be scaled across industries while maintaining competitiveness and stakeholder engagement?
- What could be the policy and regulatory barriers to be removed for technological solutions that encourage or reward sustainability practices?
- What actors or networks will facilitate food and energy resources and benefits to be provided and distributed for the benefit of the many?
- How can the wider distribution of power and ownership of resources and infrastructure accelerate disruption focusing on sustainability transition?
- How can working on removing existing negative connotations associated with certain low-tech practices disrupt behaviour and practices to promote sustainability goals?
- What mechanisms can enhance collaboration between academia, industry, and government to translate sustainability research into measurable societal impact?

- What metrics or indicators best capture the *social impact* of responsible business practices beyond traditional ESG measures?
- How can we handle greenwashing and decreasing environmental accountability in the light of the above mentioned developments?
- How can we investigate and quantify the gaps in necessary skills in education and industry in sustainable finance, environmental auditing, and sustainable data management and how these skills interact with IT challenges?
- What is the role of regulatory changes such as Corporate Sustainability Reporting Directive (CSRD), European Sustainability Reporting Standards (ESRS). International Sustainability Standards Board (ISSB) standards (IFRS S1 and S2), Corporate Sustainability Due Diligence Directive (CSDDD) and Ecodesign for Sustainable Products Regulation (ESPR) and UKs Sustainable Disclosure Requirements (SDR) in pushing the implementation of sustainable practices and addressing the above mentioned issues.
- How do the above handle the increasing need towards quantifying and addressing the need for biodiversity?

These questions represent some key directions for the SRB Track at BAM2026, providing a platform for research that bridges theory and practice. We invite submissions that probe whether traditional business frameworks address today's sustainability challenges and those that re-imagine the relationship between business and society, examining concepts such as CSR, ESG, sustainable development, social capital, and social innovation. This Track encourages contributions that re-evaluate conventional business practices and generate actionable insights. In particular, we welcome submissions that:

- Broaden the understanding of sustainability pillars and assess the scope and significance of social and environmental challenges.
- Examine sustainability and responsibility in various industries, government policies, consultancies, and other organisational settings.
- Employ longitudinal, ethnographic, participatory, and action-oriented research designs.
- Integrate frameworks connecting theory, evidence, and impact.
- Conduct applied research in specific industries, sustainable or responsible consultancies, government policies, and other significant organisational sectors.
- Innovate methodologies that advance theoretical and empirical insights into the context of sustainable and responsible business practices.
- Explore the benefits of interdisciplinary collaboration with the Sustainable and Responsible Businesses field.
- Identify the evolving nature of modern slavery practices within corporate supply chains.
- Share case studies that exemplify how innovative business models tackle sustainability issues.
- Advocate for the integration of sustainability into higher education curricula.
- Engage with broader discussions on sustainability-related paradoxes, including the UN 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.
- Develop typologies to advance theoretical frameworks.
- Assess the integration and impact of Environmental, Social, and Governance (ESG) criteria in business practices and reporting.
- Explore effective ESG metrics and reporting frameworks to foster transparency, comparability, and corporate accountability.
- Investigate the effectiveness of mindfulness in advancing different aspects of sustainability from organisational, social, policy, and/or individual perspectives.
- Advance the discussion of integrating mindfulness into domains like marketing, supply chain management, information technology, and finance.
- Examine how responsible digital transformation in organisations, including the use of AI and data analytics, can foster innovation while ensuring ethical and inclusive outcomes.
- Investigate pathways for achieving just and equitable transitions that balance social inclusion, environmental protection, and economic resilience.

We encourage submissions to the Sustainable and Responsible Business track in the form of –
- Full papers
- Developmental papers
- Professional Development Workshops (PDWs)

Kindly indicate the top three SDGs (Minimum one SDG) that your submission focuses on in their order of emphasis. This could be done right after the title and before starting the abstract. Please submit papers as per the British Journal of Management format, specifying the intended track (SRB), emphasising SDG(s), paper form (full/developmental/workshop, etc.), and the paper type (theoretical or empirical).

We look forward to your submissions and meeting you at the BAM2026 conference!