



**Centre for Social Sensitivity and Action
Goa Institute of Management, India**

**Driving 2030 Agenda: Research for Societal and Business Sustainability
Virtual Colloquium
18 and 20 November 2021**

**POST COLLOQUIUM
Summary Report
23 Nov 2021**

Driving Agenda 2030: Research for Societal and Business Sustainability

Centre for Social Sensitivity and Action
Goa Institute of Management, Goa, India

CONCEPT NOTE

The year 2015 witnessed crucial shifts in the discourse on human development. The United Nations launched the Sustainable Development Goals (SDGs), otherwise known as the Global Goals. The 17 Goals of Sustainable Development constituted a universal call to action to end poverty, eliminate all forms of inequalities, protect the planet and ensure that all people enjoy peace and prosperity by 2030. While, the SDGs largely drew from the framework of the Millennium Development Goals (MDGs), they also included new areas of focus such as climate change, economic inequality, innovation, sustainable consumption, peace and justice, among other priorities. The Global Goals are ambitious and will require collaboration between government, business, and academia.

Since 2015, sustainability has also been a key focus of higher education. With more than 190 countries pledged to meet the 17 SDGs by 2030, there has been a growing global interest among scholars to research various topics related to sustainable development. Further, as part of the mission of the higher education institutes (HEIs) to link academic knowledge to industry, the contributions of business and management scholars working on various sustainable development goals and their impact for business organizations has also grown exponentially. With less than a decade left to realize the aspirations of the 2030 Agenda, it is the right time to review and understand the engagement of scholars in the management disciplines with

SDGs, point out gaps in the research on SDGs, and identify ways in which academic research can be used by industry to effectively contribute to achieving various SDGs. With this background, The Centre For Social Sensitivity and Action at the Goa Institute of Management, announces a two-day Virtual Colloquium on Driving Agenda 2030: Research for Societal and Business Sustainability

OBJECTIVES OF THE COLLOQUIUM

The colloquium will:

- Highlight current research trends on SDGs with regard to the management discipline and discuss ways to conduct high impact research on SDGs;
- Provide interdisciplinary networking opportunities and open up possibilities for collaboration and integrated research initiatives;
- Promote sustainability-oriented research that is relevant to academia and the industry

BENEFITS FOR DOCTORAL STUDENTS & YOUNG RESEARCHERS

- a) Enhance understanding of the importance of research on SDGs
- b) Provide opportunities to deliberate on the complexity and interdependence among SDGs
- c) Explore avenues for integrating diverse topics related to sustainability and responsibility in management research;
- d) Provide a platform to early career scholars to interact with experts on sustainability and SDGs for impactful research and provide networking opportunities



Centre for Social Sensitivity and Action
Goa Institute of Management, India



18 November 2021
9.30 - 10.15 AM IST
Join Zoom Meeting
ID : 825 3039 3078
Passcode : 924852

Driving 2030 Agenda: Research for Societal and Business Sustainability



Inaugural Address
Ajit Parulekar
Director - GIM



Special Video Message
Stephanie Bryant
Executive Vice President and Global
Chief Accreditation Officer for AACSB



Setting the Agenda
Allan Bird
Professor and Advisor,
Virtual Colloquium, GIM



@cssagim

Snap Short

Colloquium witnessed participants from various countries e.g. India, Bangladesh, Hong Kong, UK, USA, Australia and Portugal. Participants were largely researcher scholars, early career researchers/ faculty from business schools and other colleges and some industry and NGO representatives.

Colloquium had sessions, two of which co-hosted with UN PRME India Chapter and North South University, Dhaka, Bangladesh.

One session featured the selected doctoral students' presentations and the closing session was a Fire-side Chat with Journal of Management Education Editors.





Driving 2030

“Sustainable development is the pathway to the future we want for all. It offers a framework to generate economic growth, achieve social justice, exercise environmental stewardship and strengthen governance.”

~Ban Ki-moon



Sustainability

Inauguration: Virtual Colloquium

The colloquium started with a general welcome by Dr. Shelly Pandey, Co-convenor Virtual Colloquium, followed by setting the context by Prof. Allan Bird, Senior Professor and Advisor- Virtual Colloquium.

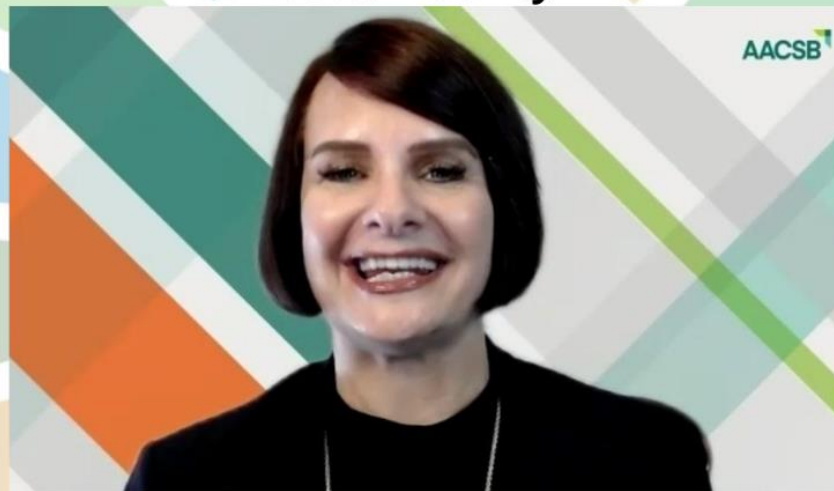
Two Special video messages from Dr. Stephanie M. Bryant, Executive Vice President and Global Chief Accreditation Officer, AACSB and Prof. Brad Blitz, Professor at UCL, London were played. GIM Director Prof. Ajit Parulekar delivered the inaugural address.



Inaugural Session

Virtual Colloquium I 18 and 20 November 2021

Driving 2030 Agenda: Research for Societal and Business Sustainability



Dr. Stephanie Bryant

***Executive Vice President and Global Chief
Accreditation Officer for AACSB***

*"The **accreditation** standards should be about how business schools are joining forces to make a **positive impact on society**"*



Inaugural Session

Virtual Colloquium I 18 and 20 November 2021

Driving 2030 Agenda: Research for Societal and Business Sustainability



*“When we think about **Sustainable Development Goals**, we must recognize, they are an integrated set of goals, one cannot support **investments** in **education** without considering health or equality”*



Inaugural Session

Virtual Colloquium I 18 and 20 November 2021

Driving 2030 Agenda: Research for Societal and Business Sustainability



Dr. Allan Bird

***Professor and Advisor,
Virtual Colloquium, GIM***

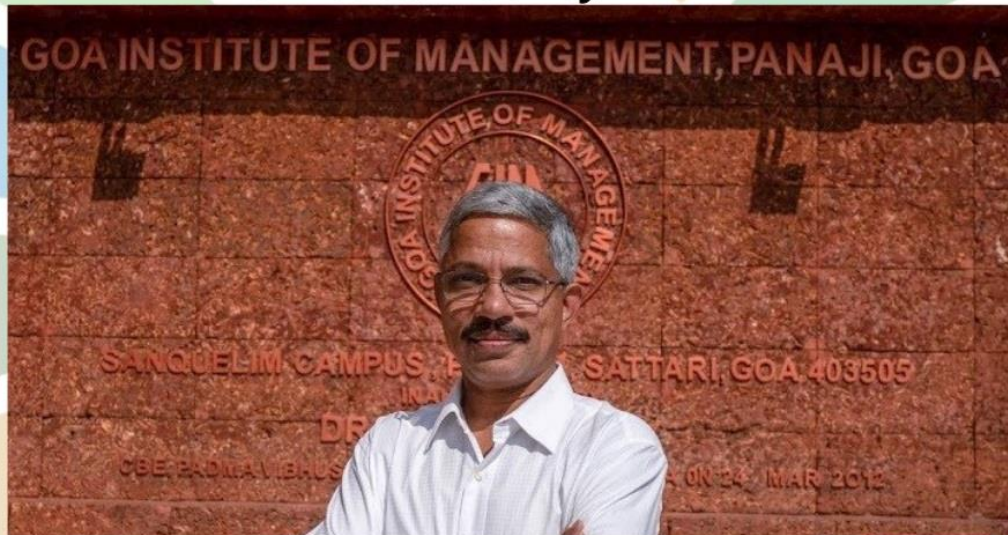
*"The **mind** is not a vessel to be filled but a **fire** to be kindled. The **Agenda 2030** is ambitious and to achieve them, we need to provide facilities for interdisciplinary **networking** and **collaborations**".*



Inaugural Session

Virtual Colloquium I 18 and 20 November 2021

Driving 2030 Agenda: Research for Societal and Business Sustainability

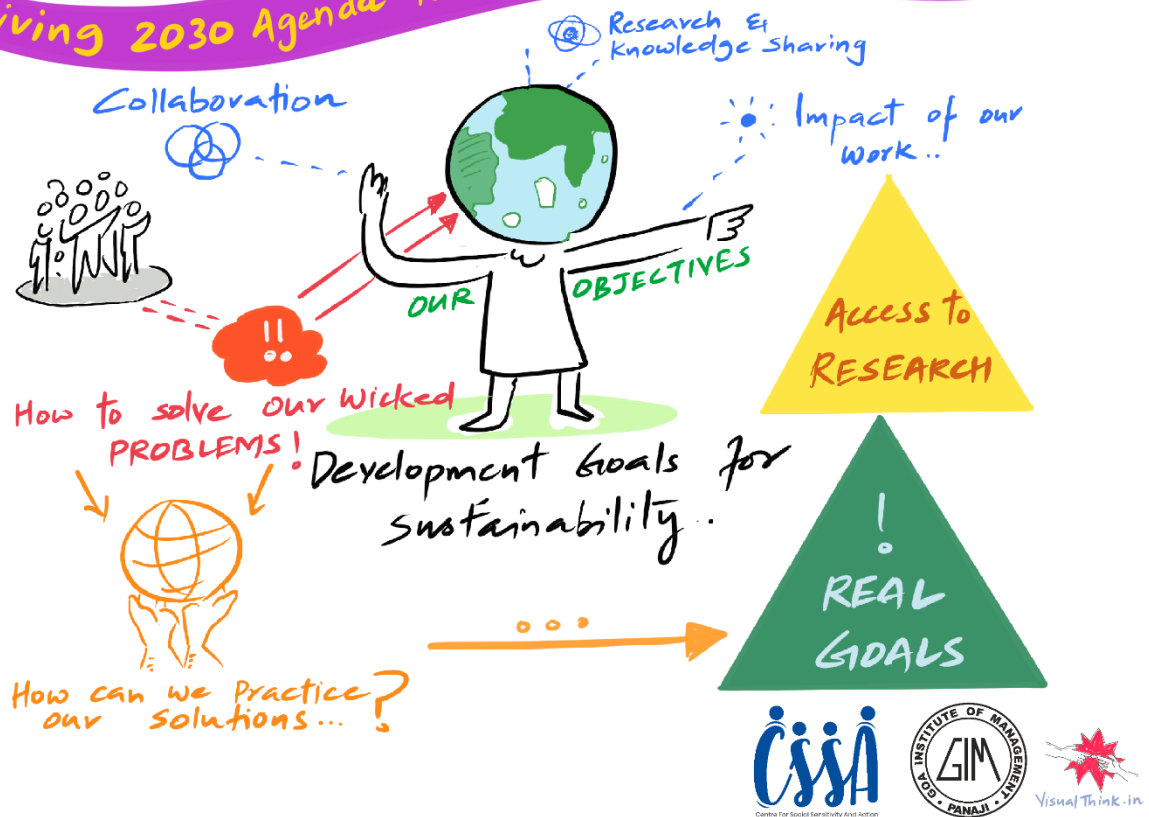


Dr. Ajit Parulekar

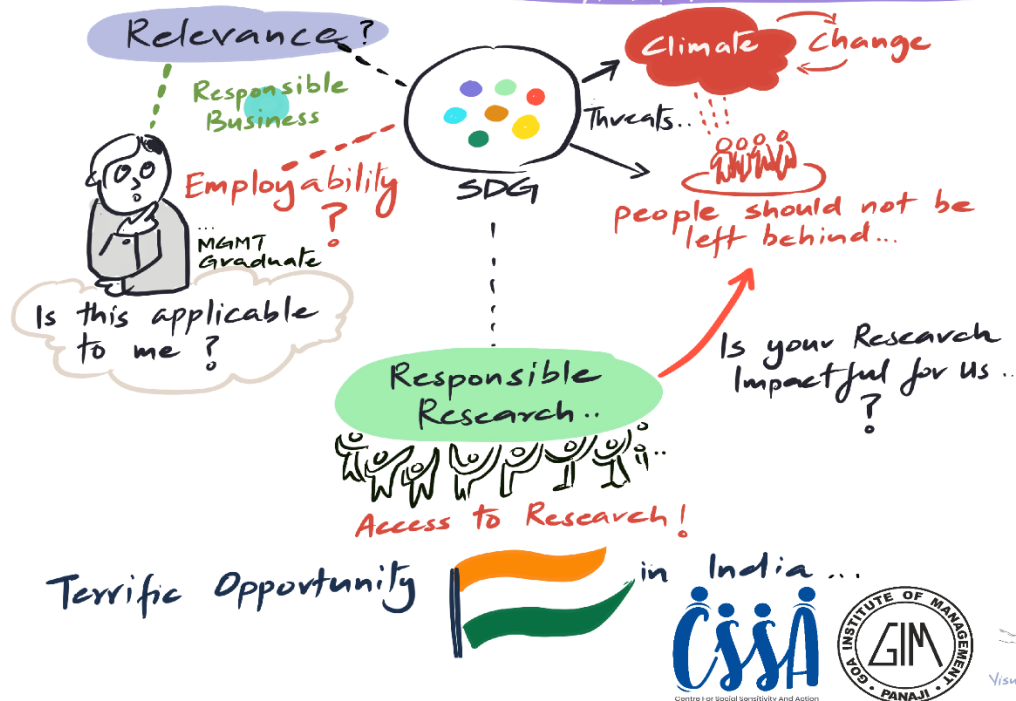
Director GIM

*"Research should not only be done for **publications**, do it because you want to provide **relevant** and **responsible** solutions to real **World** problems"*

Driving 2030 Agenda: Research for SOCIETAL & BUSINESS SUSTAINABILITY



OPENING ADDRESS



Session~ 1 Presentations: Doctoral Students/ Faculty
18 Nov 2021

1. *We are Gender Neutral: Locating Gender Empathy Gap in Organizational Practices*
Priya Kataria, FPM Scholar, Goa Institute of Management, Goa, India
2. *Making progress in the E in ESG while leaving the S behind: Modern Slavery among Migrant Workers in the South of Portugal*
Carolina Almeida Cruz, Social Sciences Department, Lisbon University Institute (ISCTE), Portugal
Francisca Sasseti, School of Business and Management, Royal Holloway University of London, United Kingdom, and UNESCO Chair in ICT4D
3. *Performance Evaluation System for State Owned Enterprise*
Reshamkaur Bhambra, Associate Professor, Department of Commerce, Fr. Agnel College of Arts and Commerce, Goa, India
Professor Sanjay Dessai, Principal, CES College of Arts and Commerce, Goa, India
4. *Enablers and Outcomes of Supply Chain Collaboration for Sustainable Growth in the Garment Manufacturing Sector*
Suganya, Gurumurthy and Dr. J. Joshua, Selvakumar, Anna University, India

CISA Centre for Social Sensitivity and Action
Goa Institute of Management, India

Driving 2030 Agenda: Research for Societal and Business Sustainability

Presentations : Doctoral Students/ Faculty

- Priya Kataria**, FPM Scholar, Goa Institute of Management, Goa, India
- Carolina Almeida Cruz**, Social Sciences Department, Lisbon University Institute (ISCTE), Portugal
- Francisca Sasseti**, School of Business and Management, Royal Holloway University of London, United Kingdom, and UNESCO Chair in ICT4D
- Reshamkaur Bhambra**, Associate Professor, Department of Commerce, Fr. Agnel College of Arts and Commerce, India
- Suganya Gurumurthy**, Anna University, India
- Moderator**
Shelly Pandey
Co-convenor, Virtual Colloquium, GIM

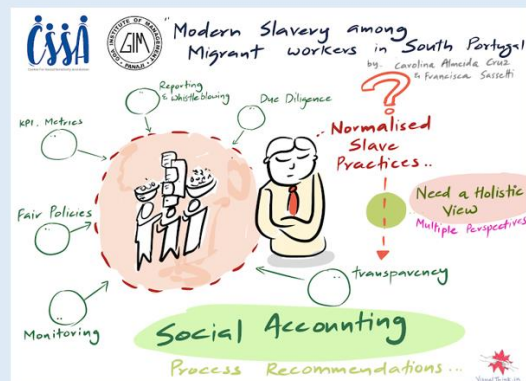
Virtual Colloquium
18 and 20 November 2021

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10.20 - 11.45 AM IST

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18 Nov 2021
Driving Agenda 2030: Research for
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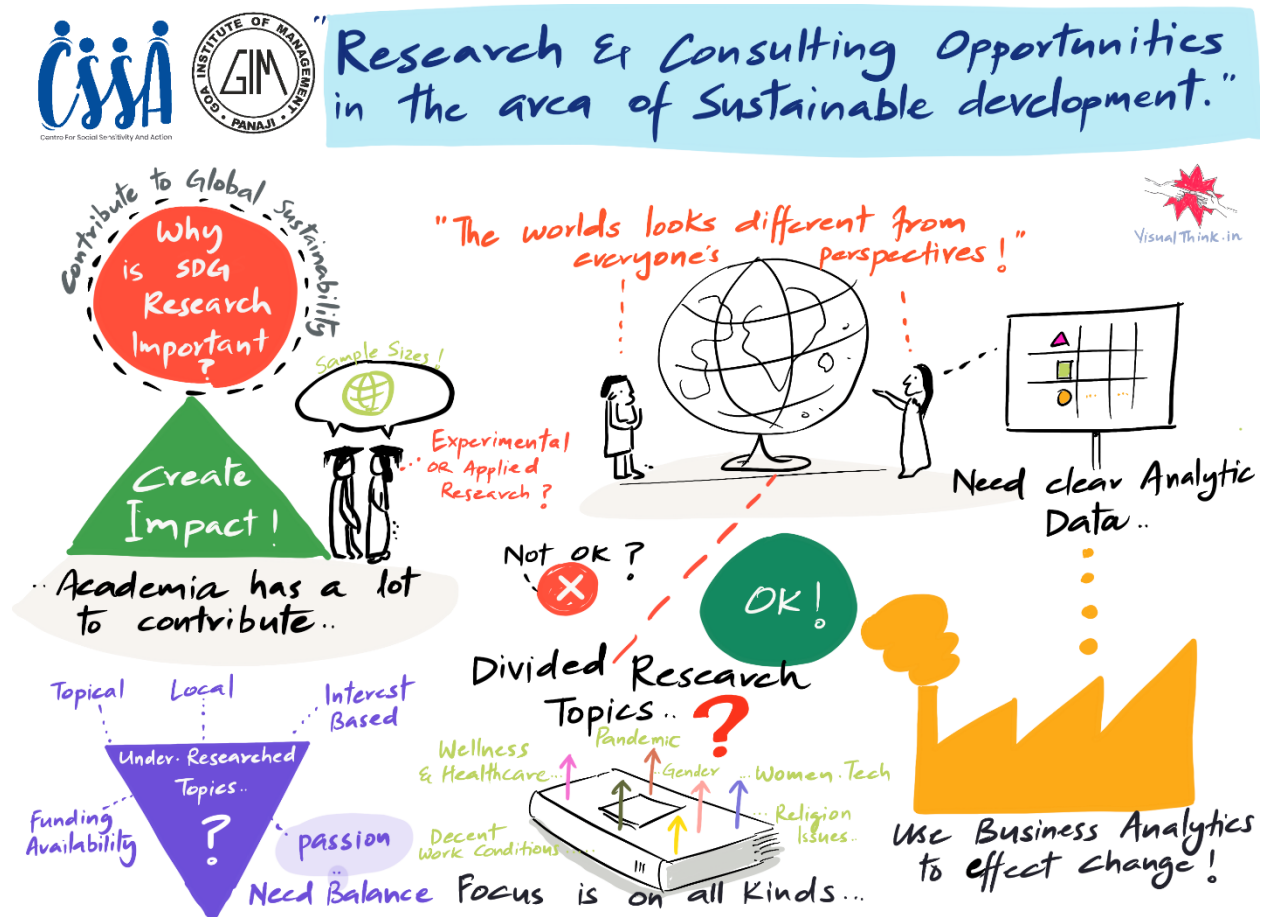
Best Paper Award
Francisca Sasseti & Carolina Almeida Cruz



Moderator:

- Shelly Pandey, Co-Convenor- Colloquium

Session~ 2 **Perspective:** Research and Consulting opportunities in the area of Sustainable Development
Co-hosted by North-South University, Dhaka



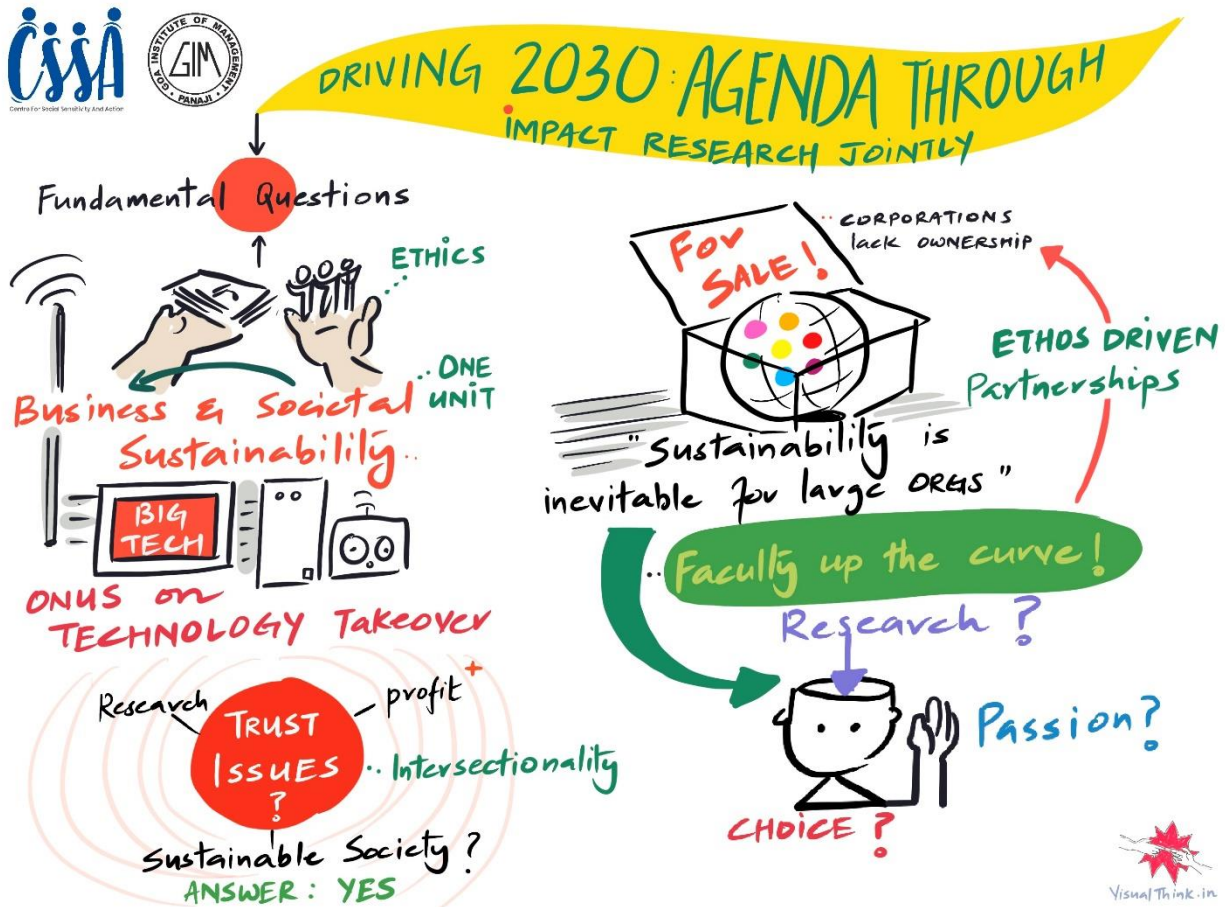
Speakers:

- Abdul Hannan Chowdhury, Professor and Dean, School of Business and Economics, NSU, Dhaka
- Zulkarin Jahangir, Assistant Professor, Department of Management NSU, Dhaka
- Quazi Tafsirul Islam, Lecturer, NSU, Dhaka
- Ajit Parulekar, Director, Goa Institute of Management, India

Moderator:

- Sreerupa Sengupta, Convenor- Colloquium and member CSSA

Session 3 **Panel Discussion:** *Driving 2030 Agenda through Impact Research*
Co-hosted by UNPRME, India



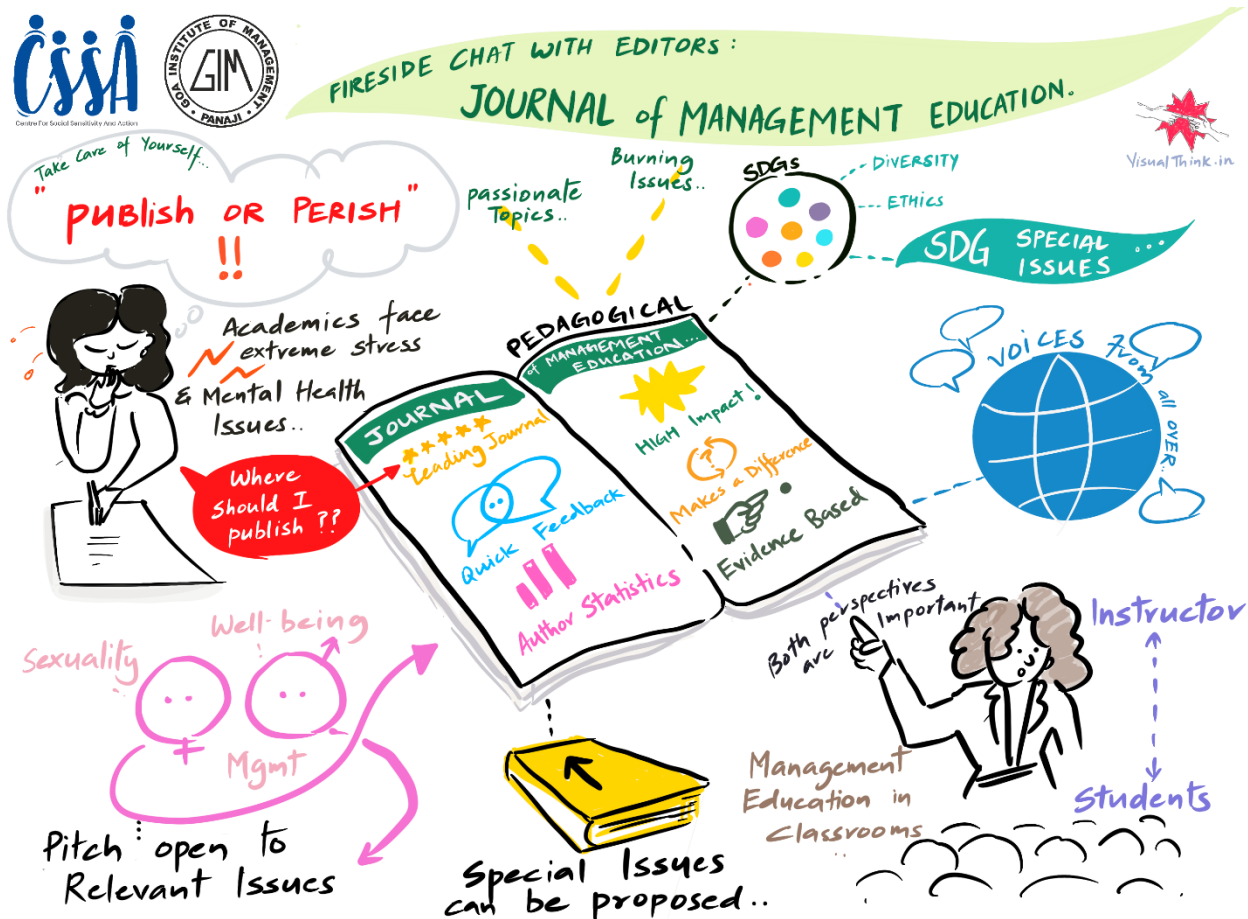
Panelists:

- Neeraj Amarnani, Professor and Dean Academics, GIM
- Rohit Kumar, Assistant Professor, Strategic Management Area, Indian Institute of Management, Ranchi
- Piya Mukherjee, Director, Vivekananda Education Society's Leadership Academy and Research Centre

Moderator

- Chandrika Parmar, Associate Professor, SPJIMR, Head, PRME India Chapter

Session 4- Fire Side Chat with Editors Journal of Management Education



- Jennifer S.A. Leigh, Professor, School of Business & Leadership, Nazareth College, USA and Co-Editor, Journal of Management Education
- Marissa Edwards, Lecturer, UQ Business School, The University of Queensland, Brisbane, Co-Editor of the Journal of Management Education

Moderator:

- Sreerupa Sengupta, Convenor- Colloquium and member CSSA

Reflections from Participants

"This Virtual Colloquium on SDG Research provided great insights on contemporary work in SDG research and how can different disciplines of management can contribute towards global goals. This has triggered me for a SDG driven research in marketing and help solving a business problem and work towards global goals"

- Radhika, FPM Scholar

"As an aspiring PhD scholar, the session was an eye opener for me on what the goal and output of a research activity or publication should be. The speakers have ensured that audience understand the impact research can make on the society and thereby help in achieving the SDG 2030 Agenda. I understood, that as a researcher, rather than having a myopic vision, you need to be focused on the influence you are able to make on the society's problems and long term goals"

- Keerthana

"I learnt a lot from the presentations made by the research scholars and also from the expert comments during doctoral presentation session at colloquium. It will surely help me to improve my work."

- Anonymous

"The virtual colloquium helped me discover the simple truth which is often forgotten, that it is Business AND Society and not Business V/S Society. Being a novice OB/HR researcher, I got exposed to gaps in sustainability research, which will truly help me in my journey in researching business as a force for good."

- Stacy, FPM Scholar

"A well planned and executed colloquium that gave insights on sustainability research, its growing relevance and future directions in this context. The colloquium was also an eye-opener for B-schools to realize the growing need for incorporating UN SDGs in curriculum and institutional practices to build a sustainable culture that can inspire management students, who in the near future be leading big corporations."

Jeevan, FPM Scholar

Key Points emerged from the Colloquium

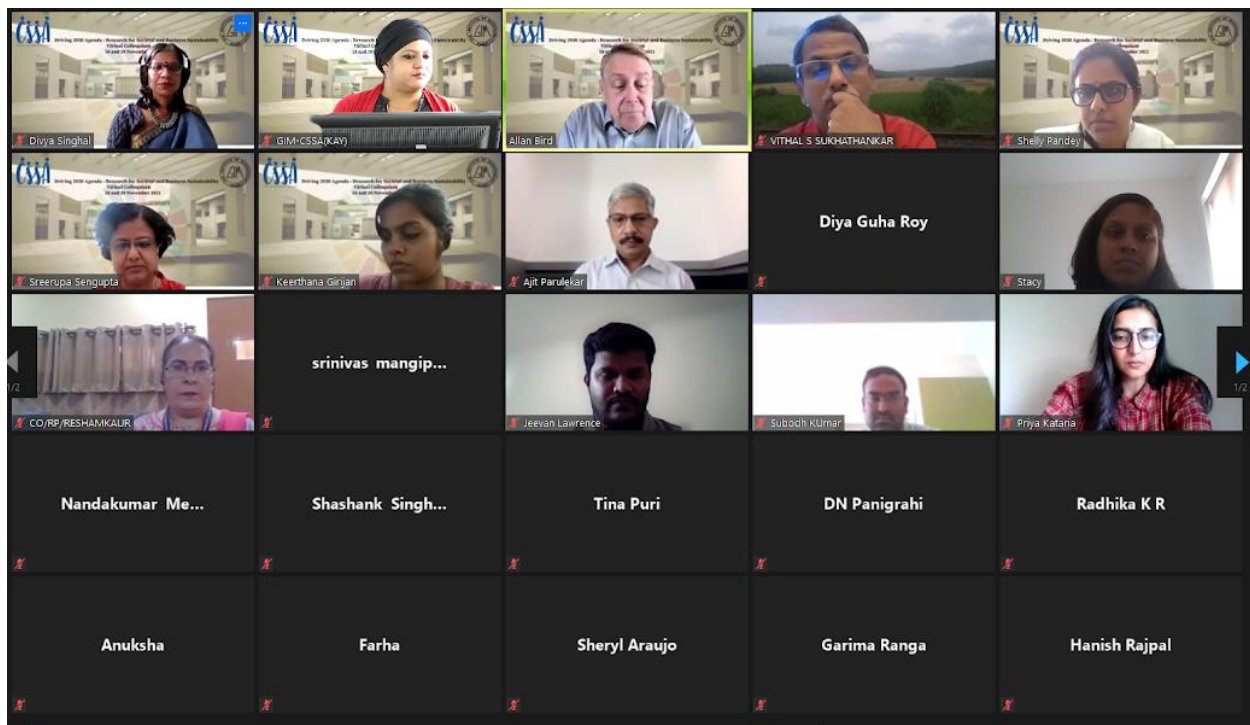
- We as researchers have a duty to understand the world around us and what can we contribute to improve the world.
- We have to create societal impact metrics that are not just accepted by universities but help realign deeply embedded incentive systems that drive creation of research.
- Research Impact is going beyond citations or ranked journal publications. How is our research benefitting the society that is becoming more and more important.
- Significant contributions that are relevant, responsible, collaborative and interdisciplinary research activities and publications can make a huge positive impact on the society.
- Business Schools have a huge role to play in preparing future managers.
- Research has to be driven by passion.

Photo Montage

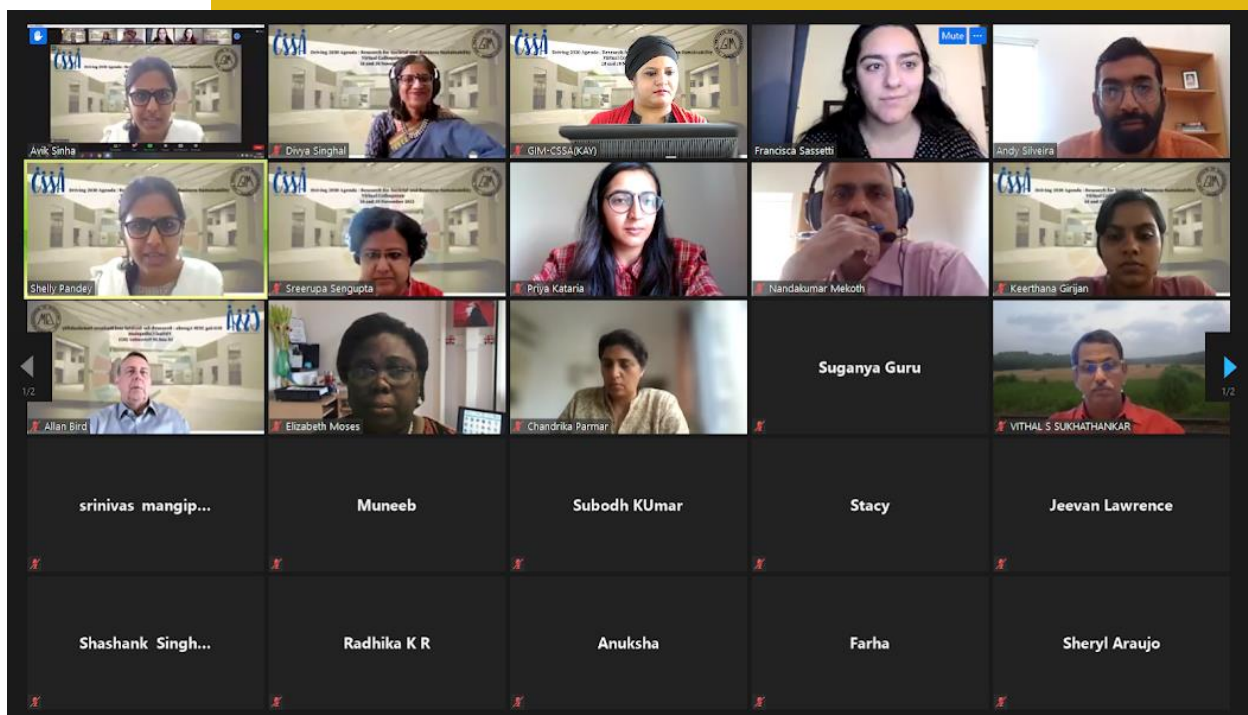


Participants at session co-hosted by UNPRME India Chapter

Colloquium Report: Driving Agenda 2030: Research for Societal and Business Sustainability



Colloquium Report: Driving Agenda 2030: Research for Societal and Business Sustainability



Visual Summary of the sessions are prepared by visual sketch artist Mr. Srinivas Mangipudi

We thank all our delegates, presenters, collaborators, speakers for their support in making this colloquium a success. We would share the session wise detailed report, overall reflections, way forward with the participants list soon.

You may write to us at cssa@gim.ac.in



@cssagim