

Proceedings



SUSTAINABLE DEVELOPMENT IN BUSINESS: STRIVING FOR A NEW PARADIGM

School of Business and Management

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PREFACE

Business sustainability refers to doing business without negatively impacting the environment, community, or society as a whole. A growing number of organizations are integrating sustainability into their business strategy. Sustainability in business generally addresses two main categories such as the effect business has on the environment and the effect business has on society. The main goal of a sustainable business strategy is to make a positive impact on these areas. When companies fail to assume responsibility, the opposite can happen, leading to issues like environmental degradation, inequality, and social injustice. Sustainable businesses consider a wide array of environmental, economic, and social factors when making business decisions. These organizations monitor the impact of their operations to ensure that their short-term profits don't turn into long-term liabilities. Businesses and societies can find approaches that will move towards all three goals - environmental protection, social wellbeing, and economic development at the same time.

The School of Business and Management (SBM) CHRIST (Deemed to be University), Bangalore, India in cooperation with Petra Christian University, Surabaya, Indonesia will be hosting the "Fifth International Conference on Management and Entrepreneurship (5th i-CoME) 2022". This conference is made possible with the support of several accredited journals (SCOPUS, ESCI, among many). The conference will present keynote speakers from different countries. This conference is also calling for research articles and papers from scholars, researchers, and students from all over the world. There are five sub-themes with various topics covering management and entrepreneurship areas. The conference will be a forum where fellow academics share experiences, exchange knowledge, work hand-in-hand, and find managerial and entrepreneurial solutions for a sustainable business world. The detailed information is available in the 5th i-CoME 2022.

This conference also calls for research articles and papers from scholars, researchers, and students from all over the world. There are six sub-themes with various topics covering management and entrepreneurship topics. The conference is a forum where fellow academics share experiences, exchange knowledge, work hand-in-hand, and find managerial and entrepreneurial solutions for a better business world.

The objectives of the 5th i-CoME 2022 are to become scholar's forum to discuss a recent scholarly work, to become scholars' forum where scholars from all over the world can gather and network, and to discover new findings that can benefit the business management and entrepreneurship world.

September 1, 2022

Editor

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