

**15th Annual International Sustainable Development Research Conference  
July 5-8, 2009**

***"Taking up the Global Challenge: Analysing the implementation of  
innovations and governance for Sustainable Development"***

**CALL FOR PAPERS**

**Track nr 4F:** *Corporate Social Responsibility & Entrepreneurial Strategies*

**Track chair:** Prof. Richard Welford (University of Hong Kong, China), prof.  
Gerard Keijzers (Nyenrode Business University, the Netherlands)

Sustainable entrepreneurship has rapidly moved to a new stage over the past couple of years. Incremental environmental improvements of processes within the company self are no longer the main focus of sustainable business. Collaboration with other companies and with other stakeholders is necessary to bring about more fundamental changes for sustainable products and production processes along the supply chain. The potential, opportunities and risks for business point to the need for innovations for more sustainable production and consumption requiring fundamental organizational changes. A challenge is to have sustainability thinking penetrate into the core business strategy of the firm: do various efforts in this area indeed succeed to make sustainable pathways be the main route, effecting the branding, R&D etc.

The various new approaches demand new ways of working and doing business. We welcome scientific research that would highlight new developments in this area. We encourage analysis of new efforts on sustainability and organizational change within companies, organization of sustainability in supply chains, innovation for sustainability in SMEs in all its diversity, and new ways of collaboration and partnerships with industry

Please look at the detailed instructions and deadlines for submitting your abstract and paper, using the Submission & guidelines button at the left side.