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**PRME CHAPTER UK AND IRELAND**

**11th ANNUAL CONFERENCE**

**Educating for Deep Transformation: Business Schools’ contribution to a Greener, Healthier and Fairer Society**

20th-21st June 2024

(19th June 2024 – Doctoral Colloquium)

The University of Exeter Business School,

Faculty of Environment, Science and Economy

Streatham Campus, Exeter, United Kingdom

**Submission deadline for papers: Friday 12th April 2024**

**Acceptance notification: Tuesday 30th April 2024**

Last year the Principles of Responsible Management Education (PRME) Ireland and UK Chapter reflected upon 10 years of activity in the face of a planetary climate crisis. There was much to celebrate, but now we seek to build on the reflections of 2023 and look ahead to set an agenda for the next 10 years. The Tenth Anniversary conference made clear that PRME collaborators must continue to do three things to be a force for change. We must *criticise* current practices where they fall short of the horizon provided by moral and ethical norms. We must *energise* individuals andcommunities, so they are motivated and equipped to influence others as change agents. Most significantly, we must *imagine* our relation to the world in ways that break with current management orthodoxy, by reinstituting the ends that economies must serve. The current generation of educators carries the historic responsibility for developing the skills, sensibilities, strategies and systems that discipline profit seeking to the greater stories of ecological, social and spiritual significance.

The PRME community now stretches beyond those focused mainly on teaching and learning, and this conference seeks to provide a platform to celebrate and engage with the many wider research programmes and traditions now recognised as intersecting with the PRME agenda. Innovative cross-sector and interdisciplinary partnerships broadly focused on the United Nations Sustainable Development Goals (SDGs) agenda are thriving within the greater PRME community, and the conference organisers would welcome academics and practitioners willing to share their partnership journeys with a wider audience.

This year the conference is hosted by The University of Exeter, which is championing a Greener, Healthier and Fairer world as part of its [2030 Strategy](https://www.exeter.ac.uk/about/strategy2030/ourprogress/greener/). The conference organisers invite academics, practitioners from for-profit and non-profit organisations and post-graduate students to submit **abstracts** (proposals for conference papers) from relevant **pedagogical, research and/or practitioner perspectives**, as well as **proposals for interactive workshops**, within the scope of the following tracks:

## TRACK 1. GREENER

Climate change and biodiversity degradation present two critical threats to a healthier and fairer future. How are PRME Business Schools teaching and researching in these areas, and what mitigation, adaptation and regeneration strategies need more recognition? Proposals for this track might cover the following themes (among others):

* 1. *Regulation and Reporting –* methods and mechanisms for transparency, traceability and accountability that address the SDGs and management of public goods and common pool resources (e.g. business analytics technology for sustainability).
  2. *Regenerative Business –* circular economy, business design, waste reduction, energy efficiency, bio-products, policy frameworks, business decisions and consumer adoption.
  3. *Diverse Economies –* re-localisation of services, community-based businesses, post-growth business models, co-operatives and non-profit organisations, sustainable supply chains.

## TRACK 2. HEALTHIER

‘Good health and well-being’ (SDG Goal 3) aims to ensure healthy lives and promote well-being for all ages. Health is more than the absence of disease. It involves the capabilities required to live fulfilled lives. Achieving a healthier world is inseparable from the other SDGs and requires research, education and leadership. Proposals for this track might encompass the following themes (among others):

* 1. *Integrated Action –* addressing the benefits and challenges of developing initiatives that integrate the SDGs for system change; mechanisms for achieving good health and well-being.
  2. *Institutional Change –* SDGs as an (in)effective framework for change; stakeholder engagement; promotion and transformational strategies to support health and well-being; critical perspectives on organisations an organizing.
  3. *Education –* learners’ perspectives; PRME i5 initiative; responsible management education (assessment, curriculum design, pedagogical methods and techniques, projects, collaborations); generating impacts; stakeholder engagement, paradigm change.

## TRACK 3. FAIRER

Artificial intelligence (AI) and advanced technologies are becoming more integrated into businesses and educational institutions, and are changing the way we live, work and play. Regulatory frameworks, ethical codes of conduct and moral norms are vital to harness the benefits of new technologies and limit the harms. New technologies raise issues around diversity, inclusion, privacy and the democratic participation of users. Various options for managing the Internet are emerging and are entangled in wider global geopolitical struggles represented by different approaches in the EU, US, and China. Proposals for this track might encompass the following themes (among others):

1. *Educational Technologies –* AI literacy and appropriate usage; simulations; gamification; student engagement; student self-reflection; the importance of teaching soft and hard skills; GDPR and student privacy.
2. *Responsible Innovation –* new product development; ethical frameworks; policy environments; transparency and privacy; multi-stakeholder collaboration; public involvement.
3. *Social Transformation –* managing complexity; new applications; scaling impacts; wealth generation; creating shared value; accessing and managing public data; harnessing private data for public benefit; tackling corruption and ethical misconduct; achieving social justice, diversity, inclusion and sustainable innovation.

**Submission process**

Academics, practitioners, organisations and research students are invited to send their proposals by **Friday 12th April 2024**. Submissions should clearly mention the **relevant research track and proposed sub-theme(s).**

On the basis of submissions,additional tracks may be created.

Authors of accepted papers will be notified by **Tuesday 30th April 2024**.

Authors are asked to send their proposals in the form of a 500-word abstract (12 font, 1.5 spacing) and a short biography with a link to their preferred online profiles by email to [bs-accreditation@exeter.ac.uk](mailto:bs-accreditation@exeter.ac.uk). Please title the email ‘PRME UK&I 2024 Conference – Call for Paper Submission’.

While parts of the conference proceedings will be available online, it is assumed that if you submit a proposal you (or at least one of the proposers in the case of a multi-author proposal) will be attending the conference in person in order to present your work.

**Reviewers’ selection criteria**:

* Relationship to the above conference tracks/ themes
* Originality and clarity of the research and/or project/workshop
* If a workshop proposal, a clear indication of the nature of interaction planned and any venue requirements
* Potential to stimulate engagement and debate at the Conference and beyond
* Proposals of interest to the PRME learning, teaching, research and/or student communities
* Proposals of interest to other organisations connected to PRME e.g. profit or non-profit businesses, local communities, global actors

**Contact details**

Conference Organiser: Adrian Bailey [a.r.bailey@exeter.ac.uk](mailto:a.r.bailey@exeter.ac.uk)

Colloquium Organiser: Rachel Welton [rachel.welton@ntu.ac.uk](mailto:rachel.welton@ntu.ac.uk)

January 2024

(Updated March 2024)