

CALL *for* BOOK CHAPTERS *On*

"Organisations' Contributions *for* Sustainable Development:

A Case Study Perspective"

(Virtual Mode)

26th February, 2022



Organised By:

**GUJARAT TECHNOLOGICAL UNIVERSITY
(GTU)**

About the Theme :

Sustainable development is the international community's most urgent priority and the core aim of the post-2015 development agenda. The Sustainable Development Goals are a universal call to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The 17 Goals were adopted by all UN Member States in 2015 as part of the 2030 Agenda for Sustainable Development which set out a 15-year plan to achieve the Goals.

Sustainability is most often defined as meeting the needs of the present without compromising the ability of future generations to meet theirs. It has three main pillars: economic, environmental, and social. These three pillars are informally referred to as people, planet and profits.

Economic Sustainability includes themes of : Decent Work and Economic Growth, Industry Innovation and Infrastructure, Reduced Income Inequalities, Sustainable Cities and Communities and the like.

Environmental Sustainability includes themes of : Clean Water and Sanitation, Affordable and Clean Energy, Responsible Consumption and Production, Climate Action, Life on Land and the like.

Social Sustainability includes themes of : No Poverty, Zero Hunger, Good Health and Well Being, Quality Education, Gender Equality, Peace, Justice, Strong Institutions and the like.

Research studies report that 72% of global companies now mention the Goals in their annual corporate or sustainability report and 50% of companies have identified priority SDGs. The top three SDGs that companies mention in their reports are: i) Decent Work and Economic Growth, ii) Climate Action and iii) Responsible Consumption and Production. The least frequently mentioned are: i) No Poverty, ii) Zero Hunger and iii) Life Below Water. Companies are being way too modest.

As organizations of all kinds – manufacturing, service, educational, research and development, non-government organizations and the government machinery, go public about how they are leading by example, momentum will build and the odds of us meeting all the SDGs by 2030 will improve exponentially.

Gujarat Technological University, Gujarat (India) has taken this, first of its kind initiative, to document the actions taken by different sets of organizations in this direction since 2015 and the planned strategies now on as continuous efforts towards contributing to all the SDGs. **This initiative comes in the form of an Invitation for Book Chapters On Organisations' Contributions for Sustainable Development written from a Case Study Perspective.**

About Gujarat Technological University (GTU):

With a vision of imparting a quality education with global standards in fields of Engineering, Management, Pharmacy, Computer Application and Architecture to the youth of Gujarat, India and entire world, Shri Narendra Modi, Hon. Prime Minister of India laid the foundation of GTU in 2007 when he was leading the state of Gujarat as a Chief Minister. The seed planted by Shri Narendra Modi before 14 years has now grown up as a widespread tree catering 3,70,000 students, 17000 faculties and more than 430 colleges providing its fruits in the form of enlightened, skilled and socially responsible youth with the knowledge of emerging technologies, excellence in professionalism, global competitiveness as well as essence of innovation and entrepreneurial attitude.

GTU is pioneer in many unique initiatives starting from Student Start-Up Policy, Innovation and Incubation System, International Exposure to the students & faculty members, Cross cultural academic environment with students of 52 Countries of the world, Implementation of emerging concepts Like Design Engineering in curriculum, Digitization of academic and administrative system to the heart-touching social activities by the students.

Though very young, the university has developed very strong and efficient eco-system of teaching & learning, industry-oriented courses and syllabi, centre of excellences and strong collaborations with national and international institutions which enables GTU to lead the Higher Education System of India on many fronts.

GTU has received many prestigious awards at national and state level for outstanding contribution in the field of innovation and internationalization including 1st Rank in Gujarat State Institutional Ratings Framework (GSIRF). Gujarat Technological University is the perfect destination for students who are looking for innovative solutions through technical education and have interest in global exposure to learn cross cultural diversity.

Suggestive Themes for the Call for Book Chapter from a Case Study Perspective:

1. Environmental Sustainability deals with: Ecosystem and Services, Green Engineering and Chemistry, Air Quality, Water Quality, Stressors, Resource Integrity etc.

Suggestive Themes could be:

- Initiatives to sustain, protect and restore the health of critical natural habitat and ecosystem, like green infrastructure, green practices say rainwater harvesting, biofuel generation, etc.
- Design of Chemicals / other products and processes to eliminate toxic hazards / other hazards
- Re-use or recycling of chemicals / other products
- Reducing total life cycle costs of products
- Effective treatment and discharge of pollutants to prevent air, water and land pollution
- Next generation treatment technologies and approaches for the sustenance of ecology
- Optimal designing of plant / public infrastructure keeping in mind the protection of flora and fauna and securing agricultural land / sustaining water quality etc.
- Re-designing Vehicles for use of green fuel

2. Economic Sustainability deals with: Jobs, Incentives, demand and Supply, Natural Resource accounting, costs and prices, etc.

Suggestive Themes could be:

- Initiatives to strengthen and maintain current and future jobs by the introduction of innovative technologies
- Promotion of incentives that encourage human nature to engage in sustainable practices
- Collaborative approaches towards preventing loss of human or materials or infrastructure in areas that affect commerce, community health, and safety, etc.
- Promote fully informed accounting and market practices to promote environmental health and social prosperity
- Natural resource accounting practices like sustainability analysis, etc.
- Strategies for striking the right balance between technology and labour

3. Social Sustainability deals with: Environmental justice, Human Health, Participation, Education, Resource security, sustainable communities, etc..

Suggestive Themes could be :

- Partnership / collaborative initiatives to protect and promote good health of communities which include basic needs and developmental needs
- Protection and sustenance of Human health at affordable costs leading to sustainable human habits
- Engagement of stakeholders through open and transparent processes
- Building awareness towards reduced risk particles for commonly used products
- Enhancing the education of sustainability by the general public, stakeholders and potentially affected groups like students and the general community
- Promote the development, planning, building, or modification of communities to promote sustainable development
- Skill oriented education for sustainable societies

Please note that these themes are indicative only and we accept case studies in related domains

Key Dates:

Registration and Fee Payment	25 th December, 2021
Workshop on Case Writing	30 th December, 2021
Last Date of Full Paper Submission	31 st January, 2022
Case Study Competition	26 th February, 2022

How to Register: Participants are requested to register on the link given below :

<https://tinyurl.com/case-study-competition>

Registration Fees:

Category	Fees for (Indian Author/Delegate)	Fees for (International Author/Delegate)
Industry & Academia	Rs. 1000 per Case Submission	\$100 per Case Submission

** Authors submitting multiple cases will have to register and pay separately for each case.

Bank Details:

(1) NAME OF ACCOUNT	: GUJARAT TECHNOLOGICAL UNIVERSITY
(2) TYPE OF ACCOUNT	: SAVING
(3) BANK NAME	: STATE BANK OF INDIA
(4) BRANCH	: IIT GANDHINAGAR
(5) ACCOUNTS NO	: 30867982511
(6) IFSC CODE	: SBIN0011770
(7) SWIFT CODE	: SBININBB417
(8) MICR CODE	: 380002106

Guidelines for Case Submission

What can be submitted?

We welcome cases in all areas of business and management that have been written for teaching purposes and match our theme. We accept both field researched and desk researched case studies. Cases must be written in English.

Please follow the following structure for the case :

- Include a clear opening and closing section
- Only include any figures in the body of the text if necessary, if included these should be clearly labelled and captioned.
- Headings and sub-headings are used to break up the text
- Assignment questions are not included in the case, these should be in the teaching note
- The summary or abstract of the case is not included in the case, this should be in the teaching note
- Learning objectives or your own 'solution' to the case are not included in the case, these should be in the teaching note to support fellow instructors
- End notes are used rather than foot notes.
- The case shall not exceed 8-10 pages including annexures while leaving a margin of 1/2" on all four sides
- The case can be co-authored by maximum 3 professionals / educationalists
- The case should be accompanied with a brief write up of both: the organization under consideration and the author/s
- The font should be Times New Roman, 12 Size and the line spacing may be 1.5
- References and citations as per APA 7 style

About the Teaching Note

Your teaching note must be presented and structured clearly. It must include clear sections that cover:

- A synopsis of the case
- Provide a brief description of what the case is about, and the context in which it is set.
- The target learning group
- The learning/teaching objectives and key issues
- The teaching strategy
- The following information must be included on the first page submitted to us:
 - Name and organisation of the author(s) e.g. This case/background note etc was written by author(s), under the direction of author(s), organisation (name of the organisation)
 - Contact details of the author/s
 - No objection from the organisation if the case is based on an organisation
 - Information regarding the source of the data/information

Evaluation criteria

The cases will be evaluated considering their originality, relevance to the theme, applicability in teaching, the flow of the case content and proper formatting.

Abstract Submission Format (Max. 250 Words):

- Introduction of the case
- Broad area of the theme
- Target learning group
- Issues discussed in the case
- Keywords

Publication:

Qualifying cases will be published as Chapters of a e-Book with ISBN number.

Certificates:

E-Certificates will be given to all the registered participants.

Event Committee:

Chief Patron: Prof. (Dr.) Navin Sheth- Vice Chancellor, GTU

Patron: Dr. K. N. Kher, Registrar, GTU

Chairperson: Dr. Trupti S. Almoula – Dean, Faculty of Management, GTU

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Please contact us at : casestudy_competition@gtu.edu.in

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