



Call for Book Chapter

Transition to Sustainable Business Education

Submission Deadline for chapter *proposals*: **December 1, 2023**

Acceptance response to proposals: **January 8, 2024**

Submission Deadline for *accepted* chapters: **February 26, 2024**

Target publisher: Routledge

Purpose and Context:

You are invited to contribute to a book that helps higher education business educators around the globe create and deliver business curriculum that addresses the urgent need to support sustainable and responsible management practices. Global Movement Initiative (GMI) recognizes that current business curriculum and management practices have contributed to inequality, unsustainable consumption of natural resources, and expanded planet-threatening environmental damage. Through GMI workshops, academic conference presentations, and conversations with leading academics around the globe, we realize there are many who share our vision that business education must be transformed now.

We envision this book to provide examples from “change teachers” who have created and delivered courses or degree programs that show students **how** we can quickly transition from current business pedagogy and practices to a new paradigm for sustainable business education. We seek examples of significant changes made to courses, new curricula ideas, recommendations for resources, assessment tools, and interdisciplinary projects that **build the bridge** between current business management practices and disciplines to necessary sustainable business management for tomorrow. Testimonies from students and colleagues on the impact these changes had on them as individuals and on the overall institution are very welcome.

In publishing our first book, *“Transforming business education for a sustainable future: Stories of Pioneers,”* we were inspired by many innovative educators who are already working to change what they teach, how they teach, and what research they use for a sustainable future. We also learned there is a desire for examples, tips, and resources to create curriculum that serves as a bridge for students from the practices they see in today’s business environment to a more sustainable and regenerating way of managing business in the near future. If you have created that type of course, program, or bridge to a better business future, we want to hear from you.

Focus of this Call:

We are seeking stories and examples from those who have applied sustainable practices to business pedagogy. We do NOT envision the chapters to be akin to journal or research articles. **Instead**, we want to hear your stories about what you have tried, what you learned, what response you received from administrators, colleagues, and especially response from students. Tell us why or how you helped

students envision more sustainable and responsible business practices and ways they can *apply* those concepts today. In short, we are seeking chapters written in a personal and storytelling style that can be accessible to any individual that is not in academia.

Guidelines for Proposal Submissions:

Proposals by teachers, researchers, department chairs or program leaders are welcome. Chapter proposals will be reviewed by the Editors and the editorial board. Authors will receive feedback and comments regarding acceptance of the proposal **before you are required to develop the** entire book chapter. However, in order to gain publication as quickly as possible, please note we have a fairly quick submission schedule and deadlines.

Proposals must **not exceed 1,000** words and should include:

- Title
- Author(s) details and affiliation
- Context (course, program, institution...)
- Brief summary of the intent of curriculum/course change and integration of core sustainability concepts
- Brief summary of how you connected current business practices to necessary sustainable business management
- Brief summary of those you included in the development process (business leaders, students, colleagues, others)
- Brief summary of resources or tools used (cases, articles, models, activities) in your transformative course(s)
- Impact on students, colleagues, others.
- Personal learning outcomes and recommendations to encourage many more “change educators”

Schedule:

Chapter Proposals must be submitted to editors listed below by **December 1, 2023**

Proposals will be reviewed, and proposal acceptances will be sent by **January 8, 2024**.

Final chapters will be due to editors on **February 26, 2024**.

Editors reserve the right to reject final chapters if they do not meet the publication intent, style, or deadlines.

About the editors

Linda Irwin taught Strategy and Marketing and is passionate about transforming business education for sustainability. She is CEO of SeeComm Group, a consulting firm specialized in the development of sustainable business strategies, and she is a member of Global Movement Initiative.

Morgane Fritz is Associate Professor in Sustainable Supply Chain Management at Excelia Business School. She researches/teaches about sustainable and ethical supply chain management and acts as author/editor/reviewer for various peer-reviewed journals and books. She is a (founding) member of Global Movement Initiative and member of the PRME working group on the Sustainability Mindset.

Isabel Rimanoczy is the convener of PRME Working Group on Sustainability Mindset and co-developer of the Sustainability Mindset Indicator. She authored/edited 28 books, about sustainability, learning, education, poetry and children's books.

Questions

Questions should be addressed to:

Linda Irwin - e-mail: lirwin@seecommgroup.com

Morgane Fritz – email: fritzm@excelia-group.com

Isabel Rimanoczy – email: isabelrimanoczy@gmail.com