



***Sustainable and Responsible Management:***  
*A decade of Integrating Knowledge and Creating Societal Impact through Innovation and Entrepreneurship*

**TRACK 08: Micro-Foundation of Flourishing of Sustainable and Responsible Management**

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**KEYWORDS**

*Micro-foundation, flourishing, being, responsible and sustainable management, purpose*

**TRACK HIGHLIGHT**

This track aims to explore what micro-foundation factors impact entrepreneurs on either taking a proactive and prosocial role in sustainability transitions or, on the contrary, resisting social change. This track aims also to attract contributions to share insights on the flourishing of sustainability and the flourishing of business from various disciplinary backgrounds.

**TRACK DESCRIPTION**

*“What future do we face? What future do we want? What must we do to get there?”* —the Founder and Chairman of the World Economic Forum Prof. Klaus Schwab raised these critical questions in his book *The Great Narrative-For a Better Future*. In response, a seminal paper *“Organization with Purpose”* published in *Academy of Management Journal* indicates that *“the deepest resources for the transformation of business, as for society as a whole, lie within the human heart... where we can harness the strongest motivation to change—ourselves, our organizations, and our world—for the better.”* (Hollensbe, et., 2014) It is important for the global responsible and sustainable management education (RSME) community to move beyond the conventional macro level study on institution and organization to explore the human dimension and increase our understanding on the micro-foundation of nurturing and developing sustainable attitudes and responses (Bansal et al, 2012). The oriental wisdom reflected from Kazuo Inamori’s business philosophy of *Respect Divine and Love People* tells us how to seek good for the sake of society and others through nourishing life with a loving, sincere and harmonious heart.



Micro-foundation has the potential to point more at processes, situations, gazes and perceptions, from a range of stances and viewpoints, which can work to elaborate, explain, advance understanding and reconcile competing views on organizational behavioral issues (Cooper et., 2017). Despite growing interest of management scholars on exploring the micro-foundation of corporate responsibility and sustainability, few research has understood sustainability as flourishing, which means “the heart of prospering – engagement, meeting challenges, self-expression and personal growth” (Godley, 2014). An entrepreneur or a people in organizations’s flourishing comes from the experience of the new: new situations, new problems, new insights, and new ideas to develop and share (Godley, 2014), with an aim to foster collective imagination and creative solutions to our complex social and enviornmental problems. In this context, mass flourishing comes from broad involvement of people in the processes of (social) innovation. It becomes critical to explore the micro-foundation of individual and mass flourishing based on understanding and adapting our role within an integrated spiritual, cultural, and social-economic ecosystem (CEL, 2017).

The track integrates complexity study, system thinking and oriental philosophy on people, nature, and society to attract cross-cultural dialogues and broaden our fundamental understanding of the “flourishing” of individuals and organizations for sustainability. We seek to stimulate methodological and theoretical innovation for the elaboration, critical reflection, and theorizing of the flourishing of individuals or organizations during sustainability transitions. We welcome papers from different cultural backgrounds and theoretical perspectives or disciplines. Some of the questions the track could address include, but are not limited to:

- Sustainability-as-flourishing—submissions may focus on tension and paradox regarding the temptation to access immediate rewards versus obtaining higher and more stable long-term rewards.
- Submissions may focus on the motivation factors or processes through which individuals or organizations flourish in their transitions towards sustainability (future) goals
- Submissions may focus on how individuals in organizations become flourishing through engaging in sustainable and responsible management, and explore what intrinsic factors affect the flourishing of individuals in an organization.
- Submissions may focus on how entrepreneurs develop a syntegration of their knowing, acting and being on serving social purpose while achieving profitable business.
- Submissions may focus on how mass flourishing (e.g. via collective imagination, intelligience, and action) can be foster for sustainability transition.
- Submissions may focus on how different cultural factors affect entrepreneurs’ understanding of “being” in businesses, and how could we create those “being” in larger community beyond business, and how should we reset the purpose and power of “business” in creating “being”.



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