INNOVATION & THE ROLE OF SME'S FOR SUSTAINABILITY BY UAEU STUDENTS

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(Submission #305)

The workshop purports to address corporate social responsibility issues in a context influenced by an increasing demand to consider the sustainability assumption. In the inclusive wealth report (UNU-IHDP and UNEP, 2012), the definition of sustainability that was developed initially by the Brundtland commission is revised to consider an intergenerational perspective on wellbeing. As a consequence, there is an increasing need to assess whether economies and mainly businesses are destroying or not the productive base that supports current and future generations' wellbeing. The inclusive wealth report 2012 calls for the emergency for countries to sustain the factors that satisfy current needs [food, clothing, shelter, personal relationships, leisure activities] as well as the adequate productive base to continue producing the same needs in the future. This shift constitutes a new wave of pressure that requires from the corporate world a serious adaptation and even transformation of its business logic. The workshop aims to discuss business innovations developed by UAEU students to bring businesses to take a long-term, holistic focus and to help achieving shared value that is to create economic, social and environmental value, in which SME's play a major role.

the workshop is intended to last 2 hours and structured as follows:

1. An introduction by the convener

2. First presentation: Promoting Corporate Social Responsibility and Sustainability: A Model of Integrity - Evidences from the United Arab Emirates [20 minutes]

3. Second presentation: First business case for sustainability [20 minutes]

4. Third presentation: Second business case for sustainability [20 minutes]

5. Questions & Answers [30 minutes]

6. Concluding Comments [15 minutes]

Categories

Conference Submission Tracks: *Social Entrepreneurship, Corporate Social Responsibility, and Creating Shared Value (CSV)*
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Workshop: *No*
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Keywords

Small Business/Small & Medium Enterprises
Social Entrepreneurship
Creativity and Innovation
Corporate Social Responsibility