

CALL FOR PAPERS

International Conference

Strategies for Sustainable Technologies and Innovations

November 4 – 6, 2009, Nancy – Metz France

(www.mesd2009.org)

The second MESD2009 International Conference is jointly organized by the ICN Business School (Nancy, France), the CEREFIGE: Centre Européen de Recherche en Economie Financière et Gestion des Entreprises - a multi-university European business research consortium (Nancy-Metz, France) and the Georgia Institute of Technology's Center for International Business and Education and its Georgia Tech Lorraine Extension Campus (Atlanta, USA).

Who should participate?

This conference will be of great interest to scientists, experts, consultants and other professionals working in the area of sustainable development. We are especially looking forward to the participation of persons in a position to influence the strategic future visions of their companies. This conference is also targeted to meet needs of Governmental and Regulatory Bodies, the UN and Non-Governmental Organizations. We welcome paper proposals from research faculty, business and policy practitioners, as well as advanced graduate students, which address on the broad topics identified earlier. The Conference can also be especially interesting for: Senior Executives in Sustainable Development, Resource Management and Strategic Planning of multinational companies.

Conference Themes

Given a reinventing global economic environment and the challenges raised by the regulatory process, enterprise strategic choices for technology and innovation have become key success factors in implementing sustainable development policies. Economic growth and competitiveness as well as societal well-being are predicated on these choices and policies.

The main question raised by the Colloquium revolves around why, when, how such strategic technological and innovatory choices will be made and deployed. Can enterprises make technological choices that will be at once economically profitable, ecologically sustainable and socially responsible? How do corporations balance and harmonize choices taking into account at once technological innovation, economic growth, resource efficiency, and environmental protection? What are the decision-making criteria to design new products, to evolve appropriate production methods, to reorganize distribution patterns to make them sustainable? What are the underlying forces leading to such criteria and resulting decisions and implementation? Do contextual, economic, ecological, societal

factors play an essential part in shaping economic and financial profitability, competition, market openness, policy policies, technical standards and regulations? Are there cross-national differences that bear noting and have some explanatory power? Are current decisions adequate to respond to anticipated future needs? What are the linkages between enterprise technology strategies and a country's or region's economic performance? How do enterprises conduct international cost-benefit analysis to assess negative impacts of present-day technologies with the positive benefits of future innovations?

These are colloquium-specific framing research questions, at the core of sustainable strategic management, which speak equally to management scholars, economists, lawyers, and sociologists and all the relevant engineering fields. It must be underlined that while multinational corporations have been in the forefront of sustainable development, the role of small and medium-sized enterprises cannot be underplayed as they respond to the broad trends set in motion by larger firms. Nor can the ethical dimension of such choices, strategies, and modes of implementation be ignored as they frame the debate. Technology sets the production frontier, should be viewed as a neutral factor, neither inherently good nor bad, but often resulting from the political stakes of public and private decision makers. The colloquium's key purpose is to provide guidance to enterprises, primarily large scale but also smaller ones, seeking sustainable development solutions, responsive to questions such as natural resource utilization, extent and scope of technological solutions, shareholders and stakeholders' interests, intergenerational equity, among others.

Tracks

Stressing a multidisciplinary approach to sustainable development, the guiding principles and questions raised will seek to explore the issues below:

Track 1: Emergence and Diffusion of Sustainable Innovation and Technologies

- Economic environment (market, competition, industrial organization)
- Regulatory framework
- Socio-political setting
- Organizational characteristics (size, industry sector, corporate governance model, stakeholders)
- Types of technology (biotechnology, nanotechnology, materials handling, etc.)

Track 2: Strategic Decision Making Processes for sustainable technology and innovation

- Strategy formulation
- Strategy implementation
- Strategy evaluation

Track 3: Performance Assessment

- Metrics
- Risk Management
- Modelisation and tool

Track 4: Forecasting Trends in Sustainable Technology and Innovation

- The Global financial crisis: impacts on sustainability practices
- Changing models of economic development
- Ethical domain and technology innovation

These questions are illustrative of the range and type of issues to be raised in the colloquium.

General policies

The language of the conference and all submissions is **English**.

Submissions to MESD 2009 must be **original**. They must not already have been published or accepted in a journal or conference proceedings, nor presented at another conference. Further, they must not be currently under consideration for publication or presentation elsewhere.

To encourage broad participation, the program committee discourages **multiple appearances** by the same individual on the program. Participants are requested to make no more than two submissions. Further, participants can appear as significant presenters only once in the MESD Conference Program.

At least one author of every accepted submission must **register** for the conference

Important Dates

- ❖ Submissions start date January 30, 2009
- ❖ Submission deadline for intentions..... March 6, 2009
- ❖ Submission deadline for full papers May 12, 2009
- ❖ Reviewer end date..... June 12, 2009
- ❖ Early registration start date June 15, 2009
- ❖ Submission deadline for final papers September 30, 2009
- ❖ Early registration deadline October 15, 2009
- ❖ Conference dates November 4-6, 2009

Intentions to present a communication

An intention is a scientific presentation summary and consists of a short description (2 to 3 pages). It is intended to reveal if your research question is pertinent to MESD 2009 conference. The intention must include: title and authors, an abstract of about 200 words and five keywords, a detailed table of contents and a summary of research. The summary must specify the key question, main hypotheses, problem, state-of-the art, methods (if applicable) and some core references. Please note that an intention is not submitted to the peer-review process and its approval does not mean it has been accepted for communication. You have to follow the regular submission process. Intentions should be sent by e-mail to: intentions@mesd2009.org before the deadline. An answer will be available within ten days following your submission.

Double-blind reviewing

A double-blind peer-review process is applied to ensure that evaluations are as error free as possible and of the highest possible quality. Before the peer-reviewing, papers will be checked for conformity with submission guidelines and for overall appropriateness for the conference. Papers that pass the initial screening process will then be double-blind reviewed. The Program Co-Chairs reserve the right to shift a submission from one track to another as they estimate appropriate. Reviewers should provide constructive feedback and make suggestions to authors in order to improve the quality of the paper. The authors' identities are not known to the reviewers. The research papers will be evaluated according to the following criteria: relevance to selected research conference topics; clear definition of the core issue; mastery of the concepts used; theoretical and methodological contribution ; usefulness to management

practices ; depth of the analyses and arguments; validity and consistency of the discussions; quality of the literature review; quality and readability of the text; conformity with submission guidelines.

Paper formatting

The accepted papers will be published in a proceedings book and the best of them in a special issue of international business journals to enrich a growing body of policy and management literature. In order to give the proceedings a consistent, high-quality appearance, we ask that authors follow some basic guidelines. You should download the MESD 2009 template from the conference website (<http://www.mesd2009.org/formatting.htm>) and format your paper exactly like this document. The easiest way to use this template is to download it from the conference webpage and replace the content with your own material. The template file contains specially formatted styles (e.g., Normal, Heading, Bullet, Table Text, References, Title, Author and Affiliation) that are designed to reduce the work in formatting your final submission. Please bear in mind that **submitted papers are to be uploaded without author information** as the reviewers will be directly downloading these submissions for evaluation in the double-blind review process. Accepted papers will be published in Proceedings on USB Key. Papers uploaded for inclusion in the Proceedings MUST include author information on a title cover page, must not be "locked" and should have no headers, footers or page numbers. These papers may also be downloaded by discussants and sessions chairs, but are not available to the general public.

Submission

Please submit your papers using the on-line system (<http://www.mesd2009.org/submit.htm>). Other means of submission place unnecessary burdens on the program chair, track chairs and reviewers. Papers must be submitted in MS Word format. The system will automatically convert your file into PDF format. The submission interface is a user friendly design.

The submission process includes five steps. In the first step you will be asked to provide information about the document to submit (title, track, number of authors and type of submission). In the second step you must indicate ONLY the last/family name of each author. Based on this primary information, a database search will be run in order to verify if your authors are already registered in the database. The search process is based on the non-sensitive match of the beginning of words; thus you can specify an incomplete family name. In the third step, you are invited to complete author(s)' contact information and to specify the presenting and the corresponding author. In the fourth step you will be asked to insert 5 keywords which do not include the words of title and the abstract. The abstract must contain between 150 and 200 words. Please note that you MUST NOT repeat the title, the author's name(s) and address(es) in the body of the abstract. Once the completed form is validated, you will receive a confirmation message to your email address "The submission of your abstract has been validated by the server with the reference: MESD2009/... and your Password". Your password and your abstract number allow you to modify your abstract until the final dead-line. Keep this information for further reference. After the upload is completed, the document will be processed by the server and another confirmation message will be sent to your email address. If you do not receive this email within the 24 hours following your submission, please contact submission@mesd2009.org. Once a submission has been accepted, there will be an opportunity to upload the paper with author information for use by others and/or the Proceedings Editor.

After being submitted, the title and author information can be updated and/or edited by any of the authors of the paper using the provided password and abstract number. If you are unsure about what you uploaded at an earlier time, you can download your earlier submission to your personal computer or workstation and review it there. Since your submission will contain no author information, it cannot be used as a Proceedings submission. An opportunity to upload a proper Proceedings publication will be provided after submissions have been accepted for presentation.

Remember that your Proceedings submission should not contain headers, footers or page numbers. Once the Proceedings publication has been uploaded, the abstract of the paper will appear on the conference web site. If you encounter any difficulty with the submission process, feel free to contact postmaster@mesd2009.org

Publications

We are looking forward to a rigorous and focused exchange of ideas. After the selection process is completed, we will publish selected papers and presentations in a electronic proceedings book. The most qualified papers will be published in a special issue of international business journals to enrich a growing body of policy and management literature.

"Best Practices" papers

Best Practices may be defined as an efficient way, method or technique used to accomplish tasks and/or resolve problems, approved and recognized by organizations. The implementation of such practices comes from the need to overcome new problems or the necessity to improve the way organizations operate. The notion of « Best Practices » often implies a long and complex process beginning with the identification of the problem and resulting in its solution. Contributing to « Best Practices » infers providing a precise description of this process and accepting to exchange and share experiences with other organizations. This allows us to broaden the use of the proposed practices, which will eventually become approved and documented procedures and methods.

In order to guarantee a high quality of « Best Practices » papers, it is important that their content be consistent. For this, we recommend that authors organize and structure their papers in the following manner:

The problem and its context (20%): presentation of the organization and its internal and external environments; the problem, its origin, and its impact on the organization's activity; the primary reasons for investigating solutions.

The process used to solve the problem (40%): the intended goals of the project; the collection and processing of data, statistics, facts; the major steps of the process; the strategy and method employed; performance evaluation criteria.

Results and perspectives (40%): fulfillment of economic, environmental, or societal goals; the key success factors; the obstacles and challenges encountered; conclusive information for the organization; perspectives for the future.

To format their papers for submission, authors should use the same guidelines as described for research papers.

To evaluate "Best Practices" papers, we will use the same review process and criteria as explained for scientific papers.

Grants

A limited number of active participants may be eligible for partial grants to help defray the costs of travel. Preference will be given to those whose institutions are unable to fund them completely (e.g. universities in developing countries). Grant applicants should indicate their interest at the bottom of the conference application forms and should attach a letter that briefly explains their intended activity at the Conference. The maximum amount of each grant is 500€. Refer to the conference website for the eligibility criteria. Please note that the recipient's eligibility for the grant is contingent upon registration for the MESD 2009 conference. In all cases, the payment will be presented to the successful recipient at the end of the conference.

Conference Registration Information

Early registration will open on Monday, June 15th. The last day for conference registration via the website, call in or fax is Thursday, October 15th, 2009.

Fees

Conference registration fees can be paid either in Euros or US Dollars, as both are accepted on the payment website. Registration fees include both the reception at GeorgiaTech Lorraine and the gala dinner at City Hall, as well as dinners on November 5 and 6 at the Conference Center. If you are a student, proof of student status, such as a scan of your student identification, is required and can be e-mailed to: registar@mesd2009.org. On-site payment will be accepted in cash only.

Fees	Registration type		
	Early registration	Regular registration	Onsite registration
Normal fee	200 €	240 €	300 €
Student free	100 €	120 €	150 €

Hotel arrangements

Our teams are working with a number of hotels in Nancy to reserve rooms at a special rate for the conference. More information will be provided through our web site once rooms are reserved. Arrangements should be made directly with the hotel of your choice. See the hotels section of the conference website for the latest information.