

## Call for papers:

### ***Mind-sets, habits, lifestyles: Rethinking value and valuation towards promoting ethical business practice***

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This Special Issue aims at bringing together the insights of business ethicists and CSR scholars to inform the development of responsible and sustainable business practices. Both business ethicists and CSR scholars face the challenge of changing habits and mindsets that may perpetuate unethical or unsustainable behaviour within individuals or organizations. The importance of rethinking business models and conceptions of value has also emerged as imperative in reconceptualizing business practice so as to make ethical values an integral part of the purpose of organizations. This Special Issue will publish papers that take up the ontological, epistemological and pedagogical challenges that pertain to this reconceptualization.

We encourage papers that explore the interrelationships between developing new, sustainable and ethical business models, and the changes in habits (values, mind-sets, life-styles) that are required for such business models to succeed. We are therefore interested in papers that would allow us to explore the various dimensions of such changes in habituation and mindsets.

In terms of valuation, we would like to explore the new articulations of 'value' that have been emerging, and critically interrogate its validity and its potential to encourage ethical and sustainable business. We would like to analyse the ways in which capitalist growth ambitions, consumption patterns, financial systems and other aspects of the broader political economy perpetuate unethical and unsustainable business practices. The link between business ethics and CSR is of key importance in this regard.

We are also interested in how certain mind-sets have emerged that make change difficult or unlikely. This would require an interrogation of prominent metaphors, myths, agency concepts etc. However, we would like to go beyond theory in studying the ways in which these mind-sets have become embodied practices, shaping our life-styles as well as our ethical or unethical behaviour through everyday habits, intuitions, and emotions.

In addition, we are interested in papers on how to mainstream sustainability education beyond the business school curriculum. To meet sustainability challenges, a systemic, cross-disciplinary approach is needed in organizations, yet little is done to prepare professionals for this challenge. Though some progress has been made in integrating sustainability within and across business school courses, little attention is paid to integration across the various forms of professional and occupational education in other parts of the University. We therefore encourage submissions from disciplines beyond management, and interdisciplinary perspectives combining management disciplines with professional and occupational disciplines.

It is also important to take up the challenge to offer education and training towards responsible and sustainable business beyond the boundaries of the University. We are therefore seeking papers exploring strategic partnerships between universities/business schools and organizations, service learning, executive education, consultancy, in-house training programs, corporate universities. Papers or presentations exploring the integration of PRME in business schools and beyond are especially welcome.

Some indicative paper topics therefore include:

- Rethinking value and valuation
- Are ethical values, brand values, and market value related?
- Valuation beyond traditional 'pay-off' argumentation
- Critically interrogating 'the triple bottom-line'
- Who really shares in 'shared value'?
- The link between ethics management and sustainability management
- Repair and reuse as new business models
- Life-style changes towards sustainability and ethical behaviour
- Intuition as key to understanding unethical behaviour
- The role of embodiment in moral agency
- Behavioural change required for responsible management
- Business models to sustain social innovation
- Responsible investment
- Proposals for inter-and trans-disciplinary professional sustainability education across several or some disciplines
- Research about innovative teaching methods, such as games with a transdisciplinary approach, or community-based projects
- Rethinking (executive) education integrating PRME
- Pedagogies to combat climate change and promote climate justice
- Service learning
- Responsible management education with a focus on creating solutions to sustainable challenges (including innovative assessment methods)
- Crowdsourcing and other e-learning methods in responsible management education

We invite contributions from a broad range of disciplines including (but not limited to) business ethics, management, economics, marketing, law, philosophy, environmental studies, science and technology studies, art and design, information studies, media studies and political science. Both theoretical contributions and empirical analyses are welcome, and interdisciplinary approaches are encouraged. This Special Issue is intended to be a volume that challenges us to rethink paradigms, reframe mindsets and develop new forms of habituation in order to shape responsible and sustainable business practices.

### **Submission Instructions**

Authors are strongly encouraged to refer to the Journal of Business Ethics website and the instructions on submitting a paper. For more information see: <http://www.springer.com/social+sciences/applied+ethics/journal/10551>.

Submission to the special issue – by **October 30, 2016** – is required through Editorial Manager at <http://www.editorialmanager.com/busi/>. Upon submission, please indicate that your submission is to this Special Issue of JBE. Questions about expectations, requirements, the appropriateness of a topic, etc. should be directed to Anna Ozolina [anna.ozolina@ntu.ac.uk](mailto:anna.ozolina@ntu.ac.uk), who serves as the editorial support of the guest editors of the Special Issue.

### **About Journal of Business Ethics**

The Journal of Business Ethics publishes only original articles from a wide variety of methodological and disciplinary perspectives concerning ethical issues related to business that bring something new or unique to the discourse in their field. The Journal's impact factor is 1.837 (2015). This journal is one of the 50 journals used by the Financial Times in compiling the prestigious Business School research ranking.