

Appendix 1

The 42nd Euro-Asia Management Studies Association (EAMSA) Annual Conference

Euro-Asia Intelligence for Sustainability and Sufficiency track

Call for Papers

Sufficiency Economy is defined as an approach to sustainable development that promotes a dynamic equilibrium among the three domains of society, environment and economy, as determined by virtues and wisdoms and by considering internal conditions and external forces. In this Call for Papers, Sufficiency is a subset of Sufficiency Economy as it implies being sufficient in the context of "not excessive". While most existing definitions on Sufficiency Economy emphasize a sense of not too much, which can be risky to achieving a balance development among the culture, society, environment and economy, Sufficiency Economy encompasses both interpretations of "not excessive" and "not deficient". The proposed definition underscores a balanced approach of "neither excessive nor insufficient," indicating a reasonable strategy to successfully address the concurrent and conflicting needs of stakeholders in order to establish and sustain equilibrium. Thus, this Sufficiency Economy definition is encompassing the other existing concepts.

As we know, business sustainability is of great interest among scholars and practicing managers and leaders. However, many fundamental gaps exist in the literature. Among them, a stronger theoretical foundation is needed as researchers in the field need a whole theory to comprehend, describe and forecast events, actions and/or circumstances or even to challenge and progress the current body of knowledge. In terms of practice, ensuring business sustainability is highly challenging. Practicing managers and leaders still have limited insight into incorporating sustainability strategies and practices within corporations. Business sustainability requires management of both internal and external factors since any corporation is simply an entity operating within the society. If the society cannot exist, neither can the corporation.

In particular, a recent study (Peters, Romi, and Sanchez, 2019) reveals that although many organizations have established the role of Chief Sustainability Officer (CSO) to oversee their sustainability projects, it is simply not effective in enhancing the prospect of business sustainability. Indeed, the creation of a CSO position may represent more of a symbolic, as opposed to substantive governance mechanism, as CSOs are not always effective in managing for improving business sustainability performance (Peters, Romi, and Sanchez, 2019). Being

precise, the results suggest that an effective and systematic approach to sustainability performance management is lacking, as there is no correlation between CSO appointments and subsequent sustainability performance for corporations that were already lackluster sustainability performers. Since Sufficiency Economy is seen as a systematic approach to create and nurture business sustainability (Kantabutra and Ketprapakorn, 2020), calls for more research in this knowledge domain exist (e.g., Avery and Bergsteiner, 2020; Kantabutra, 2021).

Therefore, this Call for Papers aims at contributing the latest knowledge to the field of business sustainability through the lens of Sufficiency Economy. Drawing from the traditional business disciplines and/or multidiscipline, conceptual, review and empirical papers are welcome. We seek answers to the following focal questions:

What are factors required for managing and leading to improving the prospect of business sustainability? How are the factors consistent to the Sufficiency Economy concept? How do they enhance the prospect of business sustainability?

Do these factors improve the prospect of business resilience? How?

Informed by the Sufficiency Economy concept, how should business sustainability be measured and reported? In particular, how should we determine a balance among the Triple Bottom Line results, given different development contexts?

Topics include, but are not limited to:

Corporate Sustainability

Sustainable Supply Chain

Sustainable Consumption

Organizational Culture

Sustainable Leadership

Sustainable Business

Social Entrepreneurship

Sustainable Production

Stakeholder Management

Organizational Resilience

Sustainability Measurement and Reporting

References:

Avery, G. C., & Bergsteiner, H. (2020). Thailand: An unexpected role model. In *Sufficiency Thinking* (pp. 3-14). Routledge.

Kantabutra, S. (2021). Exploring relationships among sustainability organizational culture components at a leading Asian industrial conglomerate. *Sustainability*, 13(4), 1733.

Kantabutra, S., & Ketprapakorn, N. (2020). Toward a theory of corporate sustainability: A theoretical integration and exploration. *Journal of Cleaner Production*, 270, 122292.

Peters, G. F., Romi, A. M., & Sanchez, J. M. (2019). The influence of corporate sustainability officers on performance. *Journal of Business Ethics*, 159(4), 1065-1087.