

MESD ASSOCIATION (MULTINATIONAL ENTERPRISES AND SUSTAINABLE DEVELOPMENT)

Association governed by the French law of 1 July 1901 and by Government decree of 16 August 1901



A WORD OF WELCOME

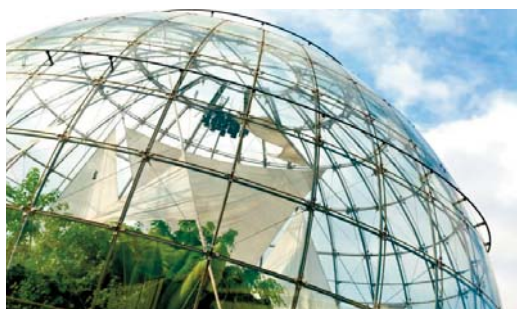
The Multinational Enterprises and Sustainable Development Association (MESDA) is a non-profit organization governed by French law, established in July 1901. Its primary objective is to create, share, and communicate best practices in multinational companies' strategies for sustainable development.

Today, more than ever, the global socio-economic, political, and cultural environment is characterized by constant change. With the globalization of the economy and markets, the scope of corporate action and influence has reached worldwide proportions. Competition between companies has also become global and, consequently, increasingly fierce. In this context of intense competition, the choices companies make regarding their sustainable development strategies have become critical factors in differentiating and achieving success for multinationals.

Given their extensive international business operations, multinationals have undoubtedly become significant players in the field of sustainable development. Their strategies have far-reaching implications for the economic, ecological, and social landscape of tomorrow, with the potential to both accelerate and hinder the process of sustainable development. It is therefore vital for the international research community to further investigate the positive and negative impacts of corporate behavior on sustainable development. This is the mission of MESDA, which aims to be rigorously academic in its vocation and international in its scope of action.

MESDA serves as a forum for ongoing dialogue and discussion among researchers, experts, companies, policymakers, consultants, and other professionals who are directly or indirectly interested in multinationals' approaches to sustainable development. In the Association, we invite all socio-economic and political decision-makers and other stakeholders with the potential to influence the strategic vision of multinationals to join us in our pursuit of knowledge and understanding. By fostering collaboration and sharing insights, we aim to contribute to the development of effective sustainable strategies and practices that address global challenges.

Founder members of MESDA
Silvester Ivanaj, John McIntyre and Vera Ivanaj



The Association 'Multinational Enterprises and Sustainable Development' (MESDA) is an Association governed by the French law of 1 July 1901 and the decree of 16 August 1901.

It was created by its President and Founder member Silvester IVANAJ, Associate Professor at ICN Business School (Nancy, France), together with partners John McINTYRE - Professor of International Management at Georgia Institute of Technology, Atlanta, USA, and Vera IVANAJ - Associate Professor of Strategic Management at the University of Lorraine and Member of CEREFIGE. It received official recognition at the Prefect's Office in Nancy, France, in 2013.

The Association provides a forum for Faculty researchers from a number of French and international universities and Business Schools.

The MESDA mission also encompasses promoting and expanding the Association's activities internationally. Its conferences offer unique opportunities for specialized discussions among communities of international scholars, who share their knowledge on corporate sustainable development. Bearing this in mind, several conferences have been recently organized.

The international dimension of MESDA has been further reinforced by the establishment of a network of subscribing members. The role of these members is to encourage the exchange and dialogue among colleagues from diverse academic and geographic backgrounds, thereby fostering both individual and institutional synergies.

International conferences for scholars, decision makers, policy makers have been organized in 2006, 2009, 2012, 2015 and 2017 with major contributions from ICN Business School (Nancy-Metz, France), CEREFIGE (Nancy, France) and the Georgia Institute of Technology Center for International Business Education and Research (CIBER), a national center of excellence (Atlanta, United States).

OUR MISSION

Our goal is to foster scientific research on multinational company strategies for sustainable development through international conferences, research projects, and publications. MESDA's mission is to share, advise, and disseminate scientific knowledge and best practices in multinational approaches to sustainable development.

SHARE

MESDA aims to foster dialogue and collaborative engagement among researchers, faculty, and organizations, with the objective of sharing optimal solutions to sustainable development challenges with companies.

ADVISE

Following its conferences, MESDA strives to provide advisory and consultancy services. The conferences consistently concentrate on corporate strategy and sustainable development, with international researchers presenting their research projects. These researchers then leverage their findings to offer guidance to multinational companies.

COMMUNICATE

researchers and their projects. The Association offers publication support and outlets, encourages dialogue and critical feedback, and promotes publications in English. It also establishes a process for identifying the most relevant international research subjects for the future.

MESDA serves as a vital bridge between academic research on sustainable development and multinational enterprises.

In a global economic landscape marked by constant change and intensifying competition among companies, strategic choices concerning sustainable development are critical differentiating factors for multinationals.

In this context, reinforcing the synergy between academic research and corporations opens up new avenues for exploration. This is why MESDA aims to guide companies towards academic research as a source of sustainable development solutions.

By facilitating dialogue between scholars and managers, MESDA promotes fruitful discussions on sustainable development issues, ultimately fostering stronger connections and understanding between the two groups.



INTERNATIONAL CONFERENCES

MESD'06

The first MESD conference, MESD'06, was hosted by Georgia Institute of Technology in Atlanta, US. The event was jointly organized by Georgia Institute of Technology and its Center for International Business Education and Research (CIBER), ICN Business School (Nancy, France), and the Economics and Management Research Laboratory CEREFIGE (Nancy, France). MESD'06 focused on the critical question of the role multinational enterprises play in the conception and implementation of sustainable development policies within the context of economic globalization.

MESD'09

The information provided is accurate: The second international conference, MESD'09, was hosted and organized by ICN Business School in Nancy, with contributions from CEREFIGE and Georgia Institute of Technology. The main theme of MESD 2009 was 'Strategic Choices for Technology and Sustainable Innovation'. One of the major objectives of the conference was to offer suggestions and guidance for companies seeking solutions to sustainable development challenges.

MESD'12

The third international conference, MESD'12, was organized by ICN Business School, CEREFIGE, the Georgia Institute of Technology Center for International Business Education and Research, and the University of Delhi



(India), which hosted the event from December 12-14, 2012. The conference theme was 'The Dynamics of Management and Control of Sustainable Development in a Multinational Company.' MESD'12 explored the critical role that multinationals play in the dynamic environment of sustainable trade. Considering their size and scope of activities, multinationals are significant global environmental actors. Corporate strategies can both accelerate and hinder the process of regional sustainable development.

MESD'15

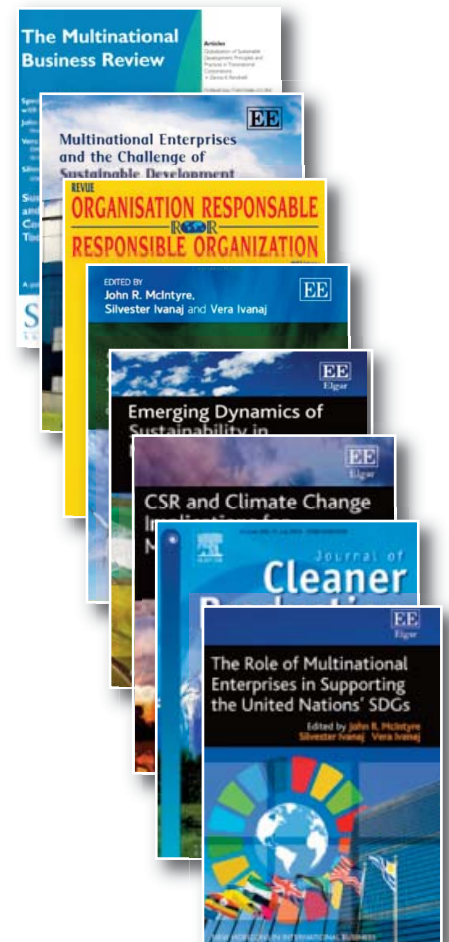
The information provided is accurate: MESD'15 was jointly organized by AUDAX - the Entrepreneurship Center of ISCTE-IUL, which also hosted the conference, ICN Business School (France), CEREFIGE of the Université de Lorraine (France), and the Center for International Business Education and Research, Georgia Institute of Technology, Atlanta, USA. The primary focus of MESD'15 was exploring how MNEs can address sustainability in general, with a special emphasis on climate change. The conference aimed to identify new aspects of MNEs that are compatible with sustainable development concerns, particularly in relation to climate change.

MESD'17

MESD'17 was a collaborative effort between the MESD Association and various partner institutions, including The Center for International Business Education and Research (CIBER) in Atlanta, US, ICN Business School in France, The Ray C. Anderson Center for Sustainable Business in Atlanta, US, and CEREFIGE in France. The conference took place in Atlanta, Georgia, from December 7-9, 2017. The central theme of MESD'17 revolved around the role of multinational enterprises (MNEs) in implementing the Sustainable Development Goals (SDGs).

PUBLICATIONS

One of the missions of the MESD Association is to publish research papers, books, and best practices in sustainable development to enhance the international visibility of these publications. By offering various publishing mediums primarily in English, the Association aims to disseminate the works widely and establish processes for identifying significant future research topics in the international context. The most qualified research is published in special issues of international scholarly journals and books distributed worldwide.



Testimony



Sustainable development concerns us all. Multinational enterprises in particular need a joint forum where they can share information on the challenges which face them, on best practice and on effective solutions. Over the last few years the MESD conferences have brought together researchers and managers who, together, have produced convincing arguments as to the role that multinationals must play in terms of sustainable development. MESD has institutionalized this joint action in its conferences and, in so doing, is promoting the exchange of ideas and collaborative projects. Senior managers in multinational companies who are interested in sustainability will find that MESD provides a useful opportunity for them to achieve their objectives.

Paul Shrivastava - Former Executive Director of Future Earth

OUR ACADEMIC PARTNERS



As a member of the Chapter of Management Schools within the Conference of Grande Écoles, ICN Business School is one of the oldest business schools in France. Established by the University of Nancy and the Meurthe-et-Moselle Chamber of Commerce and Industry, it evolved into a state-approved private higher education institution partnered with the University of Lorraine in 2003. In 1999, ICN formed the Artem Alliance with Nancy School of Art and Design and Mines Nancy to foster interdisciplinary learning, creativity, and innovation in training future decision-makers and creators. ICN is accredited by EQUIS, AMBA, and AACSB, and its Master's in Management program has been recognized as one of the best in the world by the Financial Times.



The Georgia Tech Center for International Business Education and Research (GT CIBER) was established in 1993 as one of a small group of U.S. national centers of excellence and competitively renewed every four years hence. It brings together the depth of interdisciplinary scholarship across the various schools and colleges at Georgia Tech and partner universities to focus on questions of international competitiveness, globalization and innovation, as well as sustainable governance and economic systems in a comparative light. It produces unique programs and research outputs in three key silos: faculty-led research projects, pedagogical innovation and continuous programmatic outreach to the corporate and entrepreneurial communities.



CEREFIGE is a European research center affiliated with the universities of Lorraine, France, focusing on financial economics and business management. With 220 faculty members and researchers, the center explores four key areas: Strategy, Organization and Human Resources; Entrepreneurship and Project Management; Marketing; and Finance & Accounting. CEREFIGE's overarching theme is "performance, risk, and governance of organizations," which allows researchers to examine the evolution of governance modes, management practices, decision-making, and the impact of the political and social institutional environment on businesses and organizations.

JOIN MESD

WHO CAN JOIN MESDA ?

Any individual (student, lecturer, researcher, professional manager, etc.) can become a subscribing member of MESDA. The Association also accepts institutional membership from organizations such as public and private companies, associations, universities, and research laboratories. Institutional membership has its own terms and benefits.

MEMBERSHIP AGREEMENT

The membership agreement is valid for 12 months and renews automatically for an additional 12-month period unless the MESDA Association receives written notification of the intention to terminate the membership before December 31st of the last year of valid membership.

WHY OPT FOR INSTITUTIONAL MEMBERSHIP?

As an Institutional Member of MESD, you will enjoy the benefits of recognition of the Association's work, in particular the reputation of the academic research carried out over the last 10 years, the international reputation of conferences held on 3 continents, and the values inherent in the Association's mission and its work on sustainability. Institutional

MEMBERSHIP RATES

The Constituent Assembly of 1 July 2013 decided that the following membership rates would be valid for the year 2012-2023. These are annual membership subscription rates:

Individual membership 40 €
Institutional membership 500 €

Members (individual and institutional) will have their name included in the Association's electronic Year Book, will receive the Association's Newsletter and will have the advantage of reduced rates for MESD-organized events. The Association is also grateful to receive additional financial contributions as a gesture of support for its activities..

Members receive an official document testifying to their support for MESD, its values and its activities, to be able to demonstrate this to their stakeholders. The Association also undertakes to include the logos of Institutional Members in all official communication and correspondence of MESD and its activities.

HOSTING MESD CONFERENCES

The MESD Association is committed to establishing a recognizable and distinguished identity and philosophy for its International Conference, aimed at bringing together scholars, civil society and practitioners to share their research and activities related to sustainable development. The Association is open to collaborating with academic institutions to create a strong and recognizable presence at the conference. Hosting the MESD Conference provides a unique opportunity to showcase local talents to the global sustainability community.

The Association has released an open call for expressions of interest from parties willing to organize the next conference. The open call is available on demand or on the MESDA website. Interested parties must submit their project proposal, including the conference sub-title, general concept, details about the organizing team, available space, program outline, organizational aspects, preliminary budget, funding sources, conference structure, potential plenary speakers, and any other relevant information.

Testimony



The MESD conferences are an ideal opportunity for participants to discuss the role of multinational companies in the governance of world affairs considering the major challenges faced by our societies today. The conferences bring together both researchers and professional practitioners from all over the world who then share their views and discuss innovative practices and strategies. The forum which MESD provides is an opportunity to be both critical and constructive, and also enables young researchers to present their work to more experienced colleagues, and to test their conclusions against senior level managers.

Corinne GENDRON - UCAM, Montreal, Canada



MESDA's forthcoming conference

Conference Patron
Prof. Ajay Kumar Singh

Conference Convenor
Prof. Niti Bhasin

The 6th Multinational Enterprises and Sustainable Development International Conference (MESD'23) is scheduled for November 29-30, 2023 in India. It is organized by the MESD Association in collaboration with various international institutions. It is organized by the MESD Association in collaboration with the Department of Commerce, Faculty of Commerce and Business, University of Delhi, the Center for International Business Education and Research (CIBER) at Georgia Institute of Technology, Atlanta, US, ICN Business School, France, and CEREFIGE, France. The conference will take place on November 29-30, 2023, in India, and will be hosted by the Department of Commerce, Faculty of Commerce and Business, University of Delhi.

The conference aims to explore sustainable business strategies, models, and values in the context of multinational enterprises. The event coincides with India's presidency of the 18th G-20 Heads of State and Government Summit, highlighting the importance of MNEs in achieving sustainable development goals. To this end, MESD'23 encourages multi-, inter-, or transdisciplinary studies and practices. In short, the conference entertains a diverse range of submissions, including conceptual and empirical studies utilizing various methodologies such as case studies, in-depth issue studies, as well as speculative analyses. Moreover, the conference aims to incorporate a broad spectrum of theoretical perspectives to foster a rigorous and focused exchange of ideas.

MESD'23 seeks to bring together experts, scholars, and practitioners to share research findings and experiences, promoting sustainable development in multinational business operations. The conference encourages multi-, inter-, or transdisciplinary studies, welcoming a diverse range of submissions, methodologies, and theoretical perspectives. It aims to fill a gap in the literature on the role of MNEs in sustainability and encourage the private sector to adopt a proactive role in sustainable development. Participants will have the opportunity to exchange ideas and promote best practices, with selected papers being published in books and international journals.



DEPARTMENT OF COMMERCE
Faculty of Commerce and Business
Delhi School Of Economics
UNIVERSITY OF DELHI



CONTACTS



MESD Association
ICN Business School
86, rue du Sergent Blandan, CS 70148
54003 Nancy, FRANCE
Email : contact@mesd.org
Website: www.mesd.org



Silvester IVANAJ (President)
Professor, Member of CEREFIGE
ICN Business School, FRANCE
E-mail : silvester.ivanaj@icn-artem.com



John MCINTYRE (Vice-President and Secretary)
Professor of International Management
Georgia Institute of Technology, Atlanta, USA
800 W. Peachtree St., N.E., Atlanta, GA, 30308-0520
Phone: +1 404 894 1463
Email: john.mcintyre@scheller.gatech.edu



Vera IVANAJ (Vice-President and Treasurer)
Professor of Strategic Management, Member of CEREFIGE
ENSIC, 1, rue Grandville
BP 20451 - 54001 Nancy, France
E-mail : vera.ivanaj@univ-lorraine.fr

