



## Open Call for Hosting MESD'19

### Fourth Multinational Enterprises and Sustainable Development International Conference.

#### What is MESD?

The MESD is a scientific international conference engaged in exchanges with colleagues, experts, scientists and policy makers from all around the world focused on research and practices at the core of sustainable strategic management. It used to be jointly organized by three nonprofit academic institutions: 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** (Atlanta, USA). From now the MESD is an association, governed by the French non-profit Organization Act of 1 July 1901 and the Decree of 16 August 1901.

#### MESD has promoted and co-organized three International Conferences in:

**Atlanta, US (2006)** hosted by the Georgia Institute of Technology and organized through its Center for International Business Education and Research and the Institute for Sustainable Technology and Development (USA), ICN Business School (Nancy, FRANCE) and CEREFIGE (Nancy-Metz, FRANCE). <http://www.mesd2009.org/mesd2006.htm>

**Nancy, France (2009)** hosted and co-organized by the ICN Business School (Nancy, FRANCE), the CEREFIGE (Nancy-Metz, FRANCE) and the Georgia Institute of Technology (Atlanta, USA). <http://www.mesd2009.org/>

**New Delhi, India (2012)** hosted by the Shaheed Bhagat Singh Evening College of the University of Delhi (INDIA) and co-organized by University of Delhi (INDIA), ICN Business School (Nancy, FRANCE) and CEREFIGE (Nancy-Metz, FRANCE) and the Center for International Business Education and Research, Georgia Institute of Technology (Atlanta, USA). <http://mesd.org/2015/>

**Lisbon, Portugal (2015)** hosted by AUDAX - Entrepreneurship Center of ISCTE-IUL in partnership with the ICN Business School (France), the CEREFIGE of the Université de Lorraine (France), and the Center for International Business Education and Research, Georgia Institute of Technology, Atlanta, USA.

**Atlanta, US (2017)** hosted by The Center for International Business Education and Research (CIBER), Atlanta, US, The ICN Business School, France, The Ray C. Anderson Center for Sustainable Business, Atlanta, US and The CEREFIGE, France will hold its fifth International Conference MESD'17 in Atlanta, Georgia, December 7-9, 2017.). <http://www.mesd.org/2017/>

#### These events were successful at:

- Bringing together scholars, academia, students, civil society and enterprises with their leaders and demonstrating a different way of organizing conferences;
- Developing and recommending policy proposals and new research questions on sustainable development in a wide range of areas;
- Fostering direct participation and collaboration among participants;
- Attracting significant attention from the general public and the media, and thus, helping to publish in international academic journals a substantial body of research on Multinational Enterprises and Sustainable Development.

There is now a significant momentum comprising of academic and social, around the central idea of sustainable development. Keeping this central theme in mind, MESD Association has organized conferences in the recent past at Atlanta, Nancy and Delhi. Each of these conferences has contributed significantly to advance the scientific discussion around sustainable development, and to engage the stakeholders in a continuous interaction and exchange.

Given this momentum, MESD wishes to facilitate, plan and organize the Fourth International Conference. We wish to develop a clear identity and philosophy for the International Conference as a regular and recognizable event where scholars, civil society and practitioners come together to update each other on their sustainable development-related research and activities.

### **Why organize the MESD 2019 Conference?**

#### **Benefits to the host city**

- Contribute for more sustainable enterprises and society.
- By hosting the MESD 2019 Conference, an economic impact will be generated for your city as majority of conference participants will be international.
- Showcase your city as a creative hub and thus giving opportunities for local talents to engage and interact with the world, through the conference.
- Your Institution, faculty and students will get lot of opportunities to interact and engage in meaningful dialogue impacting sustainable development.

#### **Benefits to the host academic institution:**

The MESD Association is willing to work with the successful academic institution to create a strong brand presence of the school's offerings at our conference; this may take the form of doctoral workshop, a recruiting event, portfolio reviews, or other unique events intended to connect the university with the attendees in a meaningful way.

Hosting the MESD 2019 Conference will bring the world's scholars and researcher in sustainability community to you. It also provides you with an opportunity to showcase your local talents to the world, through this conference.

### **Who should attend the MESD 2019 Conference?**

We invite academics, research-oriented practitioners, experts, consultants and other professionals in the area of Sustainable Development, and encourage the participation of individuals whose role is to influence the future strategies used by their businesses. The Conference may be especially interesting for various representatives from multinational companies: Senior Executives in Sustainable Development, Resource Management, and/or Strategic Planning. This conference has also been designed to address the needs of Governmental and Legislative 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 the broad topics and themes identified below.

#### **Conference format**

Here is an open call for expressions of interest from parties who wish to organize the next conference. If you are interested, please present your project, with the sub-title of the conference, in a few pages, explaining the general concept, giving information about the organizing team, possible space, program outline, organizational aspects, a preliminary budget, possible funding sources, structure of the conference, potential plenary speakers, and any other information relevant.

#### **Qualifications**

The proposing organization must demonstrate to the satisfaction of the MESD that it is:

- Legally capable of signing a memorandum with MESD for the execution of the MESD 2019 Conference.
- Organizationally and financially able to undertake and successfully manage the conference.

#### **The minimum conditions for any proposal are:**

1. The title of the conference in English should be: MESD **Sixth** International Conference (**MESD'19**). This title and MESD Association logo should appear in all materials related to dissemination of the conference, including leaflets, website, etc. Variations on the title theme are possible in the local language, as needed to fit the local context and specifics of the language. It is recommendable to have also a thematic subtitle to indicate the specific focus of the conference.
2. The topic of the conference should be determined with the decisions of the organizing committee and the MESD Association.
3. The official language of the conference should be English. Simultaneous translation for the plenaries and language mediation for conference sessions would be appreciated so as to ensure the effective engagement of all participants and if national legislation requires a translation into the language of the host-country.

4. The official website of the conference should use the following domain "mesdYear.org" if available (e.g. [mesd2019.org](http://mesd2019.org)) in order to make explicit the continuity among the different conferences. The website can be hosted by the MESD Association Website. In this case the URL of the conference will be ([www.mesd.org/2019/index.htm](http://www.mesd.org/2019/index.htm))
5. Ensure an informative web page in English (minimum) where the proceedings of the previous conferences with all their contributions are freely downloadable and, possibly, where the plenaries can be streamed or made available as a web video after the event.
6. The proposal should include a preliminary budget for the proposed Conference that demonstrates the anticipated financial viability of the undertaking. The budget should be developed and presented in Euros and included as part of the Host's proposal.
7. The organizers are advised to seek sponsorships from public institutions, by public funding, participants' fees, non-profit organizations and grassroots fund raising, etc. Further, you are advised in the interest of the conference not to seek support from tainted or controversial MNEs.
8. Ensure an integrated space for conference sponsors to set up booths within the main conference venue.
9. Include at least two representatives of MESD association in the organizing committee and include students of all levels as much as possible.
10. To provide the best quality conference, the organizing committee should necessarily be composed of four sub-committees: academic, communication and publicity, logistics and sponsoring.
  - The academic committee which should be in charge of the call papers, look for scholars who would be able to submit presentations on the conference's topic and set up an intranet for blind peer review management.
  - A logistics committee to make sure the availability of venue insuring a hall/audi for main plenaries and smaller conference rooms for other presentations and concurrent sessions.
  - A communication and publicity committee which will manage the relationship with the Medias, design flyers and advertisings, create a complete website with all information about MESD's previous conferences and the next conference.
  - A sponsoring committee which should find the budget for this conference to help meet the conference costs
11. A description of the proposed organizational arrangement. The consortium or organization shall also provide documentation to validate its legal existence as well as its address, telephone and e-mail address for follow up communications.
12. Written commitments from the consortium members specifying the organizational and/or financial support they propose to provide.
13. Organize the conference in a way that allows for active participation and meaningful interaction amongst scientists, activists and practitioners (building upon and improving the methodology used up to now), while ensuring a high quality of academic presentations, debate and interactions.
14. The conference format should enable to participate in several different ways. Conference activities should include:
  - Keynote speakers,
  - Presentation of scientific papers (plenary and tracks' sessions),
  - Presentation of "Best Practices" papers (plenary and tracks' sessions),
  - Round-table discussions,
  - Workshops
  - Exhibitors
  - Social Events (Gala, visits, ...)

The abstracts of accepted scientific and "Best Practices" papers will all be made available to participants through the conference website before the conference opens. The full papers will be distributed during the conference on a USB Key.

15. Consider ways to meet the expectations of all participants (researchers and activists, newcomers), depending on their expertise and level of experience for example by having introductory sessions about MESD for beginners.
16. Suggest a selection of hotel accommodations of varying types and prices for attendees including information on the distance from the conference area preferably walking distance and a plan to transport conference attendees from

hotels to conference venues. Please provide average room rates. Based on previous experience, it is always possible to negotiate special rates with hotels.

17. Have catering choices to include vegetarian, vegan, gluten-free diets and other specialized diet requests. The participants should make these choices online when they submit to attend the conference.
18. The conference host will pay to MESD Association 40 € for each conference participant. The participants automatically become members of our association for one year.
19. As much as possible, involve local and national public administrations, civil society and research institutions.
20. Ensure an innovative character, bringing and deepening new ideas, new links, new themes and avoid general presentations and general statements except at the introduction of the conference.
21. Keep in mind that the invariable conference key words are: strategy, multinational enterprises and sustainable development. To these keywords come other keywords specific to the topic of the conference.
22. Ensure that the conference builds upon, and develops further, the results of the previous conferences, assuring continuity and an accumulative process of knowledge generation. The next conferences shall follow-up on the collective process of deepening and linking sustainable development proposals and research questions. This objective should be assigned to a specific organizational team.
23. Ensure a plan for providing complimentary Internet access (Wi-Fi) for attendees at all conference venues and events.
24. The conference should have an international character and not be dominated by local participants. Ideally at least half of the registered participants should be of a nationality different than that of the host country. The organizing committee should encourage in all possible ways the registration of participants with a nationality different than the one of the host country. No more than 1/4 of the plenary speakers should be of the same nationality as the hosts.
25. The conference should consider sustainability, justice and conviviality as a main criteria for its own organization, adopting measures for the safeguard of the environment (transport, logistics, waste, energy consumption...); the respect for people's work, including voluntary work (time use, acknowledgement, forms of payment...); care in the use of commodities and material resources (organization, general set up); the application of ecological sustainability and social equity criteria when choosing suppliers, promoting as much as possible local and fair economic subjects (especially as regards food).

We expect a conference structure that benefits from self-organization, cooperation and participation; that experiments with democratic processes and evaluation (e.g. working groups, small group discussions and general assemblies); which brings researchers, civil society and practitioners together; and which has an international dimension and an excellent scientific level, which would be reflected by the membership of the organizing committee. We also expect great care to be made in the conviviality dimension of the conference and wish that some empty spaces and times are left over for free exchanges and networking among the participants.

#### **Selection criteria and submission requirements**

The successful proposal will be able to demonstrate:

- Past experience with regard to the hosting of any conference or a comparable event.
- A budget estimate.
- An indication of sponsorship sources and any committed financial partners to help meet the conference costs.

#### **Tentative process:**

The organization selected to host the **MESD 2019** Conference will be asked to sign a preliminary contract with the MESD Association that elaborates the respective commitments of the parties. These commitments include the basic Conference requirements which are outlined above.

This pre-contract will be signed no later than **February 15, 2018** unless the MESD Association decides to grant a delay. The final contract between the MESD Association and the host organization for the **6<sup>th</sup> MESD** Conference will be signed during no later than **June 15, 2018**.

**Deadline for submission: June 30, 2018**

**Please send your proposals to:** silvester.ivanaj@icn-groupe.fr

Date on which decision (after consultation with organizers) will be announced: **February 15, 2018**

The selection of the conference proposals will be done following the criteria mentioned in this call by the Office of the MESD Association.

Should you have any questions about the process, the requirements, or the conference itself, please send an email to [silvester.ivanaj@icn-groupe.fr](mailto:silvester.ivanaj@icn-groupe.fr)

We look forward to your proposals.

Regards,

Silvester IVANAJ, John McIntyre and Vera Ivanaj