



Future-Proofing International Businesses through Sustainability

2 September 2019 | Birmingham

We are pleased to announce that **Centre for Responsible Business (CRB)** hosted a panel discussion **moderated by Dr. Bimal Arora** on ***‘Future-Proofing International Businesses through Sustainability’*** with **Aston University** at the **British Academy of Management conference** at **Birmingham** on **2nd September, 2019**.

The discussions focused on how MNCs carry out integration of sustainability/SDGs in the Global Value Chains, the challenges that they face, adjustments carried out in their operations in emerging economies and finally, lessons for the future.

AGENDA: Fringe Event ‘Future-Proofing International Businesses through Sustainability,’ September 2nd, 2019	
Main Building MB261, Aston University, Birmingham	
Timings	Program Details
15:00– 15:15	Inaugural Session Welcome and Introduction Dr. Bimal Arora, Aston University, UK Opening Remarks Dr. Pawan Budhwar, Aston University, UK, BAM2019 Conference Chair Dr. Prasanta Dey, Aston University, UK Special Remarks – Emerging Economy Perspective and Introduction to PROGRESS Rijit Sengupta, CEO, Centre for Responsible Business, India
15:15– 16:25 (50min Panel discussions followed by 20 mins Q&A)	Panel Discussion on ‘Future-proofing International Business through Sustainability’ Panel Moderator - Dr. Bimal Arora, Aston University, UK Panel <ul style="list-style-type: none"> Norma Tregurtha, Policy & Outreach Director, ISEAL Alliance Zenen Santana-Delgado, Supply Chain Officer, Traidcraft

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Timings	Program Details
	<ul style="list-style-type: none"> • Prof Manfred Max Bergman, University of Basel <p>The panel would provide useful insights on the following points:</p> <ul style="list-style-type: none"> • What are some of the factors that have forced MNCs to consider greater integration of sustainability/ SDGs internally? In what ways, broadly has such integration happened? • How are companies currently integrating SDGs in their respective value/supply chains, and how is it different from their previous approaches? • How have MNCs adjusted their operation in emerging economies to promote sustainability/ SDGs in their supply chain/ value chain? What do the emerging results say? What are some of the challenges faced by MNCs as they drive these changes in their value chains? What mechanisms have been put in place to accommodate for regional differences/ ground realities? • What implications has this had on ways in which MNCs interact with local actors – e.g. suppliers, government agencies, local industry associations, NGOs, others? • What are some of the emerging lessons for the future?
16:25– 16:30	<p>Closing Remarks Dr. Bimal Arora, Aston University Rijit Sengupta, CRB</p>