



Virtual International Conference on Circular Economy: *Responsible Management for Circularity and Sustainability*

December 14-15, 2020



Indian Institute of Management Jammu, India



School of Management, University of Bradford, Bradford, UK

About the conference

It is now understood that the pursuit of economic growth has a direct impact on ecological and environmental systems. This pressure necessitates a concern for the sustainability of business operations and approaches, through technological innovation which not only intends to make products and services more effective and efficient but also seeks to improve the design, implementation, and evaluation of environmental policies. In such a scenario, a major challenge confronting business is being able to reconcile economic imperatives with environmental sustainability and the maintenance of so-called “biosphere” assets. In the recent past, environmental concerns have proliferated around the globe, and various concepts, ideas, and the management of the wider context of environmental, ecological, and man-made systems – including fundamental concepts based upon systems thinking, industrial ecology, complex systems, biomimicry, and resource flows - have led to the establishment of the Circular Economy (CE) concept. As such, a transition to a CE is still viewed as a major paradigm shift in the way that the economic system, businesses, and markets recirculate and maximize value inherent in the design, production, delivery, consumption, and reuse of products and services. The implementation of a CE approach, therefore, aims to conserve and retain the value of scarce and finite resources natural as well as man-made resources, ensuring that food, water, energy, material and associated “loops”, can be facilitated to encourage sustainable use at various levels of both the biosphere and the man-made “techno-sphere” (i.e. industrialized world).

To achieve positive economic, environmental, and social benefits, many incumbent firms have been attempting to apply CE principles to their business practices. However, it is observed that such firms often struggle to change their existing “linear” business models to circular models, which retain and circulate value, because the steps required for successful transformation are still either poorly understood or are not supported or indeed where the case is not articulated well enough. The attainment of circularity hence requires a cyclical and regenerative set of innovations at all levels across the business value chain. Considering also concerns related to resource degradation, depletion, and business sustainability, it is critical to engage stakeholders on a global platform to discuss emerging issues in adopting responsible business practices to implement CE principles at micro and macro levels. This international conference aims at bringing global industry leaders and academia together to discuss these key issues and hence to promote the concept of a circular economy in achieving the goal of responsible business practices that drives sustainability.



Conference Theme

The conference will focus on the following broad themes:

- Responsible business practices for a circular economy
- The emergence of circular business models: A road map for sustainable future
- Circular economy and competitive advantage: A win-win for all the stakeholders
- Process of supporting a circular economy: Factoring resources, strategies, and competencies across the value chain
- Disruptive innovation as an enabler of the circular economy: Evaluating the role of emerging technologies
- Understanding and exploring the “forgotten” elements of the circular economy: Socio-economic, behavioural and health impacts, and interventions to sustain change

Benefits of Attending the Conference

This conference aims to promote the CE agenda and responsible management, which will showcase the expertise in this field. This will be achieved by inviting a number of experts from India and the UK to deliver talks on the various themes relating to the circular economy and responsible management. The key highlights of the conferences are as follows:

- No registration fee/ prior online registration is essential
- Global Industry Speakers
- Internationally Reputed Academic Speakers
- Speakers from Government organizations as well as NGOs
- Presentation by Selected Authors

You may submit your research paper/ case study by November 30, 2020 on any of the conference themes. Only selected papers/ cases will be invited for presentation (oral/ poster) based on the availability of the slot.

Who should attend?

Industry Experts, Government Officials, Regulators, Financial Consultants, Academicians and Practitioners Research Scholars, Higher Education Schools, NGOs

Registration details

This is a virtual, online conference where the registration will be free of cost. Participation will be via online registration and confirmation of attendance and engagement. A certificate of participation will be issued to all the registered participants. Please register through the link <https://forms.gle/1gw7o9EULtoS6RfK6>

Organizing Committee

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