

## Call for Workshop Participants!

### New Business Models for a Sustainable Future: Balancing Social and Economic Value

Date: 5<sup>th</sup> March 2020 Time: 09.00 – 17.00

Location: Newnham College, University of Cambridge, United Kingdom.

Cost: **Free\*** to eligible participants (refreshments and lunch provided, application required)

#### Event Details

There has been increasing interest in understanding how organisations globally can create both economic and social value simultaneously. However, little is known on how to manage the complexities of these competing dominant logics.

This workshop provides an opportunity to advance understanding of sustainable business model development and management across a range of perspectives (e.g. sustainable innovation, non-profit organisations, circular economy models, creating shared value models). This participatory workshop will be broken into two parts. In the morning session, selected academic experts will share their latest thinking in this field of research. In the afternoon session, participants will have an opportunity to discuss and avail of feedback on their own research, followed by a researcher matchmaking session aimed at developing future collaborations.

#### Eligibility and Application

This workshop aims to develop the skills and networks of doctoral PhD doctoral researchers, early and mid career researchers conducting research in the field of sustainable business models. Any country and nationality welcome!

Participation is free\* but eligibility is assessed through submission of a CV (2 pages maximum) and a 1500-word extended abstract on your research for discussion in the afternoon session. **These should be emailed to:** [k.miller@ulster.ac.uk](mailto:k.miller@ulster.ac.uk) or [dkv21@cam.ac.uk](mailto:dkv21@cam.ac.uk)

**Application deadline: 7<sup>th</sup> February 2020. However, limited spaces are available and allocated on a first come first served basis.**

\*This workshop is joint hosted by Dr Kristel Miller from Ulster University Business School and Dr Doroteya Vladimirova from the Centre for Industrial Sustainability, Institute for Manufacturing, University of Cambridge. It is funded jointly by the Society for the Advancement of Management Studies and the EU H2020 Twinning for Industrial Sustainability (TRUST) project.