

## **Track no. 26: Redefining development and responsibility: Business as unusual**

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Daily we encounter stories about social and economic crises across the globe. We are also told about the mass extinction of species, an accelerating climate change - and transgressing of planetary boundaries. Yet, business continues as usual, development is equated with economic growth and consumers and firms are put as governors of social change. Research and education in business administration is also keen on emphasizing yesteryears models that have put the world in the perilous state it's in. A mainstream view on responsibility that does not contradict the reductionist models of Friedman or Smith permeates our discipline.

As teachers and researchers in business administration in some of the economically most developed countries in the world, it is time we redefine what development is and to what and whom our responsibilities fall. We need business as unusual that not only envisions a sustainable future, but acts on these visions today.

This track is a call for critical, reflective, concept-driven as well as empirical papers that analyze business administration concepts and practices and opens up for redefinition of the field and not only talks about responsibility taking, but also showcases evidence of drivers and barriers.. As such, the track invites papers from all sub disciplines of business administration that come together on the common theme of redefining the mainstream view on development and responsibility. We welcome papers that take critical perspectives in established areas such as corporate citizenship, CSR, business ethics and stakeholder relations, but also papers that deal with issues such as environmental justice, degrowth, voluntary simplicity and consumption reduction.