

# CALL FOR PARTICIPANTS

## 5TH ANNUAL SUSTAINABLE ENTERPRISES OF THE FUTURE CONFERENCE

Hosted by Robert Morris University in Moon Township PA, U.S.A

September 26-27

### CONFERENCE THEME: CREATING SOCIAL PROFIT

The Sustainable Enterprises of the Future is pleased to announce its 5th annual conference which will be held on September 26-27, 2013 in Moon Township, Pennsylvania. The conference will bring scholars and practitioners interested in Sustainable Enterprises' role in the creation (destruction) of social profit ( $\Sigma\pi$ ) together.

If organizations exist to coordinate the resources and capabilities of society, then those that perform better than average create greater gains for society than others. This is not to say that the 'other' organizations failed to create value but if the market were to allocate the underachieving organizations' resources to those that performed greater then society would have, presumably, witnessed greater impact. This will be demonstrated differently depending on the domain:

**1. FOR PROFIT** – while it is easiest to conceptualize the premise in the for-profit model where the total economic gain might be the measure of relative social performance (i.e. Friedman's "the business of business is business") it is generally accepted that current reporting, quantification, models are insufficient and fail to consider social 'good'.

**2. NOT-FOR-PROFITS** – while some may claim that nonprofits are net-zero organizations, they still contribute to society. Where in the for-profit model, the market might rely on some performance measure to evaluate relative performance / social gain, it is much more difficult to do this within the nonprofit arena.

**3. STEM** – Science, Technology, Engineering, and Mathematics – National and corporate investment through research and development, education, and policies constitutes a significant social investment of resources and capabilities. Improvements in quality of life, reduction in consumption / use of natural and human resources, changes in yield and defect rates, and other output measures all demonstrate gains (losses) to society.



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In line with the conference theme, the President, Co-Chairs, and governance board invites papers and symposia in all areas concerned with S( $\pi$ ). All manuscripts and symposia suggestions will be double-blind reviewed.

Please visit the Sustainable Enterprises of the Future's website [www.rmu.edu/susentconf](http://www.rmu.edu/susentconf) for submission deadline, program outline, conference registration fees, tracks, travel information, hotel accommodation, and other information.

Acceptable contributions to this call can come from any discipline that attempts to increase social profit.

Authors are invited to submit to the following tracks:

1. Social sciences (business, psychology, anthropology, etc.)  
Best Paper in the Social Sciences
2. STEMS – Best Paper in STEMS
3. Practitioner – Best Practitioner Paper
4. Student Papers – Best Student Paper Award  
[A \$400USD award will be granted in this category]

## ENQUIRES

Program Committee:

If you have any questions, you may contact:

Dr. Patrick Litzinger, Robert Morris University,  
[litzinger@rmu.edu](mailto:litzinger@rmu.edu)

Dr. Steven Clinton, Robert Morris University,  
[clinton@rmu.edu](mailto:clinton@rmu.edu)

Dr. Marcel C. Minutolo, Robert Morris University,  
[minutolo@rmu.edu](mailto:minutolo@rmu.edu)

## CALL FOR PAPERS

Submission Deadline: **August 15, 2013**

Program Chairs:

Dr. Steven Clinton, Robert Morris University,  
[clinton@rmu.edu](mailto:clinton@rmu.edu)

Dr. Marcel C. Minutolo, Robert Morris University,  
[minutolo@rmu.edu](mailto:minutolo@rmu.edu)

## PAPER AND ABSTRACT SUBMISSION INFORMATION

Submissions are due no later than **August 15, 2013** via  
<http://www.openconf.org/SustainableEnterprises/openconf.php>

All authors will be invited to submit their papers with revisions to the Sustainable Enterprises of the Future annual that will be published with ISBN approximately six month after the conference. All attendees will receive a copy of the publication.

