


# Call For Papers

ENCG of Tangier organizes in collaboration with the CGEM TTA the 3rd edition of the International Conference University - Company Cooperation (CUE-24) :

**“CSR, Sustainable Development and Performance”.**



 19th and 20th April 2024

 ENCG of Tangier

## Partners

## **Rationale:**

There is a strong link between Corporate Social Responsibility (CSR), sustainable development (SD) and the performance of organizations in general, and businesses in particular. By adopting CSR practices, companies often seek to reduce their environmental impact, promote ethical practices and engage with their stakeholders to ensure sustainable development. Companies that focus on the green economy also seek to reduce their environmental footprint while developing sustainable products and services to meet the needs of a society that is increasingly sensitive to the issue of preserving our ecosystem.

In recent years, there has been a large number of academic publications by researchers and institutional reports by experts and practitioners related to sustainable development and CSR issues. The stated objective is to initiate and explore a new development model for the organization and the human being under the economic, environmental and societal prism. These economic and societal transformations lead to changes and mutations at the level of the company and the organization in general, in order to adopt new business models. Indeed, whatever the size of the company, conquering new markets, controlling costs, optimizing sourcing and adopting clean production processes for a better sustainable satisfaction of stakeholders are becoming the new challenges of the future.

The question of the articulation of CSR, sustainable development and performance, examined in all its facets, undoubtedly represents a major research object that deserves to be explored and studied. Although the results of bibliometric research have shown that corporate social responsibility is one of the most decisive levers of sustainable development and that performance, governance and management are also closely linked, the fact remains that the theme remains topical and challenges the community of researchers and practitioners today more than ever.

As part of the 2030 sustainable development strategy, Morocco, like other African and Mediterranean countries, has made remarkable progress in terms of CSR and sustainable development, as evidenced by the environmental dynamic set in motion

in recent years in the various economic sectors and the operationalization programs of the national charter for the environment and sustainable development.

The objective of this edition is to capitalize on the knowledge created during the last two editions in terms of strengthening links between business and academia, and to perpetuate a framework for reflection and sharing around the topics of CSR, sustainable development in relation to the performance of organizations in general, and businesses in particular.

Within this framework, scholarly contributions will take a cross-sectional look at the various theoretical and managerial approaches to the problem of the CSR - sustainable development - performance link, and above all the experiences of companies committed to this new development model.

Papers may deal with theoretical, methodological or empirical research topics, and will address the following questions: What are the explanatory factors of the links between CSR, SD and Performance? How can CSR be a decisive factor in the SD of companies? How can CSR impact the sustainable performance of the company? How can the green economy develop a new generation of green companies?

This interdisciplinary symposium paves the way for researchers and practitioners from all fields of research in the social sciences in general, and in economics and management in particular; research work focused on SMEs, associations and NGOs in the African and Mediterranean context is highly sought after.

– **Themes of the international symposium CUE-24 (non-exhaustive list) :**

- **CSR, growth, and performance.**
- **Green economy and economic competitiveness.**
- **Green economy and business performance.**
- **University - business and sustainable development.**
- **CSR, human rights, and working conditions.**
- **CSR and risk management.**
- **Social and solidarity economy and inclusive development.**
- **Sustainable development, CSR, and performance indicators.**
- **Circular economy, fair trade, and responsible consumption.**
- **CSR, innovations, and performance.**
- **Innovations and responsible marketing.**
- **Communication and Greenwashing.**
- **Sustainable and participative finance.**
- **Control and management of performance.**
- **Reporting, CSR, and performance.**
- **Digital transformation and Green IT.**
- **Social and responsible entrepreneurship.**
- **Green logistics and sustainable supply chain.**
- **CSR, quality approach, and corporate sustainability.**
- **Waste management and environmental protection.**
- **Renewable energies, energy efficiency, and climate change.**
- **Territorial dynamics, attractiveness, and sustainable development.**

**Program of the international symposium CUE-24 :**

1. Green Projects Competition : **April 18, 2024**
2. Official opening; plenary conference; awarding of prizes of the green projects competition; Thematic round tables : **April 19, 2024**
3. Communication workshops; Doctoral Consortium; Closing : **April 20, 2024**

## CUE-24 Timeline:

- |  |                        |
|--|------------------------|
| 1. Launch of the call for papers                 | : May 19, 2023         |
| 2. Launch of the call for green projects         | : June 01, 2023        |
| 3. Deadline for receipt of abstracts             | : September 04, 2023   |
| 4. Response to the authors of the abstracts      | : September 18, 2023   |
| 5. Deadline for receipt of paper                 | : October 30, 2023     |
| 6. Response to the authors of the papers         | : November 27, 2023    |
| 7. Deadline for receipt of final papers          | : January 02, 2024     |
| 8. Organization of the green project competition | : April 18, 2024       |
| 9. Organization of CUE-24                        | : 19 et 20 April 2024. |

## Modality & Submission Standards for the Abstract:

**The submission of the abstract must be done** via the conference platform:

<https://cue-encgt.ma/submission/>

### Title of the paper

**Surname & First name of the author(s); their institution(s) of origin; Email; GSM**

**Body of the Abstract should not exceed 250 words, it should cover :**

#### Research objective

- What are the problems and objectives of the research? –

#### The design or research methodology used

- How can the objectives be achieved? List the primary method used for the research. –

#### Main Results

- Present the main results and the associated discussion. –

#### Limitations and avenues of research (as the case may be)

- If the document reports research, this section should be completed and should include proposals for future research and any limitations identified in the research process. –

#### Social and/or societal implications of the research (as the case may be)

- How will the results of your research impact corporate social responsibility and/or sustainable development in relation to organizational performance? Please note that not all papers will have these implications. –

#### Research originality

- Indicate the added value of your research compared to previous research –

**Keywords** (*12 keywords maximum in italic format*).

### **Terms & Conditions & Submission Standards for Paper:**

**The submission of the paper** must be made via the conference platform:

<https://cue-encgt.ma/submission/>

**The paper should not exceed 15 pages.** Word format - Layout: 2.5 cm margins, portrait for the entire document, no landscape pages.

#### **Cover page (page 1) :**

- Title of the article (times new roman, bold, 16)
- First and last names of authors (times new roman, 12): Authors' names should appear only on this 1st page
- Status, Discipline, Institution, Research Center, Mail: in a footnote for each author and only on the 1st page, times new roman, 10.
- Abstracts in French and English, with keywords: the abstract must include the exact content of the paper and allow the readers to know the totality of its content: problematic, methodology, results and discussion (times new roman font, 11 single line spacing, justified), with keywords of the paper at the end of the abstract

#### **Next pages:**

- Titles: 2 levels (Title 1, Title 1.1.), no 3rd level subtitle.
- Body text: Word format, justified, 1.5 line spacing, Times New Roman font, 11. No words in bold, only the excerpts transcribed are in italics "between quotation marks".
- Part and sub-part: It is necessary to introduce each part and sub-part, no spacing or line breaks, acronyms must be expanded, the text must be paginated (centered at the bottom).
- Footnotes: to be avoided as much as possible (Times New Roman, 10, single-spaced, justified).
- Citations: are "in quotation marks" and the page is indicated; Citations in English or in any other language must appear as a footnote and be translated into the French text (specify "translated by the author(s)" or the references of the publication in French)
- Appendices: The methodological supports are to be presented in appendices within the limit of 2 pages maximum (interview grid, survey questionnaire, complete tables of results, etc.).
- Tables and figures: Tables and figures should be limited in number in the body of the text. They must correspond to a production of the author. They are

numbered and placed in the body of the text with a title above the table or figure (Table 1: Survey results).

- Format of references: References are to be given in the text (Giddens, 2005, p. 51), for pagination in case of quotation only. Only references cited in the text and all references in the text should be specified in the bibliographic references at the end of the paper. Webographic references must indicate the hyperlink to the reference and the date of the last consultation by the author of the paper.
- For a book: Watzlawick P., Dir. (1988), The invention of reality, Contributions to constructivism, Paris, Édition du Seuil.
- For an article : Rabin M. (1993), "Incorporating Fairness into Game Theory and Economics", American Economic Review, vol.83, n°5, p.1281-1302.

### **Publication Opportunities:**

The papers presented will be proposed for evaluation for publication in the Proceedings of the International Symposium CUE-24 with ISSN.

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