

6th MESD International Conference (MESD'23)
November 29-30, 2023

Conference Theme

Since the advent of the 2030 Agenda for Sustainable Development launched by UN in 2015, there has been a proliferation of national and international strategies to deal with the major socio-ecological challenges that the world is facing today. It is not just the main governmental actors but also stakeholders from society at large that have been coordinating concerted efforts in this direction. The 17 Sustainable Development Goals show the beginning of a political will to find collective solutions towards sustainable growth, through national and international partnerships, and also through the development of integrative models that can consider political, economic, cultural and organizational factors. A return to more traditional values of protecting nature and human beings as the very purpose of life on earth, more in line with ancestral skills and know-how, embodied by natural growth economic models, seems necessary.

Multinational companies, in particular, and all economic actors in a more general way, are looking for theoretical frameworks as well as innovative and responsible practices allowing a better balance between short-term growth and long-term sustainability of the world and of life. The stakes at this level are very high. First, they lie in the development of a greater capacity to move from the stage of discourse on sustainable development to that of practice and implementation at the organizational, political and societal reality of daily life. They also lie in the capacity of major political and economic players to set up partnerships as well as to design concerted and co-constructed strategies that consider the interests of all the stakeholders of a territory or a nation. The challenge here lies in the ability to draw on the knowledge and know-how of indigenous populations, who have long demonstrated better management of the relationship between man and nature than the modern world. For instance, India, which is presently leading the G-20 nations, has taken cognizance of the issues of climate change mitigation and sustainability driven practices, and offers the world LiFE (Lifestyle for Environment) -a behaviour-based movement that draws from India's rich and ancient sustainable traditions to nudge consumers, and in turn markets, to adopt environmentally conscious practices.

There is a need to reinvent the world of tomorrow through major societal, entrepreneurial and technological innovations, motivated more by the values and virtues of health and peace than by the values of endless exploitation of natural resources, without concern for their conservation and proper use. The challenges also lie in the ability to manage the impact of technological development and digitalization on the involvement of human beings in the workplace and on their mental and emotional health. Finally, all economic and political actors need to manage adversity and global conflicts that destabilize world peace and threaten the sovereignty and survival of peoples and countries.

MESD' 23 encourages submission of interdisciplinary papers that link practices, disciplines, and knowledge systems to help MNEs to reach Sustainable Development Goals. A variety of conceptual and empirical submissions, drawing on a range of theoretical perspectives and diverse methodologies (case studies, in-depth issue studies, speculative analyses) were welcome.

The sixth MESD International Conference (MESD' 23) was jointly organized by the Department of Commerce, Faculty of Commerce and Business, University of Delhi, India, the ICN Business School France, the Center for International Business Education and Research, Georgia Institute of Technology, Atlanta, USA and the CEREFIGE of the Université de Lorraine (France). The Conference was hosted by the Department of Commerce, Faculty of Commerce and Business, University of Delhi, India on November 29-30, 2023. PHD Chamber of Commerce and Industry and Shyam Lal College, University of Delhi, India were the Partner Institutions in the Conference.

Shyam Lal College organised a Pre-Conference Dinner for the International Guests on 28th November'23 and Faculty & Students got an opportunity to Interact with the MESD'23 Foreign Guests. The conference received approx. 70 research papers which were being published in conference proceedings. The whole of the conference was having two Plenary Sessions, one Panel Discussion and one Round Table Discussion and three Technical Sessions.

The distinguished guests invited in the conference Inauguration and Valedictory were **Shri Sanjeev Sanyal**, Economic Advisory Council to Prime Minister of India, **Mr. John Clarke**, Former Director, International Relations, European Commission, **Prof. Balram Pani**, Dean of Colleges, University of Delhi, **Prof. Silvester Ivanaj**, ICN Business School, France, **Prof. Ajay Kumar Singh**, Head and Dean, Department of Commerce, University of Delhi **Presided By: Prof. Yogesh Singh**, Honourable Vice Chancellor, University of Delhi, **Sadguru Sri Madhusudan Sai**, Spiritual and Social Leader, GlobalMission of Nutrition, Education and Healthcare, **Shri Rajeev Kher**, Former Commerce Secretary, Ministry of Commerce and Industry, Government of India, **Dr. S.P. Sharma**, Deputy Secretary General, PHD Chamber of Commerce and Industry, **Prof. Rabi Narayan Kar**, Principal, Shyam Lal College, University of Delhi.