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**Call for Papers**

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**Theme: Green Business and Sustainable Growth**

Ethical and responsible behaviour as part of social obligations of business houses have recently come under intense/scrutiny for their perceived ethical deficit. Mahatma Gandhi repeatedly emphasized the importance of not only good ends but also the use of fair means to attain them. In other words, sustainable growth could be attained by the companies only when they maintain it without creating other significant problems. Research by academicians and environmentalists on social effects of globalization and liberalization has raised the concern that the increasing profit, power and freedom of business houses are not being matched by an increase in their responsibility for social and environmental impact of their activities. This has led the companies to practice green business (business practices which are evaluated to be environmentally friendly) for maintaining a sustainable growth.

Since the last three decades, in order to secure future existence of their resources and business, the companies have started giving more attention to environmental concerns by adopting the principles, policies and practicing green business for their sustainable growth. However, how far the business enterprises have succeeded in creating a minimal negative impact on the global/local environment, community/ society (improved the quality of life for all the stakeholders) and national economy at large is still a point in question even today?

Underlining the significance of the subject, may we request you to kindly contribute your scholarly significant research papers on any of the following sub-themes:

- i. Philosophy of Green Business and Sustainable Growth;
- ii. Green Business and Sustainable Growth in Historical Perspective;
- iii. Green Business for Sustainable Growth;
- iv. Policies, Strategies and Approaches for Green Business;
- v. Green Business for Sustainable Development;
- vi. CSR and Green Business;
- vii. Eco-efficient Practices for Green Business;
- viii. Green Business and Brand Building;
- ix. Green Supply Chain Management and Sustainable Growth;
- x. Green Business and Competitive Advantage;
- xi. Case Studies of Green Business of Industrial Houses; and
- xii. Any other topic related with the theme of Green Business and Sustainable Growth.

We request you to submit your article by email, not exceeding 5000 words, to the Editor ([jjdms.xiss@gmail.com](mailto:jjdms.xiss@gmail.com)) as per the guidelines of the journal (see <http://xiss.ac.in/JJDMS/guidelines.php>), on or before **30 September, 2018**. We ask you to submit only original work, with full and correct citations and references (using APA style). Contributors including the co-authors will be provided with one complimentary copy of the printed journal issue.

**Dr. Fr. Alex Ekka, S.J**  
Editor-in-Chief, JJDMS