



SIG 01 - B4S - Business for Society

We invite you to submit your research to explore the theme of

MANAGING WITH PURPOSE

for the EURAM 25th Conference.

We look forward to receiving your submissions.

T01_16 - Climate Solutions and Carbon Management across Management Disciplines

Proponents:

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Short description:

This track invites researchers from all disciplines to explore sustainability and the transition to a net-zero society and economy. We welcome qualitative and quantitative studies, including literature reviews, action research, and design science. Topics may include innovative sustainability strategies, climate solutions, carbon management and climate literacy across different sectors, including but not limited to car industry, manufacturing sector, tourism industry and education. The goal is to foster interdisciplinary discussions that provide actionable insights and best practices, guiding industries towards a more resilient and sustainable future.

Long description:

This track invites researchers from all disciplines to consider whether their research/discipline could support our efforts to transition to a net zero society and economy.

Topics for this track could include but are not limited to:

Accounting and Finance:

Carbon Accounting especially with regards to Scope 3.

Measuring embodied carbon in high emitters like Generative AI, cryptocurrencies, and electric SUVs.

Responsible investment in carbon-reducing solutions.

How to include Carbon Pricing into Accounting and Finance?

Evaluating carbon accounting methods for tourism-related emissions, including transportation, accommodations, and activities.

Corporate Strategy:

AUTHORS GUIDELINES

<https://conferences.euram.academy/2025conference/authors-guidelines-for-full-papers/>

How can existing frameworks in corporate strategy be transformed to include carbon management and climate change risk management?

How can high GHG emitting industries be transformed and what would this mean for corporate strategy?

Greenhouse Gas Management: Impactful plans and where to set organizational boundaries?

Corporate risk mitigation strategies related to carbon accounting compliance as well as heightened risk of extreme weather events.

Developing sustainable strategies for tourism, addressing the risks of climate change on destinations and local communities.

HR/Leadership:

How can we make Mindshift of leaders happen and incentivize board members to consider or even prioritize greenhouse gas reductions?

Should climate-related performance be integrated into staff appraisals?

Recruitment strategies the low-carbon way (e.g., virtual interviews and other strategies to reduce flying).

Operations:

Life Cycle Assessment (LCA).

Circular economy.

Using waste products e.g., from the production process for manufacturing.

Implementing sustainable operations within tourism, such as reducing waste in hotels and promoting circular economy principles in tourism-related businesses.

Marketing:

Greenwashing and Greenwashing.

Can we educate consumers and tourists about climate? Strategies to do so.

Search Optimization, better consumer experience, and carbon reductions.

Climate Communication.

Improving the four Ps with regards to climate.

Marketing's role as a conductor of material and cultural flows in society in setting the stage for net-zero transitions.

Promoting eco-friendly travel and educating tourists on environmental impacts.

Leveraging digital tools to promote sustainable tourism, such as virtual tours and online booking systems that prioritize low-carbon options.

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Climate Leadership and many other topics. Supply Chain:

How to integrate carbon sinks into the supply chain?

How to support SMEs in the transformation of their business?

How to work across players in the supply chain?

We also welcome papers which try to solve a problem in more detail e.g., how to reduce food waste in the supply chain?

Addressing the carbon footprint of tourism supply chain, from food sourcing in hotels to the production of travel-related goods.

Pedagogy:

How to set up effective trainings on every level within companies? What content should be prioritized for climate science and change management?

Climate Sprints for CEOs and SMTs- content and effectiveness.

Active learning methods for climate and carbon literacy (e.g., Lego Serious Play Climate, place-based learning, and others) – How can these be integrated into management education?

Promoting Climate Literacy in Executive Education

Keywords:

- Carbon Management
- Climate Literacy
- Climate Solutions
- LCA
- Greenwashing
- Grand challenges

UN Sustainable Development Goals (SDG):

Goal 4: Quality education; Goal 7: Affordable and clean energy; Goal 11: Sustainable cities and communities; Goal 12: Responsible consumption and production; Goal 13: Climate action; Goal 17: Partnerships for the goals

Publication Outlet:

- Swiss Journal of Business (Die Unternehmung)
- Journal of Hospitality and Tourism Technology
- International Journal of Electronic Trade

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