



## CALL FOR PAPERS

The 8th World Business Ethics Forum (WBEF)

14-15 June 2023

The School of Business at The Hang Seng University of Hong Kong, Shatin, Hong Kong

The upcoming 8th WBEF will be the latest in what had been a biennial series until the 7<sup>th</sup> WBEF in 2018. The first WBEF was held at Hong Kong Baptist University in 2006, and subsequent events have also been hosted by the University of Macau and The Hang Seng University of Hong Kong.

We shall continue in the tradition of previous events, by providing an open platform for academics and practitioners from around the world to discuss new concepts, engage in critical reflection, and share research findings within the broad field of business ethics.

The theme for the 2023 forum is ***“Emerging from Crisis through Socially Responsible and Ethical Business”***. We invite the submission of research papers that advance our understanding of this broad theme for presentation at this Forum. Theoretical, empirical, and case based approaches are all welcome. Suggested topic areas include, but are not limited to the following:

1. Managing ethically under Covid-19, and other disruptive contexts
2. ESG, sustainability, CSV, CSR
3. Values-based approaches to corporate management (e.g., the Junzi corporation, trusteeship)
4. Ethical leadership, ethical reasoning and ethical decision making
5. Institutional safeguards (e.g., whistle-blower protection)
6. Contemporary ethical challenges in marketing (e.g., green consumerism versus “greenwashing”, integrity in consumer analytics, consumer protection)
7. Contemporary ethical challenges in accounting (e.g., carbon accounting, green governance, natural capital asset valuation)
8. Contemporary ethical challenges in economics and finance (e.g., fair competition, fairtrade, ethical investments, green bonds, social impact investment)
9. Contemporary ethical challenges in HRM (e.g., inclusiveness, meaningful careers, quality of working life, assuring human rights of all employees)
10. Supply chain management ethics (e.g., green procurement and logistics)

### **Keynote Speakers**

Carl Rhodes, Dean, UTS Business School, University of Technology Sydney, Australia

Akiko Takahashi, Executive Vice President and Chief of Staff to Chairman and CEO, Melco Group, Hong Kong.

### **Submission Guidelines**

We welcome two different types of submission, which should be uploaded to the paper submission portal on the Conference Website [<https://sbus.hsu.edu.hk/en/8th-world-business-ethics-forum>].

1. A full paper (normally up to 40 pages in double spacing, including a short abstract of 150-250 words and up to six keywords), *or*
2. An extended abstract of about five pages (e.g., in the case of research-based papers, covering research questions, methodology, major findings, and conclusions)

All submissions will be selected for presentation at the conference on a competitive basis through a double-blind review process. Each submission should consist of two files: (a) the blind copy of the paper and (b) the cover page providing full contact details, including the authors' names, institution affiliations, mailing addresses, telephone numbers, and e-mail addresses. For any questions related to your submission, you can contact [wbef@hsu.edu.hk](mailto:wbef@hsu.edu.hk)

### **Selection for Best Conference Papers & Special Issue of the Asian Journal of Business Ethics**

1. Quality full papers will be selected for the three best paper awards.
2. A selection of full papers will be included in a special issue of the Asian Journal of Business Ethics (AJBE), which is scheduled for publication in December 2023. If you would like your full paper to be considered for the special issue, please indicate "Concurrent Submission to the AJBE" on the cover page, and follow the style guidelines of AJBE, which are available at this link: <https://www.springer.com/journal/13520/submission-guidelines>. We are pleased to note that AJBE has recently been accepted for SCOPUS, the authoritative abstract and citation database.
3. Submissions that authors indicate are intended for consideration by AJBE will initially be reviewed specifically for the conference, and after presentation, the respective authors will be selectively invited to make revisions before resubmitting their papers for an additional blind review process to screen and refine them for the special issue.

### **Conference Proceedings**

All participants will receive the proceedings in the form of a USB thumb-drive. The proceedings will include all full papers/extended abstracts accepted for the conference.

### **Important Dates and Rates**

- Opening date for all submissions: Thursday 1st December 2022 @ 00:01 (Hong Kong time)
- Deadline for all submissions: Wednesday 8th March 2023 @ 23:59 (Hong Kong time) **(Extended)**
- Expected notification of acceptance: Friday 7th April 2023 @ 17:30 (Hong Kong time) **(Extended)**

### **Registration**

- Early bird registration fee of **US\$ 350**: payable by Friday 12th May 2023 @ 17:30 (Hong Kong time)
- Regular registration fee of **US\$ 400**: payable by Monday 12th June 2023 @ 17:30 (Hong Kong time)
- On-site registration fee of **US\$ 450**: payable on Wednesday 14th June 2023
- Special discounted fee for currently enrolled Doctoral and other postgraduate students: **US\$ 100**.

Looking forward to receiving your submissions.

Yours sincerely,

The Organising Committee

Professor Robin Stanley SNELL, the Hang Seng University of Hong Kong (Co-Chair)  
Professor Jean Jinghan CHEN, University of Macau (Co-Chair)  
Professor Jacky Fok Loi HONG, University of Macau (Member)  
Professor Tiffany Cheng Han LEUNG, City University of Macau (Member)  
Dr Crystal WU, the Hang Seng University of Hong Kong (Member)