

**Building Business Communities:
Justice, Performance and Change
Creating a Sustainable Scholarly
Community colloquia**

9th November 2011

**Building Business Communities:
Justice, Performance and Change.**

Conference Sponsors

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Editors: Margee Hume and Barrie Todhunter

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Contact person: Margee Hume

Margee.Hume@usq.edu.au

Dianne Hall D,Hall@usq.edu.au

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Building Business Communities: Justice, Performance and Change Creating a Sustainable Scholarly Community colloquia

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THE CONFERENCE PREFACE

**by Associate Professor Margee Hume,
Professor Ronel Erwee and Dr Barrie
Todhunter**

The 2011 Building Business Communities: Justice, Performance and Change colloquia at USQ Springfield campus is the initiative of the School of Management and Marketing and the Faculty of Business and law at the Springfield Campus. It is designed to advance the current knowledge in the areas of sustainable communities and focuses on the many associated areas of sustainability. The question of sustainability has been a factor of discussion amongst academics for the past forty years (Stern, 2006, p395; Robins, 1999). Packard (1960) argued the consequences of consumption and business practices if not adequately monitored, in a ‘throw-away’

society would lead to problems not limited to the environment but would affect socially and economically (Robins, 1999). Consumption is no longer hindered by global boundaries; therefore, the onus of developing sustainable practice is no longer the sole responsibility of economies of affluence and specific segments of our economy (Robins, 1999). It has become a responsibility of all industry, government and community sectors including consumers and an issue of international significance. Communities need to take the issue of sustainability seriously (Robins, 1999) with firms and consumers considering the direct correlation between wellbeing; social, economic and environmental factors and responsible consumption patterns (Robins, 1999). Organisations need to respond to the increasing need to facilitate social change in the areas of sustainability in terms of sustainable business practices, sustainable marketing and sustainable consumption.

Achieving sustainable consumption is a response to the scientific and international communities' concern that the world is living beyond its ecological systems, facing a potential crisis with regard to its environmental and other resources (Tukker, Charter, Vezzoli, Sto & Andresen 2008). Defining sustainable consumption is difficult because of the multiple perspectives that surround the concept (Peattie & Collins 2009; Tukker 2008). It is best viewed as an umbrella term that incorporates sustainability's environmental, social and economic dimensions and takes on such ideas as reducing environmental impact, enhancing quality of life and wellbeing, minimising waste, taking a life cycle approach

and looking at ecological preservation for future generations (Kemp 2008; UNEP 2002). The goal of sustainable living is to ensure that society is able to be maintained over time and can be applied to all layers of community and business with solutions to sustainable consumption multidimensional and involving several parties; governments (policy makers); producers for and not for profit (business); and consumers (Charter et al 2008; Tukker et al 2008). The notion of consumption in this context extends beyond the initial purchase of products to include their manufacture, use, disposal and social impact; concept wider than a narrow marketing ideology (Peattie & Collins 2009; McDonald & Oates 2006).

This conference expands the research and practitioner focus in the sustainability area capturing the new recognition of this important public issue and facilitating continued and meaningful change at the levels of consumers, business and society. This set of the papers presented in the proceedings represents works of considered scholarship and have been produced through the process of double blind peer refereeing. Conferences, however, are more than their published proceedings. They represent a valuable venue for formal and informal exchange among academics/ professional / industry / practitioners and community stakeholders. It is through these interactions that we develop both ideas and collaborations that allow us to advance and evolve the important issues and agendas for building sustainable communities.

We thank the Keynote addresses from Professor Allan Layton, Associate Professor Aileen-Cater Steel and Dr Jon Whitty. We appreciate the interest from international affiliates including:

City University
SEGi University College – Malaysia
Han Chian College – Malaysia
SEGi College – Kuala Lumpur
SEGi College – Penang
SEGi College – Sarawak
SEGi College – Subang Jaya
Far Eastern Federal University - Russia
Baikal International School or Irkutsk State University –
Russia
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China
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China
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(Thames Business School) – Pakistan
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The Institute of chartered Accounts – Sri Lanka
AEA Training Centre – Mauritius
South Africa Australian Education Centre (SAAEC) –
South Africa
College for Higher Education Studies – CHES – FIJI

UUNZ Institute of Business – New Zealand

And finally, the support and contribution from the Australian centre for Sustainable business and development.

The many contributions to the conference have focused on the overarching theme of building sustainable communities. Many of the authors are working with international and national collaborators in major projects that form the basis of the discussions and research papers presented. We thank the national collaborators for their support and acknowledge the enriched contributions evidenced by the colloquia to support and contribute to the advancing national and international work in the area of sustainable communities. We thank the contributions and interest from the higher research degree students who reside in many diverse international settings.

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