



Indian Institute of Management, Lucknow

IIM Lucknow launches the "Centre of Excellence for Business Sustainability" (CEBS)

Lucknow, 16, August 2011

Centre aims to be a leading academic centre of excellence in ensuring Sustainable Development by helping businesses shift from shareholder value creation to stakeholder value creation paradigm

IIM Lucknow announced the setting up of "The Centre of Excellence for Business Sustainability (CEBS)". The centre will be a multidisciplinary, collaborative body of experts committed to provide support to businesses in the process of reconciling profit imperatives with environmental and social imperatives. CEBS at IIM Lucknow will help business to view emerging Social and Environmental issues not just as challenges but also as opportunities for growth, diversification, cost savings, refining/redefining the business models, etc.

The centre will facilitate businesses to shift from the conventional paradigm of 'shareholder value creation' to the emerging paradigm of 'stakeholder value creation'. The Centre will do this by undertaking innovative and collaborative research projects in all dimensions of business sustainability. CEBS will disseminate knowledge and make available appropriate latest modern management and decision making tools and techniques to the business leaders by organizing events in the field of business sustainability.

"The Centre will develop, design and deliver short term and long term training programmes, and organize highly tailored workshops according to specific needs of corporate and non-corporate sectors", says Prof. Sushil Kumar, Chairman, Centre of Excellence for Business Sustainability, IIM Lucknow.

Being an integral part of IIM Lucknow, expertise in leadership, strategy, organizational change, marketing and innovation with related fields is abundantly available to the Centre. "IIM Lucknow has strong linkages with policy makers, so CEBS also plans to carry out research and provide inputs for formulation of effective public policies in the field of business sustainability. The Centre will undertake consulting projects and thereby extend its services nationally as well as internationally", adds Prof. Kumar.

The objective of the centre is to be a leader in advocating business sustainability by sensitizing industry, government, civil society and academia about the need for integrating sustainability principles with business strategy. It aims to provide substantial inputs to improve the performance of business sector so as to ensure socially desirable, environmentally responsible and economically viable business models.

The centre will participate in policy development process by carrying out research in public policy related to sustainability and sustainable development, and provide vital input to policy makers for creating appropriate framework conditions for business sustainability. It will provide framework to businesses for putting sustainability into a realistic context and actionable steps. It aims to help businesses anticipate future developments as well as opportunities and challenges.

CEBS at IIM Lucknow will provide a common platform to academia, industry, government, media, and civil society for deliberating on issues related to business sustainability

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