



CALL FOR CONTRIBUTIONS

ABOUT THE INSEEC BBA

The INSEEC BBA program is offered in three cities (Bordeaux, Lyon, Paris) and trains students over 4 years to become professionals in various fields (Marketing, Finance, International Business and others). The international dimension of the INSEEC BBA program is reflected in the languages of teaching (English and French), the international internships and the mandatory academic study abroad.

The international aspect of this program is also revealed in the annual organization of an International Week to welcome international speakers on a special theme that interests our students, which is the objective of this call for contributions.

KEY INFORMATION ABOUT THE 2025 EDITION OF THE INSEEC BBA INTERNATIONAL WEEK

CSR practice is evolving rapidly because of the constant challenges that companies face, such as trends in the circular economy, changes in the regulatory framework, new considerations in consumer perceptions of diversity and ethics, and technological innovation. These elements are redefining not only the way companies operate, but also how they are perceived by society.

Recent research suggests that companies that integrate these trends into their CSR strategy are better positioned to succeed in an increasingly changing economic and social environment, as demonstrated by the benefits of integrating digitalization and technological innovation into the measurement and optimization of environmental impact (Porter and Heppelmann; 2014).

Conscious of the importance of keeping a close follow-up on market needs to better prepare future employees and entrepreneurs, the INSEEC BBA International Week Organizing Committee has decided to focus the academic activities of the 2025 edition on the following theme: **CSR and new trends in Business Management.**

The 2025 edition of the INSEEC BBA International Week is an opportunity to bring together professors, professionals, companies, and experts from diverse institutions to share their knowledge with our students and exchange and network with our INSEEC BBA professors.



Contributions may cover (**but are not limited to**) the following topics:

- **Technological innovations for a sustainable business: the impact of digital and AI**
- **Stakeholder management: building sustainable and responsible relationships**
- **Circular economy: how to build a sustainable business model**
- **The impact of international standards on CSR practices**
- **Communication and transparency: effectively reporting CSR initiatives**
- **CSR and the supply chain: ethics and sustainability**
- **Ethical leadership: cultivating a responsible corporate culture**
- **Measuring social and environmental impact: technological tools and indicators to use**
- **Inclusion and diversity in business**
- **Social responsibility and social innovation**
- **Sustainable finance**
- **Marketing with CSR and Responsible consumers**
- **Emerging trends in CSR**
- **Developing a CSR action plan for the digitalized companies**

Speakers' contributions can take the form of a workshop, a course or a seminar intended for 2nd and 1st Year INSEEC BBA students.

Expected contributions must meet these requirements:

- ✓ Be related to the 2025 theme
- ✓ Be suitable for students who have already acquired the basics of business management
- ✓ Cover an hourly volume of 2 hours
- ✓ Have a practical interest

After submitting your proposal, the INSEEC BBA International Week Organizing Committee may request any necessary adjustments of the proposed content. Selected lecturers will be required to do at least 8 hours of pedagogical activity (lectures + jury participation) during the entire International Week.



PROJECTED SCHEDULE

Deadline for receipt of contribution proposals (Online form to be completed: INSEEC BBA IW25 Contribution Form)	November 15, 2024
Acceptance feedback or adjustment request	Between November 1st, 2024, and December 15, 2024
Communication of the final programme	January 31, 2025
Kick-off of the International Week in Lyon	March 10, 2025
Workshops, meetings, seminars, and activities in Lyon	March 10-11, 2025
Travel day from Lyon to Bordeaux (we take in charge transport costs)	March 12, 2025
Workshops, meetings, seminars, and activities in Bordeaux	March 13-14, 2025
Wrap-up of the International Week in Bordeaux	March 14, 2025

TRANSFER FROM LYON TO BORDEAUX

Please be advised that a transfer from Lyon to Bordeaux is organized by our services on March 12, 2025. Once your contribution is accepted, we will need your firm confirmation and your ID documents to book the transport.

PARALLEL SESSIONS IN PARIS

We are opening a very limited number of workshops on our Paris campus, which will take place on March 13-14, 2025. Speakers interested in this option will start the International Week in Lyon from March 10-11, 2025, then they will be transferred to Paris on March 12, 2025.

We invite those interested in this option to indicate it on the submission form, and the organizing committee will study all the requests to optimize schedules between Bordeaux / Paris/ Lyon, and then give feedback to the speakers concerned.

FINANCIAL SUPPORT

Registration fees: **no fees applied.**

Catering and social activities are covered if participation is confirmed.

Participants are expected to cover their travel, accommodation, and daily allowance expenses. Guest lecturers from our EU partner institutions may apply for an Erasmus+ grant through their home institution International Office.



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ACCOMMODATION

We invite participants to make their own accommodation arrangements since we do not have on-campus residence halls. Information on hotels is provided in the accommodation facilities guide you receive once your application is approved.

FOOD / CATERING

Lunch and refreshments are served at each campus during the entire event. We organize offered evening networking sessions and dinners.

CAMPUS FACILITIES / PRINTING MATERIALS

Please be advised that classrooms at INSEEC BBA are equipped with Wi-Fi and video projector. At your request, the following support can be arranged: laptop, Mac adaptor, paper board and beamer/speaker. We reduce our printing of documents as much as possible, if necessary to print class materials, please send your documents **the week before your classes start** to the International Relations Office email address provided in the contact details below.

CONTACTS

Responsible of the organizing committee

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