Workshop on the Complexity of Mental Maps of Sustainability

Date: 21 November 2019
Time: 1200-1330 hrs
Venue: Eros Hotel, New Delhi

Co-hosts:
- Aston University
- Kedge Business School

Facilitators:
- PROF. LUTZ PREUSS
  Prof. of Strategic Management, Kedge Business School, Bordeaux
- DR. BIMAL ARORA
  Prof. in Management, CSR and Sustainability, Aston Business School, Birmingham

Session Objectives
- To deliberate on various sustainability issues faced by professionals and engage in conversations on how they manage sustainability dilemmas.
- To generate insights into how professionals cognitively approach sustainability within their domain of industry, civil society and public policy making.
- To examine differences between professionals in different domains, and to determine the drivers of these differences.
- To offer professionals an opportunity to comment on early research findings.

Time Agenda Items
- 1200-1215 Context Setting: by Prof. Lutz Preuss and Dr. Bimal Arora
- 1215-1245 Activity: Participants to draw mental maps
- 1245-1310 Joint Analysis of Mental Maps by Facilitators and Participants
- 1310-1330 Discussion and Conclusion