



COMMERCE AND MANAGEMENT ASSOCIATION OF INDIA

Nurturing Leadership Excellence

Publishing Details for Authors: "Sustainable Business Practices and Corporate Social Responsibility"

Book Title: Sustainable Business Practices and Corporate Social Responsibility

Target Audience:

- Business professionals and executives
- Entrepreneurs and startups
- Academics and students in business and management
- Policy makers and regulators
- Corporate social responsibility (CSR) practitioners
- Sustainability consultants

Chapter Guidelines:

- 1. Length:**
 - Minimum: 10 pages
 - Maximum: 15 pages
- 2. Formatting:**
 - Use clear headings and subheadings
 - Include relevant charts, graphs, and case studies
 - Use citations and references according to APA style
- 3. Writing Style:**
 - Maintain a professional and scholarly tone
 - Ensure clarity and readability
 - Avoid jargon; if technical terms are necessary, provide definitions
- 4. Content Focus:**
 - Provide a comprehensive overview of the topic
 - Use real-world examples and case studies to illustrate key points
 - Highlight best practices, challenges, and future trends
 - Include actionable insights and recommendations for practitioners
- 5. Topics to Cover under each chapter: [Just brief idea for each chapter is mentioned you can add more according to your content]**
 - Introduction to Sustainable Business Practices
 - Define sustainability in business
 - Importance of sustainable practices
 - Foundations of Corporate Social Responsibility (CSR)
 - Definition and history of CSR
 - Evolution of CSR practices
 - The Triple Bottom Line: People, Planet, Profit
 - Understanding the three pillars of sustainability

- Integrating the triple bottom line into business strategy
- Stakeholder Engagement and Management
 - Identifying and prioritizing stakeholders
 - Effective communication and engagement strategies
- Ethical Leadership and Corporate Governance
 - Role of leadership in promoting CSR
 - Best practices in corporate governance
- Environmental Sustainability and Business Practices
 - Strategies for reducing environmental impact
 - Case studies on successful environmental initiatives
- Social Responsibility and Community Engagement
 - Building strong community relations
 - Examples of social impact projects
- Sustainable Supply Chain Management
 - Principles of a sustainable supply chain
 - Tools and techniques for supply chain sustainability
- Corporate Philanthropy and Volunteerism
 - Designing and implementing philanthropic programs
 - Encouraging employee volunteerism
- Sustainable Innovation and Product Development
 - Developing eco-friendly products
 - Incorporating sustainability into the innovation process
- Reporting and Measuring CSR Impact
 - Metrics and KPIs for CSR
 - Creating effective CSR reports
- Green Marketing and Consumer Behavior
 - Marketing sustainable products
 - Understanding consumer attitudes towards sustainability
- CSR in Emerging Markets
 - Challenges and opportunities in emerging economies
 - Case studies of CSR in developing countries
- Corporate Sustainability Strategies
 - Long-term planning for sustainability
 - Aligning business strategy with sustainability goals
- Regulatory and Legal Aspects of CSR
 - Understanding CSR-related regulations
 - Legal implications of CSR activities
- Sustainability in the Digital Age
 - Leveraging technology for sustainability
 - Digital tools for managing CSR initiatives
- CSR and Employee Engagement
 - Involving employees in CSR efforts
 - Building a CSR-oriented corporate culture
- Case Studies of Leading Sustainable Businesses
 - Profiles of companies with exemplary CSR practices
 - Lessons learned from industry leaders
- Challenges and Future Trends in CSR
 - Identifying and overcoming barriers to sustainability
 - Emerging trends and future directions in CSR
- Conclusion: The Future of Sustainable Business Practices

- The evolving role of business in society
- Predictions for the future of CSR and sustainability

Additional Notes:

- Ensure all content is original and free from plagiarism.
- Collaborate with other authors if your chapters have overlapping themes to maintain consistency.
- Submit your drafts by the specified deadlines to allow time for review and feedback.
- Include a brief bio (100-150 words) highlighting your expertise and contributions to the field of CSR and sustainability.

Submission Instructions:

- **Deadline for Submission:** [15th August 2024]
- **Formatting Guidelines:** [Refer Appendix A]
- **Submission Portal:** [Link will be shared, you can also mail to support@cmaoi.org with Subject "Call for Chapter"]
- **Contact Information:** For any queries, please contact [Dr Aamir Junaid Ahmad, +-91-9939802016]

We look forward to your valuable contribution to making this book a comprehensive guide for aspiring and current entrepreneurs.

Appendix A

Formatting Guidelines

General Guidelines

1. **Language:** All contributions should be in English.
2. **File Format:** Submit manuscripts in Microsoft Word (.doc or .docx) format.
3. **Font and Spacing:**
 - Font: Times New Roman, 12-point
 - Line spacing: 1.5
 - Margins: 1 inch on all sides
4. **Title Page:** Include the title of the chapter, the author's name(s), affiliation(s), and contact information.

Structure

1. **Title:** Clear and concise, reflective of the chapter content.
2. **Abstract:** A brief summary (150-200 words) of the chapter.
3. **Keywords:** 4-6 keywords relevant to the chapter content.
4. **Introduction:** Introduce the topic, objectives, and importance of the chapter.
5. **Main Body:** Organized into sections and subsections with appropriate headings.
6. **Conclusion:** Summarize the key points and suggest future research directions.
7. **References:** Follow the APA (7th edition) referencing style.
8. **Appendices:** Include only if necessary.

Citations and References

1. **In-text Citations:** Use author-date format (e.g., Smith, 2020).
2. **Reference List:**
 - Books: Author, A. A. (Year). Title of work: Capital letter also for