CORRESPONDENCE

Detailed submission information for authors is available under Submission Guidelines.

Other correspondence may be addressed to the editorial office as follows:

Institute for Business and Professional Ethics
Department of Management
DePaul University
One E. Jackson Blvd., Ste. 7000
Chicago, Illinois 60604 - USA
E-mail: bpej@depaul.edu
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EABIS Decennial Issue:
Systemic Change towards Sustainable Business

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Message from the President of EABIS—
The Academy of Business in Society

I would like to express my gratitude to the *Business and Professional Ethics Journal* for enabling the publication of this Special Issue on the occasion of the ten-year anniversary of the Academy. Particular recognition goes to Mollie Painter-Morland, EABIS Academic Director, and the Special Issue editors, David Bevan and Geert Demuynck, for their leadership in facilitating this process. We also greatly appreciate the excellent teamwork between our central team in the Brussels office and the Philosophy Documentation Center in Charlottesville, Virginia.

This volume acknowledges the progress that has been made in the last ten years in our journey towards sustainable globalisation, while raising important questions about the scale and scope of the business contribution. This agenda has continuously expanded, despite some early worries that it would prove to be a passing fad. Yet it has also become clear that the agenda has become more and more challenging, since it requires systemic change, across multiple sectors, involving multiple partners.

In the next decade we need to work even harder to accomplish the sea-change that is required. A lot has changed in management education, both in teaching and in research, but despite these encouraging developments, we are still falling behind. As a result, the gap between where we need to be and the reality of management practice is growing bigger. This is no time to slow down, in fact, we need to speed up the process. We hope that this Special Issue will mark the occasion of more of us working with an increased sense of urgency.

Sincerely,
Prof. Dr. Gilbert Lenssen
Editorial Introduction:  
Special Issue EABIS Decennial

Guest Editors:  

David Bevan PhD  
Centre for Leadership and Responsibility, CEIBS, Shanghai, PRC

Geert Demuijnck PhD  
EDHEC Business School, Lille, France

1. The following articles have been developed from a call for contributions to a conference held at Nottingham University Business School earlier this year. The conference was entitled “From Corporate Responsibility to Sustainable Business,” and it was convened by EABIS, The Academy of Business in Society, on Jan. 31–Feb. 1, 2012. This conference was inspired as part of the decennial celebrations for the Academy, bringing together 100+ thought leaders from business, academia and NGOs. The purpose of the event was to reflect on the past decade’s progress towards sustainable business, and to identify potential pathways, and identify any barriers that might be relevant to the next ten years. Such a context invites a broad array of potential contributions and as such the coherence or integrity of the topics, and of the articles finally selected, is broadly bounded by the diverse interests of a group of management scholars and practitioners.

The Special Issue set out to draw on the insights that emerged at this decennial event, and, in line with the original mission of EABIS, it is dedicated to identifying and addressing a range of systemic drivers that may contribute to the mainstreaming of sustainability within business schools and corporations. Since the challenges faced in the area of sustainability are of a global and interdisciplinary nature, there