



**GOA UNIVERSITY**



**GOA BUSINESS SCHOOL**  
*organizes*

**One-day State Level Workshop on**

**“The Influence of Role on  
Sustainability Attitude and Practice:  
A study of Business and Political  
Leaders”**

**3<sup>rd</sup> January 2020**

**Venue: Faculty Block ‘F’,  
Goa Business School**

### About Goa Business School

Goa University established Goa Business School (GBS) in April 2019 by amalgamating four erstwhile departments of Commerce, Computer Science & Technology, Economics, and Management Studies. The main objective behind bringing together these four departments is to allow the faculty and research students to discover new synergies that otherwise remained hidden within department silos. GBS is a new initiative of the University to rebrand and showcase its strengths in research, teaching, and consultancy with an interdisciplinary approach. At present, GBS has the largest student strength and the programs offered under the school have good placement record and demand in the service industry.

### About the Workshop

The main aim of the workshop is to share valuable knowledge in the area of Qualitative Research based on Prof. Singh's recent work. In the present globalised world, sustainability has emerged as a key concept in the business world, in business education and in the world community generally. However, it is not clear that there is a common understanding of the meaning of the term in different constituencies. The workshop seeks to address this issue by examining the perceptions of political and business leaders in India. The work is part of a larger study that examines perceptions of sustainability across roles and cultures in four countries, including India. Data were collected through in-depth interviews with forty-one leaders, including political and business leaders in India. Through thematic narrative analysis various trends were identified in the data. The data from the India interviews will be used to illustrate how identified themes indicate congruence and divergence in the views of the political and business leaders.



### Resource Person:

**Dr. Jang B. Singh**  
Professor,  
Odette School of Business,  
Canada  
and  
Former University of Windsor  
Research Leadership Chair in  
Business

### Who should attend?

- Research Scholars
- Faculty Members
- Post-Graduate Students

**No Registration Fee. No Spot Registration.**

Kindly register on the following link:  
<https://forms.gle/FSV8NjzEtbtjVLDS7>

**Last date of Registration : 31<sup>st</sup> December  
2019**

Certificates will be provided only to the registered participants.

**For further details contact:**

### Workshop Co-ordinators:

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