

Track chair: Prof. Yuehua Xu, Shandong University

Title of the proposed track: *Forward Thinking for Sustainable Futures – Overcoming Challenges and Seizing Opportunities for Purpose-Aligned Growth of Firms in the Context of AI and Global*

Track description: This track explores corporate strategies for purpose-driven growth—balancing profits with societal and planetary well-being—amid global disorder (rising geopolitical fragmentation, nationalism, and trade barriers) and AI's ethical-operational dilemmas. Submissions should address leadership, governance, and regenerative models aligning innovation with sustainability. Topics include: redefining success beyond shareholder primacy; ethical AI deployment; resilient business frameworks for systemic uncertainty; adaptive leadership in fractured contexts; stakeholder-centric governance. We seek insights bridging strategic foresight, ethical accountability, and regenerative practices in turbulent times.