

CALL FOR PAPERS

Seventh International Conference on Gross National Happiness: “GNH in Business”

9 to 11 November 2017

The Centre for Bhutan Studies & Gross National Happiness (CBS & GNH) is pleased to announce the Seventh International Conference on Gross National Happiness on a theme: “**GNH in Business**”. It will be held from 9 to 11 November 2017 in Thimphu, Bhutan, to commemorate the 62nd Birth Anniversary of the Fourth Majesty Jigme Singye Wangchuck, the architect of GNH.

The idea of aligning business towards GNH was proposed by Hon’ble Prime Minister Lyonchen Tshering Tobgay in the opening address to the Sixth International Conference on Gross National Happiness held in 2015, Paro, Bhutan. The Hon’ble Prime Minister mentioned that the current business practices over-emphasize profit maximization and increasing share value with a least concern for the health of local environment and community wellbeing. He emphasized that companies will have to take GNH seriously to make their business respectful and add value to the society. This additional responsibility will help in creating a green economy based on sustainable competitiveness. In addition to profit, GNH businesses must enhance the social wellbeing. Companies must undergo a transformation in how they think, perform and redefine development of products and services that also contribute to the society. So far GNH’s influence in Bhutan is restricted to government and bureaucracy while the business sector has been largely ill informed of the GNH principles and what it would mean in integrating GNH. Achieving GNH will require incorporating GNH values into government system and business sector.

To realize this objective, this conference on **GNH in Business** will explore ways to create conditions for achieving GNH in businesses. In addition to presenting concrete policy, frameworks, institutions and measures to promote GNH as a value in companies, the conference will discuss assessment of GNH and implementation issues across the business sector.

We welcome academics, scholars, researchers, practitioners, businessmen, entrepreneurs, civil society and policy makers to submit your interest to Mr Sangay Thinley at sthinley@bhanstudies.org.bt