

# Chapter 1

## Sustainable Development and Consciousness Development: Realizing a Sustainable World Through Management Education

**Nakita Bruno Green**

*Maharishi International University, USA*

**Dennis Heaton**

*Maharishi International University, USA*

### **ABSTRACT**

*This chapter addresses how management education can propel the achievement of the United Nations Sustainable Development Goals by including tools for consciousness development within degree programs. Consciousness is the capacity to comprehend and care about the wholeness of life in ourselves, our society, and the natural world. Recent studies indicate that how individuals perceive challenges, formulate solutions, and collaborate with others is determined by their development of consciousness – that individuals functioning at higher levels of development are more likely to demonstrate sustainable leadership than those at lower states. To realize a sustainable world, universities must provide the necessary tools for students to transcend conventional thinking and experience higher states of consciousness. When the technologies of consciousness are included in management education, the world will realize a global shift towards a new sustainable paradigm.*

DOI: 10.4018/978-1-7998-5514-9.ch001

## **INTRODUCTION**

Today's sustainability challenges are a mix of ecological, political, economic and social dynamics which demand new strategies in management education that can enable students to shift from the linear and fragmented nature of traditional thinking towards a holistic, systems perspective (Senge et al., 2008). Several scholars have highlighted the importance of management education in facilitating this shift towards sustainability, yet much is left to be desired in terms of how existing institutions prepare students to resolve such challenges (Arac et al., 2013; Kassel & Rimanoczy, 2018). Transforming the existing paradigm into a new sustainability mindset requires management education to focus on the development of consciousness. Higher levels of consciousness will enable students to construct a wider and more unified lens from which to view the challenges of humanity, society and the environment, and create innovations that can lead us into a sustainable future (Heaton & Heaton, 2018; Tsao & Laszlo, 2019).

This chapter reflects on the challenges and opportunities for management education in the context of sustainable development. Its central thesis is that to move humanity into a sustainable future, management education must provide tools for students to reach higher states of consciousness. The chapter begins with a reflection on the crisis of climate change and the role that higher education can play in facilitating a shift towards sustainable development. Next it discusses the vision of the United Nations Principles of Responsible Management Education (UNPRME) towards shaping sustainable programs in institutions of higher learning. It examines how mental models or mindsets limit progress towards sustainability and explores how consciousness development can enable individuals to transcend the existing mental models that limit education for sustainable development. The chapter then provides an explanation of higher states of consciousness and discusses the relationship between higher states of consciousness and sustainable innovation. It concludes by discussing tools that management education can incorporate from the Consciousness Based Education<sup>1</sup> model to facilitate sustainability.

## **THE ON-GOING GLOBAL CHALLENGE**

In an effort to eliminate existential challenges and create a sustainable world for future generations, 195 countries worldwide signed the 2015 Paris Agreement, the most inclusive global agreement to date. Also referred to as the 2030 agenda, the Paris Agreement calls for a world void of poverty, inequality, violence and global warming where all human beings are able to fulfill their full potential in dignity, realize human rights and equality, and live in peaceful, just and inclusive societies.

18 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: [www.igi-global.com/chapter/sustainable-development-and-consciousness-development/256942](http://www.igi-global.com/chapter/sustainable-development-and-consciousness-development/256942)

## Related Content

---

### The Integration of Digital Tools during Strategic and Interactive Writing Instruction

Jennifer Rene Kilpatrick, Rachel Saulsburry, Hannah M. Dostal, Kimberly A. Wolbersand Steve Graham (2016). *Professional Development and Workplace Learning: Concepts, Methodologies, Tools, and Applications* (pp. 941-960). [www.irma-international.org/chapter/the-integration-of-digital-tools-during-strategic-and-interactive-writing-instruction/137231](http://www.irma-international.org/chapter/the-integration-of-digital-tools-during-strategic-and-interactive-writing-instruction/137231)

### Replacing Project Managers in Information Technology Projects: Contradictions that Explain the Phenomenon

Kirsi Liikamaa, Tero Vartiainen, Maritta Pirhonenand Heli Aramo-Immonen (2015). *International Journal of Human Capital and Information Technology Professionals* (pp. 1-19). [www.irma-international.org/article/replacing-project-managers-in-information-technology-projects/129031](http://www.irma-international.org/article/replacing-project-managers-in-information-technology-projects/129031)

### Conflict Management Styles and Innovation Performance: The Mediating Role of Organizational Agility

Saad G. Yaseen, Ghaleb A. El Refae, Dima M. Dajaniand Ashgan A. Ghanem (2021). *International Journal of Human Capital and Information Technology Professionals* (pp. 31-45). [www.irma-international.org/article/conflict-management-styles-and-innovation-performance/288375](http://www.irma-international.org/article/conflict-management-styles-and-innovation-performance/288375)

### Using People-CMM for Diminishing Resistance to ITIL

Nelson Gama, Raúl Nunes da Silvaand Miguel Mira da Silva (2011). *International Journal of Human Capital and Information Technology Professionals* (pp. 29-43). [www.irma-international.org/article/using-people-cmm-diminishing-resistance/55989](http://www.irma-international.org/article/using-people-cmm-diminishing-resistance/55989)

## Understanding the Self-Efficacy of Data Scientists

Alamir Costa Louro, Marcelo Moll Brandão and Larissa Alves Sincorá (2020).

*International Journal of Human Capital and Information Technology Professionals*  
(pp. 50-63).

[www.irma-international.org/article/understanding-the-self-efficacy-of-data-scientists/249144](http://www.irma-international.org/article/understanding-the-self-efficacy-of-data-scientists/249144)