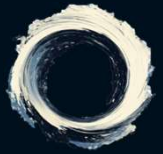




**Network for Business Mindfulness**



# Network for Business Mindfulness (NBM)



NBM

What is Network for Business Mindfulness (NBM)?

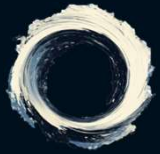
Network for business mindfulness is an international research and business practice community devoted to the advancement of mindful business practice. It promotes collaboration among scholars, business leaders, policy makers, and meditators to facilitate knowledge exchange and develop action plans.

to stay awake and focus

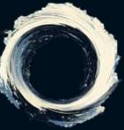
to foster self-reflection

to make a positive impact

**for a mindfully sustainable world**



Network for Business Mindfulness (NBM)

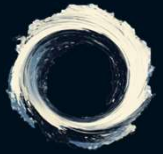


NBM

What is Mindfulness?

Mindfulness is a mental state characterized by full awareness of internal experiences such as desires, feelings, emotions, and thoughts without attachment or judgment.

**for a mindfully sustainable world**



## Network for Business Mindfulness (NBM)

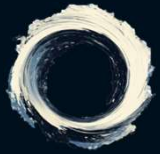


NBM

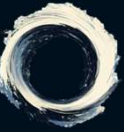
### What is Business Mindfulness?

Business mindfulness is a management philosophy that encourages organization members to cultivate heightened awareness of the impact, purpose, and meaning of their organization and their work. It seeks to address managerial challenges by fostering inner awareness and redirecting our attention from the external conditions to the internal dynamic of the mind.

**for a mindfully sustainable world**



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NBM

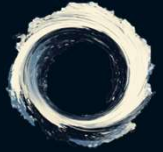
## Why do we need NBM?

Business is often driven by logics of endless competition and growth, often overlooking fundamental questions concerning meanings and values.

People increasingly experience anxiety and stress, accompanied by declining motivation and a diminished sense of meaning in their work.

Although researchers, business leaders, and meditators recognize these challenges, they lack opportunities to connect with like-minded colleagues to pursue collective actions.

Network for Business Mindfulness seeks to bridge these divides by connecting people, facilitating the exchanges of ideas and developing implementation strategies.



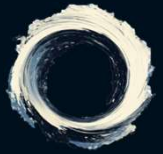
# Network for Business Mindfulness (NBM)



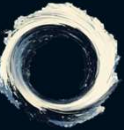
NBM

## NBM strategic plan



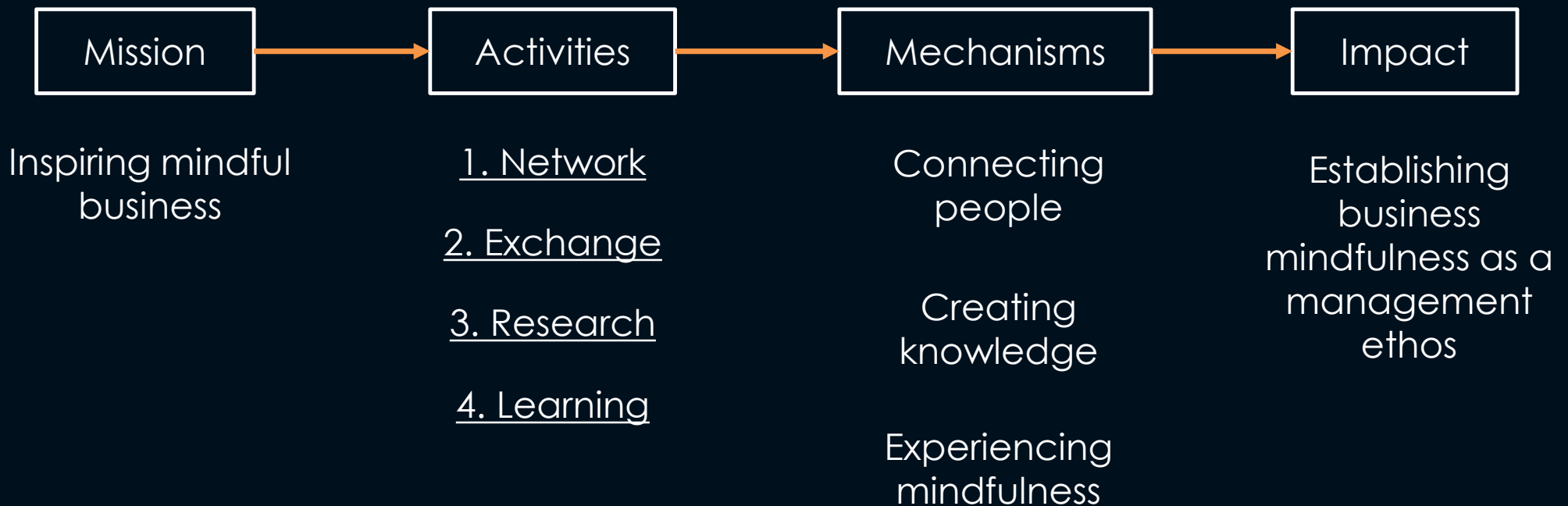


# Network for Business Mindfulness (NBM)



NBM

## NBM impact



# 1. Network



NBM offers online and offline platforms that connect like-minded researchers, business leaders, policy makers, and meditators around the world.

Mindful business, mindful leadership, Mindful capitalism

Sustainable development, Corporate social responsibility, ESG

Self-reflection, Meditation, Contemplation

Work meaningfulness, Value, Purpose, Motivation

Buddhism, Spirituality, Philosophy, Paradox

## 2. Exchange



NBM organizes specialized conferences and workshops on mindfulness and engages with major conferences in the field of management studies.

Thailand (Bangkok, Chiang Mai)

Bhutan (Thimphu, Paro, Gedu)

Korea (Seoul, Busan)

Japan (Tokyo, Kyoto)

Singapore

# 3. Research



NBM conducts research on mindfulness across diverse contexts and disseminates its findings through scholarly journals and case studies. It also provides resource archives for researchers.

Scholarly publications

Non-scholarly case studies

Research resources

# 4. Learning

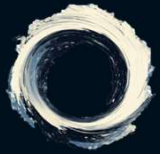


NBM invites students, researchers, business leaders, and mindfulness practitioners to engage in learning and experiencing exploration of mindfulness.

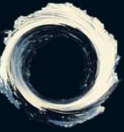
Learning and experience on site

Multi-site meditation retreat (Thailand, Bhutan, Korea, and Japan)

Non-degree executive programs



# Network for Business Mindfulness (NBM)



NBM

## About founder

Hee-Chan Song is an Associate Professor at Korea University Business School and Fellow of Sasin School of Management, Chulalongkorn University. He conducted fieldwork at Buddhist temples across Asia between 2015 to 2025. In 2019, He was temporarily ordained as a Buddhist monk in Thailand (see [www.songhc.com](http://www.songhc.com) for details and <https://poetsandquants.com/2025/09/06/what-a-decade-in-buddhist-temples-taught-this-prof-about-business/?pq-category=thought-leadership> for current interview). The fieldwork sparks his interest in mindfulness and led to develop this initiative.

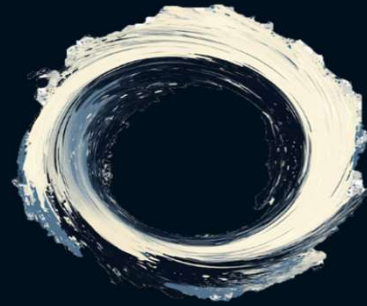
## Founder message

Business needs mindfulness. We need to ask fundamental questions of purposes, values, and identities. Such questions call for deep self-reflection that brings awareness to internal mental process. Mindfulness supports this reflective capacity.

This initiative emerged from my fieldworks in Buddhist temples, where monks, scholars, and business leaders recognized the need for mindfulness yet remained disconnected. It seeks to connect these communities, facilitate dialogues, and inspire collective action. I hope this initiative contributes to building a mindfully sustainable world.

Peace and health  
Hee-Chan Song





**Network for Business Mindfulness**

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**for a mindfully sustainable world**