



## **Strategic Interest 01 – Business for Society (B4S)**

<http://www.euram-online.org/annual-conference-2018.html>.

Dear EURAM members and friends,

With our theme **Research in Action**, we invite you to participate in debate about how we can use and develop our knowledge better so that solving problems and dealing with issues can become more effective. We look forward to receiving your submissions.

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### **ST01\_00 General Track**

#### **Corresponding Proponent:**

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#### **Proponents:**

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#### **Short Description**

The Business for Society General Track addresses how organizations interact with their social, political and natural environment. Consistently with the interdisciplinary nature of this field, the general track aims at cross-fertilisations with colleagues from economics, management, political sciences, sociology, philosophy, who investigate the conditions under which organizations may contribute to a sustainable and just development. Coherently with the scope of EURAM 2018: “Research in Action – Accelerating knowledge creation in management”, the general track welcomes contributions that accelerates the sharing of knowledge between business and academy. The general track particularly welcomes contributions not explicitly covered by other tracks within the SIG.

## **Long Description**

Recently, organizations have faced increasing and, sometimes, conflicting demands of ethically and socially sustainable initiatives. As argued by Freeman and Allen (2011), the last financial crisis has emphasized some critical questions about the effects of capitalism and “the role of business in society”. In this perspective, the field of multiple interactions between business and society received increased legitimacy from the academy, thanks to the expansion of scholars involved from different disciplines. As recently noted by Crane et al. (2016), researches from sociology, psychology, operation management in addition to economics, finance, accounting or marketing have contributed to the debate.

In the light of this, B4S intends to give additional visibility to the wide theme of sustainability, especially in the management science community. B4S is a constantly evolving project for exploring through multiple lens whether and how business can interact positively with its different environments, not only economic and technological, but also natural, social and political. Thus, consistently with the developments underway, our general track aims at exploring how developing a consistent academic view on B4S enables the construction of new bridges between the corporate and the academic dimensions, and brings new insights and theoretical frameworks that interact with various other fields of social sciences (evolutions in law, sociology, implications for economic theories, political science, education, social psychology, interpretation of historical phenomena, philosophy, engineering, etc.).

This approach intends to stimulate new research directions and practices for the B4S project. Therefore, Business for Society’s general track is open to various approaches: CSR, Business Ethics, Ethical finance, Entrepreneurship, Social issues in management, Stakeholders Management, Corporate Political Action and Responsibility, Alternative Business Models and Sustainable Management among others. In Reykjavik, a number of tracks will be proposed, if your paper is not related to one of those topics (see details on EURAM 2018 website), join the B4S General Track.

We welcome:

- New conceptual or empirical insights on environmental, social or political stakes generated by, or affecting business;
- Theoretical and/or methodological frameworks to enquire into the links between business and society at the Micro, Meso (for instance, sector/global value chain or region) or Macro levels (society or community);
- Implications for Management theory and practice – strategy, finance, marketing, HRM, control, etc.;
- Insights from and implications for various social sciences disciplines – Historical studies; Constructionist, Institutionalist or Critical perspectives; Post-structuralist, Foucauldian approaches; Political analysis, Corporate Political responsibility, Corporate Political Action, Neo-Gramscian analysis of corporate power;
- Research or pedagogical orientations.

## **Publishing Outlets:**

Please indicate here the journals or book publishers with which you could negotiate a special issue or a book focused on your topic's best papers.

## **For more information:**

Contact the proponents above mentioned.

## Submission Deadline: 10 January 2018 (2 pm Belgian time)

### Authors Guidelines and Submission Deadline:

As an author, it is crucial to follow the guidelines and formatting instructions to prepare and submit your paper in order to have it published in proceedings.

#### ONE PRESENTING AUTHOR PER PAPER SUBMISSION

Each individual is limited to one personal appearance on the programme as a presenting author. This policy precludes acceptance of papers for more than one presentation. In other words, **an author can submit and present only one paper**. However, a presenter can always be a non-presenting co-author on additional papers.

Please read the instructions carefully prior to submitting:

1. Each paper can only be submitted to ONE track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2018 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED; author information and acknowledgements are to be included in a SEPARATE document).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the [European Management Review Style Guide](#).
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.
8. No changes in the paper title, abstract, authorship, track and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free. Submissions will be done on-line on the EURAM 2018 website (open as of 1 December 2017: see <http://www.euram-online.org/annual-conference-2018.html>.)
10. Only submissions in English shall be accepted for review.
11. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. A presenting author can only present one paper at the conference.