Call for Papers

Announcement of Conference (Summer Academy), in Berlin (Germany), June 19 to 22, 2008—Creating a New Future for Business: Rethinking Management Theory and Business Strategy in the Light of Rapid and Drastic Environmental and Social Changes

Deadline for submissions: May 31, 2008

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This special issue of Business & Society aims to contribute to the development of conceptual approaches on the role of companies and management in the light of rapid and drastic changes in the natural and social environment of corporate decision making. This focus is motivated by the need to further develop rigorous research on conceptual models and strategic implications for business and management that integrate economic viability of companies and the sustainability of the life-supporting environmental and social systems.

Today, companies are facing growing environmental and social challenges that increasingly affect corporate decision making, performance, and viability.
Therefore, business and management is increasingly confronted with the need to take serious its embeddedness in natural and social environments. Rapid and drastic changes in the natural and social environment of corporate decision making require innovative approaches and solutions that go beyond conventional business practice. We may even face the limits of business as usual. Given these developments, research is needed to develop and discuss novel approaches that define the role and purpose of business and management in the light of challenges such as mitigating climate change, alleviating poverty, coping with migration, dealing with resource scarcities, securing social cohesion, and so on.

In 1995 Gladwin et al. argued for a new paradigm for management theory and research and posited that “it is possible that our theories have tacitly encouraged organizations to behave in ways that ultimately destroy their natural and social life-support systems” (p. 896). In our view, this plea for a fundamental rethinking of the foundations of management research has only been adopted sporadically so that the present literature does not adequately reflect the new quality of challenges from the natural and social environment the private sector is facing. Existing literature is still mainly based on normative, instrumental and/or institutional theories and tries to adapt and further develop well-established approaches from management and organizational theory to analyze the relationship between business activity and the natural and social environment. Although this has proven a promising research avenue especially for gaining legitimacy for environmental and social issues in management research, it bears an adaptive rather than a fundamental notion. We argue that incremental adaptation of existing approaches in management research may not represent a sufficient response to the changes and challenges companies and society are facing. From this perspective existing research appears unlikely to measure up to the magnitude and fundamental quality of the environmental and social challenges ahead.

We thus see the need to develop conceptual approaches that go beyond incrementally adapting existing management theory. Submissions that conceptually integrate notions like resilience, embeddedness, or fairness with economic viability of business and develop implications for management theory and strategy are especially welcome. One of the most important fundamental questions in this context is if and how the notions of profitability and economic viability of companies can be reconciled with the need to maintain the sustainability of the life-supporting environmental and social systems. In this context in particular, research on trade-offs between these different notions is clearly underdeveloped.
Submissions should thus develop research on the future of business in the light of immense changes in the natural and social business environment and address the implications of these developments on management theory and business strategy in a conceptual way. This refers to two main levels of analysis:

1. On a fundamental level, the role of business in maintaining the sustainability of the life-supporting environmental and social systems deserves much more research attention. This entails the question if the current paradigmatic foundation of business and management models measure up to the new challenges of a rapidly and drastically changing natural and social environment or if new paradigms are required. In our view it appears most promising for research in this area to go beyond current approaches of business and society such as corporate social responsibility, eco-efficiency, environmental management, corporate sustainability, and the business case to provide sufficient solutions for a new future for business.

2. On a strategic level we need to better understand the determinants for corporate responses vis-à-vis their natural and social environment. Especially the analysis of the nature and determinants of the influence of massive changes in the natural and social environment on business success and decision making from different theoretical angles appears fruitful to determine if and to what degree the strategic environment for successful business ventures in the future may be changing. This may be helpful to develop and describe strategic models that are likely to emerge because of pressing social and environmental challenges.

The focus of this special issue is thus twofold in that it concentrates, first, on research on paradigmatic and conceptual foundations, and second, the responses and strategies for business and management to create new opportunities for future business in the light of the need to sustain the life-supporting environmental and social systems.

This special issue is open to papers from different theoretical backgrounds and academic disciplines that adopt rigorous and innovative views and perspectives on the conceptual foundations and strategic implications of the future role of business in the light of immense environmental and social challenges. Empirical papers that shed light on the new future for business are also welcome. The deadline for submission is May 31, 2008. Manuscripts should be prepared in accordance with Business & Society’s Style Guide for Authors.

Authors are requested to submit papers electronically to Dr. Tobias Hahn (t.hahn@izt.de).
Any questions regarding the Special Issue can also be addressed to the guest editors:

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Detailed information on the Summer Academy can be found at www.seabus-research.net/summeracademy2008.
Call for Papers

Announcement of Third Colloquium on Corporate Political Activity, in Paris (France), May 22 to 24, 2008—The Role of Nongovernmental Organizations (NGOs) in the Business–Government–Society Interface

Deadline for submission of extended (3-5 page with references) abstracts: December 14, 2007

Colloquium Organizing Committee: Business & Society Guest Editors:
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CPA Colloquium Background

This is a call for papers for the third international research colloquium on Corporate Political Activity (CPA). The first one was held in Tampere, Finland in February 2004 (“New Directions in CPA Research”). The second one was held in Amsterdam, Netherlands in February 2006 (“The Internationalization of Corporate Political Activity”), and led to a special issue in Business & Society, the leading journal in the social issues in management field.
This colloquium series is interdisciplinary and particularly welcomes contributions from the business disciplines, sociology and political science. Paper submissions are open to all. However, this is an invitation-only event based on double-blind review and selection of the best submitted papers. The goal is to keep the number of participants at a reasonable level in order to ensure rich and fruitful interaction.

**Topic Background: The Role of Nongovernmental Organizations (NGOs) in the Business-Government-Society Interface**

Over the past several decades, nongovernmental organizations (NGOs) have grown in number, size and stature, and have become important actors influencing the conduct of business, including business-government interactions and the broader role of business in society. NGOs, which have been defined broadly as non-state, non-firm actors, may include environmental groups, business associations, labor unions, human rights organizations, consumer groups, church and religious groups, academic institutions, think tanks, trade and industry associations, grassroots not-for-profit organizations, and many others. There is a rich and established record of business research that addresses the interactions between companies and other institutional and societal actors—chief among them, governments. Theoretical research streams such as stakeholder theory implicitly incorporate NGOs as relevant stakeholders. Nevertheless, there is very little research that explicitly examines the growing impact of NGOs on the business, government, and society interface.

The events surrounding the effort to launch a new round of multilateral trade negotiations at Seattle in December of 1999, the protests at the World Bank meetings in the Spring of 2000, and the ongoing demonstrations by nongovernmental organizations at the meetings of the World Economic Forum and elsewhere, underscore the increasing activism and visibility of nongovernmental organizations (NGOs). NGOs have emerged as important stakeholders in discussions over the terms and conditions under which business, government, and multilateral institutions manage the process of globalization, one of the most vexing issues facing public policy-makers, corporate executives, and broader societal interests around the world. At the same time, NGOs affect business by undertaking research, organizing boycotts, and often highlighting the shortcomings of multinational corporations in terms of social, ethical, and environmental responsibility. Yet these impressions are only the most public, and often the most negative images of NGO activism.
NGOs increasingly work directly and indirectly with companies and governments to influence corporate behavior, particularly where that behavior has a tangible social or environmental impact. Indeed, some corporations have developed competitive advantages by partnering with NGOs, improving their public perception and reputation, and in some cases, actual performance as a result.

Research on the role, operation, and strategies of NGOs in the international relations and nonprofit management fields has a rich and extensive record (cf. Brinkerhoff and Brinkerhoff, 2002; Florini, 2003; Fox and Brown, 1998; Hulme and Edwards, 1997; Lindenberg and Bryant, 2002; Powell, 1987; Salamon, 1987). In addition, there are several nascent efforts that have begun in management research (Dahan, Doh & Guay, 2006; Doh & Teegen, 2003; Rondinelli & London, 2003; Schepers, 2006; Teegen, Doh & Vachani, 2005; Yaziji, 2005). These include exploration of the broader role of NGOs in the process of global management and policy (Doh & Teegen, 2003; Teegen, Doh, & Vachani, 2005) and practitioner-oriented literature that provides guidance regarding corporate-NGO interactions, especially cooperative or collaborative partnerships (Hess, Rogovsky, & Dunfee, 2002; Pearce & Doh, 2005; Rondinelli & London, 2003; Yaziji, 2005). To date, however, there have been few systematic efforts within the business management domain to fully explore the constructs and contexts relevant in understanding the role of NGOs in business, government and political relations, and in society more broadly. Nor has there been much conversation on this topic between business disciplines and other social sciences, such as political science, sociology, or economics. The potential for cross-fertilization is largely unexplored.

For this Special Forum, we welcome theoretical, empirical and review/integration contributions that focus on the roles of NGOs in the business-government-society interface.

**General Themes**

Among the general themes that could be addressed in this colloquium and special issue are efforts to:

- Evaluate the relevance of existing models, theories, and frameworks of business and management in light of the growing relevance and/or influence of NGOs in business, government and society.
- Isolate the impact of NGOs on business, and investigate the potential relevance of NGOs as moderators or mediators in the business-government
relations bargaining framework and as important actors in influencing the political strategies of corporations.

- Discuss the relevance of NGOs for established theoretical perspectives in business, government, and society, notably theories of corporate social responsibility and performance, and stakeholder and stewardship theories.
- Examine situations and contexts in which NGOs have had or will have a disproportionate impact on business, government, and society and develop hypotheses regarding how and when NGO impacts will be most pronounced.
- Investigate and compare how institutional contexts in different regions and countries affect the role of NGOs in business, government, and society.
- Explore and describe the approaches, strategies, and techniques used by NGOs in society—especially those related to their interactions with companies and governments and as mediators or moderators of the business-government interface.
- Explore and describe the approaches, strategies, and techniques used by corporations in their interactions with NGOs, especially those in which NGOs may replace or supplant the traditional role of governments.
- Describe how national and inter-governmental bodies and businesses are responding to the emergence of NGO influence, and assess cases demonstrating the material effects of NGOs on business, government and society.
- Propose avenues for further theoretical, empirical, and practitioner research that focuses on how NGOs may alter the nature and outcomes of businesses’ interactions with governments and the broader societies in which they operate.

Possible Topics

Specific topics that could be explored as part of this forum are:

- How has the growing importance of NGOs affected our understanding of the role of national and international institutions in defining the “rules of the game” for the conduct of businesses? How might views of business and its role in society motivated by political-economic, legal, and institutional theories need to be modified in light of the emergence of NGOs?
- How does the rise of NGOs affect the power and resource-based views of business-government bargaining, the stakeholder and stewardship perspectives on the role of business & society, and the ethical and instrumental views of corporate social responsibility?
- What has been the impact of the increasing involvement of NGOs in legal and regulatory processes as they affect business? How have the outcomes of legislative and regulatory processes been altered by the insertion of NGOs into the policy framework, especially in the global context?
What have been some of the experiences and outcomes of corporate-NGO collaboration? Have these relationships replaced, supplanted, or altered the traditional roles of governments in promoting or regulating corporate conduct?

How are the structure, organization, and strategies of NGOs determined? How are they evolving? What kinds of networks and collaborative strategies have been used by NGOs to increase their reach and their ability to effectively influence corporations? Does research on social networks and collaborative strategy have relevance for the study of NGOs?

Have international NGOs emerged as counterparts or complements to International Governmental Organizations (IGOs) such as U.N. agencies and multilateral developments banks?

How can members of civil society not well-organized into NGOs influence the terms of corporate behavior, conduct, and governance?

How are different types of NGOs (such as Environmental NGOs, Human Rights NGOs, Poverty Relief NGOs, and others) distinguished in terms of their impact on business? How do these different types of NGOs cause, operate and respond to changes in the business and policy environments, especially in a global and comparative perspective?

What techniques and tactics employed by NGOs (e.g. education, corporate governance proxies, pressures on governments, protests) are most effective for influencing corporate behavior? For enhancing social welfare?

How have corporations responded to the pressures by NGOs? Which responses may be more or less appropriate/effective depending on the issue, relationship, context, etc.?

How have corporations used relationships with NGOs to improve public perceptions of their activities? Have such strategies resulted in measurable performance improvements in terms of social and economic impact?

We encourage submissions from a range of methodological approaches and epistemological traditions. In addition to the topics listed above, we encourage any topical explorations that speak to the general themes of this special issue. We are particularly interested in contributions from various countries and regions and those that employ multi- or inter-disciplinary perspectives.

**Date and Venue of the Colloquium**

The third CPA colloquium will take place from Thursday to Saturday, May 22-24, 2008, in Paris, France. The host institution is Sciences Po, a premiere research institution in the social sciences in Europe. Sciences Po is located in the downtown Paris area of Saint-Germain des Prés, a historic and conveniently central location. For more information about Sciences Po, please

Schedule of the Colloquium and Special Issue

- The deadline for submission of extended (3-5 page with references) abstracts is December 14, 2007.
- Final decisions on proposals selected for presentation at the Colloquium will be made by January 4, 2008.
- The deadline for submission of full papers for presentation is **April 25, 2008**.
- The colloquium will take place in Paris, France from Thursday morning to Saturday (tentatively 1pm), **May 22-24, 2008**.
- Each paper will be assigned a discussant who will provide feedback at the colloquium in preparation for possible submission to the *Business & Society* special issue.
- Authors who wish to have their paper considered for the *Business & Society* special issue must follow the submission procedure below. Submission deadline is **September 26, 2008**. **Authors not attending the colloquium are also welcome to submit papers for the special issue.**
- It is envisioned that the special issue of the *Business & Society* journal will appear in early 2009.

Conference organizers plan to secure sponsorship to partially offset the travel costs of the participants/presenters. All potential corporate and academic sponsors are welcome to contact Jonathan Doh.

**Procedures for Submitting Abstracts and Papers for the Colloquium**

Please submit 3-5 page abstract (with references) electronically to Jonathan P. Doh, Villanova School of Business, Villanova University (jonathan.doh@villanova.edu). The abstract deadline is December 14, 2008.

*For formatting purposes, please follow the Business & Society Submission Guidelines and Style Guide for Authors in the back of the Journal's most recent issue or Submission Guidelines on the Business & Society website.*

**References**


