Call for Papers for a Special Issue of *Business & Society*

**Corporate Innovation and Sustainable Community Development**

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Poverty remains one of the biggest development challenges today. The rise of global poverty has reinvigorated the idea that corporations must embrace wider roles and responsibilities and respond to poverty and development challenges afflicting communities. The proposition that businesses can play proactive role in solving development and poverty challenges is widely accepted. Increasingly, businesses are viewed as an integral part of the solution to sustainable livelihoods of low-income communities.

Corporate community involvement (CCI) remains a popular corporate social responsibility approach employed by companies toward community development. However, whether, and if, CCI is actually delivering on its “community development” objectives, and importantly, whether CCI initiatives are designed to just accommodate or address poverty remain primary concerns in contemporary discourse on business and development relationships.

But as community development and poverty reduction agendas move from the periphery to the heart of strategic business thinking, there is a need to strengthen the emerging critical perspective on CCI and reconceptualise the role of business in development that goes beyond philanthropy and toward sustainable community development. This demands that we reexamine the extent to which corporations facilitate, support and promote (a) interventions and (b) institutional mechanisms and structures, for building the natural, economic, social, cultural, and human forms of community
capital. These forms of community capital in turn help address development challenges, and advance self-determination of local communities in developing countries.

This special issue will discuss corporate innovation as it relates to poverty alleviation in local communities in developing countries. Some research questions that might be addressed in this special issue include, but are not limited to, the following:

- What constitutes “business” and “poverty” and how different types of businesses may affect different aspects of poverty?¹
- What is the role of corporations in eradicating poverty, and what are the limits or boundaries? What are the implications of businesses taking on responsibility for poverty alleviation and development?
- What motivates companies to tackle poverty in local communities? What types of institutional logic inform corporate innovation in community development?
- In what ways are corporations meaningfully engaging state and nonstate actors in poverty alleviation and development through their CCI programs? What organizational forms support or facilitate corporate social action that works to ameliorate poverty?
- What are the (a) ethical, (b) economic, and (c) governance dilemmas of businesses taking on responsibility for poverty reduction and development?
- How do corporations integrate the “sustainable community development” agenda into the organization? How are poverty alleviation issues incorporated in the corporate strategy? How is a “community development” innovation culture built, diffused, and sustained in organizations?
- How do corporations promote institutions that are essential for local communities’ participation in development processes?
- What market mechanisms promote and enhance sustainable livelihoods in the community?
- What are the limits of market mechanisms for poverty and sustainable community development, and how might these challenges be resolved?
- How do we measure social impact of corporate community development?
- How can sustainable community development initiatives be scaled up?

This special issue is open to papers from different academic disciplines that are conceptual, theoretical, or empirical in nature and present new insights and innovative ideas on business models, frameworks, strategies, and processes that (a) respond to factors that contribute to poverty and (b) advance sustainable community development in developing countries.

The papers should demonstrate how corporations are engaging (or not engaging) local communities across the business value chain. Possible topics are the following:
Submission Instructions

Contributors are requested to submit full papers electronically to the corresponding guest editor, Dr. Judy Muthuri (judy.muthuri@nottingham.ac.uk) before June 18, 2010. Submissions to the Special Issue should all follow the Business & Society manuscript submission guidelines outlined on the journal’s Web site at http://www.sagepub.com/journalsProdManSub.nav?prodId=Journal200878

Papers should include a 100-150 word abstract followed by 3 to 5 keywords. The paper itself should contain no indications of authorship. A title page containing full author contact information should be sent as a separate document. The citations and references should be APA compliant (see BAS guidelines).

All submitted papers will go through the regular double-blind journal review process. Please note that the topic of the Special Issue is also to be the theme of the ICCSR annual symposium which is currently planned for April 27, 2010.

Any questions regarding the Special Issue can also be addressed to the guest editors:

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