



Strategic Interest 01 – Business for Society (B4S)

<http://www.euram-online.org/annual-conference-2017.html>.

Dear EURAM members and friends,

With our theme **“Managing Knowledge: Making Knowledge Work”**, 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.

GT 01_00 General Track Business for Society

Proponents:

Francesco Gangi, Second University of Naples, Department of Economics,
francesco.gangi@unina2.it

Description:

In recent years, 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 posed new questions about the ideas 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 debate, by increasing an interdisciplinary and international interest. In light of this, B4S intends to give additional visibility to the wide theme of sustainability.

In fact, as argued in previous editions of EURAM Conference, 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 and social. Thus, consistently to developments underway, our general track looks at the construction of bridges between the corporate and the academic dimensions, maintaining a multidisciplinary point of view which brings together scholars from various fields of social sciences (management, law, sociology, economics, political science, education, social psychology, history, philosophy, engineering, etc.) interested in B4S meaningful issues. This approach intends to favour new research directions and practises of the B4S project.

Therefore, Business for Society as a track is open to various approaches: CSR, Business Ethics, Ethical finance, Entrepreneurship, Social issues in management, Stakeholders Management, Alternative Business Models and Sustainable Management among others. In Glasgow, will be proposed the following topics to set distinct tracks:

Accounting and control for sustainability (standing track); Finance Economy and Society (standing track); Developing leadership for complexity: Critical approaches to coaching & other helping practices; Marketing for Society; Global Performance and Integrated Reporting; Describing work and action: from ontology to politics in management; Managing Business NOT as usual: rethinking regulation and productive systems.

If your paper is not related to one of those topics (see details on EURAM 2017 website), join the B4S General Track.

We welcome:

Theoretical, methodological and/or empirical works,

- Managerial (strategy, finance, marketing, HRM, control, etc.) environmental or more social/political and multidisciplinary orientations
- Micro or macro lenses (for instance, sector/global value chain or region),
- Diachronic (historical) and/or synchronic studies,
- Classical, constructionist/institutionalist or critical analyses,
- Research or pedagogical orientations.

Publish:

We promote special issues in a number of journals including Society and Business Review.

For more information:

Contact the proponents above mentioned.

Submission Deadline: 10 January 2017 (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 2017 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 2017 website (open as of 1 December 2016: see <http://www.euram-online.org/annual-conference-2017.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.