SIG 01 - B4S - Business for Society

With our theme Exploring the Future of Management: Facts, Fashion and Fado, we invite you to participate in the debate about how to explore the future of management.
We look forward to receiving your submissions.

GT01_00 - Business for Society General Track

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, 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 2019: " Exploring the Future of Management: Facts, Fashion and Fado", the track welcomes work that explores how future demographic, political and technological trends challenge management scholars. The general track particularly welcomes contributions not explicitly covered by other tracks within the SIG.

Long description:
Organizations face increasing and, sometimes, conflicting ethical and social demands. Technological changes and the mounting role played by artificial intelligence and Big Data, upcoming sociological and demographic discontinuities, such as the phenomenon of global migration flows, and growing uncertainties in the political environment, such as the debate on the role of the European Union and the changing attitude towards protectionism, all conjure up to challenge the role of management scholars. Are we, management scholars, able to contribute to tackle these issues? 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 addition, originating from the contribution of Scherer and Palazzo (2007), a question arises concerning the political role that companies play and their connected responsibilities. In this perspective, the analysis of the multiple interactions between business and society received increased legitimacy from the academy. As noted by Crane et al. (2016), researches from sociology, psychology, and operation management in addition to economics, finance, accounting or marketing have contributed to the debate.

In the light of this, 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, our general track is the engine to generate new insights and theoretical frameworks in collaboration with other fields of social sciences (law, sociology, economics, political science, social psychology, history, philosophy, etc.).

Willing to stimulate new research directions and practices for the B4S project, the general track is open to various approaches: CSR, Business Ethics, Ethical finance, Entrepreneurship, Social issues in management, Stakeholders Management, Corporate Political Action and Responsibility, and Sustainable Management among others. In Lisbon, a number of tracks willbe proposed, if your paper is not related to one of those topics, join the B4S General Track.

We welcome:

New conceptual or empirical insights on environmental, social or political stakes generated by, or affecting business;
Alternative Business Models and Social Entrepreneurship;
Theoretical and/or methodological enquiries 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);
Insights from, and implications for, various social sciences disciplines – Historical studies; Constructionist, Institutionalist or Critical perspectives; Post-structuralist, Foucauldian approaches; Political analysis, Neo-Gramscian analysis of power;
Research on pedagogical orientations.

Keywords:
Corporate Social and Political Responsibility
Sustainable Development
Stakeholder governance
Culture and Identity
Alternative Business Models and Social Entrepreneurship
Corporate political action

Publication Outlet:

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