



**Graduate
School of Management**
St. Petersburg State University



EABIS
European Academy
of Business in Society

**9th Annual Colloquium of the European Academy
of Business in Society**

CORPORATE RESPONSIBILITY AND EMERGING MARKETS

Call for Contributions:

20 & 21 September 2010

Hosted by St. Petersburg State University
Graduate School of Management

www.gsom.pu.ru/en/eabis2010

*followed by EABIS' Annual PhD Conference
22 September*

We are pleased to present the Call for Contributions for the 9th Annual Colloquium of the European Academy of Business in Society. This Colloquium will take place in Russia, hosted by St. Petersburg State University Graduate School of Management.

Theme of the 2010 Colloquium: Emerging Markets

The EABIS Colloquia from 2002 to 2009 have taken disciplinary perspectives on the corporate responsibility (CR) agenda. The first two Colloquia explored general knowledge dimensions and societal expectations about the role of business in society. In subsequent years the conference themes took more disciplinary approaches. The Colloquia in 2010 and 2011 will take a geographic approach.

2002	GENERAL APPROACH	The Research Agenda for CR
2003		Response to Societal Expectations
2004	DISCIPLINARY APPROACHES	Stakeholder Management
2005		CR and Competitiveness
2006		CR and Strategic Management
2007		CR and Global Governance
2008		CR and Leadership / Organisational Change
2009		Global Governance in the Context of the Financial Crisis
2010	GEOGRAPHIC APPROACH	CR and Emerging Markets
2011		CR and Developing Markets

Context

1. The current crisis has undermined confidence in the Western-dominated paradigm of economic governance. This has created a vacuum of authority within which Emerging Markets have claimed a greater say in defining global economic governance — witness the shift from G8 to the G20 Group.

2. Even before the crisis, ongoing **globalisation** was altering the traditional balance of power between “developed” and “emerging” nations. Access to capital, knowledge and talent has **leveled the global playing fields** on which multinational firms must compete for resources and market share. As a result, businesses from these Emerging Markets are vigorously challenging the hegemony of their older rivals.

3. The growing influence of Emerging Markets and their leading companies has not come without a cost. **Increased economic and geopolitical weight** has been accompanied by a **greater burden of responsibility** to address complex social, environmental and governance issues.

Relevance

The thematic focus on Emerging Markets is thus especially relevant due to:

- 1) The growing importance & geopolitical significance of BRICSA and all emergent countries;
- 2) The particular relationship between economic and social development that sets a distinct CR agenda on societal issues in these countries;
- 3) The CR and sustainability challenges related to potentially unrestrained industrialization in Emerging Markets.

Contributions Invited at Three Levels

1) Global

- The changing role of Emerging Markets as the new key actors in shaping global and regional governance;
- The role of Multi-national companies (MNCs) from these countries as new powerful agents of change in a post-crisis global economy;
- The impacts of Emerging Markets on global sustainable development and ecological agendas, keeping in mind that “Western” views of sustainable development are not universally shared;
- The impacts of the current global challenges on the CR agenda in Emerging Markets and the impacts of Emerging Markets on the global CR agenda, keeping in mind that views on issues like human rights and democracy are not universally shared;
- The education and development of the “elites” and future leaders in these countries to take on global responsibility in social, economic, environmental and governance issues.

2) National

- The specificities and particularities of the business and society interconnections and the changing social contracts in these societies;
- The impact of dominant, internationally recognized CR approaches (e.g. UN Global Compact principles, global reporting standards, ISO standards, etc);
- The role of government, NGOs and other stakeholders in setting the CR agenda and the impact of the crisis on this agenda;

- Specific issues such as corruption, transparency, poverty, human rights, health & safety, environmental footprints, resource depletion, ecological degradation;
- Comparative analysis of the state of CR and its drivers

3) Company

- Contributions from the disciplinary perspectives addressed in previous EABIS Colloquia: overall Societal Expectations of Business, Stakeholder Management, CR and Competitiveness, CR in Strategic Management, CR and Leadership / Organisational Change, Corporate Governance (as relate to Emerging Market countries);
- How MNCs develop a better understanding of these societies in order to operate optimally, integrate it in their value proposition and create long-term strategic success;
- How companies address specific issues like corruption, health & safety, labour & human rights, environmental management, etc – also as part of supply chains;
- Case studies on CR frameworks, practices and reporting standards of companies in Emerging Markets, including the impact of the current crisis on these approaches;
- The role and place of CR and Sustainability in management development and executive education in companies and in business schools.

EABIS' mission is to create knowledge development and learning partnerships between business, academia and other stakeholders. **Therefore, as in all previous years, we particularly value international comparative research and collaborative work between researchers and practitioners.**

Submission Details

The Colloquium is an opportunity to share successes, failures, insights and innovations in corporate practice, from any sector or organisation. Whatever the nature of your contribution, please consider our concerns for **RIGOUR AND RELEVANCE to our theme**. Rigour relates to methodology, and is also realized through the quality and originality of intellectual development.

In line with EABIS' unique model, we strongly encourage JOINT PRESENTATIONS of collaborative work between companies and research institutions. Regardless of whether inputs come from academics, business managers or executives, policy makers, consultants or civil activists, each submission should bring new knowledge about the role of business in Emerging Markets.

Schedule

- Submission of inputs & contributions by **FRIDAY 28TH MAY**
- Selected inputs confirmed, presenter invitations sent by **FRIDAY 25TH JUNE**
- Presenters confirm participation by **FRIDAY 16TH JULY**

Format & Process

FROM ACADEMIA — **1500 word max. written summary** of existing / new research, methodologies, position papers and conceptual frameworks on corporate responsibility and Emerging Markets.

FROM BUSINESS — **1000 word max. written summary** of case studies, managerial approaches, strategic projects, partnerships, industry policies, training, etc. (**or 500 words with supporting PowerPoint**)

FROM OTHER STAKEHOLDERS — **1000 word max. written summary** of policy initiatives, consulting models, collaborative / self-governance cases, multi-stakeholder programmes, industry- or sector-based research, etc. (**or 500 words with supporting PowerPoint**)

Please send your summary via e-mail to **Anastasia Savchenko**, 2010 Colloquium Coordinator, at csr@gsom.pu.ru .

The following guidelines are valid for both summaries and full papers:

1. Electronic submission only. Please send your abstract/paper in Microsoft Word or RTF format.
2. Summaries / papers must have all these elements in this order: title, authors with institutional affiliations, abstract, keyword list, body, references, and endnotes (if any).
3. Summaries / papers should be supplemented with short author bios with email contact info.

4. All tables and figures must be on separate pages at the end, numbered and with captions. In the main text of the summary / paper, all tables and figures must be referred to, and all must have call-outs (“[Figure 1 about here]”).
5. All figures must also be supplied in original file format (i.e., .JPG, .EPS, .TIF, etc).
6. If the lead author is “Katherine Smith”, the main filename given to the electronic version should be: katherine.smith.doc. Figure filenames should be structured accordingly: katherine.smith_fig1.tif, katherine.smith_fig2.jpg, etc.
7. The text of all summaries / papers must be double spaced, even references. The only exception applies to tables, which do not require double spacing.

All submissions will be reviewed by a multi-stakeholder committee. Those who submit successful proposals will then be invited to prepare a presentation for the Colloquium (September 20-21). A select number of presenters will also be invited after the conference to submit a full paper to a special journal issues. Full papers should be limited to **5000 words maximum**.

We look forward very much to receiving your contributions and to meeting you at the 9th EABIS Colloquium on 20 - 21 September 2010.



Prof. Yury Blagov
Colloquium Chair
GSOM at St. Petersburg State University



Prof. Gilbert Lenssen
President
EABIS

About EABIS and the Annual Colloquium

EABIS is a unique alliance of over 100 companies, business schools and academic institutions and affiliated partners that – with the support of the European Commission – is committed to mainstreaming business in society issues into management practice, research and education.

Its Annual Colloquium is one of the **world’s largest business-academic-stakeholder events** on corporate responsibility and executive development, and a unique platform for high level debate, knowledge exchange and interdisciplinary networking. For more information on members(hip) and activities visit: www.eabis.org.