The Society for Global Business and Economic Development (SGBED), a global network of academic scholars, has conducted three theme-focused research symposia in Bangkok, Dubai, and Barcelona and have focused on services marketing, regional economic clusters and innovation, respectively. Selected papers were published in books of readings by Routledge (Francis & Taylor) publishing. The upcoming fourth research symposium hopes to build on the momentum of the earlier symposia to bring together selected papers on a common theme to enable like-minded researchers to interact with their peers. It is hoped that about fifty researchers around the world will participate and present their research findings. The venue is the sylvan campus of the Indian Institute of Management in Bangalore, India.

Symposium Topic

The UN Commission (1983) underscored the importance of sustainability in view of “accelerating deterioration of the human environment, natural resources & the consequences of that deterioration for economic and social development.” The current global economic downturn has also increased the cynicism about businesses, public policies and the relevance of market mechanism. Supported by highly publicized events such as the Enron scandal, BP oil spill, the fall of Lehmann Brothers, the Bernie Madoff Ponzi scheme, the recent case of insider trading in the USA, 2G scam in India, among others, the general public regards business organizations as greedy and self-serving. This masks the many good initiatives taken by various organizations in the areas of corporate social responsibility and related domains. New models of inclusive capitalism, new approaches to sustainability, and new challenges to the idea of an organization’s role vis-à-vis its stakeholders call for a forum where these ideas can be presented and debated. That is the purpose of the fourth research symposium. We invite theoretical and empirical papers as well as case studies on the symposium’s theme of “Doing Well by Doing Good: New Perspectives on Corporate Social Responsibility, Sustainability, and Inclusive Capitalism.”
Suggested Topic Areas:

The following are suggested topic areas that would fit the symposium’s theme. This is not, by any means, an all-inclusive list and should not be construed as such:

1. Macro-economic Challenges & Regulatory Agenda:

Economic prosperity and catch up processes have increased transactions leading to negative and positive externalities. Recent developments indicate that many of them are not included in the cost-benefit schemes of business policies and strategies. Economic theory defines this as a failure of markets and the governments as well. Responsible management can be considered as voluntary action to reduce or to promote external effects. However, if voluntary action is insufficient to remedy the situation, regulations become more relevant, but with an added cost. For example, taxation measures proposed by Pigou or Tobin find expression in current debate on government intervention and regulation of financial markets and institutions, subsidy for clean energy & agriculture, pollution control & carbon trading, executive compensation and inequity in income distribution. Theoretical and conceptual papers relating to macro-economic issues and the role of regulations are welcome.

2. Changing Facets of Corporate Social Responsibility:

(a) Corporate Response to Stakeholders Expectations: Who are an organization’s stakeholders? What are their expectations? Can the expectations of stakeholders clash? What is the role of the organization in responding to its stakeholders? This topic deals with issues that relate to the organization-stakeholder relationship. Extant research has identified and developed the concept of the “triple bottom line” to include financial, social, and environmental metrics to evaluate a firm’s performance. While good in theory, there are practical issues associated with this concept. These issues include measurement difficulties, conflict between the needs of various stakeholders, etc.

(b) Corporate Social Responsibility of Asian Multinationals: Kishore Mahbubani (2008) and others argue that global economic, social and moral power was irresistibly shifting to the East. Nobel laureate Amartya Sen asked in 2007, “Has Asia been doing enough in leading world opinion on how to manage, and in particular not to mismanage the global challenges we face today?.” Papers dealing with managerial frameworks arising from Asian companies, alliance building strategies and particularly social responsibility and stakeholder orientations are welcome. For example, acceptance of role in poverty reduction, environmental protection would require a new type of HRM system which can address the interests of both internal and external stakeholders.

(c) BOP Initiatives: Coined by the United States President Roosevelt and introduced to management studies by the late Professor C. K. Prahalad’s, the term ‘Bottom of the Pyramid’ (BOP) has drawn widespread attention amongst scholars, practitioners and policy makers. Since then there has been a lot of work in this area, including criticisms of Prahalad’s ideas by researchers such as Aneel Karnani. This area calls for papers highlighting the role of business in social change, poverty alleviation, disruptive innovation of products, processes and distribution channels. Of particular interest to the symposium would be the topics of social entrepreneurship, inclusiveness and collaborative capitalism.

(d) Environmental Issues, Greening the Supply Chain and Sustainability: Wide recognition of the importance of the role of business in arresting environmental degradation, proactive climate restoring
initiatives, and sustainable innovations is giving rise to new scholarly endeavors in this area. Papers focusing on greening the supply chain, green marketing, low-carbon economies, stakeholder alliance building and specifically government, business and non-governmental organization (NGO) collaboration, ethics and moral compass, etc.

3. Inclusive Capitalism & Entrepreneurship:

With the growth of multinational corporations, the micro, small and medium enterprises and small farmers are getting squeezed in a competitive world. New business models are being proposed to empower marginal farmers, small producers, indigenous craftsmen and artisans to profitably engage in the marketplace. Questions are posed about nurturing entrepreneurship, facilitate access to capital (credit markets), micro financing, promote socially responsible investment, fair trade practices, etc. Case studies on best practices and failures are welcome.

4. Managing Public Sector: Can Government be run like Business?:

The public sector in many countries is facing increasing demands from citizens to be run as a business. Many services of government are being privatized, outsourced or managed as public-private partnerships. What are the implications of public administration theories and practices to treat citizens as ‘customers’ and use concepts and practices from marketing? Scholarly papers dealing with the use of managerial concepts and practices in Government and non-profit organizations are welcome.

5. ICT: A Catalyst to Promote Transparency & Empowerment of People:

The ICT serves as a catalyst to promote social networking, transparency and empowerment of people. Recent developments across the world testify the role of ICT leading to a range of public and private actions. As for as business is concerned, ITC’s Chaupal, EID Parry sponsored Telecenters, delivery of e-Government services in India and elsewhere are well documented. Papers based on empirical studies and case studies that focus on use of ICT in CSR and its role in agricultural supply chains, delivery of education, healthcare services, banking, etc, preferably in remote areas are welcome.

Proposal Submissions:

Scholars are invited to submit research proposals/works in progress (summary that describes the research proposal, including the methodology in no more than two pages including figures and references) for peer review to evaluate suitability. At the second stage, authors (whose proposals have passed the peer evaluation) may submit complete papers for consideration for inclusion in a book of the symposium’s best papers.

Deadline for Proposals/abstracts: February 29, 2012

Submission of full papers: April 30, 2012

Double blind review decision of all submissions: May 31, 2012

Where to submit Abstracts/Proposals/Papers:
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Registration:  
Payable on or before May, 31, 2012 at Indian Institute of Management Bangalore  
Indian participants: Rs. 7,500;  
Participants from outside India: US$ 150.00  
Registration fee will include lunches and coffee breaks on July 9,10 & 11, and dinner on the 9th and 10th of July, 2012, and proceedings on a CD

Accommodation:  
Accommodation will be provided for about 50 delegates at the Executive Block at IIMB (similar to a three star hotel) and rooms may be reserved in advance on a first come first served basis. The hotel per night rate for single/double accommodation is Rs. 3500/ Rs.2500 for Indian Nationals and US $ 150 / US$ 75 for foreign Nationals. There are many hotels in Bangalore and the list will be made available in due course.

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