

Sixth Annual Colloquium of the
European Academy of Business in Society (EABIS)

20 - 21 September, 2007

ESADE Business School, Barcelona, Spain

**“The Emerging Global Governance Paradigm:
The Role of Business and Its Implications for
Companies, Stakeholders and Society”**

**GUIDELINES FOR INPUT FROM BUSINESS,
GOVERNMENT, NGO AND OTHER
PRACTITIONERS**

Practitioner Presentations and Reflective Papers

DEADLINE FOR CONTRIBUTIONS: Monday, 21 May, 2007

SECTION I: EXECUTIVE SUMMARY

The 6th Annual Colloquium of EABIS supports the goals of the EABIS-led CSR Platform Project by providing a forum for research and reflection around the integration of business in society issues in mainstream business theory and practice.

Location / Theme

This year's event will take place in **Barcelona on September 20 and 21**, kindly hosted by ESADE Business School. A PhD Day will be hosted by IESE Business School on the following day (Sept 22). The conference will take as its central theme :

The Emerging Global Governance Paradigm: The Role of Business and Its Implications for Companies, Stakeholders and Society

Objective

In the early part of the 21st century, it is clear that the increasingly globalised business environment requires various forms of shared global and regional governance between companies, regulators and stakeholders. The 2007 EABIS Colloquium will improve insight and understanding of the implications of this new reality for business. To achieve this, it will promote multi-stakeholder partnership initiatives, thought leadership and cutting-edge research that seek to integrate corporate responsibility issues into long-term, business-relevant best theories and practices on global governance.

As in all previous years, we particularly value international comparative research and collaborative work between researchers and practitioners. We hereby invite **Practitioner Contributions and Presentations** from across business sectors and individual firms, from regulators and from other non-business stakeholder areas. Submissions should examine issues of global governance at one of the following three levels:

1. The Global, Supranational, International & Industry Sector Level
2. The National, Sub-National, Local/Regional and City Level
3. The Company and Individual Manager/Executive Level

Structured ideas for reflection at each level are outlined in Pages 10 – 14 of the Full Call for Contributions. Any practitioners who wish to offer perspectives related to the central theme that are not covered are encouraged to contact Prof. Daniel Arenas at ESADE Business School directly (Daniel.arenas@esade.edu).

Guidelines for Contributions

Sections II and II of this document provide practitioners and other stakeholders with guidelines to shape the content and format of their inputs and presentations. Any reflective practitioners who have questions on this process are invited to contact the author, EABIS' President Prof. dr. Gilbert Lenssen, at gilbert.lenssen@eabis.org.

Process for Submission

Send all contributions and inputs to Conference Coordinator Christina Komrowski (christina.komrowski@esade.edu). Contributions will only be accepted in electronic versions: MS Word, PowerPoint or RTF format. The timetable for Formal Contributions and Selection is as follows:

- Summary of Proposed Paper / Contribution **21 May 2007**
- Committee Review Feedback and Final Decision **22 June 2007**
- Committee Confirmation of Participation **9 July 2007**

Please see pages 16 and 17 of the Full Call for Contributions for complete instructions on the submission process.

SECTION II: GUIDELINES FOR

PRESENTATIONS OF CORPORATE POLICY & PRACTICE

The European Academy of Business in Society (EABIS) wants to stimulate the infusion of business relevance into academic research programmes. Corporate policy innovation in the field of Business in Society is developing at fast pace and the academic community needs to keep track of these developments. Both communities need to learn together.

The following guidelines are suggested for the presentation of corporate policies in a format which is widely recognised by the academic community and which might serve as a vehicle for enhancing dialogue:

1. To begin with, the context of corporate policies needs to be explained. This introduction could encompass the *interpretation* by the company of macro currents in the business environment and include political, economic and cultural effects of elements such as globalisation, ICT and other mega-trends. Interpretation of currents and effects is key.
2. The policy presentation itself might use a framework which makes a distinction between principles, processes and performance (*) with the following structure:
 - **Principles of Corporate Responsibility** – principles of responsibility at three levels :
 - Institutional : the view of the firm on the role of Business in Society in general
 - Organisational : the view of the firm on its responsibility for the impacts of its own actions, both positive and negative
 - Individual : the discretion and obligation the firm fosters for responsible behaviour of its managers and staff
 - **Processes of Corporate Responsiveness** – the processes by which the firm :
 - Conducts assessments of specific business (in society) environments
 - Integrates these into business processes and models
 - Manages stakeholder relationships
 - Identifies and manages new issues, possibly as part of risk management
 - **Outcomes of Corporate Performance** – observable outcomes (economic, social, environmental, legal, ethical and discretionary) in terms of :
 - Impacts
 - Policies
 - Programmes

3. A conclusion might encompass :

- Assessment of the coherence between principles, processes and outcomes
- Reflection on the company's learning journey (past, present, future)
- Recommendations on *further research and knowledge development needs*

REFERENCES:

(*) Wood, D (2001) "Corporate Social Performance"
Revisited in *Academy of Management Review*
Vol 16 No 4 pages 591-718, available on request

SECTION III: GUIDELINES FOR

REFLECTIVE PRACTITIONER PAPERS & ACTION RESEARCH PAPERS

In order to bridge the gap between academic paper presentations and practitioner case presentations, the Academy offers two formats of presentations :

- **The Reflective Practitioner's Paper for Managers and Practitioners**
- **The Action Research Paper for Researchers**

The objective for both formats is to report and discuss interventions (or projects) within or between organisations and institutions.

Apart from providing data and evidence about the intervention, and its planning and outcomes, the following standards of reflection on key learnings can be used in the paper:

- Describe the context of the intervention and the initial assumptions held by the practitioner / action researcher and the participants/ stakeholders :
 - Evaluate how context definition and assumptions have changed during or after the project
- Explain the explicit or implicit theoretical models and frameworks on which the project was explicitly or implicitly based :
 - Evaluate how these models and frameworks have been affected
- Explain the methodology used for implementing the project :
 - Analyse the effectiveness of this methodology after implementation and evaluation of the project
- Explain the definition of the application domain and the issues addressed in the project :
 - Evaluate how these definitions have changed (during or after)
- Reflect on the values of the practitioner or action researcher and how these have influenced or have been affected by the project.

Ideally, the paper should also reflect on the coherence and interdependence between these five perspectives.

REFERENCES:

Checkland, P. (1999), "Soft Systems Methodology and Applications"

Schön, D. (1982), "The Reflective Practitioner"