

## CALL FOR CONTRIBUTIONS Business & Society Research Seminar 2021

*Business and Society in Times of Crises: (Re)searching for New Directions*



June 17-18<sup>th</sup>, 2021  
University of Namur - UNamur, Belgium

**Conference website:**  
<https://www.unamur.be/en/eco/bss2021>

**The University of Namur - UNamur is hosting the 2021 edition of the Business & Society Research Seminar for PhD students and emerging scholars**

- Are you a PhD candidate or an emerging scholar conducting research in the field of Business and Society, Sustainable Business, Corporate Social Responsibility, Sustainable Development Goals, Social Innovation & Entrepreneurship or a related topic?
- Do you want to discuss one of your research papers or your PhD project with leading scholars in the field to enhance your ability to write and review scholarly publications?
- Are you looking for some mentoring from leading experts or do you want to develop your academic network?

**... Then we encourage you to submit your contribution!**

## OBJECTIVES OF THE SEMINAR

The objective of this two-day seminar is to bring together doctoral students, emerging scholars, and more experienced academics to present and discuss their research projects and receive feedback in a stimulating, developmental and friendly atmosphere. We will explore commonalities as well as differences in each other's research approaches and themes in an **inspiring, sociable, and convivial academic setting**. This seminar consists of a mix of **plenary sessions, paper and poster presentation sessions as well as several workshops around career development and publications strategy**. All sessions will involve fellow PhD students, emerging scholars, and more experienced researchers and journal editors.

## ORGANIZING INSTITUTIONS

The 2021 edition of the Business & Society seminar will be held in Namur (Belgium), hosted by UNamur located at the south of Brussels. This seminar is financially supported by the University of Namur (Belgium), LouRIM Louvain Research Institute in Management and Organizations (UCLouvain, Belgium), the Chair in CSR at Audencia Business School (France), IÉSEG Center for Organizational Responsibility (ICOR) at IÉSEG School of Management and LEM-CNRS (France), ICHEC Brussels Management School (Belgium) and VU Amsterdam (The Netherlands).

## GENERAL THEME OF THE 2021 EDITION

### **“Business and Society in Times of Crises: (Re)searching for New Directions”**

Global societal and environmental problems like climate change, inequality, and mass-migration, as well as digitalization and

dematerialization of human relationships, all call for attention. Given the increasing power of business in a globalized world and the resulting societal impacts - both positive social, environmental, and political engagement and negative externalities-, there is an urgent need to scrutinize the role of business in terms of contribution to the transition of society towards sustainability. To address these critical challenges, new ways of thinking and doing are required. Therefore, there is an urgent call for research to develop bold ideas and adopt less conventional methodologies involving social sciences, management and technology. This year's seminar wants to explore **novel approaches across the corporate social responsibility (CSR), sustainability, and social innovation agenda** to understand how the aforementioned issues might redefine responsibilities, roles and opportunities of both business and society.

## OPEN CALL FOR PAPERS AND FURTHER RESEARCH THEMES

Beyond the main theme of this year's seminar and considering the **interdisciplinary orientation of the event**, we encourage submissions by scholars sharing a common interest for, and working on topics related to business and society, sustainable business, corporate social responsibility, the UN Sustainable Development Goals and social innovation. We are interested in various organization-related research fields including business ethics and philosophy, management and organization studies, strategy, marketing, accounting, finance, entrepreneurship, economy and sociology. We also encourage submissions drawing on a diverse array of methodologies, including qualitative, quantitative and conceptual work.

## KEYNOTES

Our first keynote speaker will be **Prof. Jean-Pascal Gond**. Jean-Pascal Gond is the head of ETHOS – The Centre for Responsible Enterprise – at the Business School of City, University of London. His research builds on economic sociology and organizational psychology to investigate Corporate Social Responsibility (CSR) across organizations and markets, with a focus on CSR metrics and the new professionals of CSR. His work has been published in outlets such as the *Academy of Management Review*, *Business and Society*, *Business Ethics Quarterly*, *Human Relations* and the *Journal of Management*.

In his keynote speech, Jean-Pascal Gond will first rely on prior works on micro-CSR and performativity to discuss **current shifts in the CSR research field and its expansion across management and social sciences**, and then map the multiple tensions and challenges faced by the field. He will then **advocate for an approach to CSR based on collective action theory, and focused on the continuous reconciliation of multiple forms of ‘common good’**, best able to address contemporary business and society challenges in either the new normal Covid world or the post-Covid world.

Our second keynote address will be delivered by **Dr. Thomas Roulet** (University of Cambridge). Thomas Roulet is Senior Lecturer in Organization Theory at the Judge Business School and a Fellow in Sociology and Management at Girton College, both at the University of Cambridge. His work focuses on negative social evaluations (stigma, scandals, disapproval), institutions and stakeholder relationships and has been published in outlets such as the *Academy of*

*Management Journal*, the *Academy of Management Review* and the *Academy of Management Annals*. Until January 2020 he was also the co-editor in chief of M@n@gement, the first journal founded as an open access outlet in the field of organization theory.

In his keynote speech, Thomas Roulet will focus on **negative social evaluations from a societal perspective: Why do they exist? When are they used in an instrumental manner? Why do they divide us? In the post COVID world, what can we learn from this literature to understand new perceptual phenomena such as conspiracy theories or the rise of divisive politics**. Based on a just published Stanford University Press book by Dr. Roulet entitled "**The Power of Being Divisive**", he will address how negative social evaluations (stigma, illegitimacy, dirty work, bad reputation) tend to be used to exclude and marginalize targets and highlight mechanisms through which those negative social evaluations yield opportunities for individuals and organizations to grab power and resources.

## APPLICATIONS AND DEADLINES

There are two possible formats for the conference: paper or poster. For both, you can either submit a long abstract (up to 10 pages, double-spaced, Times New Roman 12) or a full paper (maximum 40 pages, double-spaced, Times New Roman 12).

**Submission Deadline: 19 February 2021.** Please submit your abstract or paper using the following link via the conference website:  
<https://easychair.org/my/conference?conf=bsseminar2021>.

Submissions will undergo a double blind-review process. Notification of acceptance (as a paper presentation or as a poster –) will be sent in early April 2021<sup>1</sup>.

**Registration:** Shortly after acceptance notifications in April 2021, authors of accepted papers will receive an online registration link. The conference program and other details will also be released on the conference website in April 2021.

Please note that the Business & Society research seminar is designed to host around 24 paper presentations across thematic sessions and 2 poster presentation sessions to ensure high quality interaction (around 80 participants including scientific and organizing committees take part in the event).

There are limited possibilities to attend without presenting a paper. If you wish to participate without an accepted paper, please email us a separate motivation letter. Please acknowledge that due to space and budget constraints preference is given to those presenting a paper or poster.

Participation is **free of charge**, but participants are expected to cover their own travel and accommodation expenses.

## PRACTICAL DETAILS

At this stage, we are planning for on-site participation. Of course we will further evaluate the situation in light of COVID-19 and if necessary, we will organize the event on-line – the decision will be taken a minimum of 3 months in advance. The 2021 seminar will take place at UNamur, in the

Arsenal ([Access to UNamur](#)). For any question, please contact us at [valerie.swaen@uclouvain.be](mailto:valerie.swaen@uclouvain.be) or [sophie.pondeville@unamur.be](mailto:sophie.pondeville@unamur.be). For more information, please visit the conference website: [www.unamur.be/en/eco/bss2021](http://www.unamur.be/en/eco/bss2021)

## SCIENTIFIC COMMITTEE

More than 20 experienced researchers in the field are invited to attend the seminar. Next to the organizing committee, confirmed guests include Flore Bridoux (Erasmus University, The Netherlands), Laura-Marie Edinger-Schons (University of Mannheim Business School, Germany), Arno Kourula (University of Amsterdam, The Netherlands), Klement Podnar and Ursa Golob (University of Ljubljana, Slovenja) and many others!

## ORGANIZING COMMITTEE

- Annick Castiaux and Sophie Pondeville, University of Namur, Belgium
- Valérie Swaen, UCLouvain, LouRIM (Louvain Research Institute in Management and Organizations), Belgium & IÉSEG School of Management, France
- Frank de Bakker and François Maon, IÉSEG School of Management, France
- Céline Louche, Audencia Business School, France
- Christel Dumas, ICHEC Brussels Management School, Belgium
- Koen van Bommel and Christopher Wickert, VU Amsterdam, The Netherlands

<sup>1</sup> decision taken by the organizing committee based on reviewers' comments.