



The Academy of  
Business in Society

**INSEAD**  
The Business School  
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10th Annual Colloquium of EABIS  
– The Academy of Business in Society

## Call for Contributions

### ***“A NEW ERA OF DEVELOPMENT: THE CHANGING ROLE & RESPONSIBILITIES OF BUSINESS IN DEVELOPING COUNTRIES”***

[www.insead.edu/events/eabis](http://www.insead.edu/events/eabis)

We are pleased to present the Call for Contributions for the 10th Annual Colloquium of EABIS – The Academy of Business in Society. This conference will be hosted by INSEAD Business School on **OCTOBER 26-28, 2011** in Fontainebleau, France.

#### **ABOUT THE COLLOQUIUM**

**The EABIS Annual Colloquium** is an international forum that brings together senior figures from industry, academia, policy-making and civil society. Its perennial focus is to identify new business-relevant, interdisciplinary knowledge and learning priorities within key dimensions of the global debate on the changing role of business in society.

**EABIS – The Academy of Business in Society** is a unique global alliance of companies, business schools and academic institutions, committed to integrating corporate responsibility and sustainability issues into the heart of management theory and practice. Founded in 2002, EABIS has over 120 institutional members situated on all five continents, and an established reputation for collaborative thought leadership.

#### **TYPE OF CONTRIBUTIONS**

The INSEAD-EABIS Programme Committee invites the submission of extended abstracts that focus on one or more of the following in development and/or developing countries:

- Research into the role and responsibilities of business in addressing any dimension of the sustainability and/or development agenda;
- Studies of company performance and impact – economic, social & environmental;
- Analysis of political / regulatory / industry frameworks, mechanisms & instruments that promote sustainable development and their implications for business;
- Case studies of business innovation around sustainability issues – strategy, new products & services, HRM & training, governance, NGO partnerships, etc.

NOTE – Academic contributions are invited from all relevant disciplines, including but not limited to:

Political & Development Economics, Strategy, Finance, Innovation & Entrepreneurship, Political Science, Geography, International Relations, as well as the Business and Society, Corporate Responsibility and Business Ethics fields.

## CONCEPT / THEME

This year's colloquium will focus on the changing role of business in developing countries. During the last few years profound shifts have taken place in geopolitics and economic power. The **rapid industrialisation of China, India and other emerging economies** is already placing severe demands on natural resources, while global governance bodies struggle to reach consensus on frameworks that will nurture sustainable growth.

The rise in **"south-south" trade** has also challenged the hegemony of western world norms in trade and business around transparency, governance and ethics (among others). But while more business is being done in developing countries, there is **little agreement about the responsibilities of business in development.**

At the same time **food, health, poverty and education issues** as well as **corruption and bribery** in developing countries require urgent action from **governments, business (and business schools) and NGOs**. In 2000 the United Nations launched its Millennium Development Goals (MDGs), seeking to inspire collective global action around critical dimensions of social, economic and environmental progress in the poorer countries on earth. Despite significant progress, the original objectives set for 2015 are far from being achieved.

The response from business to these challenges will be potentially the single most important factor in determining whether a new era of development achieves the objective of sustainable and inclusive growth.

The relevance of development for business is increasingly clear. A recent report by World Bank Vice President Otaviano Canuto argues that **developing countries will be engines of growth** and could carry the world economy in the future, provided they have a clear strategy. If so, there may be enormous opportunities for nimble companies to claim market leadership by helping developing countries to establish these growth strategies. (For example, firms which integrate development concerns into their business model will be ideally placed to secure **long-term licences to operate, develop loyal new consumer bases, and innovate in new market segments.**) A different role for business in development will certainly emerge. But what will be its parameters, objectives and responsibilities?

The key requirements for a new era need to be analyzed now, and sustainable strategies must be created. **Two unique challenges for business in developing countries are already clear:**

- 1. Defining strategies and partnerships that enhance the stability and sustainability of business and market development;**
- 2. Companies must innovate to deliver profitable products and services in developing countries, building on synergies in product development and fulfilment across countries, but also accounting for national and regional differences and constraints.**

Themes that arise from this double challenge include:

- **Taking stock of successes and failures** in development over the past 50 years
- **Identifying the major factors** that will underpin a new era of development
- **Showcasing business innovation** in response to critical challenges in developing countries
- **Shaping a new agenda** for integrating development in management practice, research & education

The EABIS Annual Colloquium will address these new and old challenges with an interdisciplinary approach (social sciences, economics, applied sciences & technology). It will be the place for knowledge exchange, setting a new agenda in business innovation, research and education, and opening the field of CR and sustainability to development issues and perspectives from developing countries.

## HOW TO SUBMIT

Regardless of whether inputs come from scholars, business managers or executives, policy makers, consultants or civil activists, each submission should bring new insights about the role of business in developing countries.

**In line with EABIS' unique model, we strongly encourage JOINT PRESENTATIONS of collaborative work between companies and research institutions.** Academic submissions, more specifically, will be evaluated for quality relative to standard academic criteria: original work that is theoretically and/or empirically well-grounded and potentially contributes new insight on the theory and practice of business and development.

### Schedule

Deadline for submission of contributions:	<b>FRIDAY 20<sup>TH</sup> MAY</b>
Invitations to presenters:	<b>FRIDAY 25<sup>TH</sup> JUNE</b>
Presenters confirm participation by:	<b>FRIDAY 16<sup>TH</sup> JULY</b>

NOTE – A Call for Papers for a Special Issue of *Corporate Governance: The International Journal for Business in Society* will be launched at the Colloquium (with a provisional deadline for full papers on 16 January 2012).

### Format & Guidelines

From Academia – **1500 word max. written extended abstract**

From Business / Other Stakeholders – **1000 word max. written extended abstract** (or 500 words with supporting PowerPoint).

All contributions have to be uploaded through the Colloquium 2011 submission website: <http://www.insead.edu/events/eabis/submissions/>

Please also follow this formatting protocol:

1. Electronic submission only. Written abstracts have to be in Microsoft Word, RTF or PDF format.
2. Abstracts must include the following elements in this order: title, authors with institutional affiliations, keyword list, body, references, and endnotes (if any).
3. Abstracts should include a 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 abstract, all tables and figures must be referred to, and all must have call-outs (—[Figure 1 about here]).
5. If the lead author's name is Katherine Smith, the main filename given to the electronic version should be: katherine.smith.doc.
6. The text of all abstracts must be double spaced, even references. The only exception applies to tables, which do not require double spacing.

All contributions will be reviewed by a multi-stakeholder committee. Those who submit successful proposals will then be invited to prepare a presentation for the Colloquium.

For questions regarding the submission process, please contact [ISIC.COORDINATORS@insead.edu](mailto:ISIC.COORDINATORS@insead.edu)

We look forward to receiving your inputs and to welcoming you to Fontainebleau this October.



Prof. Luk van Wassenhove  
Conference Chair, INSEAD



Simon Pickard  
Director General, EABIS

On behalf of the 10<sup>th</sup> Annual Colloquium Programme Committee