



**EABIS**

European Academy  
of Business in Society



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

Warsaw 5 and 6 December 2005

(PhD conference on 4 December)

**“Corporate Responsibility and Competitiveness:  
Developing Human Capital  
for Sustainable Growth”**

**CALL FOR PAPERS**

**From Academics and Reflective Practitioners**

Hosted by

**The Leon Kozminski Academy of Entrepreneurship and Management**

**The Warsaw School of Economics**

**with the support of the Responsible Business Forum, Poland**



With the support of the European Union's  
6<sup>th</sup> Research Framework Programme (FP6)

## Introduction

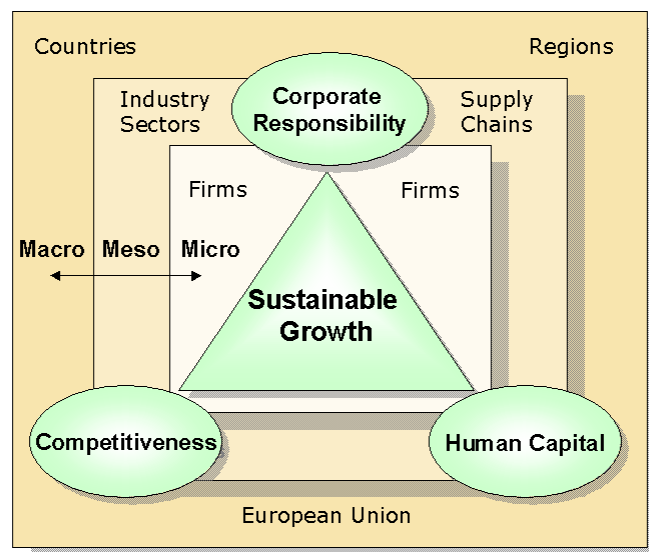
Ongoing globalisation, the spread of information and communication technologies, the growing power of markets, and the consequent rise of new actors such as civil society organisations are all major contributing factors in explaining corporate responsibility's (CR) continued presence at the top of the agenda for business leaders, government officials and other stakeholder representatives in Europe and internationally.

After a decade of debate on the case for and the merits of CR, the attention is shifting to the growth enhancing impact of CR at the "micro" level of companies, the "meso" level of industry sectors and supply chains and the "macro" level of economies and societies.

The rise of the concept of CR in its various forms and guises such as *business ethics*, *social responsibility*, *sustainability* or *the stakeholder view*, seems inseparable from the rise of supply side economics and theories of competitiveness. At first, CR may have been conceived and perceived as a critical outsider agenda, but today it is increasingly understood as integral to the efficient, effective and sustainable functioning of markets, institutions and organisations. This explains the emergence of the concept of "Responsible Competitiveness": a term that has gained currency through the work of organisations such as AccountAbility, The Copenhagen Centre, CSR Europe and others, and is also being explored by the European Commission as a platform for policy development.

CR also seems inseparable from the rise of the knowledge economy. Seen in this light CR presents itself as an intangible resource in the asset base of firms, industry sectors, supply chains and economies in the form of trust and human capital. Investment in human capital at all levels is increasingly considered as the main foundation for sustainable growth and a strong pillar of competitiveness, i.e. current productivity and future growth potential.

Corporate responsibility, competitiveness and human capital can thus be linked at and across three levels of analysis: the micro-level of the firm, the meso-level of supply chains and industry sectors and the macro-level of countries, regions and the European Union.



## **EABIS 4<sup>th</sup> Annual Colloquium Approach**

The 4<sup>th</sup> EABIS Annual Colloquium on the 5<sup>th</sup> & 6<sup>th</sup> of December 2005, with a PhD day on the 4<sup>th</sup> Dec, organised and hosted in Warsaw, Poland by the Leon Kozminski Academy of Entrepreneurship and Management, the Warsaw School of Economics with the support of the Responsible Business Forum Poland aims to explore the case for linking CR to competitiveness in the knowledge economy at micro, meso and macro levels, thereby identifying its contribution to sustainable growth through investment in human capital.

The Colloquium takes place as part of the EABIS led “CSR Platform” project, which is supported by the European Union’s Sixth Research Framework Programme. This year’s Colloquium supports the goals of CSR Platform by providing a forum for research and reflection on the role of business in society in an interdisciplinary way.

This colloquium is consciously organised in a major city in Central and Eastern Europe (CEE). CEE countries are experiencing deep and rapid change in the transition from planned to market economies as well as from an industrial to a more knowledge based economy. The impacts on societies are considerable and securing responsible transition trajectories is a major challenge to those who carry public responsibility: both political leaders and business leaders.

However, managing change as a result of transitions is on the agenda throughout Europe and by no means unique to CEE. Developing globally competitive and dynamic knowledge economies whilst at the same time tackling skills shortages, unemployment, poverty, environmental damage and managing changes responsibly form the challenges throughout Europe, albeit that there are regional and country specific variations and complexities. The recent expansion of the EU has only intensified these challenges. The role of business is as important as the role of government (and civil society) in jointly facing these challenges.

Therefore, making CR integral to competitiveness at all levels by developing human capital seems likely to be a major contribution to sustainable growth. The term *human capital* is consciously chosen and preferred over “human resources” for two reasons, particularly relevant to the level of the firm. Firstly, human capital is the result of continuous investment in knowledge, skills and mindsets providing real competitive advantage (instead of being a cost and potentially a competitive disadvantage). Secondly, human capital is considered an intangible asset with all stakeholders, employees as well as customers, communities etc.

## **Thematic Framework**

**We are calling for papers and research presentations from across academic disciplines as well as contributions by reflective practitioners from business, government and civil society for discussion at this colloquium and for subsequent selected publication.**

### **I. Responsible competitiveness at the “micro” level of the firm.**

The debate on the “business case” of CR has shifted from determining the relationship between social / environmental performance and financial performance to exploring the ways in which CR actually does create value through better environmental scanning and knowledge management, innovation and new business opportunities, corporate identity and stakeholder commitment, thereby enhancing organisational wealth and performance.

Similarly, the debate on business ethics is shifting from establishing ethical principles and guidelines for individuals and corporations to the development of organisational values as a learning process embedded in organisational change.

Processes of value and values creation, but also the evaluation of impacts and real consequences for intended beneficiaries are taking central stage in research and knowledge development.

We welcome contributions on:

1. Demonstrating new economic and ethical reasoning on CR and its implications for management and organisation development. New business models, innovation and (social) entrepreneurship.
2. CR as building human capital by developing leadership skills, organisational knowledge and shared values for sustainable growth.
3. Managing organisational change from a multi-stakeholder perspective by nurturing and enhancing human capital.

### **II. Responsible competitiveness at the “meso” level of industry sectors and supply chains**

Substantial research efforts are currently taking place into the self-regulating forces that shape CR, initially between industry leaders and onwards down supply chains and across industry sectors affecting also small and medium sized enterprises (SME's) with particular attention to specific regions like CEE as well as in developing countries.

We welcome contributions on:

4. The processes and outcomes of CR in supply chains and industry sectors. How CEE as well as emerging and developing countries are affected. How CR contributes to the development of entrepreneurship and SMEs.
5. How environmental and social (including knowledge transfers) investments associated with market entry strategies contribute to the sustainability of economic growth, the enrichment of the knowledge base and the employability of the workforce.
6. Policy research on managing the impacts of industrial restructuring, shifts in the international division of labour and “off-shoring”, as well as corporate case studies in this field.

### **III. Responsible competitiveness at the “macro” level of countries, regions and the EU**

Traditional analyses of competitiveness (as measured by the World Economic Forum) or of the quality of the business environment (as measured by The Economist) has given short shrift to CR as an integral explanatory part of productivity and growth potential. The neo-liberal bias in these analyses resists inclusion of traditional welfare indices which are considered as negative to competitiveness. Significant research is currently undertaken which might lead to overcoming the opposition between neo-liberal and welfare state models of both competitiveness and governance by fully integrating CR.

#### We welcome contributions on

7. The relationship between macro competitiveness and CR in general and with respect to human capital development and innovation in the knowledge economy in particular.
8. Implications for government policy in the EU of the above on the basis of subsidiarity. Aligning regional policies, structural funds and location preferences of companies.
9. The changing role and nature of government and the need for new forms of governance.

#### **Inclusion of Other Contributions**

If you want to make a contribution that relates to this thematic context, but does not particularly fit with any of the 9 specific themes or cuts across themes and levels of analysis as described above, please send an abstract anyway for our careful consideration.

As those who have attended past Colloquia will have seen, the intention is to give space for different approaches to issues around the role of business in society to be adopted. In 2004, Vlerick Leuven Gent Management School from Belgium chose to adopt the perspective of the business functions (strategy, marketing, finance and accounting, hrm as well as governance). This year's adoption by the organising partners and EABIS of a 3 level approach to CR, competitiveness and human capital should not be regarded as normative or restrictive. Apart from applied business disciplines we particularly welcome those from across the social sciences (economics, political science, sociology, history etc). There are also a number of themes that may well cut across the domains of this year's call, which are themselves inevitably partly overlapping. Transversal papers and inputs will be welcomed.

## Academic Rigour and Practical Relevance

We want to address questions of high relevance to the business community, but also with equal utility for other stakeholder groups such as policy-makers, in dealing with the challenges of creating competitiveness at the same time as achieving sustainable growth by companies and in economies as a whole.

For academic papers and research presentations, *academic rigour as well as relevance to these stakeholders* are important criteria for selection.

Action research and research case studies are selected on the basis of similar criteria. Grounded theory building is highly appreciated.

For reflective practitioner contributions, *critical comparative analysis, making implicit theories and assumptions explicit and self critical questioning* may be used to avoid showcasing and pamphlets.

## Submission details

The following rules are valid for both summary and full papers:

### Schedule:

- Submission of summary: 31 august 2005 (earlier submissions are very welcome)
- Review feedback and decision: 30 Sept 2005
- Submission full paper: 25 Nov 2005

After the colloquium, the best contributions will be selected for publication in special journal issues in 2006 and the authors may be invited to contribute to a book for publication in 2007.

### Procedure & Format

Summaries should be no shorter than 1500 words, describing the key idea or research question, hypotheses, methodology, data findings, theoretical frameworks and conclusions. Full papers should be 6000 to 7000 words.

The following rules are valid for both the abstracts and the full papers.

1. All queries and submissions should be addressed to Dr Boleslaw Rok at the LK Academy in Warsaw: [brok@wspiz.edu.pl](mailto:brok@wspiz.edu.pl)
2. Electronic submission only. Please send your abstract/paper in Microsoft Word or RTF format.
3. We must have all these elements in this order: title, authors with institutional affiliations, abstract, keyword list, body, short author bios with email contact info, references, and endnotes (if any).
4. All tables and figures must be on separate pages at the end, numbered and with captions. In the text, 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 (ex, .jpg, .eps, .tif, etc.).
6. If the lead author is Katherine Smith, the main manuscript filename should be smith.doc. Figure filenames should be smith\_fig1.tif, smith\_fig2.jpg, etc.
7. Everything must be double-spaced, even references, except tables are not double-spaced.
8. A separate guide for practioner inputs is also available from the Call Co-ordinator: Dr Boleslaw Rok at the LK Academy in Warsaw. Practitioners may also want to contact Prof [gillbert.lenssen@eabis.org](mailto:gillbert.lenssen@eabis.org).

## Education and Training Exchange Inputs

The first day of the colloquium will be dedicated to Education and Training on CR in Business Schools and Companies. If you have any questions on the criteria for selection, please contact the organisers. A separate call will take place for these inputs. If you are interested in making a contribution, please contact Peter Lacy at EABIS: [peter.lacy@eabis.org](mailto:peter.lacy@eabis.org)

We look forward to reading your contributions and to welcoming you in Warsaw on 5-6 Dec at what promises to be a bridging and thought provoking event:

Prof Wojciech Gasparski PhD  
Director, Business Ethics  
Centre of LK Academy Warsaw

Prof Gilbert Lenssen PhD  
President  
European Academy of Business in Society

Grazyna Lebkowska PhD  
Director MBA Programme  
Warsaw School of Economics