

CALL FOR PAPERS

21st ABIS Annual Colloquium 2022

Business principles for the stakeholder capitalism era

29-30 November 2022 | Hybrid event

Academics, progressive businesses and international organizations like ABIS have been calling for an “expanded” role of business in society for decades (most recently, among the others, at the [Value Creation Roundtables](#) co-organized by ABIS). As a result, sustainability is now a mainstream term and has taken central stage on the agenda of most businesses. This is demonstrated by the rise of voluntary commitments (e.g. the 2019 [Business Roundtable’s announcement](#) redefining the purpose of a corporation), net-zero and net-positive initiatives, developments on ESG metrics and sustainability reporting standards.

In this year’s Colloquium, we aim to move beyond specificities and fragmented approaches towards a **holistic understanding of responsible business conduct** in light of the evolving concept of **stakeholder capitalism**. Albeit not new, this concept has been reforming the way we think about business and advocating for a system in which businesses are oriented to serve the interests of all their stakeholders. As such, it promotes new and nuanced ways to innovate business strategies and models for the benefit of society, to transform how resources are used and value is created, to combine profits and purpose, and to effectively approach paradoxes and conflicts.

The main outcome of the event will be a **set of principles** serving as guideposts for business in the stakeholder capitalism era. We believe the development of a principle-based approach will help all kind of companies to strengthen their social license to operate and to transition from traditional business-as-usual towards more sustainable, resilient and future-proof models.

In order to support this process, ABIS invites academic researchers and practitioners to submit papers and cases on:

- Stakeholder engagement in existing and new business models
- Stakeholder value approached and models
- Sustainable value creation
- Social value, fair trade and ethical business models
- Integrating business and ethics
- Purpose-driven businesses
- Co-creation of value
- Business model innovation
- Business models, management structures and incentives

The list is not exhaustive.

Submissions

Extended paper abstracts of 500-800 words must be submitted by 13 November, 2022 by sending them to contributions@abis-global.org.

Types of submission

We welcome high-quality submissions which advance theoretical and practical knowledge on the abovementioned topics. We do not favour any special theoretical perspectives or methodological approaches. The types of acceptable submissions include, but are not limited to:

- Theoretical and empirical papers
- Qualitative, quantitative, mixed-methods research
- Experimental research
- Single, multiple, large-sample case studies

Selection process

The selection process will consider both the academic quality of the paper as well as the proximity to the general theme of the Colloquium. For more information about the ABIS Colloquium, [click here](#).

Deadlines

- November 13, 2022: Submission of **paper abstracts**
- November 18, 2022: Response of **acceptance of the abstract** to the authors
- November 29, 2022: Paper presentation at the ABIS Colloquium
- January 31, 2023: Submission of full paper
- February 28, 2023: Response to authors about **acceptance of papers for peer review**

Publication process

The collected cases will be published in an ABIS Special Issue. ABIS is currently determining the most suited publishers and journals based on impact factors, speed of publication cycle and accessibility.

Further information

- Please send your proposals to: contributions@abis-global.org
- We suggest using Harvard style guidelines for paper style and references
- For any questions, please contact us via: contributions@abis-global.org

Bibliography

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- Freeman, E., Martin K. E. and Parmar B. L., The power of AND Responsible Business Without Trade-Offs (2020)
- Freeman, E., Strategic Management: A Stakeholder Approach (2010, originally published in 1984)
- Henderson R., Reinventing Capitalism in a World on Fire (2020)
- IESE Insight, The future of capitalism. How the next generation of business leaders can fix capitalism to have a more positive impact for all (2021) Accessible at: <https://insightreports.iese.edu/en/the-future-of-capitalism-report/>
- Midtun, A., Governance and Business Models for Sustainable Capitalism (2022)
- Schwab K. and Vanham P., Stakeholder Capitalism: A Global Economy that Works for Progress, People and Planet (2021)
- van Zanten & van Tulder, Enhancing corporate contributions to sustainable development: A nexus approach to the SDGs (2021)
- Visser, W., Thriving (2022)

Colloquium Steering Committee

SDA Bocconi
School of Management

Manuela Brusoni, Associate Professor of Practice of Government, Health and Not for Profit at SDA Bocconi School of Management



Lisa Gring-Pemle, Associate Professor of Business and Co-Executive Director, Business for a Better World Center at George Mason University

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Ivo Matser, Chief Executive Officer at ABIS – The Academy of Business in Society



Karolina Sobczak, Knowledge Manager at ABIS – The Academy of Business in Society