

Euram 2015 Call for papers :

“Finance, Economy and Society : For a sustainable re-embedding”

The next EURAM conference will take place in Warsaw (Poland) between the 17th and the 20th of June 2015. The theme of the conference, Uncertainty is a great opportunity, is aimed to open an interesting and fruitful dialogue about why contemporary management theory and practice do not adequately address the phenomenon of uncertainty, which has come to characterise our daily lives. The EURAM 2015 conference will explore this concept in an opportunity-seeking framework. Uncertainty can be both a threat and an opportunity for organisations. The positive response to the challenge of opportunity is the most constructive stand that we can take, and one that also may equip us best to deal with further challenges that the future may bring.

The dominant stream of thoughts tells us to safeguard against uncertainty, although on both theoretical and practical grounds we should ask if that is possible. Uncertainty is seen as an unpredictable force that can jeopardise our organising efforts. Uncertainty is supposed to leave us in the dark and not knowing what to expect and when. Moreover, the uncertainty that we are living in today is not limited to financial markets, economic and socio-political macro environments. In the age of hyper connectivity the uncertainty we are facing is evident in virtually all areas of the organisational life.

We will endeavour to respond to the following questions: How and in which ways do the drivers of uncertainty change? What resources do organisations need to develop in order to capture the changes that uncertainty may bring? Which organisational forms and configurations respond better to the challenges of uncertainty? What concept of leadership is most suited to steer organisations through the waves of unexpected and unpredictable storms? How can we better educate people to make them more competent individuals who are confident with uncertainty? How should organisations manage their boundaries in order to be able to absorb changes that uncertainty causes? Are the concepts that we already seem to know well such as innovation, knowledge, intellectual capital, leadership, responsibility, sustainability, diversity assuming new meanings at the time of uncertainty?

Warsaw is the ideal venue for such debates. It is located geographically, culturally and intellectually on the crossroads between East and West, North and South. The tormented history of Central and Eastern Europe, and Poland in particular, provides the most persuasive lessons of transition and of coping with uncertainty. These lessons are encrypted in people's minds, in management practices, and in the body of research. When confronted with Western management, such a “genius loci” is capable of producing synergistic effects that we, as our community of engaged scholars, are looking for.

Important Deadlines

Deadline for paper submission	13 Jan 2015 2:00 pm GMT +1
Notification of acceptance	as of 17 March 2015
Early bird	09 April 2015
Authors late registration	21 April 2015

Topics

EURAM conferences provide an ideal opportunity for scholars and practitioners, as well as doctoral students to share and discuss their most recent high quality work with other experts in their research fields.

We invite you to submit your paper to the EURAM's Strategic Interests Groups (SIGs) or to the Conference General Track. Please, pay attention to the submissions guidelines below. For further information please visit the EURAM 2015 website here.

01 Business for Society

SIG chair: Rémi Jardat (*ISTEC*) r.jardat@istec.fr

Programme chair: Corinne Vercher (*Université Paris 13*) corinne.vercher@wanadoo.fr

Standing track:

- **Finance Economy and Society**

Topic ST_02	Finance Economy and Society : For a Sustainable re-embedding
Short Description	The multifaceted crisis has highlighted the limits and risks of an embedded economy: predominance of financial markets, excessive commodification, growing speculative movements have caused disturbance in the real sector of the economy. This track encourages contributions on alternative business and social models by raising the following questions: How and what alternative sources of financing can provide a socially innovative and economically viable system? Should the current financial system be further regulated? How can social and economic actors (co)operate, (co)evolve and (co)construct socially innovative models? How can stakeholders be brought to engage in mutually beneficial and rewarding ethical and social relationship?
Long description	<p>The financial crisis of 2008 and its aftermath have highlighted the limits and risks of an increasingly global and embedded economy. The social tumult and economic upheaval resulting from the subprime crisis has revealed the dysfunctioning of the regulatory institutions in dealing with a multifaceted crisis. While the predominance of financial markets has led to excessive commodification, growing speculative movements have caused disturbance in the real sector of the economy affecting both procyclical and countercyclical economic variables. By acknowledging the need for greater transparency and oversight, policy makers and business owners can provide support for alternative sources of financing to achieve the long-term objectives of social and economic sustainability. It is argued that alternative sources of financing challenge, socially and economically, the traditional boundaries between the industry, the financial sector, and the public.</p> <p>The ‘Finance, Economy and Society: Toward a Sustainable re-embedding’ track, encourages contributions with a focus on alternative sources of financing for socially innovative business models. We invite the authors to submit their papers on one, but not limited to, of the following themes:</p> <p>How should the global financial system be regulated? The question encompasses the role of the banking system, stock markets, hedge funds and insurance companies in creating a safer financial environment for investors and businesses.</p> <p>How alternative sources of financing (e.g. microfinance, crowdfunding, cooperative banks, SME stock exchanges and SRI funds) can provide a socially innovative and economically viable business environment? Can alternative sources, notably microfinance or crowdfunding, be sustainable and create durable disintermediated relations? Could mutual and cooperative banks support alternative business models congruent with societal goals?</p> <p>What other alternative sources of financing can be provided to those who operate at the bottom of the social pyramid? Can alternative market organizations (e.g. producer-consumer networks) or virtual currencies (e.g. bitcoin) constitute economically viable and socially rewarding alternatives? How could citizens and</p>

	<p>governments be brought to co-construct mutually beneficial initiatives?</p> <p>How can stakeholders (entrepreneurs, firms, investors, consumers, employees) be brought to engage in mutually beneficial and rewarding relationship by being more engaging, more ethical and more innovative?</p> <p>The track's primary goal consists of fostering the debate among scholars, business practitioners and policy makers on how sustainable finance and business can sustain economic prosperity and social progress.</p>		
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Keywords	Embedding	Alternative Models	Sustainable Finance
	Social Economy		

SUBMISSION GUIDELINES – EURAM 2015

Note that you may be listed as an author or co-author on up to 3 submitted papers.

1. Each paper can only be submitted to ONE topic or track.
2. Submitted papers must NOT have been previously published and if under review, must NOT appear in print before EURAM 2015 Conference.
3. To facilitate the blind review process, remove ALL authors identifying information, including acknowledgements from the text, and document/file properties. (Any submissions with author information will be automatically DELETED).
4. The entire paper (title page, abstract, main text, figures, tables, references, etc.) must be in ONE document created in PDF format.
5. The maximum length of the paper is 40 pages (including ALL tables, appendices and references). The paper format should follow the European Management Review Style Guide.
6. Use Times New Roman 12-pitch font, double spaced, and 1-inch (2.5 cm) margin all around.
7. Number all of the pages of the paper.

8. No changes in the paper title, abstract, authorship, and actual paper can occur AFTER the submission deadline.
9. Check that the PDF File of your paper prints correctly and ensure that the file is virus-free.
10. Submissions will be done on-line on the EURAM 2015 website, from December 1st 2014 till January 13th 2015.
11. Only submissions in English shall be accepted for review.
12. In case of acceptance, the author or one of the co-authors should be available to present the paper at the conference. The author(s) needs to plan to attend the conference for its entire duration. Individual requests to have a presentation scheduled on a specific date or session will not be taken into account.
13. Please, note that EURAM will do its best to compose a rational and feasible schedule for all the participants.

For more information, please visit the conference website www.euram2015.org
On behalf of the Conference Programme Committee, Dorota Dobija
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