

Accounting, Control & Performance Management LAB
With the contribution of ACPM Lab

The 4th
Critical and Alternative Approaches to Governance (CAAG)

Governing complexity to challenge unsustainability

29-30 June 2017 - Barcelona

CALL for PAPERS

Corporations were originally designed as a means of creating economic wealth and have become a dominant model for collective action. Initially centred on an economic function, corporations are now asked to serve social requirements and struggle against inequality, discrimination, corruption, poverty, global warming and other global issues. It is now relevant to question the ability of such organisations to take responsibility in response to these new requests which are far wider than the economic imperatives with which they were originally charged. These requests for wider corporate accountability clearly contest the power dynamics between market, national states and civil societies.

Indeed, throughout history, political and technological change has modified organizations and society: for example, ways of allocating resources where the fundamental problem is the struggle over control of the means (or factors) of production. We are now seeing a shift in importance from the old central economic factors (land, labour, or capital) to new ones, such as social capital, social media, and “collective intelligence” in a sharing economy. What happens when these new factors of production become central to overall “social wellbeing”? How will these new collaborative “means of production” be governed and by whom? Is controlling still a helpful concept for understanding a new era?

A clear dynamic of societal and corporate change is taking place. The old global system seems no longer sustainable. The focus on win-win situations where a particular “social” initiative is evaluated by its economic benefit only to the organisation is becoming deeply controversial. Management literature has begun to question this situation and to call for a greater understanding of the dynamics of social and corporate change. Management scholars, but also political science and law scholars urge a rethinking of definitions and frameworks for “corporation”, “capitalism” and “democracy”. Separate calls to rethink the purpose, form and value of organisations are converging upon the broad concept of “corporate” governance.

Corporate governance has become a vital issue in managing corporations of all types in an increasingly complex global environment. Such complexity necessitates rethinking, also, concepts such as organisational structure, mechanism, process, and strategy within a emerging new transnational order.

Constructed through the analytical lens of western powers, the well-beaten paths of mainstream corporate governance models, guidelines and reforms without comprehensive, encompassing and innovative theories have not engaged with contemporary and evolutionary debates for sustainable and equitable global

development. Accordingly, studies are needed which examine these dynamics from multiple perspectives, and employing critical thinking to build knowledge for generating new creative, alternative approaches to corporate governance. Three main tenets can be debated in this call for new studies:

- *The idea of “corporation” and its new mission*
Different meanings and interpretations of organizations offered by non-managerial theories could lead to new understandings of the complex “new” socio-economic corporate reality.
- *Capitalism and the hegemony of the market:*
Understanding the hegemony of formal markets reveals the hidden domination of “new” old elites who are deeply involved in the growth of all types of markets. Formal and informal markets are becoming intertwined in a way that only knowledge creation can shed light on as to which is truly contributing to societal wellbeing.
- *Democracy and the changing society as framework*
Rethinking the question of markets and corporations in rigorous and creative ways without rethinking and reframing central – even taken-for-granted – analytical and theoretical rubrics of democracy, such as “inclusion”, “participation,” “diversity”, “citizenship”, “imperialism,” and “identity?”

This workshop aims to establish a foundation for building innovative theories and methodologies and in this call for papers we invite academics to present cutting edge research dealing with emerging directions for corporate governance. We seek empirical and conceptual papers which address a diverse set of issues that include but are not limited to the following debates:

- What main features characterise the sustainability challenge? Is it the role of corporations (and their governance) to be called upon to provide solutions to sustainability issues?
- Are transnational corporations, organisations or similar institutions, in their present form, able to address the sustainability challenge? What new institutional arrangements are needed to help corporations address the sustainability challenge?
- If large corporations play a political role in societies, is a new democracy needed in entrepreneurial activities and in corporations?
- How do boards and, more generally, governing bodies need to evolve in their roles and composition to meet the sustainability challenge?
- How could new collaborations between national states, corporations and NGOs promote policies and actions to meet the sustainability challenge?
- How could local governance practices for “big south growing economies may help to enlarge the picture and address the sustainability challenge?

Keynote speakers



Prof. Ruth Aguilera
D'Amore-McKim School of Business,
Northeastern University



Prof. Bobby Banerjee
Cass Business School
City University London

Scientific Committee

Thomas Clarke, *University of Technology, Sydney*

Coral Ingley, *AUT University, Auckland*

Morten Huse, *University of Witten/Herdecke*

Lotfi Karoui, *Ecole de Management- Normandie*

Wafa Khlif, *Toulouse Business School Barcelona*

Silke Machold, *University of Wolverhampton Business School*

Sabina Nielsen, *Copenhagen Business School*

Sibel Yamak, *Galatasaray University*

Konan A. Seny Kan, *Toulouse Business School*

IMPORTANT DATES

Workshop (29-30 June 2017)

Deadline for submission of 4-page proposals:	26 March 2017
Notification of acceptance:	30 April 2017
Early bird/author registration:	25 May 2017
Deadline for full text submission:	1 st June 2017

WORKSHOP FEES* IN EUROS (VAT incl.)

Early Bird Fee (up to 25 May 2017)	255€
Regular Fee (26 May - 20 June 2017)	300€
On-site Registration Fee	355€
(Phd) Student reduction	30%

* are included: documentation, coffee breaks, lunch, diner gala

For further information please contact: workshop@tbs-education.es
Submissions should be sent to: workshop@tbs-education.es

ORGANIZING COMMITTEE

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