

SIG Business & Society**Business and Society General Track**

Confronted with shaken environment conditions and responsibility in educating future elites, academics have to contribute to building more sustainability in business and society. This sheds light on to the global aim of Business and Society SIG: developing perennial collaborative work among scholars through tracks.

What is important to responsible academics is the promotion of debate among diverse currents confronting essential issues affecting the future of business, and of society as a whole. New problematizing arose as did EURAM's general theme for 2013 - democratizing management - as well as the necessity to foster the emergence of new robust paradigms through epistemological, methodological and philosophic proposals in management and social sciences.

For this general B&S track, we welcome all submissions not relating directly to one of our 4 more focused tracks (-1. Accounting, Auditing and Control for Sustainability -2. Institutions and Change - 3. Organizational Evolution towards the Sustainable Enterprise - 4. Transculturalism, diversity and the future of management) –See the website for more details concerning those tracks (www.euram2013.com).

We value:

- Theoretical, methodological and/or empirical works,
- Managerial (strategic, finance, marketing, HRM, control...) or more social/political orientations,
- Micro, meso (for instance, sector/global value chain or region) or macro lenses,
- Diachronic (historical) and/or synchronic studies,
- Classical, constructionist/institutionalist or critical analyses.

The study of alternative theories as well as alternative business models for sustainable development is particularly welcome

We will welcome **especially (but not exclusively)** papers on the following topics, on which B&S general track will organize some of its sessions as **sub-tracks** (please mention it if relevant under the title of your paper):

- **Alternative Business Models for sustainable development;** Base of the Pyramid; Social Entrepreneurship; Social Economy and Nonprofits Organizations; Fair Trade; Public-Private Partnership... In this sub-track we will try to identify the specificities of innovative or, conversely traditional, alternative models that claim to contribute to sustainable development; the conditions under which they can solve some of the problems they address; the main obstacles they are confronting; the scope and limits they may reach.

- Artistic Practices and Management Models: Critics, aesthetics, creativity and "beauté du geste"; We would like to explore how artistic discourses and symbols are used in management, and, in return, how management influences artistic practices, discourses and representations. There is still a gap on these issues in the literature of management, sociology and art history because art and management are considered as worlds very much apart.

- Health Care Activities through a critical lens; In our modern democracies, the development and the organization of the health care sector constitute a crucial issue for economic, political, demographical and ethical reasons. During the 30 past years, it has been remodeled by the commodification of health care activities. From a critical point of view, this process of commodification does not come without raising profound questions, such as: the uncertain "proletarianization of the health care professions and their demotivation, the counter-effects of the DRG-based resources allocation, the illusions of the sanitarian democracy, the quasi failures of the health care policies on health inequalities, the systematic denigration of aesthetic concerns in health care management.

- Philosophy, philosophy of Science and Organization Studies: influences, connexion and overlaps; We welcome papers interested by the application of the philosophical method to our academic field; thus, possible topics could be: reflections on our epistemological "bad reflexes", critical analysis of our main conceptual categories (Reason, Objectivity, Truth, Method, Fact.), or studies of the articulations between science and techniques.

-Responsible management of Global Value Chains: Cases and Research; Through failures and success analysis, we wish to gather (and debate) research and teaching (when possible, multi media) material dealing with the conditions, methods and actors allowing for the emergence or reinforcement of responsible managerial practices in global value chains.

The general track's objective is to bring together scholars from various fields of the social sciences (management, law, sociology, economics, political science, social psychology, history...), who share a common interest in B&S issues

Best paper awards will be attributed during the plenary session of Business & Society SIG of the conference.

Best papers will be selected for a **Special Issue of *Society and Business Review* (Emerald Publishing)**.

Track Chairs:

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