



## 1<sup>st</sup> CEMS Annual Event Research Symposium and Special Issue of *Routledge's Journal of Change Management*

<b>December 8<sup>th</sup>, 2011</b>	<b>Program Committee for CEMS Research Symposium</b>
Lisbon NOVA SBE CEMS Annual Event CEMS RDE Committee	João Amaro de Matos Violetta Gerasymenko Stewart Clegg Joana Story José Mata

### **Theme:**

### **Sustainability as a real opportunity: how can management foster what politics cannot?**

There will be a special issue of *Routledge's Journal of Change Management* devoted to *Sustainability as a real opportunity: how can management foster what politics cannot?* The call for papers is being announced in conjunction with the 1<sup>st</sup> CEMS Annual Event Research Symposium, which will be held in Lisbon, hosted by Nova School of Business and Economics, on December 8<sup>th</sup>, 2011. Papers for this special issue will be selected based on their international flavour, academic quality and focus on organisational/societal change. All articles will have to be subjected to a rigorous review process.

### **Call for Papers: Theme**

The challenges associated with sustainable development are multifaceted, including criteria pertaining to the delivery of environmental, social, ethical and economic results. Creating sustainable value requires companies to address issues that relate to pollution and waste, created by industrialization, to respond in a transparent manner to the challenges increasingly raised by the civil society, namely NGOs, to invest in emerging technologies that provide innovative solutions to many of today's environmental problems and to effectively respond to the challenges of increased poverty and inequality around the globe.

On the other hand, to create shareholder value, managers must focus not only on cost reduction and risk control, but also on fostering innovation, enhancing corporate reputation within external stakeholders and establishing a credible growth path for the future.

The need for sustainable development has raised the attention of several different institutions, such as the European Union who developed the strategy for "Europe 2020", based on three pillars: new sources for new growth, reaching out for a sustainable society and going green for a competitive economy.

The world is coming out of its worst ever financial and economic crisis since the one witnessed in the 1920s. The crisis has left few untouched: unprecedented



unemployment figures, public deficits, bankruptcies, redundancies, and governments bailing out banks all over the globe. World confidence is at a record low. How can management scholars encounter solutions for the dilemmas created by this scenario?

In this call for papers, we invite researchers in all CEMS schools to consider the intersection of the demands to create shareholder value and sustainable development and to present their research work on this topic.

Papers presented in the first CEMS Annual Event Research Symposium will be joined by other contributions for consideration in the Special Issue. We wish to stimulate the contributions from many different management areas, from marketing to finance, from human resources to entrepreneurship. Some examples (non exclusive) of relevant topics to be presented in the meeting cover corporate social responsibility, challenges of environmental sustainability to corporate strategy, branding or consumer research, and opportunity assessment in bottom of the pyramid markets.

For advise on submission requirements and editorial policies please consult the website: (<http://www.tandf.co.uk/journals/journal.asp?issn=1469-7017&linktype=6>)

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The conference offers an initial opportunity to workshop the paper prior to submission for those researchers associated with CEMS Schools (Full or Associate members). CEMS, the Global Alliance in Management Education (formerly the Community of European Management Schools and International Companies) is a cooperation of multinational enterprises and some of the world's leading business schools and universities. Currently CEMS comprises 27 universities and business schools from Europe, North & South America, Asia and Australasia, over 60 corporate partners and 2 social partners. CEMS administers delivery of the CEMS MIM degree in its member schools, supports the CEMS Alumni Association (CAA) and facilitates general cooperation among its members.

The conference does not preclude other researchers from submitting to the Special Issue.

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**Crucial dates:**

**CEMS conference:** Thursday, December 8<sup>th</sup> 2011

**Paper submissions to research symposium:** Sunday, August 28<sup>th</sup> 2011

**Paper submissions to journal:** Monday, February 13<sup>th</sup> 2012

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### CEMS Conference details

**Conference Venue:**

- Nova School of Business and Economics  
Palacete Henrique de Mendonça  
Rua Marquês de Fronteira, 20  
1099-038 Lisboa
- For map, see <http://www.novaforum.pt/index.aspx?p=ContactPage>

**Conference constituency:**

- Academics/Researchers from CEMS Schools
- PhD students from CEMS Schools

**Date:**

- Thursday, December 8<sup>th</sup> 2011.

**Conference Submission Guidelines:**

- Full papers or extended abstracts should be submitted to [amatos@fe.unl.pt](mailto:amatos@fe.unl.pt) by August 27, 2011
- All submissions will be passing through a double blind review process for the conference and then be triple blind reviewed for the journal
- Decisions on acceptance will be announced on October 1, 2011

**Registration fee:**

- A non-refundable registration fee of €150.00 will be charged from Researchers upon acceptance of the paper.
- PhD Students will have a discount: a non-refundable fee of €50.00 will be charged.
- Fees include coffee breaks, a lunch in the facilities of Palacete Henrique Mendonça, all the material and the required technical and staff support.