



June 18th-19th 2024

IESEG School of Management – Lille, France

CALL FOR CONTRIBUTIONS

BUSINESS & SOCIETY RESEARCH SEMINAR 2024
BUSINESS, PEACE & SUSTAINABILITY:
NAVIGATING SYSTEMIC
CHALLENGES

The Sustainability of Business in Society (SBS) Chair and the IESEG Center for Organizational Responsibility (ICOR) at IESEG School of Management, in collaboration with multiple European academic institutions, is proud to host the 2024 edition of the Business & Society Research Seminar. This event is designed for PhD students and emerging scholars in various research fields related to Business and Society. While the specific theme of interest for this year is “Business, Peace and Sustainability: Navigating Systemic Challenges”, all works addressing Business and Society questions and challenges can be submitted to the Research Seminar.

Website: <https://ieseg-bss2024.sciencesconf.org/>
Submission Deadline: 8 March 2024

WHO SHOULD ATTEND?

- Are you a PhD candidate or an emerging scholar conducting research in the field of Business and Society, Sustainable Business, Corporate Social Responsibility, Sustainable Development Goals, Social Innovation & Entrepreneurship, or a related topic?
- Do you wish to discuss one of your research papers or your PhD project with leading scholars in the field to enhance your ability to write and review scholarly publications?
- Are you looking for some mentoring from leading experts or do you want to develop your academic network?

... then we encourage you to submit your work and join us in Lille!

OBJECTIVES OF THE SEMINAR

The primary aim of our two-day seminar is to create a collaborative space where doctoral students, early-career scholars, and more experienced academics can gather to discuss research projects and prospects. Running since 2011, this annual event offers a unique opportunity for participants to engage in meaningful discussions, receive constructive feedback, and

foster professional growth in a supportive, nurturing environment. We focus on identifying and appreciating both the common threads and the distinct aspects of each participant's research methodologies and themes. The seminar features a dynamic blend of sessions that include fellow PhD candidates and emerging scholars, as well as senior researchers and journal editors, all contributing to an enriching, pleasant, and academically invigorating environment.

What participants can expect at the 2024 Business and Society Research Seminar:

Inclusive Atmosphere: We truly (!) strive to create an atmosphere that is welcoming, inclusive, and conducive to open discussions.

Diverse Participation: We grant importance to diversity in participants, including doctoral students, emerging scholars, and experienced academics from all backgrounds. This rich mix ensures a wide range of perspectives and experiences.

Interactive Sessions: We plan for various interactive sessions like paper presentations, poster sessions, and workshops, to make the seminar engaging and offer opportunities to different learning and communication styles. We aim for constructive and friendly criticism on research projects from peers and experienced academics.

Networking Opportunities: We allocate time for networking. This could be through informal, relaxed gatherings around food and drinks or structured 'meet and greet' sessions. Networking is indeed crucial for academic growth of young scholars and to foster collaboration.

Career and Publication Workshops: We include workshops focused on career development. We also organize panels with journal editors and senior researchers to provide insights into the publishing process and academic career trajectories.

THEME OF THE 2024 EDITION: “BUSINESS, PEACE AND SUSTAINABILITY: NAVIGATING SYSTEMIC CHALLENGES”

The complex interplay between business, peace, and sustainability forms a multifaceted system. This involves the interconnection of economic activities, ecological care, intergroup cohesion, and social stability. Comprehending and effectively navigating these interrelated components is crucial for promoting enduring well-being and prosperity at local, regional and global level.

In violence-affected areas and post-conflict zones, companies and entrepreneurs can contribute to foster economic growth and societal development, contributing to community upliftment and peace, while also addressing sustainability challenges, including the provision of support to vulnerable populations like refugees and the maintenance of local ecosystems. However, under the guise of economic development, there is also a risk of negative impacts associated with business practices in conflict-affected areas, such as misusing resources, exacerbating inequality, deepening social divides, and fuelling conflict through exploitative practices or 'peacewashing' initiatives, where businesses claim positive contributions despite evidence to the contrary.

For scholars in management and organization studies, these dynamics offer an important ground for investigation. In this context, emerging research is increasingly directed towards **how businesses can navigate these complex environments, adopting strategies and practices that are not only economically sound but also ethically, socially, and environmentally responsible.** This includes a focus on business practices that can generate sustainable value and empower or support refugees and other marginalized stakeholders, ensuring that business operations contribute constructively to the regions and social and environmental ecosystems they operate in. Such research is vital for improving our understanding of the systemic challenges at the crossroads of business, peace and sustainability and for

developing frameworks and guidelines that help businesses make responsible decisions, contributing positively to both economic welfare and societal wellbeing in violence-affected regions and in other areas directly or indirectly impacted by conflicts.

OPEN CALL FOR PAPERS AND FURTHER RESEARCH THEMES

Beyond the main theme of this year’s seminar and considering the **interdisciplinary orientation of the event**, we also encourage submissions by scholars sharing a common interest for, and working on topics related to business and society, corporate social responsibility, sustainable business and the UN Sustainable Development Goals, and social innovation. We are interested in various organization-related research fields including business ethics and philosophy, management and organization studies, strategy, marketing, accounting, finance, entrepreneurship, or sociology. We also encourage submissions drawing on a diverse array of methodologies, including qualitative, quantitative, mixed and conceptual work.

KEYNOTES

Our first keynote speakers, **John KATSOS** and **Jay JOSEPH**, will address the **“Roles of business in peacebuilding”**.



John KATSOS is based at American University of Sharjah and studies how businesses can act and operate ethically and constructively through crisis and in conflict-afflicted zones. He has published over 40 academic and practitioner articles on business responses to crisis based on work with businesses in Syria, Iraq, Sri Lanka, Cyprus, Lebanon, Ukraine, and Myanmar. John sits on the Boards of the UNGC UAE Local Network and the UNPRME Business for Peace Working Group.



Jay JOSEPH leads the Business-in-Conflict Research Group (BICAR) at American University of Beirut, which hosts over 100 members and 30 affiliate researchers from Iraq, Lebanon, the UK, US, and across Europe,

focused on understanding how local businesses in conflict zones can contribute to poverty reduction and peace. His work has received several high-level recognitions.

Our second keynote address, on **“Studying marginalized stakeholders: Learnings from doing research in ‘extreme’ context”** will be delivered by **Farah KODEIH and Rashedur CHOWDHURY**.



Farah KODEIH works at IESEG School of Management and investigates institutional disruption and its impact on organizations and their practices. She is particularly interested in organizational efforts to address marginalization

and exclusion in contexts of forced migration. She has published widely in top academic outlets and sits on the board of EGOS.



Rashedur CHOWDHURY is Professor of Business and Management at Essex Business School (EBS). He specializes in understanding the dynamic relationship between firms and marginalized groups,

conceptualizing how marginalized groups influence firms and how firms respond. He does so by immersing himself with marginalized people and their spaces, where they live, suffer or experience

pain, reject dominant institutions, and aspire to thrive on their own terms or maintain non-conformist lifestyles. His work has been extensively published in top-tier management and organization studies journals.

SUBMISSION DEADLINE AND REGISTRATION

To present your work at the event either as a paper or a poster, please submit a long abstract (up to 10 pages, double-spaced, Times New Roman 12) or a full paper (maximum 30 pages, double-spaced, Times New Roman 12) on your research project related to business, sustainability and peace or another topic as described above.

Submission Deadline: 8 March 2024. Submissions will undergo a double blind-review process. Notification of acceptance (as a paper presentation or as a poster) will be sent in April 2024. Please submit your long abstract or paper using the following link, via the conference website: <https://ieseg-bss2024.sciencesconf.org/>

Registration: Shortly after acceptance notifications in April 2024, authors of accepted papers will receive an online registration link. The conference program and other details will also be released on the conference website early May 2024.

Please note that the Business & Society research seminar is designed to host up to 30 paper presentations across thematic sessions and potential poster presentation sessions to ensure high quality interaction (around 80 participants including scientific and organizing committees take part to the event).

There are limited possibilities to attend without presenting a paper. If you wish to participate without an accepted paper, please email us a separate motivation letter. Please acknowledge that due to space and budget constraints preference is given to those presenting a paper or poster. Participation is **free of charge**, but participants are expected to cover their own travel and accommodation expenses. Please note that

the seminar is a physical event and that no online options will be made available.

PRACTICAL DETAILS

The 2024 seminar will take place at IESEG School of Management, on Rue de Solferino, in Lille ([access to IESEG Lille campus](#)). For any question, please contact us at bss2024@ieseg.fr. For more information, please visit the conference website: <https://ieseg-bss2024.sciencesconf.org/>

SCIENTIFIC COMMITTEE

Next to the organizing committee (see below), more than 20 experienced scholars in the field, from various disciplines and institutions across Europe, are invited to participate to the seminar.

ORGANIZING COMMITTEE AND INSTITUTIONS

The seminar is hosted by the Sustainability of Business in Society (SBS) Chair and the IESEG Center for Organizational Responsibility (ICOR) at IESEG School of Management. It is co-organized and co-sponsored by multiple European institutions. These institutions include UCLouvain, LouRIM, ICHEC Brussels Management School, and UNamur in Belgium; Audencia Business School, SKEMA Business School, LEM-CNRS, and the Fondation de la Catho de Lille in France; Erasmus University Rotterdam in The Netherlands; and Universität Hamburg in Germany.

Members of the organizing committee include:

- Susana Esper, François Maon, Frank de Bakker, and Benjamin Huybrechts, IESEG School of Management, ICOR, France
- Valérie Swaen, LouRIM, Belgium, and IESEG School of Management, France
- Laura Marie Edinger-Schons, Universität Hamburg, Germany.
- Flore Bridoux, Erasmus University Rotterdam, The Netherlands

- Sophie Pondeville, University of Namur, Belgium
- Jennifer Goodman and Emma Avetisyan, Audencia Business School, France
- Christel Dumas and Frederik Claeys, ICHEC Brussels Management School, Belgium
- Eva Niesten and Kenneth De Roeck, SKEMA Business School, France

INFO ON PREVIOUS EDITIONS

Information on previous editions of the Business and Society Research Seminar in France, Germany, Belgium, and the Netherlands can be find online here: <https://uclouvain.be/en/faculties/lsm/bss-research-seminars.html>.





Conference website:

<https://ieseg-bss2024.sciencesconf.org/>

Info and contact:

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