



## **TRACK 35: Socially Responsible Management: Beyond Organizational and Sector Boundaries**

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### **Abstract:**

Socially Responsible Management (SRM) refers to the growing trend for managers to be expected to accommodate diverse social, ethical and environmental (political) expectations in the way they pursue organizational goals and the way those goals are formulated. It contrasts with management focused purely on economic goals and restrained only by such legal constraints as are actively enforced. Much research has focused on understanding the nature of, and challenges

for, SRM such as those pertaining to Corporate Social Responsibility, Social Enterprises and Social Investment.

While the trend towards SRM is widespread, some contexts make a stronger range of demands on managers than others. Increasingly, for example, Corporate Social Responsibility is understood as a political question, requiring an inter-organizational and perhaps inter-sectoral focus rather than the firm specific focus of traditional ethical and strategic conceptualizations. Collaboration between private sector firms and their stakeholders is becoming an important aspect of CSR in both theory and practice. Open, deliberative stakeholder dialogue has been promoted as a means of achieving good CSR, and civil society organizations increasingly seek to enter some form of collaborative dialogue with private sector firms. Governmental and inter-governmental organizations also exert pressure on companies to consider CSR and provide an institutional arena for discourse(s) on socially responsible management to develop.

Socially Responsible Management as such is typically embedded in highly complex inter-organizational, cross-sectoral contexts with apparent managerial and leadership challenges. This track invites participation from researchers interested in any aspect pertaining to Socially Responsible Management that touches upon inter-relationships and collaborations between social actors from different organizations and sectors. Papers may be empirical, theoretical or philosophical in nature and must make a strong theoretical contribution. Indicative topics include:

- explaining the nature of SRM
- exploring the political processes underlying them
- identifying key intra and inter-organizational challenges
- conceptualizing aspects of management and leadership pertaining to these
- addressing capacity building at the individual and organizational level

**Key words:** Socially Responsible Management, Social Enterprise, Corporate Social Responsibility, Social Investment and Inter-organizational Collaboration