



## **SIG: BUSINESS & SOCIETY**

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### **TRACK 29: Re-Thinking the Role of The Firm in a Post-Crisis World**

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#### **Abstract:**

The world has been hit by a multiplicity of global crises in the most recent years. In addition to the macro-economic recession primed by the melt-down of large parts of the financial services industry in many advanced economies, we have witnessed (at least) two more, highly inter-related, global shocks directly caused by firm behavior. The first one has to do with the environmental crisis, with macro-level effects, such as climate change, and micro-level ones, such as the worsening health conditions in highly polluted areas. The second, perhaps at the root cause of the other two, relates to the “moral crisis”, the loss of the sense of responsibility that comes with the exercise of the managerial function, let alone the leadership role, in business firms.

We would thus like to call for contributions that aim to influence the global debate in our field, in the light of the evidence brought by the economic, environmental and moral crises, and answering one or more of the following questions:

1. What does the evidence of the economic, environmental and/or moral crises tell us about:

- The fundamental tenets of the theory of the firm?
  - The way firms should be governed, organized and managed?
  - The strategic management of firms?
2. Which organizational or business models might be proposed as potential solutions to the problem of designing the firm for economic, environmental and social sustainability?
  3. What is the role of the individual manager in a firm designed for economic, environmental and social sustainability?
  4. How could our own role as scholars and instructors change so that the root causes of these crises can be weakened, if not eliminated?

This track will be linked to a Special Issue of the European Management Review on the same topic, for which the submission deadline is simultaneous to the EURAM paper submission:  
**January 18, 2010**

The authors interested in the Special Issue should submit their paper separately to both the track and to EMR using the standard submission procedures.