

## Call for Papers and Symposia

72nd VHB Annual Congress 2010

German Academic Association for Business Research (VHB)

27–29 May 2010 at the University of Bremen



# “A New Direction Emerging – Governance in and of Firms”

### Motivation

Nation states or societies formulate expectations concerning the behaviour of commercial firms, and commercial firms formulate expectations regarding their managers and employees. Crises represent a challenge to currently applied concepts with respect to their contents and their overall coherence. Especially profound systemic crises call for an answer as to whether political or societal expectations have been adequately formulated and implemented, or whether inherent deficiencies have contributed to or even caused the crisis at hand. The same applies to commercial firms. The sum of ideas that governments and societies have explicitly and implicitly formulated about the role and conduct of commercial firms can be characterised as the governance of firms. Catchwords like “social market economy” (coordinated capitalism), “planification” or “liberal market economy” stand for such different pre-conceptions. There are many more conceptual ways in which commercial activities can be organised inside a company. We refer to this as governance in firms. Examples are, to name but a few: “agency relationships”, “budgeting and beyond”, “delegation and empowerment”, “intrapreneurship” or “shareholder value creation”.

Without knowing the internal relationships of and between these micro-, meso- and macro-level concepts, research may fail in adequately describing or explaining behaviour of individual or collective actors such as governments, firms or managers. We need to advance our understanding of how macro- and meso-level governance impinges on firms and individuals, and we need to learn more about the possibilities and risks of transplanting only elements of foreign governance systems. We also have to consider whether branches of economic and management science may have utilised governance concepts which are at odds with each other and give contradictory advice to managers or political decision makers.

This conference aims at investigating the interrelationships between different concepts of governance and aims at helping to sort out the unrelated multitude of ideas in management science. We intend to explore what is complementary and what is contradictory in our approaches, and establish insights into connections and disconnections of governance concepts on the micro-, meso- and macro-levels.

### Call

The annual congress of the German Academic Association for Business Research offers a forum for the presentation and discussion of new research findings in the field of business studies. We thus solicit for contributions from every research field of business studies.

You are invited to submit papers as well as symposia:

### Papers

Papers are scheduled to take 30 minutes (including a 10-minute discussion). Submitted papers must not have been published before. We kindly ask you to submit the manuscript electronically in the form of three separate documents via the online conference management system at [www.bwl2010.de](http://www.bwl2010.de):

- Author details (name/s, address/es and mail address/es),
- Abstract, including the research subject, the theoretical and methodological approach as well as the main results and new insights (max. 250 words),
- Manuscript.

The contributions may be written in German or English. Every contribution is submitted to double-blind reviewing by at least two referees.

## Symposia

In each symposium three to five panel members present a scientific topic which has been pre-structured by the organizers of the symposium. Symposia are scheduled to take 90 minutes (including a 30-minute discussion with the plenum) and should be of interest to a wide range of members of VHB. Proposals for symposia will be reviewed single-blind by at least two anonymous referees, based on the quality of submission and the subject's relevance. All symposia must be handed in electronically via the online conference management system at [www.bwl2010.de](http://www.bwl2010.de) and should contain in one document:

- the title of the symposium and the name/s, address/es and e-mail address/es of the organizer/s,
- the name/s, address/es and e-mail address/es of the presenter/s,
- an abstract, including the research subject, the theoretical and the methodological approach as well as the main results of the symposium (max. 250 words),

- a summary of 1,500 to 2,500 words describing the topic, objectives, relevance, results, and methodology (organisation, agenda, etc.),
- a summary of 500 to 1,000 words about the presentation given by each panel member (i.e. the presented manuscript or statement),
- a separate page on which all presenters confirm their participation in the symposium.

**Submission deadline** for all conference contributions is November 30, 2009. Contributors will be notified by March 15, 2010.

At least one "Best Conference Paper Award" is intended.

## Programme Committee VHB Annual Congress 2010 in Bremen

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