

## **Track no. 28: Business in Society**

This track intends to be a meeting point for research initiatives that might come from varied disciplinary or methodological horizons, but that share an interest for the interactions of society and business (inasmuch as one can consider that corporations can be conceptually separated from society, in itself an interesting research issue). The focus of the track is on the interfaces between the two and, correspondingly, we welcome papers that explicitly target the problems and opportunities that emerge when the private sector meets the public sector and civil society (or inversely).

An indicative and far from comprehensive list of themes is:

- Business against society: Corporate social misbehaviour and crimes
- Business for society: Innovative and responsible corporate attempts to social and environmental issues
- Corporate license to operate: What have legitimacy, trust, image, reputation to do with responsibility?
- Corporate and non-corporate communication and propaganda
- The role of corporate and non-corporate organizational actors (Unions, NGO, Civil society, and else) in contemporary society (local, national and global levels)
- Responsibility and accountability issues when corporations interact with public or civil society actors
- Politicizing the corporation and Corporating politics
- State and Capital: historical and contemporary perspectives

We welcome contributions in the form of empirical or conceptual papers, surveys as well as case studies, even pamphlets, videos or websites, with a particular plea addressed to authors NOT TO AVOID political and social content and TO ENGAGE with critical as well as positive visions.

Track organizers

Professor Hervé Corvellec  
Dept. of Service Management  
Lund University, Sweden

Professor Tommy Jensen  
Dept. of Management, Organization and Society  
Stockholm University, Sweden