Call for Papers

The Sustainability, Ethics and Entrepreneurship (SEE) Conference
Madrid Extension on Hybrid companies
IE University / IE Business School
Madrid, Spain June 12-13, 2018

www.seeconf.org

Keynote Speakers: Simon Parker– Ivey School of Business
& Marc Gruber – EPFL Lausanne
Submission Deadline: March 23, 2018

The Sustainability, Ethics, and Entrepreneurship (SEE) Conference is an international event for the top scholars, practitioners, executives, policymakers and pacesetters in the area. The SEE attracts research on diverse topics including but not limited to social, environmental & sustainable entrepreneurship, cause-based enterprises, B-Corps, impact investing, firm-community ties, prosocial action, activism, etc. The fact that ethics and sustainability are intertwined with entrepreneurship is no longer new. Indeed, ethical choices are critical in most business contexts and key to the success of startups, small firms, medium enterprises, and large, multinational corporations. Thus, sustainability, ethics, and entrepreneurship triangulate ecological consideration, social value creation, and economic opportunity.

The first extension of the conference will be held in Madrid, Spain at IE University and will be sponsored by the European Union Horizon2020 measure via the Marie Curie grant agreement #655676 ('Between Social Values and Profitable Performance: the case of B-Corporations) and in line with this, it will have as leading theme the **Social Business Hybrids**, namely profit companies with a blended logic pursuing both social and economic purposes.

The goal of the extension conference is to advance SEE-related research and practice by addressing the following broad potential topics:

- ❏ How does strategy differ when firms are not constituted as vehicles of private wealth accumulation but are owned by communities of members or government?
- ❏ How do companies repair their relationships with customers after activists tarnish their reputation?
- ❏ How do *effectual principles* and actions generate value for sustainable ventures and/or the broader society?
- ❏ How, when, and under what conditions do companies know that they are truly sustainable? Is there a finish line?
- ❏ How and when a business might seek sustainability to achieve competitive advantage?
- ❏ In a capitalist system, value is measure in monetary units: what is social value, how is it measured, and how do social value and economic value interact with each other?
- ❏ Free markets and competition have brought many benefits (e.g., the average individual material well-being has improved markedly, even if the variance is distressing). How does this increasing but uneven material prosperity relate to human wellbeing, sustainability and entrepreneurship?
- ❏ How does market competition affect the fabric of trust, ecological value and social value?
- ❏ Under what conditions will sustainability and ethics conflict?
- ❏ What are most useful conceptual models and empirical analysis of the antecedents, consequences, and contingencies associated with the processes of sustainable and ethical entrepreneurship?
- ❏ What are the roles of economic and institutional systems in motivating ethical and sustainable behaviors?

In particular, this SEE extension has the purpose to encourage scholars to develop research ideas on hybrid organizations including (but not restricted to) the following areas of interests

- ❏ the role and the influence that institutional environment has on them,
- ❏ their relationship with the spurring of innovations with high social impact,
- ❏ the relationship with the stakeholders,
- ❏ the process of identity creation via the investments in values,

- ❏ the micro foundations of their blended logic by focusing on how internal paradoxes are dealt with,
- ❏ the development of a hybrid entrepreneur profiling.

The Madrid Extension of the SEE Conference encourages the submission of paper summaries of projects to be allocated either in Paper Presentations or Poster Session.

Paper Summary Submission Guidelines

We invite submissions of empirical research (including ethnographic and qualitative research) and theory papers. We are particularly interested in radical, controversial, and "edgy" projects; novel, useful, and non-obvious research that challenges dogmas and is highly revelatory, even if not fully grounded in well-studied or well-validated theory.

Paper Summaries should not exceed two single-spaced pages and limited to **1,250 words** (including 250 word abstracts) that address a broad array of subjects on SEE-related topics. The proposals will be selected by a double-blind review process will present their research.

Submitting a Paper Summary signifies a commitment that at least one of the authors will participate in the conference if the abstract is accepted. Submitting an abstract also affirms a commitment that the featured ideas are original and come from unpublished working papers.

Submissions Deadline: March 23, 2018
Authors should submit their abstracts to:
http://seeconf.gatsbo.com/
(a dedicated section of the website will be opened soon)

Submissions Directors:
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Deadline & Dates

Summaries Submissions	March 23, 2018
Acceptance Notifications	April 20, 2018
Preliminary Program Published	May 11, 2018
Conference	June 12-13, 2018

For more information visit http://seeconf.org/see-conf or contact:

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Program at a glance

Date: 12-13 June
Venue: IE University / IE Business School Calle Maria de Molina 11-13 Madrid - Spain

12 June
Welcome Coffee & Registration
Plenary Session I
Parallel Sessions
Lunch
Poster Sessions
Parallel Sessions
Prado Museum Visit
Gala Dinner

13 June
Welcome Coffee
Parallel Sessions
Plenary II
Closing
Farewell Lunch