



## **SIG 01 - B4S - Business for Society**

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### **ST01\_03 - Finance and Economy for Society: Inclusion, Empowerment and Sustainability**

#### **Proponents:**

Sharam Alijani, NEOMA Business School; Catherine Karyotis, NEOMA Business School; Francesco Gangi, Università degli Studi della Campania, Luigi Vanvitelli, Department of Economics; Daniele Prevati, Department of Business Studies - Roma Tre University; William Sun, Leeds Beckett University.

#### **Short description:**

The dysfunctioning of the global financial system which culminated in the 2008 global economic meltdown calls for an in-depth analysis of financial, banking, investment, monetary and fiscal mechanisms. The growing pace of financialization coupled with insufficient regulation and oversight have been at the origin of market and institutional failures. The track invites theoretical, conceptual and empirical contributions that investigate the existing business and management practices and propose alternative innovative financial and investment models to accelerate economic and social transformation. A particular emphasis is placed on the role of institutional investors, asset managers and the banking industry to enhance financial sustainability.

#### **Long description:**

The dysfunctioning of the global financial system which culminated in the 2008 global economic meltdown calls for an in-depth analysis of financial, banking, investment, monetary and fiscal mechanisms. The growing pace of financialization coupled with insufficient regulation and oversight have been at the origin of market and institutional failures. The 'Finance and Economy for Society: Inclusion, Empowerment and Sustainability' track invites theoretical, conceptual and empirical contributions that investigate the existing business and management practices and propose alternative innovative financial and investment models to accelerate economic and social transformation. A particular emphasis is placed on the role of institutional investors, asset managers and the banking industry to enhance financial sustainability (Alijani & Karyotis, 2018; Gangi and Varrone 2018; Gangi et al., 2018). Researchers and practitioners have pinpointed the need to explore alternative management and business models, innovative financial approach and techniques to enhance accountability, transparency and efficiency of the financial system. The need to implement and comply with ethical and responsible practices has been highlighted in policy guidelines and reports. It is argued that businesses need to engage in socially responsible investments (SRI) and sustainable business development projects. In this scenario, banks and institutional investors must address the increasing demand to comply with PRI and ESG principles.



Socially responsible investors have introduced new screening criteria in capital allocation process in order to fulfil financial returns, societal development, natural environment protection and effective corporate governance mechanisms. Socially responsible financial intermediaries place greater emphasis on sustainable business models with lower operational risks. The debate on corporate social performance (CSP) and corporate financial performance occupies a central role in academia. The 'Finance and Economy for Society: Inclusion, Empowerment and Sustainability' track invites theoretical, conceptual and empirical contributions that investigate existing and alternative financial and investment models.

The track is designed around three main research axes and a number of themes as follows:

#### Social Inclusion and Economic Empowerment

To what extent the development of social and ethical business and management practices are symptomatic of, or/and conducive to sustainable financial and business models?

#### Socially Responsible and Ethical Finance

Which types of financing and banking services (i.e. impact investment, microfinance, SIB, SRI, crowdfunding) is likely to achieve high environmental, social and economic impact? Under which conditions SRI can exert a positive impact on management and risk strategy?.

#### Stakeholders & Governance

Which alternative business and governance models need to be designed and implemented in order to safeguard trust, ensure social inclusion and achieve sustainable growth?

#### **Keywords:**

Socially responsible investment  
Responsible finance  
Social investment bonds  
Ethical finance  
Microfinance  
Crowdfunding

#### **UN Sustainable Development Goals (SDG):**

Goal 1: No poverty, Goal 3: Good health and well-being for people, Goal 4: Quality education, Goal 5: Gender equality, Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 16: Peace, justice and strong institutions, Goal 17: Partnerships for the goals.

#### **Publication Outlet:**

Academic Journal: Research in International Business and Finance



Special Book Series, Governance and Corporate Social Responsibility, Emerald Publishing Group  
Academic Journal: European Public and Social Innovation Review

**For more information contact:**

Sharam Alijani - sharam.aliyani@neoma-bs.fr

**AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>