



## **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\_01/ST02\_01 - Rethinking the Responsible Corporation: Bridging Management, Law, Governance & Purpose (co-sponsored by B4S & CoGo SIGs)**

#### **Proponents:**

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#### **Short description:**

This track aims at developing new perspectives between law & management studies in order to facilitate the rethinking of the legal constitution and governance of corporations. There is a growing awareness of the necessity to revise the principles of corporate governance, particularly in relation to innovations that aim to strengthen progress toward responsible and sustainable management practices. This track seeks to identify such innovations and support their implementation by examining current management and legal theories of the corporation, alternative and emergent forms of corporations, and new avenues in law & management to enable governance designs fostering responsible business and innovation.

#### **Long description:**

In the context of unprecedented social, economic and environmental challenges, there is a growing awareness of the necessity to revise both the principles of corporate governance and the legal frameworks for business corporations. This is particularly critical in relation to innovations that aim to advance responsibility and sustainability (Bower & Paine 2017).

Considering these challenges, it is relevant to ask whether the current legal and economic framing of the corporation and its governance is still appropriate. To engage with this question, it is helpful to consider a number of recent legal changes, experiments, and theoretical proposals, including new frameworks in law, finance, accounting and management studies, such as B Corporations (Gehman & Grimes 2017), purpose-driven or profit-with-purpose corporations, and evolutions of corporate governance codes (Aguilera & Cuervo-Cazurra 2009).

It is also helpful to consider underlying issues, including the conceptions of the status and architecture of the corporation in law and economics and their relation to conceptions of management and governance. This line of inquiry allows to engage with a diverse range of questions: what are historical and emerging theories of the status and architecture of the corporation? How do these theories consider management? And how can such theories be



reappraised, particularly in the light of contemporary societal and sustainability challenges? Conversely, how can management theorizing inform innovation in legal and governance principles that could support responsible innovation and business behavior?

This track will welcome research that examines historical and current theories of the corporation and governance; extends our knowledge on alternative and emergent form of business organizations; and investigates how innovative theories of business organizations, or comprehensive understanding of the role of management, can suggest new foundations for governance. The track explicitly seeks to open avenues for research at the interface of law and management and welcomes research that analyzes the legal foundations of the firm, their adequacy and possible reforms.

The track will be organized around contributions focusing on these lines of research:

- History of business forms, governance doctrines and institutional frameworks;
- Cases and empirical evidence on alternative forms of business organizations including but not limited to hybrid organizations, cooperatives, social enterprises, and purpose-driven companies;
- The role and impact of corporate governance and company law; innovations in governance aiming at fostering responsible and sustainable behavior;
- Theories of the corporation and corporate purpose, duties and responsibilities.

**Keywords:**

- Corporate governance
- Management
- Law
- Innovation
- Theory of the corporation

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

Goal 4: Quality education, Goal 8: Decent work and economic growth, Goal 9: Industry, Innovation, and Infrastructure, Goal 10: Reducing inequalities, Goal 12: Responsible consumption and production.

**Publication Outlet:**

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**AUTHORS GUIDELINES**

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