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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 who work in this topical area. The SEE attracts features 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. 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](#). The extension is sponsored by the [European Union Horizon 2020](#) (via the Marie Curie grant agreement #655676 – Between Social Values and Profitable Performance: The case of B-Corporations). The theme of the Extension is **Social Business Hybrids**; or how for-profit and nonprofit firm use blended logic to pursue social and economic goals.

The objective of the extension is to advance SEE-related research and practice by addressing diverse 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?
- When do *effectual principles* generate value for sustainable ventures and/or the broader society?
- How, when, and under what conditions do companies become truly sustainable and when thinking about sustainability, is there a finish line?
- In a capitalist system, value is measure in monetary units: what are social value and environmental value, how are they measured, and how do social, environmental 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?
- Under what conditions will sustainability and ethics conflict?
- What are most useful antecedents, consequences, and contingencies associated with the processes of sustainable and ethical entrepreneurship?

The Madrid Extension encourages the submission of summaries of early-stage papers and projects, which will then be featured in either Paper Presentations or Poster Sessions. As noted, the extension encourages scholars and practitioners to focus on hybrid organizations including (but not restricted to) the following areas:

- The role and the influence that institutional environment has on hybrid firms
- Hybrid firms' role and influence on innovations that impact social outcomes
- The relationship between hybrid firms with stakeholders
- The process of identity creation via investments in values
- The micro foundations of the blended logic that guides hybrid firms
- How hybrid firms deal with internal and external paradoxes
- The development of a hybrid entrepreneur profiling

Paper Summary Submission Guidelines

We invite submissions of early-stage empirical research (including ethnographic and qualitative research) and theory papers. We are 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.

Submissions of Paper Summaries should not exceed two single-spaced pages and limited to **1,250 words** (including 250 word abstracts) that address. 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. Submissions also affirm a commitment that the featured ideas are original and come from unpublished working papers.

Submissions Deadline: March 23, 2018

Authors should submit their summaries and/or symposia at:

<https://cmt3.research.microsoft.com/SEEMadrid2018>

Submissions Directors:

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Deadline & Dates

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

Dates, Venue and Program at a glance

Dates: 12-13 June

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

Hotel: To be announced shortly

Program at a Glance:

| 12 June | 13 June |
|------------------------------------|---------------------|
| Welcome Coffee & Registration (AM) | Welcome Coffee (AM) |
| Plenary Session I | Parallel Sessions |
| Parallel Sessions | Plenary II |
| Lunch | Closing |
| Poster Sessions | Farewell Lunch |
| Parallel Sessions | |
| Prado Museum Visit | |
| Gala Dinner | |