

Call for Papers & Workshops

Global Forum on Business as an Agent of World Benefit: “Managing as Designing in an Era of Massive Innovation”

June 2-5, 2009

(500 word abstracts due December 1, 2008)

What is the Global Forum for Business as an Agent of World Benefit?

On October 22nd 2006 the United Nations Global Compact, with its 4,000 corporations from around the world, and the Academy of Management, with its 19,000 business school professors from over 90 countries, partnered with Case Western Reserve University to establish **The Global Forum for Business as an Agent of World Benefit**. The “B.A.W.B” Global Forum was the largest summit of its kind, bringing together companies such as Alcoa, Toyota, and Unilever and over 1,000 of the world’s visionary business executives, management scholars, policy makers, and young leader-students.

In the field of sustainability and corporate citizenship, the Global Forum’s niche is unique. Drawing inspiration from Peter Drucker’s special insight that “every global and social issue of our day is a business opportunity in disguise,” the Global Forum is designed around one distinguishing premise:

Sustainable value creation is *the* business opportunity of the 21st century. It’s an innovation engine unlike anything we have ever seen in management—and it’s a lens which will dominate the management agenda for the next generation of thirty to fifty years. Even more important, the outcomes will define the next episode in creative capitalism and, ultimately, will determine the well-being of our imperiled planet.

Hence the forum’s foremost question is this: “How do leading companies, associations, and markets turn pressing global and social issues, for example, the Millennium Development Promises or climate change and energy concerns, into bona-fide business opportunities, in ways that vitally and consistently benefit both business and the world?”

This Year’s Theme and Call for Papers and Workshops

It is in this context that the Second Global Forum for Business as an Agent of World Benefit has chosen its theme for the 2009 summit: “Management as Designing in an Era of Massive Innovation.” It is a forum (see full concept paper at globalforum2009.com)

that explores the primacy and potency of *design thinking* as the vortex for creating a new breed of industry-leading stars, showing how the creative designer's attitude can transform 21st century corporate citizenship into a source of business opportunity and world-benefiting innovation. It is also, as the words "massive innovation" suggests, about scaling up, about amplifying. Indeed, the changes rippling across the fields of design, sustainability, and business citizenship are nothing short of revolutionary. However, it is increasingly clear that we're no longer lacking in isolated product exemplars or surprising business-driven sustainability solutions. Today's greater challenge lies in *system-wide design*. This is the task of discovering ways of overcoming the systemic challenges of collaborative innovation and applied human creativity in not only large multinational corporations, but across multi-stakeholder supply chains, whole bio-regions, entire industries and professions, and across economies and geographies where billions continue to be locked in debilitating poverty.

Ours is a moment where the magnitude of change has amplified in globally critical ways—where everything reverberates, acts on and interacts with, everything else. An era of massive change is, therefore, an opportunity for magnified innovation. It is a call for a stepped-up human creativity on a scale of purpose that represents a new order of magnitude. To value innovation in systemic-design terms is to value one of the most abundant, renewable resources we can draw upon.

Listed below are three theme tracks, including topics and questions that are suggestive, not exhaustive, providing a starting point for those interested in submitting abstracts (500 words or less) for papers, workshops or showcase stories.

Theme Track 1: Management-As-Designing: *What Can Management Learn from the Field of Design and How Might the Design Attitude Help Us Turn Social and Global Issues into Bona-fide Business Opportunities?*

This theme would include:

- What can managers learn from designers?
- How might we ignite more innovation in management if we turned to architects, product designers, nature's design genius, information designing, and the performing arts to inspire new approaches to corporate citizenship and the creation of sustainable value?
- What do we know about the ethos and culture of design—e.g., the enabling metaphors, vocabularies, and "designerly ways of knowing?"
- What's next as we peer into the future of designing? What is the role of the visual? Emerging new design skills and design environments?
- What do we know about collaborative design? Cheap and rapid iteration? Imaginative competence and foresight?

- How about the relationship of values and valuing, or the role of aesthetic appreciation in design, including the role of positivity, inquiry into the good and the possible, optimism, and emotions such as hope, inspiration, and joy?

Theme Track 2: Massive Innovation: *What Do We Know About Change at the Scale of the Whole?*

In the realm of sustainable innovation in business, it is increasingly clear that we're no longer lacking in isolated sustainability solutions. Everyone, in some manner or another, is going green or socially responsible. Our greater challenge lies in *system-wide design*—for creating more widespread commonwealth and for discovering the ways of overcoming the challenges of collaborative creativity across multi-stakeholder supply chains, entire industries, and larger whole systems. In the domain of “change at the scale of the whole” many conceptual and practical questions assert themselves:

- What today are new leverage points for system wide innovation, for example, mega-communities and social networking?
- Can we develop better typologies and distinctions for the study of design projects with systemic aims?
- What about new modalities for global gatherings and industry forums, global management meetings, and summits?
- What do we know about complex multi-stakeholder forums, global summits, and large group dynamics—especially those—e.g. the Appreciative Inquiry Summit and Future Search Conferences—that move *beyond dialogue to design* in multi-stakeholder groups ranging in size from three-hundred people to several thousand?
- Or how about small-action type change emerging from everywhere: what are the roles of social entrepreneurs, citizen-led initiatives, grass-roots organizing, web-enabled communities, and social networking applications in raising consciousness about sustainability, devising “glocal” innovations, igniting popular movements that press for change?
- And in terms of large scale innovation for sustainability, what about the concept of the corporation itself? How might corporations be designed so as to blend social, environmental, governance and financial mission at their very core? Could it be that “corporate design is *the* macro-design challenge of the 21st century”?

Theme Track 3: Redesigning Management Education for the Future: *If Anything Imaginable Were Possible, How Might We Imagine and Design Responsible Management Education?*

Along this dimension of envisioning a truly strategic mindset toward global citizenship, the questions must be asked:

- When judged in relationship to the needs and opportunities of our times, how well is management education doing and, more importantly, where are the innovations in curricula, values, methods, research agendas, partnerships and interdisciplinary dialogues?
- If anything imaginable were possible, how might we re-imagine and design a new kind of responsible management education—one that enables every manager to turn social and global issues into bona-fide business opportunities (actually creating the business case) while simultaneously building a more inclusive and sustainable global economy?
- How might we better unite the strengths of management education with real-life action learning opportunities for partnering on the world agenda as portrayed in international initiatives such as the United Nations Global Compact and the world's millennium development promises of eradicating extreme poverty?
- How might we, in truly concrete terms, mobilize the newly emerging Principles for Responsible Management Education (PRME) as global platform for linking universities, think tanks, and leadership institutes into networks of sharing and learning and scaled-up impact?
- And returning to our theme of design, what might B-Schools look like if they were designed to draw on the best of our D-Schools, and how might a cross-fertilization between the two—for example the exciting collaborations emerging at Stanford University between the Design School and Business School—serve to inform, strengthen, and enliven interdisciplinary education in the arenas of sustainability, social entrepreneurship, and global citizenship?

An Invitation to Join in a Task of Historic Significance

The 2009 Global Forum will bring together leading executives, designers, management scholars, civil society leaders, government policy makers, and visionary students to identify and leverage new solutions with the potential to change 21st-century society for the better. The format and content will encircle the globe and include both face-to-face and virtual venues. The Forum is designed to inspire conferees to push the boundaries of what is known and to accept Toynbee's challenge "to dare in scholarship."

We invite papers, essays, workshop proposals from professors, students, executives, managers and leaders in the field of practice. A peer-review process will select submissions for presentation at the Forum, with outstanding papers considered for a state-of-the-art book as well as for a special journal issue. Innovative workshops on the strategic aspects of sustainable value creation, including leadership approaches and management methods for advancing business as an agent of world benefit, are also invited. Especially welcome are real-life profiles of CEOs, managers, companies, and public-private partnerships that have dared to view social and global challenges not as burdens but as compelling business opportunities, new sources of innovation, and the basis for long-term fiscal success.

Specifically, we invite papers that fall under one of the three following categories:

1. Conceptual, empirical, and theoretical papers
2. Workshops focused on application and the practical “how-to’s”
3. In-depth case studies or story narratives

Like the content, the format of the Forum will encircle the globe, with delegates coming from around the world to attend the Forum in person, and an additional 1,000 delegates expected to participate virtually. Speakers at the Forum will include such leaders as Jeffrey Sachs, Director of The Earth Institute and Quetelet Professor of Sustainable Development at Columbia University; Mary Robinson, Director of Realizing Rights and Former Prime Minister of Ireland; and world-renowned architect and designer Bill McDonough.

Please submit a 500-word (maximum 1-page) abstract of your proposed paper online at http://worldbenefit.case.edu/global%2Dforum/about_callforpapers.cfm by December 1, 2008—or sooner if possible. Your abstract must identify: (1) to which of the three tracks you are submitting, (2) under which of the three categories - conceptual papers, workshops, and case studies - listed above does your paper belong, and (3) your topic area. Also, please include a conceptual frame, question(s), and methodology (if applicable). In addition to the abstract, we also need to have (1) name and co-author names, (2) title, (3) organization, (4) address, (5) phone, and (6) e-mail address.

You will be notified by **February 27, 2008** as to whether your proposed paper, session, or workshop has been selected for inclusion at the Forum. Authors of successful proposals will be invited to submit a paper or workshop materials and join in the deliberations and dialogue.

MARK THE DATES: The Forum will be held June 2nd to 5th, 2009 at Case Western Reserve University, in Cleveland Ohio, USA. It is organized by the Academy of Management’s ODC Division, the UN Global Compact, and the Weatherhead School of Management at Case. For more information on this exciting opportunity as well as university and company partnership or **co-sponsorship opportunities**, contact globalforum2009.com