

**IFSAM 2010**  
**10<sup>th</sup> World Conference**

**General Conference Theme:**  
***Justice and Sustainability in the Global Economy***

**Call for papers for the track:**  
**Finance and Sustainability (FAS) 2010 Programme**

**Chair: Pr Roland Pérez, Université Montpellier (F)**  
**Co-chairs: Dr Céline Louche, Vlerick Leuven Gent Manag. Sch. (B)**  
**Dr William Sun, Leeds Met University (UK)**

*This call for papers is linked to the research programme, “Finance and Sustainability” (FAS) 2010. FAS is a newly established research project, initiated in 2009, which is partnering and coordinated by several academic and professional organisations. This project focusses on the current global financial crisis. The core objective is to offer theoretically informed research into various aspects of the financial crisis. Further, the programme will be guided by an ‘embedded’ understanding of the economy that argues that economic activity is not autonomous, but rather it is one of the many branches of social activity. In consequence, economic phenomena, such as the recent financial crisis, need to be viewed with reference to and in connection with the broader socio-economic environment.*

Potential areas of research include:

- (1) Rethinking and revision of the conventional financial paradigm dominating economic policy, corporate governance, and business management, which are overwhelmingly financial market oriented;
- (2) In-depth analysis of reactions, attitudes, behaviours, mechanisms and rules of multiple stakeholders and their roles in business and economic and social lives concerned with the different aspects of the financial crisis; and
- (3) A set of proposals put forward to rebuild a sound financial and corporate governance system that is more oriented to sustainability.

FAS 2010 programme accommodates both foundational theoretical research and applied research. The purpose is to contribute to both academic knowledge and practical competencies. In this respect FAS 2010 is conceived as a partnership program between several academic research centres and professional organisations.

The partners in this preliminary phase (spring-summer 2009) of this project are:

1. ***The Research Club of French Institute of Directors (Club recherche de l’Institut Français des administrateurs – CR/IFA)***

The French Institute of Directors (IFA), founded in 2004 (chairman: D. Lebègue), is a French structure grouping members of Boards of Directors from public and private companies

([www.ifa-asso.com](http://www.ifa-asso.com)). This Institute is the French member of ECODA (*European Confederation of Directors' Association*), Brussels (Belgium) [www.ecoda.org](http://www.ecoda.org). The IFA Research Club (Chairman: A. Pujos) is open both to academic scholars and professional practitioners concerned with corporate governance. IFA has published, since 2007, a review devoted to Corporate Governance items: *Revue française de gouvernance d'entreprise (RFGE)*. IFA held its annual research forum in Paris on May 14<sup>th</sup> 2009, on the theme “*Risk Management and Corporate Governance*” (*Gestion des risques et gouvernance de l'entreprise*).

2. *The International Network of Organisations and Sustainable Development (Réseau International sur les Organisations et le Développement Durable - RIODD)*

RIODD, founded in 2005 (Chairman Pr J. Pasquero, Montreal, Ca) is an academic research network (120 members of mainly French speaking research scholars) on social sciences (Economics, sociology, management science....) related to Sustainable Development [www.riodd.net](http://www.riodd.net). The 4<sup>th</sup> RIODD congress was held in Lille University on June 24<sup>th</sup> 2009, on the theme “*CSR: new regulation of capitalism?*” (*La RSE: une nouvelle régulation du capitalisme ?*).

3. *The International Academic Association on Governance (Association académique internationale de gouvernance – AAIG)*

AAIG just started up at the occasion of the 8<sup>th</sup> International Conference on Governance (CIG 2009) in Firenze (It) on June, 18<sup>th</sup> 2009. <http://cige2009.univ-paris1.fr> This new association grouped researchers in Corporate Governance, mainly in French speaking countries (Chairman: Pr R. Labelle, HEC Montreal, Ca). [www.aaig-asso.com](http://www.aaig-asso.com)

4. *The Corporate Governance and Sustainability Research Group (CGSRG)*

CGSRG is a new initiative taken by Leeds Metropolitan University, Faculty of Business and Law (UK). It has an international research network joined by scholars from developed and developing countries and has been in partnership and collaborations with other research centres and institutions in Australia, Canada, China, Franc, New Zealand and USA (Leader: Dr. William Sun, Leeds Met. Uni., UK). From 2009 the CGSRG has been undertaking a research project entitled, “*Corporate Governance and Responsibility for the 21st Century: Lessons from the Global Financial Crisis*”.

5. *The Finance Observatory (L'Observatoire de la Finance)*

Created in 1996, OF is a think tank, debate and research centre devoted to analysing financial items in relation with individual and collective responsibility. [www.obsfin.ch](http://www.obsfin.ch). OF is located in Geneva (CH) (Director Pr P-H Dembinski, Uni. Genève, CH). OF publishes a bilingual review “*Finance and Common Good – Finance et Bien commun*”. The n° 31 (2008) is a special issue about “Financial Crisis”.

Other institutions belonging to academic or professional financial fields who have expressed interests in this project include Pr D. Jacquet (INSEAD Fontainebleau), Pr C. Louche (Uni. Gent, B), Pr F. Morin (Uni. Toulouse)... Moreover, additional partners are expected to join this project in the following months (September-December 2009).

One of the “deliverables” expected is the next *IFSAM (International Federation of Scholarship Federation of Management) World Conference*, which will be held in Paris, July 8-10<sup>th</sup> 2010, on the theme “*Justice and Sustainability in the Global Economy*”. [www.ifsam2010.org](http://www.ifsam2010.org)

We have proposed “*Finance and Sustainability*” as one of the specific tracks offered to this Conference. This call for papers is prepared in this respect and proposals should be sent to [submission@ifsam2010.org](mailto:submission@ifsam2010.org), with a copie to [perez.roland@free.fr](mailto:perez.roland@free.fr).

Written papers should be submitted Microsoft Word documents and formatted as detailed in the guidelines available on the conference website: [www.ifsam2010.com](http://www.ifsam2010.com)

**The dead line is January 31, 2010.**

#### Scientific Committee

**Pr Paul Dembinski**, Université de Genève (CH), Director of Observatoire de la Finance

**Pr Dominique Jacquet**, INSEAD – CEDEP Fontainebleau (F)

**Dr Céline Louche**, Vlerick Leuven Gent Management School (B)

**Pr François Morin**, Université Toulouse 1, LEREPS (F)

**Pr Beranrd Paranque**, Euromed Marseille (F)

**Pr Roland Pérez**, Université Montpellier (F)

**Dr William Sun**, Leeds Met. University (UK), Vis. Pr Harbin Tech. Uni. (China). Leader of Corporate Governance and Sustainability Research Group (CGSRG)

#### Personal Bio Notices:

**Pr Roland PEREZ** received a Ph D. in Economics (Paris, 1970) and the “Agregation” in Economics and Management Science. He held several positions (CNRS. Paris, University of Amiens, University of Montpellier, ICAMAS). He is Emeritus Professor since 2003.

Pr Pérez works on Corporate Finance and Governance, Industrial and Strategic Analysis. He has managed several research programs in this area. He has specially worked on the strategies of multinational agro-food companies, and on the relations between finance, governance and sustainability.

Pr Pérez is also a doctor *honoris causa* and member of several scientific institutions in France and abroad, like French Academy of Management SFM (Chairman 2006), RIODD (Chairman 2007-09), and *Revue Française de gouvernance d'entreprise – RFGE* (Chairman of Scientific Committee) E-mail: [perez.roland@free.fr](mailto:perez.roland@free.fr).

**Dr Céline LOUCHE** obtained her PhD in 2004 on the institutionalisation of socially responsible investment (SRI) at the Rotterdam Erasmus University (The Netherlands) for which she obtained the *FIR Finance & Sustainability Prize* award for the best European PhD thesis in 2005. In her work, she explores the way processes of change take place. A major research interest is the construction of the CSR field with a special focus on SRI and stakeholders processes.

She is Assistant Professor at Vlerick Leuven Gent Management School (Belgium). She teaches and researches into the area of Corporate Social Responsibility (CSR). She also worked five years as a Sustainability Analyst for SRI at the Dutch Sustainability Research institute

Dr. Louche is member of the Academic Board of the European Academy of Business in Society, the scientific committee of the International Network for Research on Organisations and Sustainable Development (RIODD), and the SRI advisory committee of Dexia Asset Management. E-mail: [celine.louche@vlerick.be](mailto:celine.louche@vlerick.be)

**Dr William SUN** is Leader of *Corporate Governance and Sustainability Research Group* (CGSRG) at Leeds Metropolitan University Faculty of Business and Law, and Visiting Professor of Management at Harbin Engineering University.

At Leeds Met, Dr. Sun also serves as an Independent Chair for PhD Viva-Voce Examinations, Research Award Coordinator, PhD Supervisory Mentor, PhD Supervisor, and leader of several modules for MBA and other postgraduate studies.

Dr Sun is a member of the Steering Committee of Corporate Social Responsibility Special Interest Group, British Academy of Management.

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