

## **The balanced company: Concept and practice**

**Organized by Jacob Dahl Rendtorff (jacrendt@ruc.dk)**

**(Professor, Head of Research Group, Roskilde University)**

This Track will discuss problems of balance in companies, business and corporations from different perspectives. We work with the problem formulation: “What is balance in corporation and how to we design organizations in order to achieve a balanced company”? When we define balance we refer to a company that has balanced relations with its internal and external environment. This company is in good relations with its environments and it develops its relations with the environment.

The track will focus on the conditions and possibilities for the balanced company by discussing the concept of balance from the conceptual and from different interdisciplinary perspectives in the business and organization sciences. We welcome papers that discuss the concept of balance within the different perspective of different business sciences and we will put up some conditions for the balanced company. This involves the following problems and themes for the discussion of the balanced company:

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1. The concept of balance and its application to business corporations. In this context we will propose the concept of balance and discuss the scope of application of this concept. What is the definition of the concept of balance and how does it apply to different business disciplines. What are the elements of the idea of balance and how is it defined.
2. Organization science and the concept of balance. In this context, we will apply the concept of balance to the idea of organization science. What does it mean to introduce balance in to the idea of organization science and what are the elements of balance in organization science. Balance can be used to determine the structure and development of an organization and this is the aim of the discussion of the role of the concept of balance in organizational design.
3. Institutional theory and the concept of balance. In this context, we will apply the concept of balance to institutional theory and discuss what role the idea of balance may play in the concept of institution. What use can we make of the idea of balance in institutional theory and can the idea of balance contribute to the understanding of balance between institutions in institutional research?
4. Management of the balanced company. In this context we will discuss the management of the balanced company in different contexts. The issue is what kind of management tools and management ideas that are important for the balanced company. Here, we can refer to ideas of the triple bottom-line, sustainable development in the company, corporate social responsibility (CSR), corporate citizenship, business ethics and other models for formulating balance between the company and its environment.
5. Leadership in the balanced company. What does balanced leadership imply? Here we can discuss the relation between leadership and recognition, involvement and leadership, leaders who are working closely with their employees in horizontal visions of leadership. We can also mention stakeholder management and other efforts to work closely with all constituencies of the corporation.
6. Business economics and the balanced economy. What are the economic requirements for a balanced company? Or what is the bottom-line of the balanced company? How should economic management deal with the concept of balance? Does the economic concept of balance include sustainability and new relations to the externalities of economic production?

7. Business accounting and balance. What kind of reporting procedures do we need to account for corporate balance and the balanced company? Here we could deal with non financial reporting and the importance of such kind of evaluations for producing balance in a corporation. The concept of reporting can also be used as a tool to develop balance in the corporation.

Each paper could relate to one or more of those themes. The author could also select one theme and use this as the basis for his or her contribution. Please contact Jacob Dahl Rendtorff for further information and submission of papers and abstracts.