



2ND WORKSHOP ON BUSINESS DIPLOMACY:
**MANAGING NON-MARKET CORPORATE RELATIONSHIP CAPITAL:
The Role, Function, and Competency Requirements of Business Diplomacy**

BRUSSELS, 24-25 June, 2010

The European Institute for the Advanced Studies of Management

Co-organised by Diplomacy Dialogue, Department of Political Sciences (Ghent University)
and the Centre for Socio-Eco-nomic Development, Geneva

CO-CHAIRS

Prof. Dr Raymond SANER
University of Basle & Sciences Po, Paris
Director, Diplomacy Dialogue
Switzerland

Prof. Dr. Rik Coolsaet
Chair, Department of Political Sciences
Ghent University, Belgium

Dr Lichia YIU
President, Centre for Socio-Economic Development (CSEND-Geneva)
Switzerland

BACKGROUND

This workshop builds on findings of first workshop held at EIASM on 13-14 November 2008. The second workshop will deepen the conceptual development of Business Diplomacy and share both research findings and practitioners' reflection on sector specific applications.

The workshop addresses the needs of business to conduct sustainable and mutually beneficial relations with a multitude of parties in a multi-stakeholder context. Business diplomacy goes

beyond corporate social responsibility. It attempts to defend an enterprise' interests in a constructive and diplomatic manner vis-à-vis non-business stakeholders. Business diplomacy thus assists the companies in maintaining a working rapport with both adversaries and neutral bystanders resulting in more effective risk management and limitation of potential lose-lose confrontations.

OBJECTIVES

To create a forum for academic exchange of empirical qualitative or quantitative research in the area of Business Diplomacy. Research in all stages, dissertations proposals, research in progress, and completed research is welcomed.

The objectives of this workshop will consist of the following:

1. Sharing practitioners experiences or business diplomacy practice regarding application of Business Diplomacy by Multinational companies in sectors such as telecommunications, pharmaceuticals, energy, public utilities (water) and agriculture;
2. Presenting research findings from US, Swiss, German and enterprises of other countries
3. Developing the theoretic framework of business diplomacy.

CALL FOR PAPERS AND DEADLINES

Submissions are invited of conceptual, theoretical and empirical nature adopting different methodologies which can help to highlight the context-specific nature and functioning of Business Diplomacy and its underlying dynamics and prerequisites.

Deadlines

Extended abstracts (3-5 pages) should be submitted for consideration to conference organizers till 1st April, 2010.

To be acceptable, proposals MUST only be submitted through this web site:

http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=655

All submissions must be in English.

Authors will be notified of the chairs' decisions on an on-going basis **ending by 30th April 2010.**

Submission of papers is welcomed but not mandatory to be qualified for participation.

PUBLICATION OPPORTUNITIES

Authors of best abstracts and presentations will be invited to submit full papers for a book publication.

Contact: http://www.eiasm.org/frontoffice/event_announcement.asp?event_id=655