



EFMD

2015 Higher Education Research Conference

The Legitimacy and Impact of Business Schools and Universities

Hosted by

3 - 4 June 2015



OXFORD, UNITED KINGDOM



CALL FOR PAPERS

A. Conference Theme

We are proud to announce that the *2015 EFMD Higher Education Research Conference (HERC)* will take place at the *Saïd Business School, University of Oxford*, on 3-4 June 2015. The theme of next year's conference will be:

“The Legitimacy and Impact of Business Schools and Universities”

We are inviting submissions of research work within the following two relatable areas of academic enquiry:

Track 1: Legitimacy of business schools and universities

Track 2: Impact of business schools and universities

At a time when scholars and citizens are again asking the question “what are universities for”, and others may be overstating a crisis in higher education, it is appropriate we should be interested in enquiry into the legitimacy and impact of business schools and universities. We invite theoretical, methodological and empirical papers into the twin and relatable challenges of the legitimacy and impact of business schools and universities. What are the challenges to business schools and universities in the contemporary world and how are those institutions responding to those challenges and with what further consequences for the various stakeholders? And what do we know historically about such cycles of challenge, response and consequence and are there any parallels with the global world of higher education we experience today?

In the particular domain of impact, we invite papers about how the impact of business schools and universities can be defined, assessed/measured and empirically studied. We invite reviews of existing literature and new empirical studies which assess what is known and not known about the educational, social, economic and industrial impact of business schools and universities.

All papers will be subjected to a double-blind review process. Preference will be given to papers which deal directly with impact and/or legitimacy of business schools and universities. We are open to quality work from established scholars and from younger scholars entering these important fields of scholarship. We are also open to papers from scholars interested in the co-production of knowledge between scholars and practitioners and those interested in engaged scholarship whose purposes are to create more impactful social science and management research.

At the end of the conference, the best papers will be invited for a regular submission to a special issue of a peer-reviewed journal.

B. Keynote Speakers

We are delighted to announce that three distinguished speakers have accepted our invitation to deliver keynote addresses during the conference:



Jeffrey PFEFFER

Thomas D Dee II Professor of Organizational Behaviour at the Graduate School of Business, Stanford University, USA

Business School Legitimacy: How the Naked Emperor Perseveres



Alis OANCEA

Associate Professor in the Philosophy of Education, University of Oxford, UK

Universities and Society: Research Impacts and Ecologies of Value



Mats ALVESSON

Professor of Management, Lund University School of Economics and Management, Sweden

Logics of Higher Education: Qualification, Customer-Satisfaction or Looking Good?

C. Background

Since 2012, EFMD is engaging in a community-building effort to encourage research on business schools and their role in higher education. The Annual EFMD Higher Education Research Conference serves as an anchor event of this initiative. It serves as a platform to facilitate the cross-fertilization of research by scholars from management, higher education as well as other fields. The forthcoming conference in Oxford will be the fourth such conference organized in this series. Previous events have been hosted by The Lorange Institute in Switzerland, Paris-Dauphine University in France, and Stockholm University Business School in Sweden.

D. Submission Guidelines

Authors are requested to submit a full paper. Although there is no formal page limit, manuscripts submitted are typically between 20 and 40 pages. Submissions should include an indication of the authors' preferred conference track.

All papers for the 2015 EFMD Higher Education Research Conference need to be submitted via our submission website at:

<http://herc2015.efmd.org/openconf/openconf.php>

The submission website will be open as of 1 December 2014. **The deadline for all submissions is 27 February 2015.**

All submissions will be subjected to a competitive review process on the basis of originality, rigour and relevance with members of the Programme Committee serving as reviewers. No author information or other identifying information should appear anywhere in the submission. All authors will be informed about the outcome of the review process no later than **3 April 2015**.

Authors of accepted papers are requested to submit their revised papers by **8 May 2015**. At least one author of each paper must register for the conference and present the paper. All accepted papers will be made available to participants via the conference online platform.

For further details please consult the conference website at <http://www.efmd.org/herc2015>

E. Conference Date, Venue & Registration

The 2015 EFMD Higher Education Research Conference will be hosted by the

Said Business School, University of Oxford
Park End Street, Oxford OX1 1HP, United Kingdom
www.sbs.ox.ac.uk

The conference will start on 3 June 2015 at noon and will end on 4 June 2015 at 16:00.

Conference registrations will start from 15 December 2014. Participants registering by 31 March 2015 will receive an early bird discount and pay EUR 430. After this date the regular conference fee will be EUR 480.

Doctoral students will be charged a special rate of EUR 290 as long as they register for the conference by 31 March 2015.

F. Contact and Inquiries

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G. Conference Organizing Committee

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Ulrich HOMMEL, Professor of Finance, EBS Business School, Germany & Director, EFMD Research and Surveys Unit

Christophe LEJEUNE, Professor of Strategy and Organisation, ESTA Belfort School of Business and Engineering, France & Research Advisor, EFMD Research and Surveys Unit

H. Programme Committee

Chair

Andrew PETTIGREW, Professor of Strategy and Organisation, Saïd Business School, University of Oxford, UK & Chair of the EFMD R&D Steering Committee

Members

Eric CORNUEL, Affiliate Professor, HEC School of Management, France & Director General, EFMD

Jürgen ENDERS, Professor of Higher Education, School of Management, University of Bath, UK

Alain GED, Professor of Strategy, Finance, Entrepreneurship, IAE Aix en Provence, France

Thomas HARTMAN, Professor of Accounting and Finance & Dean, Stockholm University School of Business, Sweden

Jean-Pierre HELFER, Professor of Marketing & Dean, IAE Paris, France

Ulrich HOMMEL, Professor of Finance, EBS Business School, Germany & Director, EFMD Research and Surveys Unit

Alan IRWIN, Dean of Research, Copenhagen Business School, Denmark

Andrew KAKABADSE, Professor of Governance and Leadership at Henley Business School, University of Reading and Emeritus Professor at Cranfield University School of Management, UK

Michel KALIKA, Professor of Management, Université Paris Dauphine, France

Pierre KLETZ, Professor at Ben Gurion University of the Negev & Vice President, Mandel Foundation, Israel

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Alain VAS, Professor of Change Management, Louvain School of Management, Belgium