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 Said 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.

Ken Starkey and Andrew Pettigrew will be editing a 2016 Special Issue of the Academy of Management Learning & Education on the same topic as the conference and would welcome submissions from conference participants. The Call for Submissions will be finalized in the near future.

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*
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 an outline paper of around 2000 words. The outline paper should make clear the central research questions or ideas, the core concepts of the paper, the nature of the research method and the nature of any evidence if the paper is a research study. Of course, submissions may be complete or full papers if such papers are ready at the time of submission. Submissions should include an indication of the authors’ preferred conference track. No author information or other identifying information should appear anywhere in the submission.

All outline 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 deadline for all submissions is Sunday, 22 March 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. All authors will be informed about the outcome of the review process no later than 17 April 2015.

Authors of accepted papers are requested to submit their full papers by 8 May 2015. Although there is no formal page limit, manuscripts submitted are typically between 20 and 40 pages. 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 24 April 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 24 April 2015.

**F. Contact and Inquiries**

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**G. Conference Organizing Committee**

Andrew PETTIGREW, Professor of Strategy and Organisation, Saïd Business School, University of Oxford, UK & Chair of the EFMD R&D Steering Committee  
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, United Kingdom  
Alain GED, Professor of Strategy, Finance, Entrepreneurship, IAE Aix en Provence, France  
Thomas HARTMAN, Head, Stockholm Business School & Professor of Accounting and Finance, Stockholm University, Sweden  
Jean-Pierre HELFER, Professor, Director of the Master of Marketing and Commercial, IAE de Paris, France  
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Michel KALIKA, Professor of Management, Université Paris Dauphine, France & Senior Advisor – Business School Impact Survey (BSIS), EFMD  
Pierre KLETZ, Professor at Ben Gurion University of the Negev & Vice President, Mandel Foundation, Israel  
Peter LORANGE, Professor of Corporate Strategy Leadership & President, Lorange Institute of Business, Switzerland  
Rajani NAIDOO, Professor in Higher Education Management, School of Management, University of Bath, UK  
Joan Enric RICART, Professor of Strategic Management Department, IESE Business School, Spain  
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Kenneth STARKEY, Professor of Management & Organisational Learning, Director of Research, Nottingham University Business School, UK  
Howard THOMAS, Professor and LKCSB Chair of Strategic Management & Dean, Lee Kong Chian School of Business, Singapore Management University, Singapore  
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