

Call for Papers for a Special Issue

Global Stakeholder Strategy

Submission Deadline:

Guest Editors:

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Special Issue Purpose

According to Archie Carroll, “regardless of what is happening in individual countries, whether at home or abroad, the primary venue for ethical [and social] debates in the future will be the world stage.”¹ If there was a lesson in the globalization patterns of the last twenty years it was that global economic inter-relationships bring with them socio-political pressures that arise from differences in the interests of the actors/stakeholders involved. In the past, local firms found themselves insulated from foreign social and political events while multinational enterprises (MNEs) frequently used their multinationality as a hedge against such risk. However, the increasing micro-integration of social, economic and political systems implies that even local firms must now account for an increasing variety of economic, social and political stakeholders who in the past appeared only in the distance.

This special issue aims to bring clarity and coherence to the linkage between global strategy theories, the evolution of local and global stakeholders, and the effective practice of global stakeholder strategy and management. We welcome studies on global strategies and stakeholder management that seek to advance our knowledge about why, where and how economic and non-economic actors interact at the nexus of the firm. Papers submitted to this special issue should aim to test the limits of existing theories, extending them where required and replacing them where necessary with new conceptualizations. We are particularly interested in papers that go beyond management theories and bring to the table conceptualizations that draw from a broad range of disciplines – e.g., economics, law, sociology, psychology, political science, etc.

Research Questions

The following list suggests some of the questions and topics that articles submitted to the special issue may analyze:

1. Who and what is a stakeholder for a MNE? What determines the degree to which a stakeholder is “local” or “global”? What confers legitimacy on one stakeholder group but

¹ Carroll, A. B. (2004). “Managing ethically with global stakeholders: A present and future challenge,” *Academy of Management Executive*, 18 (2): 114–120.

- not another? In whose eyes must the stakeholder be legitimate? Why are some stakeholder groups more successful at achieving global prominence? Why do some fail?
2. How do we characterize stakeholders and stakeholder groups? Empirically, how can we take theories of stakeholders, culture, and groups and provide a meaningful methodology that informs theory and is useful for practicing managers?
 3. What are the internationalization processes followed by successful stakeholder groups and organizations (e.g., NGOs)?
 4. When is a stakeholder group viewed as “successful” in achieving its outcomes/goals/aspirations?
 5. What determines the way in which MNEs respond to stakeholder pressures globally and locally?
 6. How does stakeholder theory and theories of global strategy and the MNE inter-relate?
 7. To what extent is global strategy in general, and CSR strategy in particular, driven by the make-up and distribution of stakeholders?
 8. How does the inclusion of stakeholder theory redefine our notion of the firm and the multinational enterprise?
 9. How do MNCs learn about the expectations of their stakeholders and make sense of their role within the global context in its economic, social and environmental dimensions?
 10. What factors explain the varying degrees of success MNEs have had in integrating stakeholder expectations and sustainability concerns within their strategies, their operations and their cultural traits?

Deadlines and Submission Instructions

The deadline for submission of papers is April 15th, 2012. More information on the special issue, as well as guidelines for authors, appear at the Global Strategy Journal website: <http://gsj.strategicmanagement.net/>

Review Process

The Guest Editors are seeking reviewers for this special issue and solicit nominations and volunteers to participate in the review process. Authors of submitted papers will automatically be included as reviewers. Papers will be reviewed following the regular Global Strategy Management Journal double-blind process.

The review and evaluation process for the special issue will be integrated into the **5th International CSR conference to be held 4-6 October 2012 in Berlin Germany**. A selection of papers from the beginning stage(s) of the review process will be invited to participate in a component of the conference dedicated to stakeholder issues in which author(s) will interact with other researchers and the special issue editors. Following the conference, the special issue Guest Editors will make decisions as to the final disposition of manuscripts.

More Information:

Authors interested in the special issue can contact the Guest Editors at GSJ.Stakeholder.Special.Issue@gmail.com.

For questions about submitting to the special issue contact the GSJ managing editor, Lois Gast, at lgast@wiley.com.