



Opening the Black Box of Non-market Organizational Practices

Surrey Business School, Guildford, UK – July 4, 2023

Management of complex nonmarket issues - social, political, legal, and regulatory uncertainties - have become a top concern for most corporations. Nevertheless, despite seeing topics such as Sustainable Development Goals (SDGs) and Environmental, Social and Corporate Governance (ESG) gaining momentum on many executive boards and media, we find an integrative understanding from a management perspective is still lacking. The workshop aims to attract cutting-edge theoretical/empirical research that examines the nature, antecedents, management, consequences, and public/private regulation of various corporate nonmarket activities.

Participants will have an opportunity to receive feedback and interact with a distinguished panel of scholars which includes:

- Prof J.P Bonardi (HEC Lausanne)
- Prof Jonathan Doh (Villanova)
- Prof Thomas Lawton (Cork and Surrey)
- Prof George White (Michigan-Flint)
- Prof Pei Sun (Manchester)

Submission instructions:

- Those interested in presenting and receiving feedback on their work during a PDW session please submit a working paper or extended abstract to Prof. Sorin Kramer (s.krammer@surrey.ac.uk) specifying the track that applies (Track 1- PhD candidates; Track 2- Early Career Researchers).
- Submission deadline: April 30, 2023
- Notification for authors accepted: May 10, 2023

Key Information and Dates:

- Registration and confirmation of attendance: June 1, 2023
- Venue: Surrey Business School, Rik Medlik Building, University of Surrey, Guildford, Surrey, GU2 7XH, UK
- Registration and various details: Emma Clear (e.clear@surrey.ac.uk)
- There is **no fee** to attend, but participants will cover their own accommodation if needed. Lunch and refreshments will be provided during the event.

Tentative Schedule

8:30 - 9:00	Registration and Welcome
9:15-10:00	Keynote 1: Past, Present, and Future directions of Non-Market Strategies Research
10:00-10:45	Panel 1: Reflections on the Keynote
10:45-11:00	Coffee Break
11:00-12:00	Industry speaker on Stakeholder Engagement
12:00-13:30	Lunch
13:30-14:30	Keynote 2: Challenges of Stakeholder Engagement: where do we go from here?
14:30-15:00	Coffee Break
15:00-16:30	Parallel Roundtable 1: Paper development workshop #1 (PhDs) Parallel Roundtable 2: Paper development workshop #2 (ECRs) Parallel 'Meet the Editors' Session: Publishing non-market strategy research in top management journals
16:45-17:30	Panel 2: Discussion on the Future of Non-Market Strategy (including "hot areas", research methods, cross-disciplinarity)
17:30-17:45	Closing of the event
17:45-18:45	Networking Mixer