

## CALL FOR PAPERS

### SPECIAL EDITED BOOK

### CORPORATE SOCIAL RESPONSIBILITY-AN INTERNATIONAL CHALLENGE

WITH A THEMATIC ROUND TABLE TO DISCUSS RESULTS AND PROJECT NEW IDEAS IN FRAMES OF *INTERNATIONAL CONFERENCE RUSSIA'S INTEGRATION INTO THE WORLD ECONOMY: the NEW PARADIGM of the ECONOMIC CULTURE (YEKATERINBURG, RUSSIA, December 2, 2011)*

#### Abstract

Holding of an international symposium helps to determine key trends of the economic culture development. A series of these conferences that took place in the Ural Federal University in 2006-2011 helped to define major vectors in organisation of the economic culture, and in estimation of the place of Russia in this trend through the key stakeholders and players of the global economy.

The year of 2011 highlighted new global drivers of the economic culture defining a pivotal necessity for international scientific and business communities to discuss the situation.

After the success of discussions devoted to Corporate Social responsibility we decided to have a special book edition. Taking into consideration the cross-cultural impact, peculiarities of ethical and ecological CSR models in different countries we welcome scholars and managers approaches to the Corporate Social Responsibility today.

In December 1-3 2011 we will hold a round table named CSR-An International Challenge with Russian and international scholars, business representatives and interested parties. In March 2012 we will publish edited book with the results of our discussions in Russian and English.

The list of possible topics include, but is not limited by:

- Conceptualising and critiquing worldly, global and/or cross cultural corporate social perspectives
- Reporting cross cultural CSR research
- Worldly CSR in practice (case studies, empirical research, reporting)
- Narratives and discourses of global and/or worldly CSR
- Worldly wise? Ethics of global and local CSR practices
- Sustainable development-is it always responsible?
- Non-western perspectives on CSR
- CSR critics

The maximum length of the paper is 25 pages (including ALL tables, appendices and references). The paper format should be as follows. Use Times New Roman 14-pitch font, and 1-inch (2.5 cm) margin all around. Number all of the pages of the paper. All manuscripts should be double-spaced. Margins should be one inch (2.5 cm) at the top, bottom and sides of the page. Titles should be short, and abstracts should be informative for non-specialists. Authors are asked to supply an abstract of no more than 150 words. Include up to six keywords that describe your paper for indexing and for web searches in your manuscript.

Submissions should be done to [zhanna\\_belyaeva@yahoo.com](mailto:zhanna_belyaeva@yahoo.com) or [uved@mail.ustu.ru](mailto:uved@mail.ustu.ru) (for Zhanna Belyaeva). Submissions are possible in English and Russian. Please send abstract or full paper until November 10th, 2011.

Shall you be able to participate in the round table, please register at the provided email until October 10th in order for us to help with travel visa on time.