

### Last Opportunity to register for ESRC Festival of Social Science Events

AIM is proud to present an exciting programme this Festival of Social Science, and with the first events taking place on Friday the 6<sup>th</sup> of March time is running short to register for final places.

Organised by AIM Fellows in Aston, Cambridge and London, the events with places remaining look to stimulate debate over a wide range of topical areas such as Professor Jaideep Prabhu's '[Business Models Innovation in Developed and Emerging Markets](#)', Professor Paula Jazabkowski's '[Network Industry Policy: Who Decides?](#)', Professor Julia Balogun's '[Implementing Strategic Organisational Change: Lessons from Practice](#)' and Dr Vania Sena's '[Improving Regional Performance: what is the role of benchmarking?](#)' Our largest events, Professor John Bessant's '[Managing Knowledge Spaghetti](#)' and Professor Jonathan Sapsed's '[Creative Cultural Industries: Management Challenges and Solutions](#)' should also prove excellent networking opportunities.

For a full list of AIM's Festival of Social Science events please see our [website](#). For more details about events with places remaining please see the Forthcoming Events section of this newsletter.

If you have any queries about any of the events please contact Agnieszka Witaszczyk, AIM Meeting and Events Officer ([agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk)) or Caroline Brown, AIM Press and Communications Officer ([caroline.brown@wbs.ac.uk](mailto:caroline.brown@wbs.ac.uk))

### 'Closing the UK's productivity gap: the latest research evidence' AIM Publication Launch at the Treasury

Attended by a host of senior figures including representatives from the Home Office, Cabinet Office, BERR, DIUS and the Bank of England, the launch of AIM's latest publication 'Closing the UK's productivity gap: the latest research evidence' was a resounding success. Held on the 17<sup>th</sup> of February, the event included talks from AIM Deputy Director Andy Neely, AIM Public Services Fellow Mary O'Mahony and AIM Senior Fellow Rachel Griffith, as well as CEP Research Officer at the London School of Economics Raffaella Sadun and Gavin Wallis (HM Treasury).

Following on from AIM's previous publication 'Competing on Knowledge – the UK's global innovation challenge' and the 2004 ESRC report 'The UK's Productivity Gap: What research tells us and what we need to find out', the event launched the summary of major research much-funded by AIM covering the topics of: 'the UK's productivity gap – how big and in what sectors?'; 'Productivity in the services sector'; 'ICT and productivity'; 'Management practices and productivity'; 'Science, innovation and technology transfer' and 'Globalisation, outsourcing and productivity'.

For more information on this publication please contact the [AIM office](#).

### AIM Innovation Fellow Convenes Major 'Social Science and Innovation' Event at RSA

Professor Michelle Lowe convened major AIM "Social Science and Innovation Event" 11th February at the RSA London – aimed at the policy and practice as well as the academic community with keynote speaker Prof. Nigel Thrift (Vice Chancellor, University of Warwick), and presentations by Prof. Meric Gertler (Dean of the Faculty of Arts and Science, University of Toronto), Dr. Michael Kitson (Director of the Programme on Regional Innovation at the Cambridge – MIT Institute / Judge Business School, University of Cambridge) and Prof. John Urry (Distinguished Professor of Sociology, Lancaster University). Chaired by AIM Deputy Director, Professor Andy Neely, this meeting was attended by representatives of DIUS, CBI, NESTA, BERR, the Whitehall Innovation Hub, The Royal Society, Universities UK, Yorkshire Futures and IBM United Kingdom Ltd.

For further information on this event please see the [AIM website](#).

### Innovation Cohort Meeting

AIM Innovation Fellows held their 5th Innovation Cohort meeting at the University of Lancaster 26th-27th February. A major part of this meeting was concerned with discussion of collective outputs from the cohort as well as further possibilities of engagement with policy and practice. The cohort will present a joint symposium at the British Academy of Management Meetings in Brighton in September. The symposium is entitled "The Shifting Boundaries of Innovation: Moving the Debate Forward" and will form the basis of a parallel AIM publication. Two further meetings are planned by the innovation cohort - Cambridge in June, and Edinburgh in September.

For further information contact Lead Innovation Fellow Michelle Lowe ([m.lowe@surrey.ac.uk](mailto:m.lowe@surrey.ac.uk))

### Loughborough Holds Facilitating Innovation Conference

AIM Research attended a one day conference on 'Facilitating Innovation' organised by Loughborough University on 25 February 2009. The event was held by University research group, The Manufacturing Organisation, which this year celebrates its 20<sup>th</sup> anniversary.

The conference focused on how companies can increase their productivity during this difficult economic period using incremental innovation, which looks at making small changes to business to improve trading, without losing money or staff. A mixture of academic and industry speakers including Duncan Varnes (Lead Director, UK & S. Europe for GKN Driveline) and Peter Davies (former CEO of PERA Innovation) as well as delegates attended this conference which created a great opportunity for AIM to further promote its engagement with the practice community. The day provided networking opportunities and further information about research projects at the University.

For more information about this event contact Agnieszka Witaszczyk, AIM Meeting and Events Officer ([agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk))

**First Advisory Group Meeting of the ESRC Retail Industry Business Engagement Forum**

Lead Innovation Fellow Professor Michelle Lowe (together with colleagues Prof Neil Wrigley, University of Southampton, Dr Jonathan Reynolds University of Oxford and Prof Martin Clarke University of Leeds) will hold the first advisory group meeting of the ESRC Retail Industry Business Engagement Forum (RIBEN) at the AIM Offices in Russell Square on 10th March. The meeting will be Chaired by Kevin Hawkins, OBE Ex Director General of the British Retail Consortium.

For further information contact Lead Innovation Fellow Michelle Lowe ([m.lowe@surrey.ac.uk](mailto:m.lowe@surrey.ac.uk))

**SMS Award for Shameen Prashantham**

Dr Shameen Prashantham, an AIM Research Fellow from Phase 1, won the Best Paper Runner-Up Award at the Strategic Management Society (SMS) Special India Conference held in Hyderabad on 12-14 December 2008 for his paper titled 'Local MNC Ties and Internationalization Capability in SMEs'. Based on a survey of 101 Indian software firms, the study suggests that relational capital (trust and goodwill) associated with local MNC ties is positively related to internationalization capability – much more so than relational capability associated with local fellow-SMEs. This study extends recent work by Dr Prashantham on focus on SME-MNC links which has been published in an AIM executive briefing (Dancing with Gorillas) and a paper co-authored with AIM Senior Fellow, Prof Julian Birkinshaw in *California Management Review*.

For further information contact Shameen Prashantham ([s.prashantham@lbss.qia.ac.uk](mailto:s.prashantham@lbss.qia.ac.uk))

**AIM Fellow Gerben Bakker appointed Special Adviser to the Lords Communications Committee**

Dr Gerben Bakker, a Lecturer in Economic History and Management in the Departments of Economic History and Accounting at the London School of Economics, and AIM Ghoshal Fellow, has been appointed as a Specialist Adviser to the House of Lords Communications Committee. He will advise on film industry related issues during the Committee's new inquiry into the British film and television industries. Dr Bakker is the author of the recently published book, *Entertainment Industrialised: The Emergence of the International Film industry, 1890-1940* (Cambridge University Press, 2008).

For further details please see [http://www.parliament.uk/parliamentary\\_committees/communications.cfm](http://www.parliament.uk/parliamentary_committees/communications.cfm) or [https://exchange.lse.ac.uk/exchweb/bin/redirect.asp?URL=http://www.parliament.uk/parliamentary\\_committees/communications.cfm](https://exchange.lse.ac.uk/exchweb/bin/redirect.asp?URL=http://www.parliament.uk/parliamentary_committees/communications.cfm) ) or contact Gerben Bakker ([g.bakker@lse.ac.uk](mailto:g.bakker@lse.ac.uk))

**AIM Fellow Simone Ferriani published in *Organization Science***

Prof. Simone Ferriani (University of Bologna) and Prof Gino Cattani (New York University) have an article titled "A Core/Periphery Perspective on Individual Creative Performance: Social Networks and Cinematic Achievements in the Hollywood Film Industry" in the last issue of *Organization Science*.

In this paper, the authors advance a relational perspective to studying creativity at the individual level. Building on social network theory and techniques, they examine the role of social networks in shaping individuals' ability to generate a creative outcome. Based on empirical evidence from the Hollywood film industry they show that individuals who occupy an intermediate position between the core and the periphery of their social system are in a privileged position to achieve creative results. This position allows them to maintain exposure to alternative sources of inspirations and novel ideas that lie on the fringe of their social system, but without being disconnected from the base of legitimacy and support that is associated with the core and is required to implement those ideas and gain the visibility necessary for them to be recognized as valuable in a given context.

For further information please contact Simone Ferriani ([simone.ferriani@unibo.it](mailto:simone.ferriani@unibo.it))

**Half-day workshop on 'measuring innovation: the economic issues**

A workshop was held at Nottingham University Business School on 4 February 2009 reflecting the debate generated by the recent Innovation Nation White paper on the measurement of the innovative effort of businesses and nations. The invited speakers were leading economists in the field of innovation: Bronwyn Hall (University of California Berkeley and Maastricht University), Jonathan Haskel (Imperial College Business School) and Paul Stoneman (Warwick Business School).

Bronwyn Hall opened the workshop with a critical and extensive review of the current measures available at international and national level as well as the problems and pitfalls of using R&D and patents as measurement. Paul Stoneman focused on the definition and measurement of modern innovations such as soft innovations (for example, Harry Potter) and imported innovations. He then moved on to the more general issues surrounding the measurement of innovation performance and the definition of an innovation index. Jonathan Haskel talked about the key role of knowledge capital and knowledge/intangible capital investments in the modern economy. He emphasised how it often goes undetected (see creative industries and hidden innovations) and showed how it can be redefined and modelled within the traditional innovation performance measures framework. Tony Clayton from the Office of National Statistics (ONS) was also present and contributed to the debate on definitions and statistical sources. He also reported on how the ONS is trying to incorporate these key concepts into official statistics. The workshop was well attended. The presentations were followed by challenging discussions on the changing nature of innovation, its definition and its impact upon performance.

The workshop was organised by the AIM Services fellow, Giuliana Battisti. For more information please contact [giuliana.battisti@nottingham.ac.uk](mailto:giuliana.battisti@nottingham.ac.uk)

## AIM Fellow elected committee member of the Royal Statistical Society (Business and Industrial Section)

In December 2008 the ESRC-AIM Services fellow Giuliana Battisti was elected committee member of the Business and Industrial Section (BIS) of the Royal Statistical Society. The BIS section of the Society promotes the advancement and the application of statistical methods to Business and Industry. The section holds a number of meetings a year, often based around a presented paper or half-day seminars.

For more information please contact [giuliana.battisti@nottingham.ac.uk](mailto:giuliana.battisti@nottingham.ac.uk)

## AIM Website Update

I am pleased to announce the new booking form system for AIM Events. For all AIM events please check the website to book a place. For all Future AIM events please [click here](#).

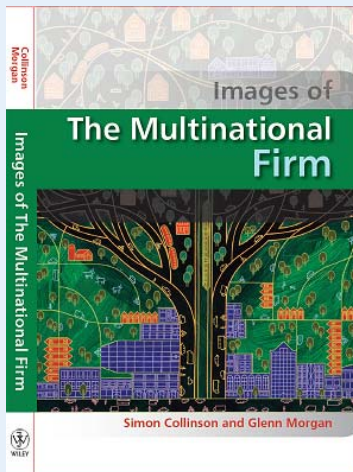
It is now also possible to receive regular AIM News updates simply by subscribing to our [RSS Feed](#).

Feel free to contact me if you have any problems regarding the website my e-mail is [Hannah.sutcliffe@wbs.ac.uk](mailto:Hannah.sutcliffe@wbs.ac.uk)

# New Publications

## AIM Goshal Fellow Simon Collinson launches two new books

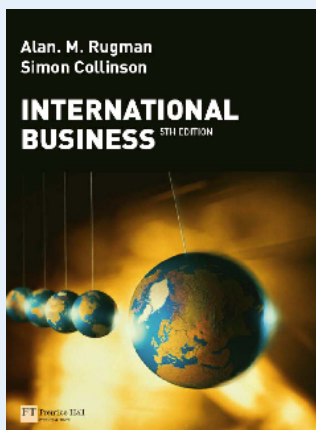
### "Images of The Multinational Firm" Simon Collinson and Glenn Morgan (eds.) (2009, WileyBlackwell)



This book addresses the debate over the nature of multinational enterprises (MNEs) and analyses common conceptions and misconceptions about their role. It presents a range of different perspectives by leading academics, including the late Professor John Dunning, Alan Rugman, Eleanor Westney and Richard Whitley, around the general themes of the evolution, current form and organization and effects of multinationals. A central aim is to generate informed debate and discussion by presenting both alternative and contradictory views. Different perspectives on what makes multinational firms 'tick' also provide practical insights for practitioners, policymakers and the general public. Case study examples in each chapter provide real-world illustrations whilst the combination of disparate theoretical approaches and alternative methodologies also add value in a teaching context.

Contributors: Jacques Bélanger, John Cantwell, John Dunning, Paul Edwards, Peer Hull Kristensen, Ray Loveridge, Sarianna Lundan, Raza Mir, Alan Rugman, Diana Sharpe, Eleanor Westney, Richard Whitley, Yanli Zhang and Alain Verbeke.

"The multinational corporation continues to fascinate, because it appears to be the most powerful transnational institution in the global economy. These articles, edited by Collinson and Morgan, are exceptional for refusing disciplinary boundaries, thereby offering a rich and holistic view on the multinational corporation. Collectively, the chapters compose a view of the multinational corporation as a politicized network, caught between the institutional webs of national settings and the consuming efforts to coordinate across borders. Far from the powerful image of a global arbitrageur of national economies, the multinational corporation is an entity forever struggling for its life and, in the course of this struggle, evolving and, sometimes, failing." Bruce Kogut, Sanford C. Bernstein & Co. Professor, Columbia Business School.



### "International Business by Alan M. Rugman (Author) and Simon Collinson (Author) Financial Times/ Prentice Hall; 5 edition (9 Dec 2008)"

Described as:

"A comprehensive introduction to International Business from authors at the forefront of research in international and strategic management. Taking a regional approach, this text challenges some of the underlying assumptions behind globalization and focuses on both the dominant economies – the EU, the US and Japan – as well as emerging markets in world trade, such as Brazil, India and China. The book also integrates analysis of the competitive environment and the internal resources of the firm to provide a strategic view of international business."

For further information contact Simon Collinson ([Simon.Collinson@wbs.ac.uk](mailto:Simon.Collinson@wbs.ac.uk))

### AIM Report: Closing the UK's Productivity Gap

Launched at the Treasury on 17<sup>th</sup> February, this new report provides an overview of the evidence that has been produced in six key areas of productivity research, much of it funded by AIM: the size and sectoral breakdown of the gap; productivity in services, notably the retailing and business services sectors; the diffusion of information and communication technology (ICT); the importance of management practices; science, innovation and technology transfer; and the relationship between globalisation and productivity.

For further information about the publication or the authors please contact the [AIM Office](#).

## Forthcoming Events

### The ESRC Festival of Social Science 2009: AIM Events

The ESRC Festival of Social Science is nearly upon us and time is running short for booking a place on events. AIM Research is proud to present a number of events covering a wide range of management and business topics which will encourage debate and further information on AIM's research agenda.

All events are free and each have an online registration form – bookings are taken on a first come first served basis.

Events with places remaining:

**Workshop: "[Network Industry Policy: Who decides?](#)"** Date: 5<sup>th</sup> March

**Location: Aston Business School**

This workshop explores the crucial (and contentious) issue of policymaking in infrastructure industries. Specifically, it explores the role of industry, government, regulatory bodies and academia in formulating and implementing policy. This is a critical issue in industries like energy, rail, telecoms and water because they are critical high impact sectors. **Lead by Professor Paula Jarzabkowski.** [Online registration form](#)

**Workshop – "[Managing knowledge spaghetti - meeting the open innovation challenge](#)"** Date: 9<sup>th</sup> March

**Location: London, Imperial College Business School**

The workshop will look at the emerging challenges in innovation and how the process of enabling more effective flow from knowledge through to innovation takes place. It will draw on research funded by ESRC and EPSRC under the Innovation and Productivity grand Challenge which involves Loughborough, Liverpool, Cambridge, Cranfield and Imperial College plus AIM. **Lead by Professor John Bessant.** [Online registration form](#)

**AIM Evening Seminar: "[Business Models Innovation in Developed and Emerging Markets](#)"** Date: 6<sup>th</sup> March

**Location: Cambridge, Judge Business School**

A recent survey by IBM found that business model innovation is a top priority for firms worldwide and that profitable firms put twice as much emphasis on such innovation. This seminar will look at examples of business model innovation across sectors and the challenges it poses in developed and emerging markets. **Lead by Professor Jaideep Prabhu.** [Online registration form](#)

**Workshop: "[Improving Regional Performance: what is the role of benchmarking?](#)"** Date: 13<sup>th</sup> March

**Location: Aston Business School (ABS), Aston University**

Enhancing the competitiveness and the productivity of regions lies at the heart of economic development strategies within both the UK and the EU. However, devising policies to achieve this goal can be rather challenging; indeed evidence based policies require policy-makers to identify the strengths of the region and its business base along with its capacity for R&D and innovation and retaining skilled workers. Obviously this type of analysis requires to constantly compare a region's performance against the best performers. Econometric analysis can provide a set of useful tools to this purpose. **Lead by Dr Vania Sena.** [Online registration form](#)

**AIM Evening Seminar: "[Creative and Cultural Industries: Management Challenges and Solutions.](#)"** Date: 11<sup>th</sup> March

**Location: London School of Economics, Central London**

This seminar will focus on four key management challenges facing the creative industries. Possible approaches to meeting these challenges will be offered by AIM Fellows: Gerben Bakker (LSE), Bruce Tether (Design London, Imperial College), Irena Grugulis (Bradford) and Jonathan Sapsed (CENTRIM, Brighton). The proposed research-based 'solutions' will then be assessed by a creative practitioner, and by the audience. **Lead by Dr Jonathan Sapsed.** [Online registration form](#)

**AIM Seminar: "[Implementing Strategic Organisational Change: Lessons from Practice](#)"** Date: 6<sup>th</sup> March

**Location: Lancaster University Management School, Lancaster**

This seminar focuses on the lessons for practice from research on strategic organisational change and transformation conducted by Professor Jean Bartunek (Boston College) in the US spanning 25 years, and by Professors Julia Balogun (Lancaster) and Veronica Hope Hailey (Cass) in the UK over the last 15 years. **Lead by Professor Julia Balogun.** [Online registration form](#)

For further information on any of these events please contact Agnieszka Witaszczyk on [agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk) or Caroline Brown on [caroline.brown@wbs.ac.uk](mailto:caroline.brown@wbs.ac.uk)

## Update on AIM's Capacity Building Programme

AIM is continuing its programme of capacity building activities and events. The table below summarises activities whose details have been confirmed. (Others are in the pipeline.) For further details of particular activities or application arrangements, see the AIM website ([aimresearch.org](http://aimresearch.org)) or contact Agnieszka Witaszczyk, AIM Meeting and Events Officer ([agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk)).

Focus of AIM Activity	Date	Location	Type of activity	Organiser
	<b>Spring 2009</b>			
Designing successful proposals for engaged research	19 <sup>th</sup> March	London	second workshop in a series of two for researchers	Mike Chiasson, Luciana D'Adderio, Zella King, Jonathan Sapsed
Doing research in service: a research meeting on the service-dominant logic	19 <sup>th</sup> March	London	workshop	Irene Ng
Narrative approaches and their applications for business history and management	19 <sup>th</sup> March	AIM office, London	workshop	Mike Chiasson
The dynamics of products, services and business models: innovation, risk and employment in business-to-business markets	25 <sup>th</sup> March	RSA, London	symposium	Martin Spring

Note: Further details of the ESRC Researcher Development Initiative can be found on the RDI website (<http://www.rdi.ac.uk/index.asp>).

## Doing Research in Service – a research meeting on the Service-Dominant Logic with Professor Stephen L. Vargo

19<sup>th</sup> March, Atkins London Euston Tower, London, NW1 3AT

The Advanced Institute for Management (AIM) Research is pleased to invite you to a workshop organised by Professor Irene Ng, ESRC/AIM Lead Service Fellow and Professor of Marketing Science at the University of Exeter Business School. Irene will be introducing Professor Stephen L. Vargo, Distinguished Professor at the University of Hawaii, Manoa and AIM Visiting International Fellow (VIF). The visit by Professor Vargo is an integral component of the AIM Service Fellow programme of works around building research capacity in service in the UK and also part of encouraging interdisciplinary engagement (AIM's Phase 2 objective).

To participate in this meeting, participants are requested to read Vargo & Lusch (2004, 2008)\* in advance and submit a **150 word** paragraph on how this session could contribute to their own interdisciplinary research. Participants are also encouraged to build a research agenda during the discussion and plenary as an output of the research meeting and make the most of the opportunity to inform their research ideas in interdisciplinary studies.

For more information on this event, please see our [website](#). Please ensure that you have your paragraph prepared **before** you complete the [online booking form](#).

If you have any additional queries please contact Agnieszka Witaszczyk (Meeting and Events Officer) on [agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk).

If this event is oversubscribed, there are further places available on the same seminar in Cambridge, 20 March 2009, where Professor Stephen L. Vargo will also be attending.

**Business History and Narrative Approaches to the study of Innovation and Knowledge Management - AIM Workshop drawing on the expertise on AIM Innovation Fellows**

19<sup>th</sup> March 2009, AIM Offices, London, WC1B 5DN

This one day workshop is being organized by a group of AIM Innovation Fellows and is designed for early career academics and PhD students who are researching aspects of innovation and corporate history. These will be researchers involved in multidisciplinary approaches to innovation, learning and knowledge management.

The purpose of the workshop is to focus on the key approaches and methodologies for researching innovation and knowledge management in terms of organizational and personal histories. Its prime aim is to provide the opportunity to develop genuine multi-disciplinary research by business historians and management specialists. The emphasis will be on exploring narrative approaches including storytelling and oral history. These will in turn be considered in terms of multi-method approaches for example linking together the analysis of business archives and narrative histories using such analytical tools as Nvivo 7 and conceptual frameworks such as life course analysis.

For more information on this event please see our [website](#), where you can also complete the [online booking form](#). If you have any further queries please contact Agnieszka Witaszczyk (Meetings and Events Officer) on [agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk).

**The Dynamics of Products, Services and Business Models: Innovation, Risk and Employment in Business-to-Business Markets**

25<sup>th</sup> March, Royal Society of Arts, London, WC2N 6EZ

A recent IBM Global Business Services study suggests that high-performing firms give greater attention to Business Model innovation than their less successful rivals. It seems that innovation in products, technology, and operations processes is not enough.

This symposium examines the role of Business Models in this context, and their role in engendering sustainable competitive advantage. This will be of concern to managers from a wide range of sectors, academics studying business-to-business strategy and relationships, and to policy shapers from local and national government who are concerned to design policy interventions that sustain and extend existing levels of employment in high value-added jobs that are firmly embedded in their regional and national contexts.

The keynote speech will be given by Professor Michael Cusumano (MIT Sloan School of Management) and the event will include an interactive session between practice, policy and academic participants. As well as the activities on the day the symposium will provide delegates with the opportunity to establish and maintain on-line contact with each other in follow-up discussions on the topics of the day.

This is part of an AIM-funded study into Business Models for Business-to-Business Services, by AIM Services Fellow, [Dr Martin Spring](#), of Lancaster University Management School.

For more information on this event, please see our [website](#), where you can also complete the [online booking form](#).

If you have any additional queries please contact Agnieszka Witaszczyk (Meeting and Events Officer) on [agnieszka.witaszczyk@wbs.ac.uk](mailto:agnieszka.witaszczyk@wbs.ac.uk).

## Events in the Wider Community

**The Globalization and Changing Geographies of Professional Expertise**

24<sup>th</sup> April, The Sir Clive Granger Building, School of Geography, University of Nottingham, Nottingham NG7 2RD

This second event in the ESRC seminar series on, 'Re-Conceptualising the Contemporary Professions: Interdisciplinary Debates' seeks to explore the ways in which processes of contemporary globalization are creating new threats and opportunities for professional service delivery, including the re-regulation of professionals services markets (e.g. GATS or EU legislation) and the emergence of new organisational forms which operate across national boundaries. In line with other seminars in this series, this event hopes to provide an inclusive platform in which practitioners, academics, policy makers and end-users from a range of different disciplinary and national backgrounds can come together to debate issues of common interest and share their respective insights and experiences.

Further details on this event (and others in the series) can be found on our website: [www.contemporaryprofessions.com](http://www.contemporaryprofessions.com) or by contacting AIM Research Fellow Network Member, Daniel Muzio.

**ESRC Seminar Series on 'Corporate Social Responsibility: When Worlds Collide'**

AIM Service Fellow, Dr Kathryn Haynes (University of York) is one of a consortium of applicants, including Alan Murray (University of Sheffield), Professor Paul Palmer and Dr Rob Melville (both of CASS Business school, City University), Dr Martin Brigham (University of Lancaster) and Richard Spencer (ICAEW) co-organising a seminar series funded by the Economic and Social Research Council (ESRC) and The Institute of Chartered Accountants in England and Wales (ICAEW).

The series of six seminars, 'Corporate Social Responsibility (CSR): When Worlds Collide - Contested Paradigms of Corporate Responsibility', will involve academics, practitioners, policy makers and the professions to take a critical look at the rhetoric and practice of CSR.

The first seminar 'Deciphering the Domain of CSR' took place on 15<sup>th</sup> December 2008 with speakers Professor Jesse Dillard (Portland State University), Lucian Hudson (HM Ministry of Justice), Paul Turner (Head of Sustainable Development, Lloyds TSB) and Professor Steven Toms (University of York).

A podcast and slides from the first seminar and additional information on future events is available on the British Library website: <http://www.bl.uk/reshelp/findhelpsubject/busmanlaw/mbs/csr/csrseminars.html>

Future seminars ask the following questions:

Seminar 2: Is taxation practice a CSR issue? (25 March 2009 - University of York) **More information below**

Seminar 3: How, in a world of depleting resources, we can ensure equity between business and society? (17 June 2009; ICAEW, London)

Seminar 4: Can CSR make poverty history? (1 September 2009; University of St Andrews)

Seminar 5: Can Corporate Philanthropy contribute to social justice? (December 2009 University of Lancaster)

Seminar 6: Where do the responsibilities of corporations, government and civil society begin and end? (Spring 2010 Cass Business School)

**ESRC seminar on Corporate Responsibility and Taxation Practices and Research Workshop on CSR**

25<sup>th</sup> March, University of York, York

The second seminar in this ESRC series is being organised by AIM Services Fellow, Dr Kathryn Haynes (University of York) and Alan Murray (University of Sheffield).

The seminar will ask: Is corporate taxation practice a CSR issue?

Significant issues regarding corporate engagement with sustainable development and social responsibility are related to tax regimes across continents. At the same time, evidence of tax avoidance by multinationals seems to challenge their CSR credentials and cast doubt on the ability of governments to collect taxes due, thus undermining national social policies. There is growing coverage in the media critical of the tax avoidance schemes many multi-nationals are adopting so the seminar is highly topical.

Speakers include:

- Professor Prem Sikka, University of Essex
- Gregory Morris, ex-Tax Partner, DLA Piper, now Nottingham University Business School
- Professor Jane Frecknall Hughes, Open University
- Professor Matthias Beck, University of York

The seminar is followed the next day, 26 March 2009, by a research workshop held in conjunction with the British Academy of Management CSR special interest group, also at the University of York.

Both events can be attended separately or together and accommodation is available.

To register for this event please contact Natasha Fay - [n.fay@bam.ac.uk](mailto:n.fay@bam.ac.uk)

For further information on any of these events please contact Kathryn Haynes – [kh20@york.ac.uk](mailto:kh20@york.ac.uk)