



The Tunisian Management Association organises its  
5<sup>th</sup> International Management Research Convention:

# Transparency & Accountability

March 10 - 11 - 12 - 2005 in Tabarka Tunisia

[atsg2005@yahoo.fr](mailto:atsg2005@yahoo.fr)

**Deadline for Submission:** December 31, 2004

**Acceptance Notification Date:** January 15, 2005

## Call for Papers

Corporate social responsibility, corporate citizenship, corporate environmental responsibility, sustainable growth and development, stakeholder relations, managerial ethics, professional codes of conduct, socially responsible investment and funding, transparency, integrity, accountability, governance standards, among others, are frequently used concepts in discussion about and within the corporate world.

Short term value creation for a single stakeholder has proven to be insufficient as a criterion for firm valuation. Attention has shifted towards intangibles such as employee learning, development and empowerment, knowledge acquisition and management, managerial values and ethics and a favourable corporate cultural climate conducive to lasting growth and sustainable development...Corporate performance evaluation has thus evolved to include short and longer term social, ethical, environmental, economic and financial considerations.

### Important issues need to be raised:

- What are the social impacts of managerial decisions and activities and how best to include them in the performance evaluation exercise?
- What are the environmental effects of the firm's operations and how to account for them in evaluating its performance?
- What are the economic and financial consequences of the firm's operations and how much weight should they have in performance evaluation?
- How are the various impacts interrelated and what trade-offs are needed to improve the value of the firm to its various stakeholders?
- What are the appropriate information sources, systems and technologies for an adequate multi criteria performance evaluation?

- What are the needed organisational structures and mechanisms likely to ensure corporate transparency and accountability?

These issues, among others, are of primary concern to researchers and practitioners in the various fields of management (corporate strategy, human resource development, marketing, accounting, finance and information systems and technologies). They further allow the kind of interdisciplinary approach favoured by the Tunisian Management Association.

Accountability is by no means limited to corporate management but extends to all of its stakeholders: Customers, suppliers, employees, shareholders...they all have rights and obligation as contractual parties receiving, sharing and providing relevant information both within and outside the firm's boundaries.

**The objectives of the fifth convention are to:**

- cross-fertilise ideas and experiences in corporate citizenship and social responsibility,
- develop a sensitivity to and an awareness of the relevance of corporate and stakeholder transparency and accountability,
- highlight institutional and legal arrangements likely to promote transparency and accountability,
- assess the impact of transparency and accountability on sustainable performance,
- identify organisational structures and mechanisms likely to advance transparency and accountability,
- encourage research on best practices in transparency and accountability.

**Submission Guidelines**

Text submission should be made electronically before the deadline of:

**December 31, 2004 to [atsg2005@yahoo.fr](mailto:atsg2005@yahoo.fr)**

The first page which will not be sent to the referees will include the title, the name(s) of the author(s), the affiliation(s), the contact information (e-mail) and a short abstract (5 to 10 lines). The second page will include only the title and abstract without the author(s) name(s). The full text will begin on the third page which will include the title without any reference to the author(s). The full text should be of a maximum of 15 standard pages (single space, 2cm margin, Times New Roman 12-point font). Submissions will be double-blind reviewed. Authors are expected to provide timely reviews of a maximum of two submissions if requested.