

## **Call for Papers: Special Issue of *Journal of Public Affairs***

### **The Marketing and Public Affairs of Sustainability**

Deadline for the submission of full papers: 31st December 2016

Envisioned publication date: Volume 17, Issue 3 (August 2017)

*A conference theme session associated with this call for papers is arranged at the 20th Conference of the Environmental and Sustainability Management Accounting Network (EMAN) "Two decades of corporate environmental and sustainability accounting - What has been achieved?" (21 - 23 September 2016, Lüneburg, Germany).*

#### **Guest Editors**

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#### **What Is the Special Issue About?**

We continue to see large academic and practical interest in the concepts and management of corporate sustainability (CS) and corporate social responsibility (CSR). Energy has gone into investigating and developing strategies, tools, business cases for sustainability and related concepts such as sustainability reporting and accounting. Although today, sustainability can be considered a management practice with in parts codified understandings, a 'one solution fits all' approach is questionable. The variety of perspectives reflects the plurality of awareness, ambition and development levels of different industries, organizations and stakeholders represent. In this context, companies are challenged to develop their CS-/CSR-related management activities in the light of competing stakeholder interpretations and to secure legitimacy and business operations. This raises the question of what the role of accounting for sustainability reporting and communication is or could be in the context of corporate reputation management.

This special issue of *Journal of Public Affairs* focuses on ways that have helped (or hindered) the construction and manifestation of CS and CSR as a persuasive and convincing (or distracting) and effective (or opportunistic) organizational management idea and operation. The aim is to encourage contextual-, process-, information- and communication-oriented work across a number of fields such as reporting, accountability, marketing, public affairs and lobbying, organizational behaviour and strategic management, strategic communication and public relations, reputation and stakeholder management. Overall, the special issue should lead to a better understanding and conceptualization of how in a pluralistic stakeholder environment interested actors from within and outside organizations have used marketing and public affairs to impact on the acceptance, design and application of CS and CSR.

### **Examples of Possible Themes and Subthemes**

- Marketing and public affairs strategies/tactics of actors/coalitions of interest in order to influence the CS/CSR sphere (e.g. societal stakeholders, pressure groups, consultancies, media, academia)
- The role of reporting, stakeholder dialogues, accounting and various accountability processes on corporate sustainability reputation
- The role of relevant central and local departments (e.g. sustainability/public affairs/marketing) and managers on CS/CSR rhetoric and reality
- The role of conflict and crises situations on the acceptance of CS/CSR as a contribution to business
- Lobbying activities on local/national/international levels to develop CS/CSR policies and frameworks
- The nature and dynamic of the discourse about prioritizing CS/CSR as an organizational aim
- The role and process of respective reporting in creating acceptance for CS/CSR
- The role of CS/CSR in reputation- and legitimacy-oriented communication and management
- Measurement of the effects of different corporate sustainability reputation practices
- Intended and unintended green-/whitewashing and its effects on the organization, particularly communication, motivations and processes inside the organization
- The role of the business case rhetoric to achieve sustainability improvements in and with organizations
- Conceptual, organisational and rhetorical differences and similarities between CS and CSR
- Rich descriptions of examples of successful (or better yet, failures) CS/CSR efforts and its impact on the development of theory or practice
- The role of business education on the marketing and public affairs of sustainability

## Submission, Deadlines and Review Process

We welcome the submission of original full conceptual, empirical, critical and pragmatic papers, case studies and experience pieces with a clearly developed and communicated contribution and sustainability relevance. Depending on the nature of the submission, it should be based on a comprehensive body of literature, solid theoretical underpinning, robust conceptual thinking, strong empirical investigation, deep analysis, and/or enlightened conclusions in order to help setting the agenda for future research. All manuscripts will be judged according to rigor and relevance as well as their ability to enhance JPA's reputation.

- Initial desktop review and subsequent double-blind peer review process
- Papers are submitted with the understanding
  - that they are original, unpublished works;
  - that they are not being submitted elsewhere.
- Submissions should not be more than 6,000 words long (including references).
- For submission details please see JPA's Guidelines for Authors:  
[http://onlinelibrary.wiley.com/journal/10.1002/\(ISSN\)1479-1854/homepage/ForAuthors.html](http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)1479-1854/homepage/ForAuthors.html)

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