

**Call for Papers**

**XXXIII AIDEA Conference**

**Bocconi University, October 21<sup>st</sup>-22<sup>nd</sup> 2010, Milan, Italy.**

**Public & non-profit organizations  
for fair trade and a responsible market economy.**

**Public administration, non-profit organizations, foundations, cooperatives  
and social enterprises: competition and collaboration.**

The XXXIII Italian Academy of Business Administration and Management (AIDEA) Conference seeks answers to the following questions: Can market systems be fair and responsible facing an ever growing number of people and countries? What characteristics must they have? Who would be the most important players in these systems?

Historically, greater productivity in agriculture generated the resources to sustain the development of the industrial sector. Greater productivity in the latter sector (achieved through technological innovations) generated the resources for the development of a service sector, a sector where human capital services (e.g. health, assistance, social security and wellness) are particularly prominent. This evolution may have reached a breaking point, as the enhanced productivity of the global economy has generated greater wealth but at the same time increased concentration and inequality. Furthermore rapid development has been the basis for economic and financial bubbles and it incentivized and rewarded short-term success (which is not always based on merit and socially responsible behaviour). It seems that the equation “greater wealth = greater wellbeing” lost validity, self-regulation of the markets does not work, public institutions are weak and the role played by the non-profit sector (i.e.: cooperatives, social enterprises, associations and foundations working for the public good and to increase social solidarity) has been considered as marginal or “third”.

Social and economic development requires the implementation of more effective regulation and control by public authorities, more effective provision of services to people, families, firms and other social entities. Moreover, a growing number of public-private collaborations aim to create tangible and intangible infrastructures and carry forward programs allowing wealth to be generated and distributed, social capital to be accumulated and greater solidarity to be promoted.

The 2010 AIDEA Conference focuses on how public & non-profit organizations influences the dynamics of the economy and society. In particular the following topics are proposed in order to aid the preparation of contributions, relevant to the overview mentioned above:

1. Public control and regulation of the financial markets (delivered in Italian)
2. Strategies and governance of public & non-profit organizations (delivered in Italian)
3. Public and private partnerships (delivered in English)
4. Productivity and performance evaluation in the public and non-profit sector (delivered in Italian)
5. Corporate social responsibility in the public and private sectors (delivered in English)

6. Accounting, accountability and citizens' disclosure (delivered in Italian and English)
7. Mutual assistance and sustainability in cooperatives and social enterprises (delivered in Italian)
8. Governance of public-private networks (delivered in Italian and in English)
9. Staff incentives and motivation systems in public & non-profit organizations (delivered in Italian)
10. Ethical finance for sustainable development (delivered in Italian)
11. Management, local responsibility and fiscal federalism (delivered in Italian)
12. Local governance and stakeholders' relationship (delivered in Italian)
13. Accounting for the public & non-profit organizations (delivered in Italian and in English)

Abstracts and papers will be accepted from Italian and foreign scholars in both Italian and English, with the latter presented in special sessions where stated "delivered in English".

### ***Requirements for Conference abstracts and Conference papers***

Each scholar may only present one paper, either as the author or the co-author.

**Abstracts** should be sent before **March, 20<sup>th</sup> 2010** to the following email address: [aidea2010@unibocconi.it](mailto:aidea2010@unibocconi.it). Abstracts should be submitted in **Microsoft Word or as a .pdf file**, they should be **max 5,000 fonts** long, **anonymous**, with the name(s), email address(es) and affiliation(s) of author(s) stated in a separate sheet. They should refer to one of the **themes** mentioned above, and should include aims of the study, methods, expected output and main references.

The Conference Scientific Committee will evaluate the abstracts and will send author(s) the notification of acceptance before **April 17<sup>th</sup> 2010**.

**Conference papers** must be submitted after the acceptance of the abstract by the Conference Scientific Committee. The paper should be submitted in **Microsoft Word or as a .pdf file** and it should be **max 20 pages long** (2,200 Fonts/page), Times New Roman, Text Font Size 12, Endnote Font Size 10). Conference papers should be sent via email to [aidea2010@unibocconi.it](mailto:aidea2010@unibocconi.it). **The deadline for the paper submission is June, 19<sup>th</sup> 2010**. All the selected papers will be included in the "AIDEA-Milano-Bocconi 2010" CD-ROM. The Conference Scientific Committee will choose a selection of papers to be presented in the parallel sessions of the Conference. The Committee will also select some papers that will be published in a **book** edited within the AIDEA-Mulino series.

#### **Scientific Committee:**

Riccardo Mussari (Chairman), Luca Anselmi, Clara Caselli, Lidia D'Alessio, Giorgio Fiorentini, Giorgio Giorgetti, Mario Masini, Enrico Massaroni, Renato Mele, Fabrizio Pezzani, Adriano Propersi, Luigi Puddu, Francesco Ranalli, Barbara Sibilio Parri, Antonio Tessitore

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