

Call For Book Contributions: Corporate Heritage, Legacy, and Humanistic Management

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Overview of this Publication:

- Edited book on **Corporate Heritage, Legacy, and Humanistic Management**.
- Published in the **Humanism in Business Book Series** at Palgrave Macmillan (Springer Nature).
- This book will be Scopus listed.
- Working Paper / Abstract presentation at the **2023 Annual Humanistic Management Conference** on 27th October at Indian Institute of Management, Nagpur (in person or remote presentation possible).
- Publication date will be Q2 or Q3 2025

Content of this publication:

Corporate heritage refers to the collection of historical, cultural, and traditional elements that have shaped a company's identity, values, products, and reputation over time. It encompasses the company's founding story, key milestones, business practices, products, branding, and its contributions to society. By effectively managing and communicating their corporate heritage, companies can enhance their brand value, foster a sense of belonging among employees, and build deeper relationships with customers and stakeholders. On the other side, corporate legacy, which is strongly related to heritage, refers to the lasting impact and contributions that a company leaves behind as a result of its actions, decisions, values, and achievements over its existence. It encompasses the positive and negative aspects of a company's influence on various stakeholders, including employees, customers, communities, the environment, and the broader business landscape. Corporate legacy is the cumulative result of a company's

operations, culture, and values, and it shapes how the company is remembered after it has ceased its activities or undergone significant changes.

Many recent studies on the corporate heritage approach the topic from the branding and marketing perspective, particularly exploring and establishing the different dimensions of inter-relationships. The concept of corporate legacy goes even deeper and triggers fresh perspectives on research from different strategic perspectives. In view of the systems theory of the organization, the theme of corporate legacy offers a fresh perspective for researchers to analyze its role in the strategic evolution and growth of corporations. Factors contributing to the corporate legacy can be another important dimension for the researchers. However, the field is evolving and, therefore, the innovation is encouraged in exploring the theme further. In this book we are aiming to assess corporate heritage and legacy through a Humanistic Management lens, asking, for example, how credible narratives for respecting the dignity of life support a positive legacy; how strong values that shaped a business in its early years, promote ethical leadership today; or how stakeholders embrace and reward a company that is being open and transparent, also regarding those parts of their history that are embarrassing today or that may have caused hardship or inflicted suffering on others? *Indicative topics of submissions may include but are not limited to:*

- How humanistic management can contribute to building a desired corporate heritage?
- How leadership influences the corporate legacy through the strategic decisions and actions?
- How ethical conduct of the corporations has contributed to develop corporate legacy?
- How strategic communication and corporate heritage are interlinked?
- How the company's products, services, and business practices have affected the well-being of communities and societies in both, desirable and undesirable ways?
- What are some connections in corporate reputation, Brand Image and legacy?
- How environmental, social and governance issues influence company's identity and legacy?
- How strategic Corporate Social Responsibility (CSR) can shape the corporate heritage and legacy?
- How does a company addresses and learn from these experiences that influence how it is remembered and what lessons other businesses can draw from its history?

- What are some inspiring models of corporate legacy application in modern management practices?

The Humanism in Business Book Series (<https://link.springer.com/series/14862>)

Since its inception in the year 2011, the Humanism in Business book Series is brought to you by a dedicated editorial board representing the Humanistic Management Network (www.humanisticmanagement.network). The Humanistic Management Network is a global network registered as a Swiss association that lives, works and acts through chapters and collaborations in many countries around the globe. Its purpose is to encourage, promote and support economic activities and business conduct that demonstrate unconditional respect for the dignity of life.

Following the purpose of the Humanistic Management Network this book series serves to enhance and consolidate the body of knowledge on Humanistic Management and surrounding topics such as business ethics, leadership, CSR, corporate citizenship, sustainability, executive education, impact investing or purpose driven organizations to name but a few.

The books in this series all view Humanistic Management through their own lens, focusing on different aspects and highlighting different dimensions of humanism in business. What unites the books in this series is that they are all aligned to the three stepped approach which defines how we view Humanistic Management. It is based on the unconditional respect for the dignity of life, the integration of ethical reflection in managerial decision making and the active and ongoing engagement with stakeholders.

Furthermore, the volumes in the series are an open invitation to join our efforts to make impact towards a more equitable and a more sustainable planet.

Timelines for this Book:

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| Submission of Abstract: | 22 September 2023 |
| Notice or acceptance or rejection for abstract: | 30th September |
| Presentation of abstract or working paper: | 27 October 2023 |
| Notice or acceptance or rejection: | 20 November 2023 |

Full paper submission:

31. May 2024

Book publication:

Q2 or Q3 2025

Contact for submissions:

Please submit your proposals or any questions you may have for doing so to the communicating editor of this volume Dr. Shiv Tripathi (hbs@humanisticmanagement.network) or Dr. Deepmala Baghel (deepmala@iimnagpur.ac.in).

The proposal should contain: title of the article/chapter; approximately 250 words abstract (including main objective, rationale and indicative methodology); author(s) bio-summary in not more than 100 words for each author separately; contact email id and affiliation of communicating author and co-authors separately. All submissions should be made in a single editable word file to the email id given above with email subject 'Proposal Submission – HMN Conference 2023'.

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