

British Journal of Management

Call for Papers – Special Issue on

Nonmarket Social and Political Strategies – New Integrative Approaches and Interdisciplinary Borrowings

Paper submission deadline: 1 February 2016

Guest Editors

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Background and Rationale for the Special Issue

Nonmarket strategy refers to “the firm's efforts to manage the institutional or societal context of economic competition” (Lux *et al.*, 2011). Scholarly interest in nonmarket strategy has existed for several decades, but scholarship on nonmarket strategy has suffered from two key limitations.

On the one hand, scholarship on nonmarket strategies has been highly fragmented for a long time and largely disintegrated into separate political and social domains. Two parallel strands of nonmarket strategy research have emerged in isolation: one examines corporate social responsibility (for a review of the CSR literature, see Aguinis and Glavas, 2012) and the other examines corporate political strategy (for a review of the CPS literature, see Lawton *et al.*, 2013). Scholars have long articulated the need for an integration of these two lines of research (Baron, 2001; McWilliams *et al.*, 2002; Rodriguez *et al.*, 2006; Sun *et al.*, 2012; Frynas and Stephens, 2015). The lack of integration of the political and social/environmental domains in nonmarket research manifests itself *inter alia* in the failure to understand substitution effects between political and social strategies of firms or the failure to understand the impact of integrated nonmarket strategies on other stakeholder groups outside the organization.

On the other hand, research on nonmarket strategies has largely suffered from the failure to integrate insights and methodologies from political science, legal studies, sociology, history and other related disciplines. For example, the lack of involvement of political scientists manifests itself in the axiomatic misconception of this literature with regards to the decline of state power as a key explanation of nonmarket strategies, despite evidence from political science that state power remains strong and, indeed, remains a necessary pre-condition for successful economic globalization (e.g. Evans, 1997; Weiss, 2000; Kim, 2013), while the lack of involvement of historians in nonmarket research manifests itself in the lack of longitudinal historical case studies to investigate how firms acquire, integrate and sustain political and social resources and how nonmarket strategies evolve over the long term, despite the evidence that the development of political resources by firms is closely linked to long-term cooperative interactions and reciprocity by the actors involved (Frynas *et al.*, 2006; Sun *et al.*, 2010).

Consequently, this special issue has two main objectives. On the one hand, we intend to offer new pathways for integrating the political and social research domains in nonmarket research. On the other hand, we intend to offer new pathways for enriching nonmarket strategies with insights

and methodologies from political science, legal studies, sociology, history and other related disciplines. In other words, we envisage published papers that address both the political and social dimensions of nonmarket strategies in an integrated manner; and/or published papers that apply theories, tools and methodologies from political science, legal studies, sociology, history and other related disciplines. In addition to business and management scholars, we strongly encourage contributions from scholars outside business and management, who have expertise on political and/or social aspects of nonmarket strategies.

We aim to offer novel insights in terms of the performance implications of nonmarket social and political strategies, the importance of their antecedents and their interaction effects, and the influence of different contexts (intra-firm, inter-firm, network) and different levels of analysis (firm level, business-unit level, top management team, individual), and suggestions for new avenues for future research. We encourage both conceptual and empirical contributions that may address questions on how theories, insights and methodologies from different social and natural sciences can help to enrich nonmarket strategy research.

We welcome papers that address, but are not limited to, the following questions:

- How can social and political strategies be most effectively studied in an integrated manner?
- In what ways can theories from political science, international relations or international political economy be incorporated into nonmarket strategy research to explain the changing nonmarket context within which companies operate, beyond the current superficial analysis of the global rise of nonmarket actors?
- How can research methodologies from anthropology or sociology help to study under-researched issues in nonmarket research such as mechanisms of private corruption and tax evasion at the individual level of analysis?
- What fresh insights can an in-depth anthropological case study of a business organization provide on cognitive, operational and strategic aspects of nonmarket strategy?
- What fresh insights can sociological or political scholarship provide on the role of intermediaries (e.g. industry associations or multi-stakeholder initiatives) in attaining political influence and supporting nonmarket strategies of firms?
- How can legal materials and evidence from court cases be used for researching nonmarket strategies of firms?
- What can business history scholarship tell us about modern nonmarket strategies?
- What historical primary sources are available to researchers in order to study nonmarket strategies over the long-term?
- In what ways can theories from the natural sciences (e.g. the theory of autopoiesis from biology or population ecology) help to understand the evolution of nonmarket strategies over the long-term?
- How can scholarship combine business and management theories with theories from outside business and management, in order to provide multi-theory approaches in nonmarket strategy research?

Paper Submission

The paper submission deadline is **1 February 2016** (midnight UK time).

Authors should ensure that they adhere to the journal guidelines which are available at:
[http://onlinelibrary.wiley.com/journal/10.1111/\(ISSN\)1467-8551/homepage/ForAuthors.html](http://onlinelibrary.wiley.com/journal/10.1111/(ISSN)1467-8551/homepage/ForAuthors.html).

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