



EURAM 2009 Round Table
Developing Responsible and Performance Enhancing Outcomes
from the Supply Chain: Exploring the potential of Proto-
Institutionalism

Organisers

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The focus of the roundtable will be upon a consideration of the extent to which organizations, by virtue of their influence over a range of organizational stakeholders, may use that influence to achieve a set of positive outcomes, and what those positive outcomes may include. This is an emerging idea described in the extant literature as proto-institutionalism, which while compelling has received limited attention to date. Individual contributions are invited to assist in refining the concept of proto-institutionalism, and in discussing its potential effect and attractiveness to organizations. This discussion will focus upon the extent to which organizations may be motivated to seek and inculcate positive, responsible policies among their wider stakeholder network as part of a contribution to building social responsibility in business (a normative interpretation of proto-institutionalism) alongside the extent to which such actions will result in positive bottom-line performance enhancing outcomes (an instrumental interpretation of proto-institutionalism). Empirical evidence and case examples of effective proto-institutionalism are particularly welcome. This track aims at providing a stimulating discussion among managerial scholars and practitioners around the theme of proto-institutionalism, which we believe can make a significant contribution to a number of existing conversations within the management literature.