

**7th European Conference on  
Management, Leadership and Governance  
SKEMA Business School, Sophia-Antipolis, Nice, France  
6-7 October 2011**

**Call for Papers - Mini Track on Leadership and Governance of  
Enterprise 2.0**

**Track chair: Professor Charles Despres, SKEMA Business School,  
France**

The new 2.0 technologies greatly facilitate the communication of user-generated content and are aimed at the emergent collaboration of individuals, groups and organizations. Blogs, wikis, RSS feeds and rich media are propagating quickly in companies across a variety of platforms (SharePoint, Lotus Quickr, Knowledge Plaza, Google Sites ...). In general, this places tremendous content-generating power in the hands of distributed users. It also diffuses risk, return, decision-making and strategic direction. Issues of leadership and governance therefore loom large in Enterprise 2.0, and classic approaches to business management seem ill equipped to deal with the speed and reach of this technological Tsunami. At the same time, there is evidence of significant human / enterprise benefits in a world that is clearly entering a connected and empowered future.

This mini-track is designed to examine the leadership and governance issues associated with Enterprise 2.0, along two main dimensions:

1. 2.0 technologies applied to the enhancement of market-oriented business processes (R&D, innovation, marketing, strategic alliances ...)
2. 2.0 technologies applied to the leadership and governance of the company itself (employee participation, empowerment, IBM Jam, participative strategy ...)

Papers are invited that examine a wide range of issues within these two parameters, for example:

- Traditional (command & control) organizational structures and Enterprise 2.0
- Leadership and Enterprise 2.0: requisites and contrasts with existing models
- Organisational Behaviour and Enterprise 2.0: issues associated with teams, networks and virtual interaction
- Governance issues associated with Enterprise 2.0
- Risks associated with user-generated content and knowledge loss
- Making the business case for Enterprise 2.0
- Technologies associated with Enterprise 2.0: infrastructure and process challenges
- Cases illustrating best practice / success / failure in implementing Enterprise 2.0
- Defining organizational boundaries in an Enterprise 2.0 environment
- Macroeconomic perspectives on Enterprise 2.0
- Security of sensitive data and privacy of customers in a 2.0 environment
- Ethics of monitoring, logging, filtering 2.0 user communications to limit data loss
- Legal and compliance issues associated with user-generated 2.0 business value

**Publication opportunity**

Papers accepted for the conference will be published in the conference proceedings, subject to author registration. The proceedings have an ISBN and a list of accreditations is posted on the conference website.

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### Submission details:

- Abstracts:* All submission types (other than product demonstrations) require a 300-500 word abstract in the first instance, to be received by **17 March 2011**. Please read the guidelines at <http://academic-conferences.org/abstract-guidelines.htm>
- Submission:* Only accepted by online form submission at <http://academic-conferences.org/ecmlg/ecmlg2011/ecmlg11-abstract-submission.htm>
- Full paper:* Only required for academic submissions once the abstract has been selected, no more than 5,000 words to be received by **5 May 2011**. Papers should be submitted as .doc or .rtf file attachments by email to the Conference Manager, Carol Sheasby ([carol.sheasby@academic-conferences.org](mailto:carol.sheasby@academic-conferences.org))

### Important information:

The selection panel of the conference committee will consider all abstracts received by the submission deadline to ensure that the proposed paper is relevant to the Conference. The authors of abstracts, which describe a relevant paper, will receive a notification of abstract acceptance. All full papers will be blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, that the standard of English is adequate and that the paper is appropriately referenced. Papers that are accepted will be published in the conference proceedings providing at least one author registers and presents the work at the Conference (see the registration section of the conference website for more information about registration). Due to the large number of papers expected for this conference, the committee only allows an author to present one paper. Therefore if multiple papers are accepted for presentation different co-authors need to present each paper.

All full papers will be double-blind reviewed by members of the conference committee to ensure an adequate standard, that the proposed subject of their abstract has been followed, that the paper is of a suitable length, the standard of English is adequate and the paper is appropriately referenced.

### Important dates:

Abstract submission deadline:	<b>17 March 2011</b>
Notification of abstract acceptance:	<b>24 March 2011</b>
Full paper due for review:	<b>5 May 2011</b>
Notification of paper acceptance (with any changes):	<b>14 July 2011</b>
Earlybird registration closes:	<b>28 July 2011</b>
Final paper due (with any changes):	<b>11 August 2011</b>
Final author registration and payment date:	<b>1 September 2011</b>

This call for papers and full details of the conference can also be found online at <http://www.academic-conferences.org/ecmlg/ecmlg2011/ecmlg11-home.htm>