



Special Session Proposal

Corporate Competitiveness from Societal Perspective

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Abstract

The topic corporate competitiveness is often analyzed from economic perspective and there is a gap on societal approach of it. There are many societal factors which could have an effect on corporate competitiveness. Analyzing and measuring them is not easy because there are more subjective factors, but identifying them could help companies to operate in a more responsible and sustainable way.

This Special Session is open for presentations both with theoretical and/or empirical content. In this session the main focus is on Central Europe, but we are also interested in presentations from other part of the world. On the one hand to show them the practices from Central Europe and on the other hand to know their solutions to be able to learn from them.

The Session is interested in also such kind of presentations which have a focus on the COVID effects. Also economic and social actors are facing new challenges nowadays and it is important to find solutions for a resilient world. From this approach it is very important to know how companies can cooperate with the society and how society can have an effect on them in the favor of a more responsible and sustainable operation and how can it connected to the corporate competitiveness and regional development.