

CALL FOR PAPERS: Proposals are due February 15, 2010



**THE SUSTAINABILITY
IMPERATIVE:
A STRATEGIC ROLE FOR
REPUTATION MANAGEMENT**

14TH INTERNATIONAL CONFERENCE
ON CORPORATE REPUTATION,
BRAND, IDENTITY AND COMPETITIVENESS

19 - 21 MAY RIO DE JANEIRO BRAZIL 2010

Dear Friends of Reputation Institute: We are accepting proposals for papers, presentations and panels, now. Please post this [Call for Papers](#) to any networks or lists that may be relevant. We look forward to sharing your work in Rio de Janeiro.

Reputation Institute is pleased to announce its **14th International Conference on Corporate Reputation, Brand, Identity and Competitiveness** will be held in **Rio de Janeiro, Brazil** with support from sponsors Petrobras, Itaú, and Cemig this **May 19 to 21, 2010**.

Visit www.reputationinstitute.com/rio2010 to read about your opportunity to register for learning and networking activities including Reputation Institute's:

- Full Slate of Plenary, Breakout, and Poster Sessions led by the world's leading academics and practitioners in the field of reputation management (Wednesday 19 May - Friday 21 May);
- International Awards Dinner (Thursday 20 May); and
- A planned evening event taking advantage of Rio's stunning beauty (Wednesday 19 May).

Conference Theme: The Sustainability Imperative: A Strategic Role for Reputation Management

We invite top academics and practitioners from all over the world to participate in keynote panels, breakout discussions, and poster sessions about the latest developments on how to create impact while addressing growing demands for companies to respect and contribute to the environment and society.

A sustainable system aims to generate value and endure, being economically viable, socially fair and environmentally right. Companies today are facing increasing pressure from multiple stakeholders for sustainable behavior. Each group of stakeholders has varying expectations regarding the company's sustainable operation. This is made evermore clear when society demands openness and transparency on behalf of large companies; consumers are willing to pay an extra price on products that guarantee the source of its raw materials and the destination of its waste; and investors expect trustful information about the company's operations. While the theme of sustainability has made its way into the media spotlight, numerous companies have begun reporting on their environmental and societal impact in addition to their economic performance.

Balancing multiple stakeholder expectations in this realm with organizational initiatives is a great challenge for organizations interested in effectively managing reputation. With the objectives of promoting the exchange of experiences, showcasing best practices and further deepening the academic discussion, Reputation Institute encourages submissions to the 14th Annual Conference on Corporate Reputation, Brand, Identity and Competitiveness, held in Rio de Janeiro, around the theme "**The Sustainability Imperative: A Strategic Role for Reputation Management**".

More than 20 breakout sessions, with up to 4 presenters in each session, will discuss the following topics, among others:

- The Experiences of Institutions and Companies from BRIC Countries in Reputation Management
- Business Risk versus Reputation Risk
- Internal and External Alignment of Stakeholder Expectations
- Online Reputation Management
- Linking Shareholder Value with Sustainability

- Media Coverage of Sustainability and its Impact on Reputation
- Identity and Identification
- Brand and Sustainability
- Embedding Values of Sustainability: Discourse and Practices
- Successful Brands and their Strategies for Reputation and Sustainability
- Communication on Sustainability Projects
- Working on Communication and Sustainability Indicators

Submissions:

Please submit a **one page summary in English of a paper or case you would like to present at the 14th Reputation Institute Conference in Rio de Janeiro by February 15, 2010**. The conference committee will evaluate proposals and provide feedback to each potential presenter. The highest rated papers will also be invited to publish their work in *Corporate Reputation Review*. **Full versions of your paper are due by April 10, 2010**, at the latest. All papers will be documented on a CD Rom or USB Flash Drive in PDF format and given to all conference attendees. Please send your draft presentation to: Prof. Dr. Cees B.M. van Riel, Reputation Institute, conference@reputationinstitute.com.

Doctoral Consortium:

As we do each year, a Doctoral Consortium will be offered to which we invite leading students preparing for doctoral dissertations on reputation related topics from around the world. The Consortium is a full day workshop held on Tuesday May 18 from 10am to 6pm, coordinated and led by a panel of accomplished professors from the field of reputation. Email conference@reputationinstitute.com or visit www.reputationinstitute.com/rio2010 for more information about participating in the Consortium.

Register now to join us in Rio de Janeiro! For more information on the conference theme, submission guidelines, pre-conference Doctoral Consortium, and accommodation information or to register, visit <http://www.reputationinstitute.com/rio2010>.

**14th International Conference on Corporate Reputation,
Brand, Identity and Competitiveness**
19-21 May 2010
Rio de Janeiro, Brazil
Questions? Call RI Brazil at +55 31 3275 4172
or email conference@reputationinstitute.com.

Come explore developments in Reputation Management in spectacular Rio de Janeiro!