



Call for Cases: Humanistic Management in Practice (Volume II)

New Deadline for one page proposal submission: 31. March. 2017

Context and Contributions

In 2011 *Humanistic Management in Practice*, the first book of the ‘Humanism in Business’ series came out at Springer (Palgrave Macmillan), our publishers with whom we have brought to market 14 books in the series to date. The first volume of *Humanistic Management in Practice* presented 19 case examples of businesses from around the globe anchored in Humanistic Management principles. The volume served as an important ‘proof of concept’ by demonstrating the feasibility of business models and management styles that embrace a humanistic and reject a mechanistic view of the firm. In its introduction the book had also introduced unconditional respect for human dignity as the foundation for how we define Humanistic Management. As such, it has been instrumental in classroom teaching and in academic debates around management education, leadership, strategy, and business ethics.

Five years on it is high time to publish a second volume with a new set of case examples of humanistic business leadership at its finest.

In this second volume of *Humanistic Management in Practice* we are looking for businesses that are outstanding examples for practicing the three core elements of Humanistic Management (or parts of them) which are:

- Unconditional respect for human dignity
- Integration of ethical reflection in management decisions
- Active and ongoing engagement with stakeholders

Case examples can feature businesses from any region, size, or industry, which cover explicitly one or more of these three foundational characteristics we use to define Humanistic Management. Cases we wish to publish serve to clarify that thriving businesses can very well be based on a Humanistic Management paradigm and –

because, not in spite of that – be greatly successful economically. Hence we aim to feature businesses that balance commercial ambition with responsibility; businesses that have a clear understanding that profit is a necessary means for a business to succeed, but it is not an end in itself.

We are not looking for cases that are based on the philanthropic activities of a business, Humanistic Management looks at how a business earns its money, rather than how it spends parts of the money it has earned. We are also excluding ‘social enterprises’ as we want to showcase businesses that are operating within mainstream, competitive markets. In addition please be sure to only submit proposals for cases that have not already been featured in the first volume of *Humanistic Management in Practice*. To gain a better understanding of what we are looking for you may want to read the [introduction](#) of the first volume of *Humanistic Management in Practice* as well as an [overview of the book](#) including the table of contents with the featured companies.

Publisher, Editors and Contact

This book will be an edited volume published by Springer (Palgrave Macmillan) in the [Humanism in Business Series](#) which is covering various aspects of Humanistic Management. The Humanism in Business Series is edited by the Humanistic Management Network.

This book will be edited by:

- Ernst von Kimakowitz, Director, [Humanistic Management Center](#)
- Claus Dierksmeier, Director, [Global Ethic Institute](#)
- Carlos Largacha, Colombia Representative, [Humanistic Management Center](#)
- Hanna Schirovsky, Research Assistant, [Global Ethic Institute](#)

For all submissions or any questions you may have we kindly ask you to send us an email to: practice@humanisticmanagement.org

Time frame and schedule

We are using the opportunity this publication provides to work without rigid deadlines apart from the submission of the initial proposal and our notice of acceptance as we need a shared starting point at which we know which cases will be in the publication. Our aim is to have the book available in early to mid-2018 and for that we need to submit the full script in the third quarter of 2017.

If you would like to contribute a case, please send us a half-page to one page proposal. This should highlight the main reasons why the business you propose is an outstanding example for *Humanistic Management in Practice* and how, methodologically, you will analyze and present the case. We will then coordinate the further process with you providing constructive feedback along the way.

The steps all contributions need to take are:

- Submission of a half-page to one page proposal by **31st March 2017**
- Notice of acceptance (or rejection, or invitation to ‘revise and resubmit’) of your proposal and further information will be sent to you by **April 15th 2017**
- Submission of the first draft of the case (coordinated individually)
- Feedback on the first draft (coordinated individually)
- Submission of the final version (coordinated individually)
- Delivery of the full script to the publisher by Q3 2017
- Publication by Q1 or Q2 2018

Please forward this *Call for Cases* which is also available under this [link](#) to any of your contacts who might be interested in contributing.