



## **Managing the New Era in Business & Society**

### **Call for Presentations for**

#### **The Virtual Joint Ph.D. Workshop organized by:**

**Tilburg School of Economics and Management, Tilburg University  
Tilburg School of Social and Behavioral Sciences, Tilburg University  
School of Management, Zhejiang University  
School of Economics, Zhejiang University**

**Date: Thursday, May 27, 2021**

**9.00-12.00 (Amsterdam time)/15:00-18:00 (Beijing time)**

**Submission of titles and Abstracts by April 30, 2021**

#### **Focus of the workshop**

The upcoming workshop is dedicated to research and best practice of PhD's work on managing the new era in business and society. Our society is experiencing significant change, including the challenging global pandemic, advancing technology and innovative ways of doing business, changing the economic and international environment, and even forming new societal norms. Meeting these societal changes often involves creating new business models, finding new ways to innovate, leveraging different technologies and strategy to engage with consumers, reconfiguring resources and designing new organizational structures. Yet today we still know relatively little about what organizations do to deal with these changes, what firms can do to boost their performance in the digital environment and how they can do this effectively and efficiently. We as the academic are invited to examine these phenomena with the angles of rigor and relevance.

In addition, the world of work and employment relations is rapidly changing. The aging of societies in Europe and China, increasing labor market participation by women, more diverse work forces and new ideas of the millennials about work-life balance in Europe, and digital transformation of human resources management in China pose new challenges but also new opportunities for companies. Digitalization and demographic changes are independent causes of societal and organizational transformations, but on the other hand these factors are also related and interlinked, both in terms of the challenges they pose and in terms of possible solutions.

In this workshop we will address these questions in terms of how organizations can

manage the new era in business and society, and how they transform themselves and the associated process. We therefore would like to discuss strategy, economics, international management, innovation, information systems, marketing, supply chain and operation management, as well as human relations and organization design and change aspects in this context.

We invite Ph.D. students from both institutions from diverse academic backgrounds and fields to submit titles and abstracts for 20 minute presentations for the virtual workshop by April 30, 2021 to Zarrea Plaisier, [z.plaisier@tilburguniversity.edu](mailto:z.plaisier@tilburguniversity.edu) (for Tilburg scholars), to Can Huang, [canhuang@zju.edu.cn](mailto:canhuang@zju.edu.cn) (for Zhejiang SOM scholars), to Yifan Yu, [yifanyu@zju.edu.cn](mailto:yifanyu@zju.edu.cn) (for Zhejiang SOE scholars). It is intended to open up the workshop to Research Master as well as interested faculties and practitioners from outside the two institutions. Colleagues who do not present can also participate.

### **Collaboration Zhejiang and Tilburg University**

Tilburg School of Economics and Management (TiSEM) is among the best in Europe in the fields of business and economics. The mission of TiSEM is to contribute to the development and transfer of top-level knowledge in all the main fields in business and economics, by way of pre-experience and post-experience education, research and PhD program and societal outreach. Tilburg School of Social and Behavioral Sciences (TSB) is home to research and educational programs in the areas of Psychology, Sociology, Human Resource Studies and Organization Studies. Both in research and in education the societal implications of the digital society are key, including implications in the areas of work, organization and employment. Overall, Tilburgers aim to advance our understanding of international and regional sustainability problems, as well as develop knowledge to arrive at responsible solutions as an enterprising thinker.

Zhejiang University is a top-three research university in China. The School of Management is located in Hangzhou, the capital city of the internet industry of China, hosting Alibaba, Geely, Hikvision and many other worldwide leading companies in the digital space and emerging technologies. The School of Economics has excellent academic reputation globally. Each year the School hosts more than 10 large conferences and invites more than 100 world-renowned scholars to visit. In the 2020 Times Higher Education (THE) World University Ranking, the school ranks at 50th in the world for its Business and Economics disciplines, which is the third at mainland China.

After a visit by a Zhejiang delegation in Tilburg in 2019 and two virtual joint workshops in 2020, the purpose of this workshop is to strengthen the collaboration between the four partner institutions, and to provide an opportunity for Ph.D. students from both sides to showcase their research and results of joint research projects, get to know each other's research interests further and explore future collaboration opportunities.

### **Organization Committee**

Can Huang, Carol Ou, Frans Greidanus, Niels Noorderhaven, Jörg Raab, Weihua Zhou, Yifan Yu, Gao Chen and Zarrea Plaisier.

In case of question, please contact the coordinators of the organization committees:  
Dr. Yifan Yu ([yifanyu@zju.edu.cn](mailto:yifanyu@zju.edu.cn)), Ms.Fanghui Lyu ([lyufanghui@zju.edu.cn](mailto:lyufanghui@zju.edu.cn)).