

**2017 Annual Meeting of the International Association of Business and Society  
(IABS)**

**'Business and Society: from ambition to impact'**

**June 29 – July 2, 2017**

**Amsterdam, The Netherlands**



**Conference Theme**

This year conference theme is 'Business and Society: from ambition to impact'. The Netherlands and Dutch companies are frequently cited as amongst the most sustainable nations and firms in the world. The ambitions are very promising leading to many activities and outputs. However, the actual impact on Business and Society of those ambitions is less known. Impact thinking and impact measurement is still an infancy stage. At a time when fundamental questions are being asked about the role of business in society, and the role of society for business, the IABS 2017 conference will focus on the pathway from ambition to impact.

**Amsterdam: The place to be in 2017**

Our 2017 Conference takes place Amsterdam, The Netherlands. Amsterdam is the Capital City of The Netherlands and is one of the most multicultural cities in the world with 180 nationalities living in the city. With its picturesque canal network, rich history and vibrant cultural scene, the capital of the Netherlands is one of the world's most unique city destinations. There's a never ending selection of things to do in Amsterdam in any weather.

Museums, art galleries, antiques shops, courtyard gardens, parks and atmospheric bars and restaurants. Rent a bike, stroll around, take a canal tour enjoy the Dutch way of living.

**The IABS 2017 conference:**

- Provides a forum for scholarly work in various stages of development
- Enables young scholar to develop their research skills and work
- Enables participants to network with others sharing similar research and teaching interests
- Offers the opportunity to participate in various formats

Takes place in the beautiful capital city Amsterdam, The Netherlands

The conference theme invites reflection on how our teaching, research and service activities strengthen our business community and our society. During the conference, we will be seeking answers to a variety of questions, including:

- What role has our field played in the way business managers and our students view business and the impact they have on society?
- How can we measure and strategically focus to improve the positive impacts of business on society?
- How does society impact current business?
- How has our field evolved in its ability to shape the business narrative?
- What must we do as a community of scholars in our research, teaching, and service to strengthen the important institutions in our society?
- How can we include impact thinking in our teaching programs on all levels?

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