

RAE-REVISTA DE ADMINISTRAÇÃO DE EMPRESAS (JOURNAL OF BUSINESS ADMINISTRATION)

ISSN 0034-7590, printed issue; ISSN 2178-938X online issue

CALL FOR PAPERS

Transnational Governance regimes in the Global South: Multinational, States and NGOs as political actors

Deadline: August 31 2015

Guest editors: Glenn Morgan (Cardiff Business School), Marcus Vinícius P. Gomes (FGV-EAESP) and Paola Perez-Aleman (McGill University)

PURPOSE OF THE SPECIAL ISSUE

Polanyi's 'double movement' described how social actors construct institutions that confine and regulate markets. In his view, the history of capitalism in the 19th and early 20th centuries could be understood in terms of when and how certain key aspects of life were taken out of the market sphere and placed predominantly within the state. The state needed to intervene as a counterweight to the power of the market. In recent decades, neo-liberalism and globalization have changed this terrain and undermined the capability of states to perform such a role. Under conditions of free movement of capital, multinationals' ability to move locations and shop for more favorable regimes has been massively enhanced. States compete against each other for multinational investment by offering incentives, tax concessions, etc. and labor movements, where they still exist, are also drawn into these processes. On top of this, states have also tended to be absent from or neglectful of a whole range of issues around environment and sustainability which have increased in saliency and importance for their electorates, leaving multinationals operating in these areas with limited monitoring or supervision of their activity. The result in many countries has been disillusion amongst electorates with the prevailing political parties and the rise, on the one hand, of extremist populism and on the other hand, of transnational social movements and NGOs using new forms of activism as an alternative way to fetter the unrestrained market power exercised by MNCs and local elites.

States are increasingly having to find new ways to shape markets for social purposes and foster development in these contexts. In a number of areas such as human rights, labor rights (concerning trade unions, wages and overtime, health and safety at work, child labor, human slavery), indigenous land rights and environmental issues (in forestry, marine life, biodiversity, climate change, among others), states have increasingly negotiated with large multinationals, social movements, international organizations and NGOs to develop

transnational governance systems that set transparent standards and codes of conduct for corporations. These multi-stakeholder initiatives are emerging to identify, discipline and reconstitute naked market mechanisms so that a wide range of social and environmental standards of production have to be taken into account and implemented by firms. This form of taming the market depends on corporations' fear that failure to abide by standards will lead to reputational damage that in turn will impact on markets through activist and aware consumers boycotting products. More recently states have been using these systems as the basis for denying entry to their markets to products that do not conform to these standards, e.g. as in the EU's FLEGT system for forestry products. The result has been the rise of transnational communities of technical experts (in creating certification systems and monitoring and auditing them) connecting states, social movements and NGOs and multinational firms into a sphere of negotiated orders that aims to institutionalize soft law regimes based on corporate codes, reputation management and responsible consumption. These developments constitute challenges for state regulation in terms of how the state connects to the issues raised by NGOs and social movements and how far states, particularly in the Global South and in big and powerful economies such as the BRICs are willing to sacrifice areas of sovereignty to transnational governance regimes promoted mainly from the Global North and often driven by the interests of consumers and MNCs from the Global North. Finally these processes also create tensions in social movements and NGOs with more radical agendas that challenge the fundamental principles of global capitalism – how do they reconcile their goals with pragmatic involvement in soft law transnational governance regimes?

In this Call therefore we are interested in both the limits to transnational governance as well as how it has grown and developed.

THEMES AND TOPICS

The guest editors welcome submissions related, but not limited to, the following issues:

- The impact of transnational governance mechanisms on issues of sustainability, human rights and inequality.
- The partnership between global and local social movements to address issues of inequality and sustainability.
- The interaction of global social movements with local indigenous communities and grassroots' movements in limiting the power of MNCs and in opening governance to previously excluded groups.
- The role of states in relation to transnational governance and soft law processes.
- The processes whereby transnational communities of experts are formed and maintained.
- The impact of social media networks in the transnational governance arena.
- The different repertoires NGOs use to different audiences in order to legitimate their role, e.g. as 'guerrilla' for their radical supporters, as 'research' for their policy making community or as 'consultancy' when taking on monitoring and auditing tasks for MNCs.

SUBMISSION OF PAPERS

Papers submitted must not have been published, accepted for publication, or presently be under consideration for publication elsewhere. To be eligible for review the paper must be set up according to the RAE's guidelines (available at www.fgv.br/rae). The papers must be written in English. The submission must be made through the ScholarOne system at <http://mc04.manuscriptcentral.com/rae-scielo>. Suitable papers will be subjected to a blind review. Please address questions to **Marcus Vinícius P. Gomes** (marcus.gomes@fgv.br).