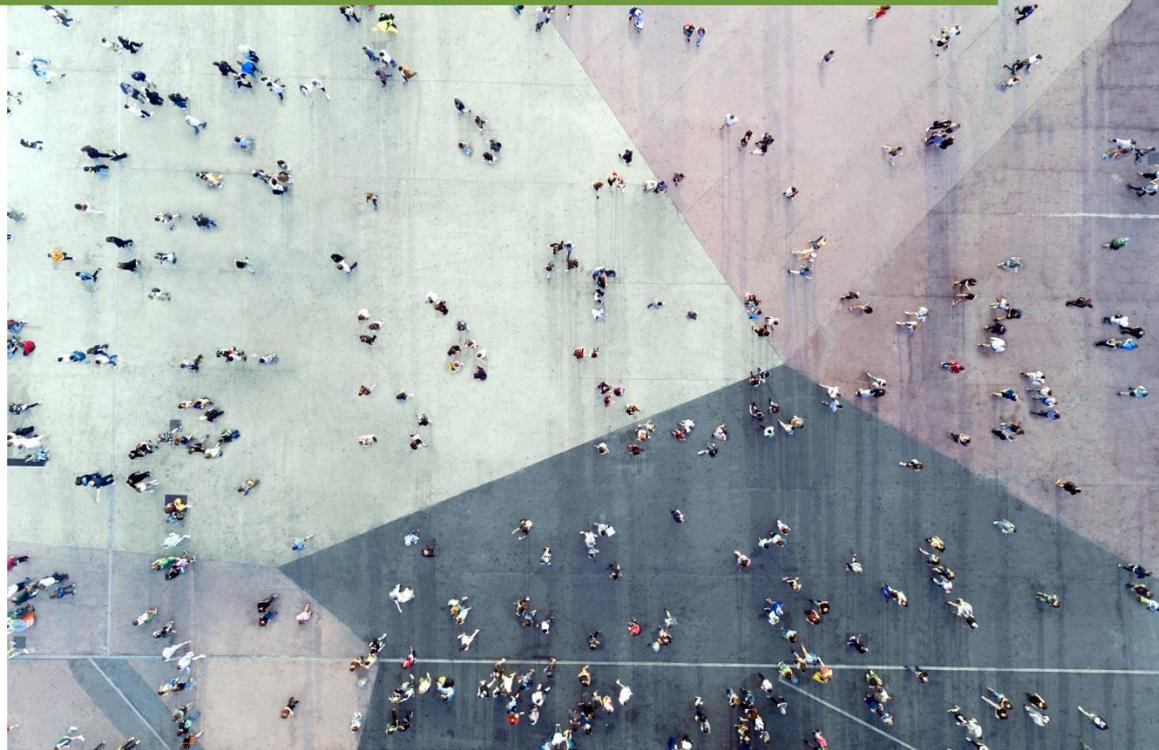


CoBS Article Guidelines for the Wider Public



This document is intended for external use as a set of guidelines for the wider public interested in posting their articles via the Council on Business & Society Community blog.

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Council on Business & Society

Article Guidelines for the Wider Public

What is the Council on Business & Society?

The Council on Business & Society (or CoBS as it is known), is an alliance of leading business schools throughout the world dedicated to:

- Educating tomorrow's responsible leaders via its educational offers and expertise in the fields of CSR and sustainability.
- Disseminating its expertise to the wider public, notably professionals, via vulgarised research through its Community blog and website.
- Fostering debate via its online presence and publications with a view to encourage responsible business practices, management and leadership that benefit not only corporations, but also people, the wider community and the planet.

In October 2019, The CoBS counts six member schools:

- ESSEC Business School (France, Singapore, Morocco)
- FGV-EAESP (Brazil)
- School of Management Fudan University (China)
- Keio Business School (Japan)
- Trinity College Dublin Business School (Ireland)
- Warwick Business School (United Kingdom).

School coordinators:

- Mr. Tom Gamble, **ESSEC Business School**: gamble@essec.edu
- Prof. Tales Andreassi, **FGV-EAESP**: Tales.Andreassi@fgv.br
- Mrs Elsa Huang, **School of Management Fudan University**: hzhuang@fudan.edu.cn
- Mr Hiroshi Takagi, **Keio Business School**: hiroshi.takagi@kbs.keio.ac.jp
- Mr Ian Dunne, **Trinity Business School**: ian.dunne@tcd.ie
- Mr Warren Manger, **Warwick Business School**: Warren.Manger@wbs.ac.uk

For more information on the CoBS, please visit our website at www.council-business-society.org



Opening up the CoBS blog to its readers

The CoBS runs a Community blog, posting twice-weekly articles and opinion pieces.

The blog features research-driven articles and opinion pieces from the faculty of its member schools. In mid-2018, the blog opened itself up to its member PhD student population and in early 2019, through an inter-school article writing competition, to member-school students of all programmes.

Readership consists of mainly professionals – managers, entrepreneurs, instructors – interested in CSR-related topics and sustainability, covering 66 countries. Our readers are most present in the USA, France, the UK, India, Singapore, Ireland, Brazil, China, Japan

The blog has regularly received positive reader comments (see website for testimonials) and in recent months numerous comments have included questions relating to whether readers themselves can post their articles on the CoBS blog.

The decision has therefore been made to open up publication of articles on the Council blog to a third population within the CoBS Community: its readers.

For more information on the Council Community blog, please visit <https://councilcommunity.com>

Overview

- For an initial period, the Council Community will post **1 article from its readers on the first Wednesday of every month.**
- Articles **MUST** cover a **topic** in line with Council on Business & Society policy and values.
- Articles must be **between 700 and 1,800 words in length.**
- Articles must be **compliant with the CoBS article guidelines** (see following sub-heading) and subject to copyright release.
- **Articles can be submitted** either directly to Mr Tom Gamble, coordinating the initiative from ESSEC Business School, France, or via the Council Reps and Coordinators in their respective schools. Their names and e-mail addresses can be found on page 1 of this guide.



Article policy and guidelines

Prerequisites:

- All submitted articles are to be written in the English language (UK/US)
- All articles submitted must be original in nature (i.e. the author's own work) and are subject to a check for plagiarism by the CoBS Editorial team to ensure eligibility of the article for publication.
- All submissions must not have been previously published or posted in print or digital form, unless by explicit agreement of the CoBS editorial team.
- All submissions should be made by e-mail, either directly to Mr Tom Gamble, coordinating the initiative from ESSEC Business School, France, or via the Council Reps and Coordinators in their respective schools. Their names and e-mail addresses can be found on page 1 of this guide.
- A short author bio should be included and links provided to either a company, organisation and/or LinkedIn profile page. Upon acceptance, the author shall provide a high-resolution headshot/portrait photograph which will be posted with the article.
- The CoBS editorial team reserves the right to suggest changes or edits to titles/subtitles and text to comply with the alliance's tone-of-voice and style. The author shall be informed for approval of these.
- The CoBS editorial team reserves the right to select appropriate images to accompany the article and shall purchase these.
- The submitted article shall contain no defamatory or vulgar language. Any opinion must be justified by references coming from a reliable and acknowledged source (i.e. research, international bodies and organisations, publications [ex: The Economist, Wall Street Journal, etc.]).
- Submitted articles should present proper flow and grammar. Any article considered presenting a high level of non-qualities will be refused for publication.

Length and format

- Articles must be between 700 and 1,800 words in length, submitted in MS Word and in Calibri font. The title of the article should be in Calibri 22. Sub-titles in Calibri 12 bold. Body (text) in Calibri 11.
- Up to 4 "useful links" can be included at the end of the article, for example a link to the author's LinkedIn profile page, personal blog or website, or a useful, associated source of additional information on the article topic.
- The CoBS Editorial team reserves the right to draft an introductory byline that summarises the author's profile and states the objective of the article and its topic (see the Council Community blog for examples).

The topic of the article

- Articles MUST be of a 'business and society' dimension, a CSR, or a sustainability dimension. Typically, CoBS topics include how companies and innovations impact health and healthcare, education, entrepreneurship and social enterprise, business for the common good, diversity, employee wellbeing, human resource practices, ethics and compliance, sustainable business practices, responsible and social innovation, ethical finance, management and leadership practices, impact on the environment, the impact of technology on the workforce and society, gender equality, corporate governance, CSR reporting.
- Please enquire first by e-mail if you have a doubt on the compatibility of your article with the above.

Non-payment and Copyright release

- The author of the submitted article agrees that no payment will be made by the CoBS for publication of his/her article. Indeed, this is standard policy for all articles appearing on the blog.
- The author of the submitted article gives consent to the Council on Business & Society posting the article on its Council Community blog and communicating on the article through its social media platforms.
- The author may re-use the article on his/her LinkedIn profile page, website or personal blog with an acknowledgement and link to the Council on Business & Society Community blog, or communicate on the article appearing on the Council Community blog via his/her own social media platforms.

Copyright Release and Agreement

Please fill in the form, scan it and send the completed form to Mr Tom Gamble at: gamble@essec.edu

Name:

Profession/Title:

Organisation (if appropriate).....

Address:

E-mail:

Telephone:

I hereby consent to the Council on Business & Society posting and publicizing my submitted article via its Council Community blog and social media.

I declare that my submitted article is my own work, free from defamation, and has not been previously published or posted in any print or digital form, and agree that it can be withdrawn from the above-mentioned platforms if any copyright infringement has been identified.

I grant the Council on Business & Society Editorial team the right to suggest changes and revisions to titles, subtitles and text to comply with the rules and guidelines mentioned in this document, as well as selecting appropriate images to accompany the article. Any modifications will be sent to me for my approval. Moreover, I consent to the Council on Business & Society being exempt from any legal proceedings on my part and bear full responsibility for any third-party litigation.

Name:

Date:

Signature:

For an idea of the Council's style and tone of voice, please benchmark on this sample of articles posted and published by the Council:

- The [Council Community blog](#)
- [Global Voice magazine](#)

The Council on Business & Society is an alliance of leading schools of business and management throughout the world dedicated to educating tomorrow's responsible leaders and promoting sustainable business practices.



COUNCIL on
BUSINESS & SOCIETY
A GLOBAL ALLIANCE OF SCHOOLS OF MANAGEMENT



The Council – or CoBS – regularly posts research and opinion-based articles from faculty, students and business leaders, offers courses delivering a Responsible Leadership certificate, co-creates learning content and tools, runs inter-school student projects, and publishes a quarterly magazine, *Global Voice*.

Its areas of commitment include leadership, management, social entrepreneurship, responsible finance, CSR reporting, social innovation, diversity and inclusion, sustainability, and sustainable business practices.

Reach **The CoBS**



www.council-business-society.org



<https://councilcommunity.com>



www.linkedin.com/company/the-council-on-business-&-society



@The_CoBS



Josephine J Cobs