



Call for cases: Book on Winners of the Financial Crisis

Book Working Title: **Banking Differently**

Rationale

In this book we are taking a look at those financial services companies that are doing relatively well in the current market environment or are even benefiting from the crisis. We are looking to gain insight into what has made them more robust during and after the financial markets shocks that began with Bear Stearns running into trouble in June 2007 and culminated in the entire disappearance of independent investment banks within 3 weeks in September 2008.

The “winners” are few and far between but some financial services companies make headlines of a different kind in the current gloomy environment for the industry. Certain banks, like the German and Swiss Raiffeisen Banks see a sharp rise in held savings; some mortgage companies, like the British Nationwide Building Society can afford to still lend to prospective homeowners, and certain insurance companies have little or no exposure to the financial market instruments that caused billions in losses for most.

The Humanistic Management Network wants to take a closer look at those financial services companies that are standing surprisingly firm in these stormy times in order to find some common threads that have made them less vulnerable than most in the industry.

Case examples

We are looking for cases of around 3000 words profiling financial services institutions that did well before the current crisis and continue to do so today. This may show by not depending on state financed rescue measures or even benefiting from the recent developments. Other signs of healthier management styles include different risk policies and more caution as well as humanistic elements built into the firm's culture. We would, therefore, especially welcome cases that outline a connection between ethical, values based management decisions and good financial performance. The focus of the cases should be on those factors that may have previously reduced their attractiveness to "Wall Street actors" but that are, today, the source of their relative strength.

Selection Process and Key Dates

(Please note the tight deadlines which are vital to ensure the book will still be highly relevant at the time of publication and only submit an abstract if you are also able to meet the March 31st deadline for the full case submission)

Phase one – Case selection: **Deadline for case abstract submissions is January 30th 2009.** *The Humanistic Management Network* (www.humanetwork.org) will inform all authors on our decision regarding the inclusion of your case in this volume by the **10th of February 2009.**

Please submit your **500 word case abstract** to Ernst von Kimakowitz under **evkimakowitz[at]humanetwork.org**

Phase two – Full case submission: **Deadline for the final case submission is March 31st 2009.**

Until then the editors will write the introduction to the case collection.

Phase three – Review cases: **Deadline April 10th 2009.** By April 10th the editorial team will review the cases and provide feedback to the authors.

Editors - The Humanistic Management Network

The Humanistic Management Network (www.humanetwork.org) tries to impact the way businesses operate by integrating humanistic thought into strategy in the quest for a more 'life-conducive' economy.

The Humanistic Management Network has already come forward with, 'Humanism in Business', a book that looks at how humanism can contribute to management theory and practice on a system, organizational and personal level. (In press: [Cambridge University Press](#) available from February 2009.) In our second book, 'Humanistic Management in Practice' (publication details not yet available) we are providing examples of how humanistic principles can be integrated into managerial practice. This is to demonstrate that successful businesses can emancipate themselves from a singular focus on (short-term) profit maximization whilst being highly competitive players in a market environment. (Follow this [link](#) for further info on our research agenda)

With 'Banking Differently' we will contribute to the current discussion on the financial markets crisis not by analyzing mistakes and shortcomings of those firms that are struggling today, but by looking at those that have managed to stay out of trouble.