

## Guidelines and Criteria for the Submission of Short Papers at EGOS Colloquia

Short papers should focus on the main ideas of the later full paper, i.e. they should explain the purpose of the paper, theoretical background, the research gap that is addressed, the approach taken, the methods of analysis (in empirical papers), main findings and contributions. In addition, it is useful to indicate clearly how the paper links with the sub-theme and the overall theme of the Colloquium, although not all papers need to focus on the overall theme. Creativity, innovativeness, theoretical grounding and critical thinking are typical characteristics of EGOS papers.

Your short paper should comprise **around 3,000 words** (inc. references, appendices, and other material).

**Submission deadline** for short papers for the (main) 42<sup>nd</sup> EGOS online Colloquium hosted by the University of Bergamo, July 9–11, 2026:

- Tuesday, January 7, 2026, **12:00 CET**

The deadline is unchangeable and therefore **extensions can not be granted!**

### Formatting your short paper

Your short paper should comprise **around 3,000 words**, according to the following format:

- Font: 12 pt, Arial or Times New Roman
- Margin left/right: 2.5 cm
- Line spacing: 1.5
- Use APA style for your citations

**Do not use capital letters** in your paper's title, unless they are proper nouns (e.g. "London", "Thomas"), quoted titles, or if it is the first word after a colon or hyphen. For example: *Mark Twain's "The Adventures of Huckleberry Finn": Summary, analyses, and quotations*. Do not write your title in ALL CAPS.

Please **state your name** (and that of your co-author/s, if applicable) + affiliation + email at the top of your short paper (because no [single/double blind] peer review).

Short papers should be submitted as a **pdf or docx file**. Please do not upload txt files!



## Steps prior to uploading your short paper

- To upload a short paper, you must be a **registered user** on the EGOS website.

If you have never been an EGOS member, never uploaded a short paper for one of the previous EGOS Colloquia, or never attended an EGOS Colloquium before, you need to **register on the EGOS website**. Click [here](#) and follow the instructions. Once you have an EGOS member number and password, please **log in to the member area "MyEGOS"** and follow the instructions for uploading your short paper listed below.

- If you are an active (or former) EGOS member, **log in to "MyEGOS"** using your email [or your EGOS member number] and your password.

## Uploading your short paper

You can **only upload one short paper** with your EGOS member number! If your short paper is co-authored and you have already submitted a (single-authored) short paper to another sub-theme, then your co-author (one of your co-authors, respectively) has to upload this co-authored short paper by using their EGOS member number. Please note: You may only appear as **co-author in a maximum of TWO further short papers!**

- In the MyEGOS section of the website, click on **Submit your short paper**.
- Fill in the form.

Do not use ALL CAPS for your paper title.

As the uploader, you are the main author. Add all co-authors (can also be added when submitting your full paper).

Upload your paper as pdf or docx.

- If you want to re-upload your short paper because you submitted it to the wrong sub-theme or have an updated version, you can do so until the deadline:

In MyEGOS, you will see Status: Edit your short paper

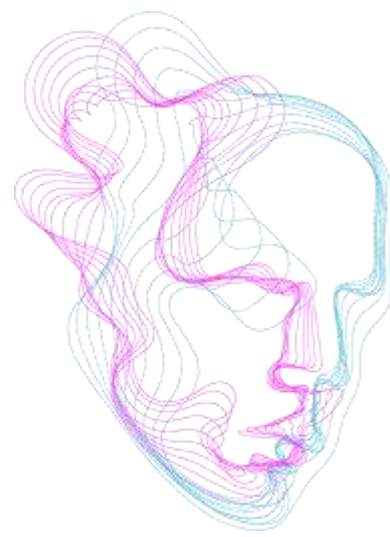
Click delete your short paper application.

Submit your short paper again.

If you have any further questions, please contact the [EGOS Executive Secretariat](#).



# Sub-theme 05: [SWG] Leveraging upon Social Evaluations in Organizations, Industries, and Society



42<sup>nd</sup> EGOS  
Colloquium  
University of Bergamo  
July 9–11, 2026  
**EGOS**

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## Call for Papers

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Social evaluations are ubiquitous, affecting individuals, organizations, and industries. As societies evolve, so do human practices around the production and use of social evaluations. To further advance research it is important to understand the link among social evaluations and the practical benefits (or hazards) of evaluations for different actors. We therefore ask how are social evaluations used instrumentally across individuals, organizations, and industries, and what role do they play in society?

From positive evaluation such as legitimacy (Bitektine & Haack, 2015), reputation or status (Bitektine, 2011) to negative ones such as stigma (Roulet, 2020), scholars have documented how and why social evaluations benefit or hurt the actors being evaluated. It can be argued that the *raison d'être* of social evaluations often lies in their implications for organizations and individuals, which in turn drive their instrumental use by various actors. Reputation, status and legitimacy are commonly presented as strong drivers of performance (George et al., 2016), which is why they are sought out. Similarly, stigma and disapproval are usually seen



as something to be managed and contained (Lashley & Pollock, 2020).

However, the effects of social evaluations are often ambivalent, and recent work has flipped those assumptions around. Status can become a liability in the case of a scandal, making status something that can be used against its holder (Dewan & Jensen, 2020), stigma can become a way to strengthen internal identity (Tracey & Phillips, 2016), while legitimacy can inhibit learning (Zuzul & Edmondson, 2017). This suggests that the processes through which social evaluations work are more complex than often assumed, and more thorough exploration of these processes can yield important insights and identify previously overlooked practical implications that may be contingent on the social context and the audiences. These complexities raise new questions and opportunities in research with regards to the formation and instrumental use of social evaluations by different parties.

Furthermore, as the scope of social evaluation concepts expands, the instrumental utility of different types of evaluations requires more attention. Research on celebrity, authenticity, trustworthiness, and other types of social evaluations can generate important insights on how social evaluation emerge, how they interact with each other, as well as who and how uses them and for what purpose. Of particular interest in this respect is the exploration of the role of media and social media in formation or instrumental use of social judgments (Clemente & Illia, 2025), the use of fake news for social evaluations (Illia, Zyglidopoulos & Bantimaroudis, 2024; Mariconda et al., 2024), and how multiple social evaluators interact in the social evaluation process (Cattani et al., 2023).

We invite scholars to address social evaluations from diverse theoretical perspectives and methodological approaches and welcome contributions from diverse disciplines, such as management, organization theory, communications, psychology, sociology, and economics. We encourage submissions that explore the role of different social evaluations in the context of enduring societal challenges, as well as in less-explored domains such as arts, sports, or social entrepreneurship. Papers can address, but are not limited to, the following questions:

- How do different types of social evaluations emerge? What is the role of different actors in this process?
- When do social evaluations matter, and when they don't?
- What is the role of media, social media, fake news and Artificial Intelligence (AI) in an instrumental formation and use of social evaluations by different parties?
- What are the boundary conditions for silent social evaluations to be voiced?
- When do positive social evaluations become a liability and negative social evaluations become an asset?



- How do social evaluations constrain or enable other value generating processes?
- How can we mobilize new theories to understand the implications of social evaluations?
- How are different positive and negative social evaluations used and connected in their use?
- How do social evaluations spread across actors? How do they cross organizational and jurisdictional boundaries?
- How is social media used as a platform to revert changing social evaluations or to maintain the “status quo”?
- When are social evaluations fostered by actors to be later used for their own benefits?
- What are the boundary conditions for social evaluations to drive or reduce performance?
- How do social evaluators interact among each other and with the organization being evaluated in the social evaluation process?

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## References

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