

**Call for Papers**  
**Asia Pacific Business Review Special Issue:**  
**Social Capital Application & Outcomes: Service Firms in the Asia Pacific Region**

Guest Editors:

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The concept of social capital has received considerable attention in the fields of business, economics, sociology and political science. Social capital is broadly conceptualised by scholars as consisting of resources and network ties embedded in the social structures and relationships that facilitate beneficial outcomes for the actors within those structures (Coleman, 1988). Notwithstanding the substantial literature on social capital produced in recent years there have been fewer attempts to examine social capital in the context of service firms. The service industry may include areas of finance, telecommunications, education, retail and professional services. This is surprising since social relations matter in service firms. Services continue to account for significant levels of total foreign direct investment in greenfield projects and merger and acquisition deals in the world (UNCTAD, 2014). Indeed, it would be unimaginable for any economic activity, particularly in service firms, to occur without social capital.

Building on Rowley and Reading's (2012) work on human and social capital, our goal is to examine the application and outcomes of social capital in the Asia Pacific region in the context of the service sector. We invite manuscripts that make contributions in the areas of social capital and the service sector in the Asia Pacific. We encourage overviews and literature reviews of the topic, and we welcome empirical or theoretical manuscripts on any important aspect of this topic, including, but not limited to, the following:

- The outcomes of social capital
- The differences in the use of social capital in service firms
- The application of social capital in service firms across the Asia Pacific region
- The relationship between human capital and social capital in service firms
- Cross-border transfer of social capital
- The impact of institutional context on the outcomes of social capital
- The impact of cultural context on the outcomes of social capital
- Social capital and internationalisation
- Social capital and innovation/entrepreneurship
- Social capital frameworks
- Theory development, both Western and indigenous, for more relevant applicability

**Deadlines**

1<sup>st</sup> February 2016: Submission of expression of interest and long Abstract (500 words)

1<sup>st</sup> July 2016: Submission of full paper

Submitted papers must meet commonly accepted academic standards of scholarly research and publication and will double blind peer reviewed.

See journal's website regarding style requirements and sections needed  
[www.tandfonline.com/fapb](http://www.tandfonline.com/fapb)

We would also hope to negotiate a contract with Routledge for publication of the articles in a book form to maximise the exposure of the work.

### **References**

- Coleman, J. S. 1988. Social capital in the creation of human capital. *The American Journal of Sociology*, 94, Supplement: Organisations and Institutions: Sociological and Economic Approaches to the Analysis of Social Structure, S95-S120.
- Rowley, C. & Redding, G. 2012. Building Human and Social Capital in Pacific Asia. *Asia Pacific Business Review*, 18 (3): 295-302.
- UNCTAD. 2014. World Investment Report 2014: Investing in the SDGs: An Action Plan. *United Nations Conference on Trade and Development*: New York and Geneva.