

## CALL FOR CHAPTER PROPOSALS

Proposal submission deadline: September 10, 2008

### *Cybernetics and Systems Theory in Management: Tools, Views and Advancements*

A book edited by Dr. Steven E. Wallis, Independent Organizational Consultant, USA

#### Introduction:

Management theory is critical to our understanding of decision-making and formal leadership in organizations. Despite the large quantity of such theory, managers are unlikely to apply academic theory. Of the theory that has been applied, Ghoshal has implicated in the Enron collapse and the “greed is good” mindset of many managers. Clearly, we need better theory. Yet, in this milieu, we have difficulty even defining what “better” means. Generally, theory is the lens through which we make sense of the world. While theory may be consciously created, it may also be created intuitively through a reflexive or sense-making process. Broadly, the idea of theory includes (but is not limited to) explicit or formal theory, models, schema, mental models, and metaphor. By understanding our theories (how they are created, structured, understood, and applied), we have the opportunity for advances in analysis and application, with associated benefit to management systems.

#### The Overall Objective of the Book:

Cybernetics and systems theory have been applied to understanding management. However, they have not been applied much to understanding management theory itself. In this book, we will focus on management theory as a system and how that system is nested in other systems of individuals and organizations. We will use insights from cybernetics and systems theory to understand how management theory is generated, structured, tested, and applied. By gaining a better understanding of the system of theory, we hope to accelerate the process of theory development and application. Authors are encouraged to use cybernetics and systems theory as their lenses to seek revolutionary insights into our understanding of theory, to open new horizons, and accelerate the advancement of the social sciences.

#### The Target Audience:

This book will be useful for scholars who draw on cybernetics and systems theory to support their research in management. Further, this book will be a cornerstone, providing inspiration for new directions of research and theory building. Teachers will want to use the novel insights in this book to provoke challenging discussions among students, particularly at the post-graduate level. Finally, this book will suggest innovations for practitioners and will create a benchmark of existing theory for cybernetics and systems theory in management literature.

#### Recommended topics include, but are not limited to, the following:

- Metatheory and theory of theory: Looking at our lenses
- Ontology, epistemology, and practice: Where theory fits, and where it doesn't
- Innovations in research: What informs improvements in theory
- Building theory: What is valid, and when

- Robustness as a measure of validity
- What counts as “advancement” when theory evolves?
- Accelerating the development of systems theory: Lessons from the history of science
- Origins and history of cybernetics: A historicist perspective
- The spread of systems theory across disciplines: An evolutionary view
- Cybernetics and systems theory: An international snapshot for 2010
- Triumph and tragedy: Where cybernetics succeeds and where it fails
- My personal frustrations with systems theory
- Academic recommendations contrasted with informal or inappropriate applications
- Theory and practice: Advancing purposefully, or wandering in the wilderness?
- Is systems theory really systemic?
- Falsifying cybernetics: How we might prove that it works
- Agent-based modeling as a tool for understanding and validating systems theory
- Systems theory from a cybernetics perspective
- Beyond postmodernism: A neo-integral approach to systems theory
- Revolutionary applications: How theory is changed by practice
- Uses and abuses of systems theory in management: When part of the picture isn’t enough
- What aspects of theory are most used... most ignored?
- Popularization of management theory
- Influences of popular works on academic theory
- The application of competing theories: Absolute and relative measures of success
- Revolutionary results: What might be possible with an infallible theory
- Toward a Kuhnian revolution in management thinking
- Beyond academia – successes and limitations of systems theory in the real world

#### Submission Procedure:

Researchers and practitioners are invited to submit on or before September 10, 2008, a 2-3 page manuscript proposal clearly explaining the mission and concerns of the proposed chapter. Authors will be notified by September 15, 2006, about the status of their proposals and sent chapter guidelines. Full chapters are due December 31, 2008. All submitted chapters will be reviewed on a double-blind review basis by at least three reviewers. By submitting a chapter, authors agree to review other submissions. The book is scheduled to be published in 2009 by IGI Global (formerly Idea Group Inc.), publisher of the “Information Science Reference” (formerly Idea Group Reference) and “Medical Information Science Reference” imprints. For additional information regarding the publisher, please visit [www.igi-global.com](http://www.igi-global.com).

Inquiries and submissions can be forwarded electronically (Word document) to:

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For more information visit:

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