



Call for Contributions

Business Archives & Resilience ICA SBA 2024 Conference

Location: Warsaw, POLAND

Organizers: Polish Development Bank (BGK) & Kozminski University

Date: September 22nd – 24th, 2024

Resilience refers to an organization's ability to withstand, recover from, and adapt to adversities, disruptions, or uncertainties, ensuring sustainability and growth. Business archives play a crucial role in fostering organizational resilience, enabling firms to navigate challenges and adapt to change. By preserving historical records, business archives provide invaluable insights into past strategies, successes, and failures. This rich repository aids in decision-making, risk management, and strategic planning, equipping businesses with the knowledge to anticipate future trends, mitigate risks, and seize opportunities. Thus, business archives are not just repositories of history but are foundational to building a resilient and adaptive corporate culture. In the context of an ever-evolving business landscape, this conference aims to delve into the intersection of business archives and resilience.

While celebrating Polish Development Bank (BGK) 100th anniversary and highlighting the role of its history in Polish economic resilience the event seeks to promote the achievements of ICA SBA members and raise awareness of the strategic importance of business archives within the Polish business community. By facilitating networking among diverse professional groups of archivists, museum curators, marketing specialists, and NGOs, we aim to foster interdisciplinary collaboration. The conference will showcase best practices through presentations and workshops, offering local businesses actionable insights on archive management and resilience strategies. Additionally, it will present the peculiarities and potential of Poland and Central Europe to an international audience, promoting a deeper understanding of the region's unique business and archival landscape. This gathering not only celebrates historical milestones but also charts a path for future cooperation, leveraging the rich legacy of business archives.

This year we are looking for **two types of contributions**:

- Type 1 Presentation (15 min) followed by a discussion panel,
- Type 2 Advanced thematic workshop (3 hour-long) for Polish archivists, museum curators, and marketing specialists devoted to best practices or recent developments in the field of business archives.

In terms of topics we would like to encourage contributions in the following areas:

- **Business archives, resilience, and sustainability:** showcasing archives as critical strategic resources for learning from past successes and failures, aiding organizations in building resilience and pursuing sustainable practices for long-term success.
- **Business archives, luxury, and heritage marketing:** showcasing the potential of rich narrative for luxury brands, enabling them to weave their heritage and craftsmanship into compelling marketing stories that captivate high-end consumers.
- **Business archives, museums, and revitalizations:** showcasing partnerships between business archives, museums, real estate developers, tourist agencies that can play a significant role in the revitalization of local cultures and economies, showcasing the historical impact of industries and corporations.
- **Business archives, corporate histories, and anniversaries:** Utilizing archives to celebrate corporate anniversaries and histories allows companies to highlight their longevity and evolution, strengthening their brand identity and loyalty among stakeholders.
- **Business archives, digital transformation, and AI:** uncovering the fusion of business archives with digital technologies and artificial intelligence revolutionizes the accessibility and analysis of historical records, enhancing strategic insights and decision-making.
- **Business archives around the world:** Reflecting the rich diversity of the global business landscape, preserving unique cultural and economic histories that contribute to understanding global market dynamics and corporate legacies.

To apply please submit your proposal (available below) to: radoslaw.milczarski@bgk.pl by April 1, 2024. For the sake of efficiency, the proposal should include the following information:

- Contribution type (15-minute presentation or workshop)
- Theme (please specify which theme the presentation falls under)
- Presentation title (short titles welcomed)

- Presentation abstract (up to 250 words)
- The speaker (brief bio of the person who will deliver the presentation)

The organizing committee reserves the right to select the applications received. Notifications of full acceptance will be communicated by the beginning of May 2024. Participants are responsible for their own travel and accommodation.

For further information and questions, please feel free to contact:

Radosław Milczarski (radoslaw.milczarski@bgk.pl)

Tomasz Olejniczak (tolejniczak@kozminski.edu.pl)

2024 ICA SBA Proposal template

Personal details

Surname:	
First name:	
e-mail:	
Affiliation:	
Short bio:	

Presentation type

- 15-minute presentation
- 3 hour-long workshop

Presentation title

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Abstract (up to 250 words)

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Topic(s) to which the presentation will contribute (you can select more than 1)

- Business archives, resilience, and sustainability
- Business archives, luxury, and heritage marketing
- Business archives, museums, and revitalizations
- Business archives, corporate histories, and anniversaries
- Business archives, digital transformation, and AI
- Business archives around the world