

Call for Papers

Sustainable Modernization

How can archives be used to modernize the image of companies?

ICA/SBA Conference, 20./21. October 2025

Ford Motor Company

Dearborn, MI

USA

Archives can be instrumental in modernizing the image of companies. By explaining the legacy of a business, they can make sure that successful aspects of a company culture are not inadvertently thrown overboard in overzealous restructuring efforts. However, they also are indispensable for relaying necessary changes to stakeholders by creating and adapting storytelling narratives. By helping to analyze the past, they can support the identification of path dependencies and steer the company's storytelling into more sustainable directions for safeguarding the future viability of the business. At the source of these skills lies the archive itself whose holdings allow establishing authoritative and truthful knowledge.

The Steering Committee of the Section on Business Archives is calling for papers, which explore the above outline in four distinctive sections, which all represent a particular facet of the interaction and communication of companies:

- Artificial Intelligence (AI) in archives
- Video storytelling in social media
- Making company cultures tangible for new generations
- Use of archives in modernizing and redesigning buildings

Each presentation must not exceed 20 minutes. Please send your paper to alexander.bieri@roche.com until 28th of February 2025.