



**CRR Conference 2017**  
**“Challenges in Diversity, Accountability and Sustainability”**

rsUS



**Wednesday, 13th September 2017**

- 15:00 - 18:30 PhD Workshop (*Fundación Cajasol*)
- 18:30 Visit to “Alcázar”
- 20:30 Cocktail (*Fundación Cajasol*)

**Thursday, 14th September 2017 (*School of Tourism and Finance*)**

- 08:30 - 15:00 Registration
- 09:00 - 09:30 Opening Session
- 09:30 - 11:00 Plenary Session  
*“Global Sustainable Tourism: one bite at a time” (Claudia Green – New York University).*
- 11:00 - 11:30 Coffee Break
- 11:30 - 13:30 Parallel Sessions
- 13:45 - 15:15 Lunch
- 15:30 - 17:30 Parallel Sessions
- 17:30 - 18:00 Coffee Break
- 18:00 - 20:00 Parallel Sessions
- 20:30 Conference Dinner (*Restaurante El Mirador de Sevilla. Hotel Vincci La Rábida*)

**Friday, 15th September 2017 (*School of Tourism and Finance*)**

- 09:00 - 11:00 Parallel Sessions
- 11:00 - 11:30 Coffee Break
- 11:30 - 13:00 Round Table – Socially Responsible Companies  
Chairman: Mauricio Domínguez-Adame Lanuza. Director of CSR - Heineken España.  
Javier Bolaños Muñoz. Sustainability Manager Endesa.  
Ana Llopis. Cubas Llopis.  
Adrián Ortíz Rivera. CEO of Xtraice.
- 13:00 - 13:15 Closing Session
- 13:45 Lunch (*Vips Restaurant*)
- 16:00 Visit to “Rectorado de la Universidad de Sevilla”

# CRR Conference 2017



Thursday 14th September (11:30- 13:30)

<b>Room 21: CSR, Diversity, and Reputation</b>  <b>Onkila, Tiina - University of Jyväskylä</b>	<b>Room 25: Corporate Responsibility</b>  <b>Frank Figge – Kedge Business School</b>	<b>Room 26: Business and International CSR</b>  <b>Ralf Barkemeyer – Kedge Business School</b>	<b>Main Room: Micro CSR</b>  <b>David Jones - Grossman School of Business</b> <b>Chelsea Willness – Edwards School of Business</b>	<b>Room 22: CSR and Sustainable Tourism</b>  <b>Antonio Lobo – University of Seville</b>
<p>Visioning futures: Pupils' anticipations and projections of their futures, implications for long-term transitions.</p> <p>Looser, S., Wehrmeyer, W., Bekiri, D. and De Donno, P.</p>	<p>The focal employee and the co-worker: can HR differentiation be a tool for inclusion at work?</p> <p>Berber, A. and Rofcanin, Y.</p>	<p>Altruism versus Egoism in Investment Decisions</p> <p>Brodback, D., Guenster, N. and Mezger, D.</p>	<p>CSR cognitive framing: the role of CSR practitioners in Japan</p> <p>Fontana, E.</p>	<p>Boosting ethical and responsible tourism among Valencian tourist agents</p> <p>López, J.L. and Rodríguez, M.</p>
<p>Employees as a stakeholder for CSR - a literature review</p> <p>Onkila, T. and Sarna, B.</p>	<p>Pride and prejudice - Emotions in sustainability</p> <p>Mäkelä, M., Apostol, O., Heikkilä, K. and Höyssä, M.</p>	<p>B-Corps: are they really hybrid?</p> <p>Arena, M., Bengo, I., Colzani, P. and Randazzo, R.</p>	<p>Governance consolidation in the making? – a case study analysis of the transition process from fragmented sustainability governance towards a harmonization of initiatives and standards in the global gold sector</p> <p>Heidingsfelder, J., Beckmann, M. and Zvezdov, D.</p>	<p>What's in CSR for Hotel Managers? Evidence from Five Star Hotels in Istanbul</p> <p>Sozuer, A., Gungor-Tanay, H., Mil, Z. and Semercioz, F.</p>
<p>CSR communication in Social Networks: evidence from Latin America</p> <p>Suárez-Rico, Y.M., García-Benau, M.A. and Gómez-Villegas, M.</p>	<p>How and when does CSR influence salesperson organizational citizenship behaviors?</p> <p>Castro-González, S. and Bande, B.</p>	<p>Corporate Social Responsibility practices of pharmaceutical companies in China: a scale development study</p> <p>Qian, Y., Chen, C. and Reis, E.</p>	<p>CSR and Meaningful Work in Organizations: Enabling experiences of meaningfulness at work and in work</p> <p>Lysova, E.I. and Janssen, J.</p>	<p>Micro-processes of sustainability in the hospitality industry: A qualitative inquiry into the translation work in Danish Hotels</p> <p>Skjøtt, M., Toft, M. y Agger, J.</p>
<p>Our young people are sensitive, positive, and willing to struggle for a sustainable future: Personal and Societal futures in the spotlight of the youth</p> <p>Wehrmeyer, W., Looser, S., Bekiri, D. and De Donno, P.</p>	<p>Supporting the Fuzzy Front End of Sustainability-Oriented Innovation with Text Mining</p> <p>Wehnert, P., Kollwitz, C., Daiberl, C. and Beckmann, M.</p>		<p>Toward a Multilevel Understanding of Corporate Social Responsibility (CSR): How Micro-Level Insights can Explain Variability in Meso- and Macro-Level CSR Effects</p> <p>Jones, D.A., Willness, C.R. and Glavas A.</p>	<p>Tax responsibility disclosure from a multistakeholder csr perspective. A qualitative analysis using CAQDAS</p> <p>Pardo, E., de la Cuesta, M. and Paredes, J.D.</p>

# CRR Conference 2017



Thursday 14th September (15:30- 17:30)

<b>Room 21: Business and the Anthropocene</b> <b>Pasi Heikkurinen – University of Leeds</b> <b>Toni Ruuska – Aalto University</b>	<b>Room 25: CSR and Corporate Governance</b> <b>Francisco Bravo – University of Seville</b>	<b>Room 22: Corporate Sustainability</b> <b>Aykut Berber - Istanbul University</b>	<b>Room 26: CSR in Public Entities</b> <b>Domingo Martínez - University of Seville</b>
Contextualising the perspectives on corporate responsibility: An analysis of the Russian business environment Bonoeva, N. and Heikkurinen, P.	Does Gender Diversity on Boards Influence on the Performance of the Companies? A Long-Standing controversy López, I. and Carrasco, A.	Sustainability Quality Assurance: Attributes of Assurance Providers as Determinants Martínez-Ferrero, J., García-Sánchez, I.M. and Ruiz-Barbadillo, E.	State-owned enterprises and Corporate Social Responsibility: a systematic review of the literature Garde, R., López M.V. and López A.M.
Sustainability of Peer Production: A Case Study on a Commons-based Renewable Energy Organization Robra, B. and Heikkurinen, P.	Corporate Governance and Corporate Social Responsibility: a meta-analytic review and directions for future research Hussain, N., Stocchetti, A. and Akbar Khan, S.	Exploring the supply-demand-discrepancy of sustainable financial products in Germany Heinemann, K., Zwergel, B., Gold, S., Seuring, S. and Klein, C.	Can sustainability transparency in european local governments be enhanced?: An empirical research Ortiz-Rodríguez, D., Navarro-Galera, A. and Alcaraz-Quiles, F.J.
Nature and Organizations as Linked Complex Adaptive Systems: New Research Directions For the Anthropocene Winn, M. and Pogutz, S.	Corporate Social Responsibility: A critical analysis beyond sustainability reports Ramos-Hidalgo, E. and Diaz-Carrion, R.	Empirical Evidence on Environmental Performance and Operating Costs Guenster, N. and Koegst, J.	Information disclosure in Spanish municipal-owned enterprises: A study based on the compliance with transparency requirements Martinez, D., Andrades, F.J., Larrán, M. and Herrera, J.
Ecological problems in mind and matter: Productivist organisation as a nexus of burnout and overshoot. Heikkurinen, P., Kuokkanen, A., Russell, S. and Ruuska, T.	Compliance of codes of good governance: an analysis of spanish companies Rodríguez, B.M., Laffarga, J. and Reguera, N.	Sustainability: the missing ingredient for a successful turnaround recipe? Hiquet, R.	The Social Responsibility in the National Development Plans of the Countries of the Pacific Alliance León, J.M., Dasí, R. and Montesinos, V.

# CRR Conference 2017



rsUS



Thursday 14th September (18:00- 20:00)

<b>Room 21: CSR reports and Consumer Behaviour</b>	<b>Room 22: Circular Economy</b>	<b>Room 25: CSR Communication and Reputation</b>	<b>Room 26: Environment, Energy and Sustainable Resource Management</b>
Nuria Reguera – University of Seville	Marta Ormazabal – University of Navarra (TECNUN)	Breeda Comyns - Kedge Business School	Tobias Hahn – ESADE Business School
The strength of the board on sustainability assurance decisions: the moderating role of family business  García-Sánchez, I.M., Rodríguez-Ariza, L. and Martínez-Ferrero, J.	Companies’ globalization and social problems: the role of Corporate Social Responsibility  Cosenza, J.P., Albuquerque, C. M. and Alves, S.A.	Media attention to corporate scandals over time  Barkemeyer, R., Preuss, L., Faugere, C. and Gergaud, O.	Employee Social Responsibility: A Multi-Level Exploration of Antecedent and Boundary Conditions  Babu, N., Guillaume, Y. and Thomas, G.
Corporate Social Responsibility assurance report and the audit committee  Sierra-García, L., Zorio-Grima, A. and García-Benau, M.A.	Circular Economy Diagnosis Tool: A Delphi Study  Prieto-Sandoval, V., Ormazabal, M., Jaca, C. and Viles, E.	Possibilities for NGO participation in corporate sustainability reporting in Finnish business  Joensuu, K.	Socially Responsible Human Resource Management (SHRM): exploring the role of contingent and contextual variables at national and international levels  Barrena-Martinez, J., Lopez-Fernandez, M. and Romero-Fernandez, P.M.
Community Engagement in Political Consumerism: A Case of Football Club Hajduk Split  Radic, M., Omazic, M.A. and Mihanovic, D.	Circular value creation architectures: the case of the smartphone industry  Revellio, F. and Hansen, E.G.	Corporate reputation: The result of responsible and innovative management in SMEs  Gallardo-Vázquez, D. and Castuera-Díaz, A.M.	A comparative analysis of CSR in human resource management in the european context  Diaz-Carrion, R., Lopez-Fernandez, M. and Romero-Fernandez, P.M.
Point of Sale Charitable Solicitations: The Impact of Anchoring on Consumer Donations  Basil, D.Z. and Runte, M.S.	CSR failure as a new spirit of capitalism: Normative definition of CSR versus CSR drift Normative definition of CSR versus CSR drift  Roquebert, C.I.	Influence of firm size on management reports: Relationship between quality and quantity  Melón, A., Ruiz, F.J. and Ruiz-Olalla, M.C.	The Impact of Corporate Social Responsibility on Consumer Loyalty in the Beauty Industry: A Cross - Country Study  Cathcart, J.

# CRR Conference 2017



Friday 15th September (9:00- 11:00)

<b>Room 21: Business and CSR</b>  <b>William Young – University of Leeds</b>	<b>Room 22: CSR Communication</b>  <b>María del Mar Miras - University of Seville</b>	<b>Room 25: University Social Responsibility</b>  <b>Laura Sierra – University Pablo de Olavide</b>	<b>Room 26: CSR for SMEs and Micro-enterprises</b>  <b>Alice Owen – University of Leeds</b>
<p>Philanthropy in business strategy and firm identity</p> <p>Arco-Castro, L., López Pérez, M.V., Pérez-López, M.C. and Rodríguez, L.</p>	<p>Examples of CSR storytelling to engage stakeholders: once upon a time...</p> <p>Baraibar-Diez, E., Odriozola, M.D. and Fernández, J.L.</p>	<p>Conceptualizations of University Sustainability: Implications for Change Initiatives</p> <p>Banoeng-Yakubo, J. and Anvuur, A.</p>	<p>Effect of intergenerational transitions on CSR activities in family-run businesses in eastern thailand</p> <p>Laysiroj, S., Wehrmeyer, W. and Murphy, R.J.</p>
<p>Corporate Social Responsibility and Value Co-Creation: an examination of the employees' role</p> <p>Pereira, O., Simões, C. and Farhangmehr, M.</p>	<p>How Twitter was used by Stakeholders at the Paris Climate Change Conference</p> <p>Comyns, B., Sakai, P., and Napolitano, G.</p>	<p>University Social Responsibility in Action: The Case of Education and Health in the Discovery of Learning Project.</p> <p>Lima, F.A., Martins, R. and Mota, M.</p>	<p>Exploring the Integration of CSR in SMEs' strategy: A Systematic Literature Review</p> <p>Ortiz, D., Kronenberg, C., Domnanovich, J. and Scholz, M.</p>
<p>CSR Opportunities at the End of Life of Industrial Plants: a Systemic Framework</p> <p>Arena, M., Azzone, G. and Piantoni, G.</p>	<p>Transcending the Sin Stock category: Attracting Responsible Investment through Communicating CSR in the Wine Industry</p> <p>Fox, K.A.</p>	<p>RSU: a system of ethics and fulfilment for universities</p> <p>García-Marzá, D. and Pallarés-Domínguez, D.</p>	<p>Towards a typology of micro-enterprises' impacts on sustainable development</p> <p>Owen, A.</p>
<p>You use them or they use you: Experiencing paradoxes through the lens of Corporate Social Responsibility managers' ideology. A qualitative study</p> <p>Collard, C. and Fortin, M.</p>	<p>Consistencies and Discrepancies in Corporate Social Responsibility Disclosures – Analysis of the Pharmaceutical Industry</p> <p>Demir, M. and Min, M.K.</p>	<p>Socio-economic contingency of CSR preferences of young job-seekers. A cross-national comparison</p> <p>Bustamante, S., Castillo-Apráiz, J., Alniaçik, Ü., Pizzutilo, F., Reichel, J.</p>	<p>Corporate social responsibility in family businesses. Understanding the effects of firm size</p> <p>López-Cózar-Navarro, C., Priede-Bergamini, T., Benito-Hernández, S. and Hilliard, I.</p>