
CALL FOR ABSTRACTS

CRRC 2020

15th Corporate Responsibility Research Conference

Theme: Corporate Social Responsibility (CSR): Does it Make a Difference?

Hosted by Homerton College, University of Cambridge (UK), in association with
the Sustainability Research Institute at the University of Leeds (UK)
and Kedge Business School (France)

3rd-4th September 2020

(PhD workshop on afternoon of the 2nd September)

Submission Deadline: May 15, 2020

The theme of the conference, “Corporate Social Responsibility (CSR): Does it Make a Difference?” invites participants to explore the contributions that CSR makes to society. CSR has been adopted by most corporations to the point that it has become an institutional imperative for business firms. Accordingly, numerous academic researchers have shown that corporations use their CSR in order to improve their legitimacy and reputation and that CSR does, overall, contribute to the financial performance of corporations. However, from a society’s perspective, what is the end result of CSR? Does CSR help anybody? How much? Whom? These are all questions that have not been adequately addressed in the academic literature investigating CSR.

Therefore, in this conference, we call for papers that investigate the impact of CSR on society. Acknowledging a broad range of possible issues, we call for papers that may address, but are not limited to the following questions and topics: How can we rethink the impact of CSR from a societal perspective? How do corporations contribute to sustainability challenges? What impact does CSR has on the economic development of emerging and developing countries? How does CSR contribute to the climate change challenge that we are facing? Under what conditions is CSR just “talk”? How can corporations improve the societal impact that their CSR activities have? How can we better measure this impact?

This is a cross-disciplinary conference looking for both conceptual and empirical papers filling the research and knowledge gap in both theory and practice related to the impact of CSR on society. We are interested in contributions from different disciplines and fields of study. CRRC is the ideal place to test new ideas and to experiment with new formats. Therefore, we welcome suggestions for special workshop streams and innovative ideas. The tradition of CRRC is to focus on participants and the debate, as well as on social activity. We aim to create an environment that is welcoming and friendly yet succeeds in challenging the existing knowledge base and assumptions, and hence drives the debate around corporate responsibility forward.

Sub Themes

Sub-theme 1: Collaboration for social impact Chair: Dr Fanny Salignac, Kedge Business School
Sub-theme 2: Does it matter how CSR is communicated? Chair: Prof Laura Illia, University of Fribourg
Sub-theme 3: International CSR Chair: Dr Naomi Gardberg, Baruch College – CUNY
Sub-theme 4: Social sustainability and CSR - equity, diversity, connectivity and quality of life Chairs: Dr Elizabeth Franklin-Johnson and Dr Hugh Lee, Kedge Business School
Sub-theme 5: Corruption: causes, consequences and remedy Chair: Dr Julien Hanoteau, Kedge Business School
Sub-theme 6: Climate Change and CSR Chair: Dr Breeda Comyns, Kedge Business School
Sub-theme 7: Circular Economy Chairs: Prof Frank Figge, Prof Lutz Preuss, and Dr Andrea Thorpe, Kedge Business School
Sub-theme 8: The gradual legalization of CSR and what does this mean? Chair: Dr Orr Karassin, The Open University of Israel
Sub-theme 9: Management and the Anthropocene Chairs: Dr Frederik Dahlmann, Warwick University, Prof Ashly H. Pinnington, The British University in Dubai, and Dr Pasi Heikkurinen, University of Helsinki
Sub-theme 10: Consumer Behavior on Sustainability Issues Chair: Prof William Young, University of Leeds
Sub-theme 11: Sustainable business models and social impact Chair: Dr Outi Vehka-aho, Tampere University
Sub-theme 12: Stakeholder engagement for sustainability Chairs: Dr Anna Heikkinen, and Prof Johanna Kujala, Tampere University
Sub-theme 13: From micro-CSR activities to institutional change (or to social change): antecedents, processes, and outcomes Chair: Dr Sofiane Baba, University of Sherbrooke
14.-15. Open call for papers and sub-themes on Corporate Responsibility, CSR and Sustainability

ABSTRACTS

Initial abstracts should be emailed to **abstracts@crrconference.org** by **15th May 2020**. Files should be sent in MS Word format, and the file name should be first author's surname. Please include names, affiliations and contact details of all authors. Please use a maximum of 500 words, answering the following questions:

- Research Question: What is the research question that the submission aims to answer?
- Theoretical Framework: What are the main concepts, models or theories used in the paper? Include 3-4 central references.
- Method: Which method is used for the research work?
- Findings: What are the main outcomes and results of the paper?
- Which sub-theme is your paper aimed at or is it for the open call?

Abstracts will be reviewed and selected by the scientific committee of the conference. Authors will be notified of acceptance by late May 2020.

PAPERS

The conference papers of a maximum of 6,000 words including references should be emailed to **papers@crrconference.org** **no later than 15th August 2020**. Please note that papers will not be accepted or appear in the programme unless speaker(s) have registered in full for the conference.

PRE-CONFERENCE PHD WORKSHOP

Our popular pre-conference PhD Workshop will be held on the afternoon of the 02nd of September. It will appeal to first-time attendees as well as those who have attended throughout their PhD career. This annual workshop provides a relaxed environment to allow lively exchange and discussion between PhD students as well as the opportunity to gain helpful advice and feedback from a panel of experienced PhD supervisors in the field. We have expanded the PhD workshop last year and we want to continue talking about postdoctoral opportunities and we will of course cover needs of PhD students throughout their studies.

BEST PAPER AWARDS

The scientific committee of the conference will review all papers presented and award two prizes for the CRRC best overall paper and the CRRC best PhD paper at the conference dinner. Criteria for the selection process are contribution to the research field, quality of the research, innovativeness, and diversity of views.

IMPORTANT DATES

31 January 2020	Call for abstracts opens
15 May 2020	Deadline for abstract submission
31 May 2020	Notification of accepted abstracts Conference registration opens
15 July 2020	Deadline for early-bird registration
15 August 2020	Deadline for full papers Deadline for regular registration
02 September 2020	Pre-Conference PhD Workshop
03/04 September 2020	Corporate Responsibility Research Conference

CONFERENCE FEES

Type	Registration Fee
All-inclusive package* (early-bird rate)**	£ 430
All-inclusive package*	£ 480
All-inclusive package (PhD rate)	£ 395
Non-inclusive package (registration & dinners only)	£ 360

* Please note that the all-inclusive package includes on-site accommodation for Wednesday 02nd & Thursday 03rd September, breakfast for Thursday 03rd and Friday 04th September as well as the conference gala dinner on Thursday 03rd September.

** Early-bird registration available for registration before 15 July 2020.

For more information on the conference please visit www.crrconference.org or contact us at info@crrconference.org.

We look forward to welcoming you to Cambridge!