

PRELIMINARY PROGRAMME (as of 14 September 2015)

16 September 2015

15:00 – 18:00	<p>PhD Workshop Campus Luminy Chair: Prof William Young</p>
18:30 – open end	<p>Picnic (all welcome!) Calanques National Park (leave from Luminy Campus at 18:30)</p>

17 September 2015

08:00 – 09:00	<p>Registration Campus Luminy</p>			
09:00 – 09:30	<p>Welcome & Conference Aims Professor Frank Figge</p>			
09:30 – 10:30	<p>Room 201 Workshop 1A: Micro-level CSR I <i>(Chair: Ante Glavas)</i> (a) What the macro and micro CSR literatures can learn from the other (<i>David Jones, Ante Glavas & Chelsea Willness</i>) (b) Introduction to the micro-CSR track (<i>Ante Glavas, Chelsea Willness & David Jones</i>)</p>	<p>Room 204 Workshop 1B: NGOs & social movements I <i>(Chair: Anne Norheim-Hansen)</i> (a) Social movement and ideological radicalism against new mining ventures in emerging economies (<i>Natalia Yakovleva, Diego Vazquez-Brust</i>) (b) NGO-business strategy: between co-optation & marginalization? (<i>Ralf Barkemeyer, Andrew</i>)</p>	<p>Room 401 Workshop 1C: Pathways and transitions I <i>(Chair: William Young)</i> (a) COP21, Paris 2015: A plethora of pledges (<i>Ben Fagan-Watson</i>) (b) How institutions matter for frame amplification: Framing shale gas in relation to an energy transition (<i>Helen Etchanchu</i>)</p>	(td)

		<i>Gibson & Giulio Napolitano</i>		
10:30 – 11:00	Coffee (Foyer)			
11:00 – 12:30	Room 201 Workshop 2A: Micro-level CSR II <i>(Chair: David A. Jones)</i> (a) A Multifoci Approach to Understand the Influence of CSR on Employees' Outcomes and the Moderating Role of Individualism-Collectivism (<i>Omer Farooq & Mariam Farooq</i>) (b) Corporate Strategies to influence Food Waste Behaviour in the Home: An Intervention Study (<i>William Young, Sally Russell & Cheryl Robinson</i>) (c) Responsible Global Leadership: The Critical Role of Cosmopolitanism (<i>Guenter Stahl & Hyun-Jung Lee</i>)	Room 204 Workshop 2B: Sustainable Entrepreneurship I <i>(Chair: Katia Richomme-Huet)</i> (a) Introduction (<i>Katia Richomme-Huet</i>) (b) Sustainable entrepreneurship: promise or delivery? A preliminary study from the similarities and differences of the business models adopted by UK fashion startups (<i>Márcio Alessandro De Lazzari, Walter Wehrmeyer, Roland Clift & Jacquetta Lee</i>) (c) Delta Corporation as a strategic triangular model for sustainable entrepreneurship (<i>Mohammad Ishfaq Khan</i>)	Room 401 Workshop 2C: Pathways and transitions II <i>(Chair: Frank Figge)</i> (a) Climate Change Strategies in the Automotive Industry: A Global Perspective (<i>Matthias Damert & Rupert Baumgartner</i>) (b) Organizing for climate change mitigation in the energy-intensive industry (<i>Charlotte Malmgren & Thomas Zobel</i>) (c) (tbd)	Room A429 Workshop 2D: CSR & CSP I <i>(Chair: Tobias Hahn)</i> (a) Doing well or doing good? Extrinsic and intrinsic CSR in Switzerland (<i>Stéphanie Looser & Walter Wehrmeyer</i>) (b) Socio-emotional Wealth: An Extensive Construct for Heterogeneous Corporate Social Responsibility Performances of Family Firms (<i>Wei-Jun Hsueh</i>) (c) CSR, a triple integration process (<i>Cécile Cam & Céline Louche</i>)
12:30 – 14:00	Lunch (VIP Restaurant)			

<p>14:00 – 15:30</p>	<p>Room 201</p> <p>Workshop 3A: Micro-level CSR III</p> <p><i>(Chair: Ante Glavas)</i></p> <p>(a) Leader-Member Exchange, Perceived Organizational Support and Outcomes: Moderating Effects of Perceived Ethical Climate <i>(Thomas J. Zagenczyk & Russell Purvis)</i></p> <p>(b) Energy-efficient behaviours in railway infrastructure organisations – a comparison of theoretical frameworks <i>(Rupert Zierler, Walter Wehrmeyer, Richard Murphy & Andrew Stiles)</i></p> <p>(c) How employees define corporate social responsibility? <i>(Marileena Koskela, Kristiina Joensuu & Tiina Onkila)</i></p>	<p>Room 204</p> <p>Workshop 3B: Sustainable Entrepreneurship II</p> <p><i>(Chair: Virginie Vial)</i></p> <p>(a) Sustainable entrepreneurial traits as a way to harness SMEs to face climate change <i>(Paola Sakai)</i></p> <p>(b) From Actor-Network Theory to the Anthropocene: the issue of agency in Bruno Latour’s theorisation of Sustainability <i>(Katerina Nicolopoulou)</i></p> <p>(c) Wrap-up session and opportunities for future research <i>(Virginie Vial)</i></p>	<p>Room 401</p> <p>Workshop 3C: Pathways and transitions III</p> <p><i>(Chair: Pasi Heikkurinen)</i></p> <p>(a) Examining Corporate Responsibility Practices to Conceptualize a Path to Sustainability <i>(Julia Dare)</i></p> <p>(b) Corporate responsibility under strong sustainability: Examining the extra-organisational conditions for moral agency <i>(Pasi Heikkurinen & Karl Bonnedahl)</i></p> <p>(c) Corporate Social Responsibility view on benefits and barriers of creating cross-sector partnerships and their influence on effectiveness of solving social problems <i>(Aleksandra Kalita)</i></p>	<p>Room A429</p> <p>Workshop 3D: CSR & CSP II</p> <p><i>(Chair: Tobias Hahn)</i></p> <p>(a) The legitimization mechanisms within CSR integration process <i>(Cécile Cam & Céline Louche)</i></p> <p>(b) The relationship between brand value and environmental and/or financial performances <i>(Marco Menoni & Gianfranco Elia)</i></p> <p>(c) Corporate social responsibility and earnings management in Spanish small and medium sized enterprises <i>(Manuel Larrán Jorge, María Paula Lechuga Sancho, María José Muriel de los Reyes & Fco. Javier Andrades Peña)</i></p>
<p>15:30 – 16:00</p>	<p>Coffee (Foyer)</p>			

<p>16:00 – 17:30</p>	<p>Room 201</p> <p>Workshop 4A: Micro-level CSR IV</p> <p><i>(Chair: David A. Jones)</i></p> <p>(a) Socially Responsible Human Resource Management and Competitive Performance in SMEs: An Empirical Look into Their Relationship (<i>Jesús Herrera Madueño, Manuel Larrán Jorge, María Paula Lechuga Sancho & Domingo Martínez Martínez</i>)</p> <p>(b) Unpacking the Signals Job Seekers Receive from an Employer’s Environmental and Social Practices (<i>David A. Jones, Chelsea R. Willness & Kristin W. Heller</i>)</p> <p>(c) Ethical Sensitivity Motivational Factors to Sustainability Decision-Making: a Cross-cultural Study (<i>David M. Wasieleski & Edina Eberhardt-Toth</i>)</p>	<p>Room 204</p> <p>Workshop 4B: Circular Economy</p> <p><i>(Chair: Frank Figge)</i></p> <p>(a) Interactive session: Circular Economy – the Longevity Game (<i>Frank Figge, Louise Canning & Elizabeth Franklin-Johnson</i>)</p>	<p>Room 401</p> <p>Workshop 4C: International CSR</p> <p><i>(Chair: Ralf Barkemeyer)</i></p> <p>(a) Why and How Can Large Companies Develop Social Business in the Base of the Pyramid Markets? (<i>Claudio di Benedetto</i>)</p> <p>(b) Corporate Social Responsibility as a Social Development Tool: Multinational Enterprises and the MDGs in Sri Lanka (<i>Eshani Beddewela</i>)</p> <p>(c) Multinational Enterprise CSR drivers in Emerging Markets (<i>Cezara-Alina Nicoara</i>)</p>	<p>Room A429</p> <p>Workshop 4D: Accounting & Reporting I</p> <p><i>(Chair: Breeda Comyns)</i></p> <p>(a) Environmental performance reporting in the Finnish forest industry: Is it just about good news? (<i>Marileena Koskela</i>)</p> <p>(b) Is really CSR report quality enhanced by some disclosure decisions? (<i>María del Mar Miras-Rodríguez & Roberto di Pietra</i>)</p> <p>(c) Investors' perception of ESG performance: Is integrated reporting keeping its promise? (<i>Laura Mervelskemper & Daniel Streit</i>)</p>
<p>18:30 – open end</p>	<p>Conference Dinner & Drinks</p>			

18 September 2015

09:00 – 10:00	<p>Room 201</p> <p>Workshop 5A: Micro-level CSR V</p> <p><i>(Chair: Ante Glavas)</i></p> <p>(a) Widely Assumed but Hardly Tested: Do Employees Improve their Work-Related Skills through Corporate-Sponsored Volunteering? (<i>David A. Jones</i>)</p> <p>(b) Corporate Social Responsibility and Employee Engagement (<i>Ante Glavas</i>)</p>	<p>Room 203</p> <p>Workshop 5B: Accounting & Reporting II</p> <p><i>(Chair: Frank Figge)</i></p> <p>(a) Climate Change Reporting Regulation and Multinational Companies: Towards a strategic solution (<i>Breeda Comyns</i>)</p> <p>(b) Should CSR disclosure be mandatory? Evidence beyond the numbers (<i>María del Mar Miras-Rodríguez & Bernabé Escobar Pérez</i>)</p>	<p>Room 204</p> <p>Workshop 5C: Sustainable consumption I</p> <p><i>(Chair: William Young)</i></p> <p>(a) The impact of social label confusion on sustainable consumption behaviour (<i>Carmela Bosangit, Marylyn Carrigan, Anvita Kumar & Gaye Bebek</i>)</p> <p>(b) “I hear you but I don’t believe you”: The impact of national culture and market maturity on information asymmetry cognitions on products’ ethical credentials (<i>Gaye Bebek</i>)</p>	<p>Room A429</p> <p>Workshop 5D: NGOs & social movements II</p> <p><i>(Chair: Elizabeth Franklin-Johnson)</i></p> <p>(a) Insight into the employee psychological contract and motivation in a contemporary non-profit organisation (<i>Elizabeth Franklin-Johnson</i>)</p> <p>(b) Reciprocity in consumer boycotts (<i>Tobias Hahn & Noël Albert</i>)</p>
10:00 – 10:30	Coffee (Foyer)			
10:30 – 12:00	<p>Room 201</p> <p>Workshop 6A: Micro-level CSR VI</p> <p><i>(Chair: David A. Jones)</i></p> <p>(a) The Impact of Internal Corporate Social Responsibility on Organizational Citizenship Behavior of Employees (<i>Iffat</i>)</p>	<p>Room 203</p> <p>Workshop 6B: Accounting & Reporting III</p> <p><i>(Chair: Breeda Comyns)</i></p> <p>(a) Investigating CSR Communication by using automatic content analysis of CSR and Annual Reports. Evidence from Chinese firms</p>	<p>Room 204</p> <p>Workshop 6C: Sustainable consumption II</p> <p><i>(Chair: Pasi Heikkurinen)</i></p> <p>(a) Understanding the flexible nature of ethical consumption: Food consumption at home and on holiday (<i>Jordon Lazell, Carmela Bosangit & Marylyn Carrigan</i>)</p>	<p>Room A429</p> <p>Workshop 6D: International CSR II</p> <p><i>(Chair: Emmanuel Ndzibah)</i></p> <p>(a) GVC Governance: a study of sustainable compliance in the RMG industry (<i>Enrico Fontana</i>)</p>

	<p>Rasool)</p> <p>(b) Corporate Greening: Fostering Pro-environmental Employee Engagement (<i>Olga Andrianova, Anja Schaefer & Owain Smolović</i>)</p> <p>(c) Trading off stakeholders' interests? Mind the stakeholders high on other-orientation walking away despite a favorable treatment (<i>Flore Bridoux & Nicole Stofberg</i>)</p>	<p>(<i>Annamaria Tuan, Matteo Corciolani, Alessandro Gandolfo & Daniele Dalli</i>)</p> <p>(b) Communicating about Corporate Social Responsibility on Company Websites: Testing Content and Accessibility Differences between French and U.S. Firms (<i>Bianca Mohn & David A. Jones</i>)</p> <p>(c) The influence of the institutional context on corporate social responsibility disclosure: The case of Lybia (<i>Ibrahem Alshbili, Eshani Beddewela & Olu Aluko</i>)</p>	<p>(b) Exploring the role of moral norms and neutralisation in environmentally conscious behaviour: The case of UAE Consumers (<i>Carmela Bosangit, Marylyn Carrigan & Shilpa Iyanna</i>)</p> <p>(c) Voluntary Simplicity Intentions over Holiday Choices (<i>Diren Bulut</i>)</p>	<p>(b) Sustainable Strategies in Product Configuration for PV Systems in Developing Countries (<i>Emmanuel Ndzibah & Francis B. Oyeyiola</i>)</p> <p>(c) Multinational Enterprises and Distance: The Opportunities and Challenges of CSR Practices in Host Countries (<i>Gideon Jojo Amos, Gabriel Baffour Awuah, Desalegn Abraha Gebrekidan</i>)</p>
12:00 – 13:30	Lunch (VIP Restaurant)			
13:30 – 15:00	<p style="text-align: center;">Room 201</p> <p style="text-align: center;">Workshop 7A: Micro-level CSR VII</p> <p style="text-align: center;"><i>(Chair: Ante Glavas)</i></p> <p>(a) Age Differences in Employee Green Behaviors: A Meta-Analysis of 22 Primary Datasets from 11 countries (<i>Brenton M. Wiernik, Stephan Dilchert, Deniz S. Ones</i>)</p> <p>(b) Employees' Reactions to Corporate Social Responsibility: Towards a Comprehensive Framework</p>	<p style="text-align: center;">Room 203</p> <p style="text-align: center;">Workshop 7B: Supply Chains</p> <p style="text-align: center;"><i>(Chair: Emmanuel Ndzibah)</i></p> <p>(a) Sustainability tensions and governance structures – case studies on Kenyan dairy supply chains (<i>Carolin Brix-Asala & Stefan Seuring</i>)</p> <p>(b) The Impact of CSR in the Supply Chain Development of Photovoltaic Energy Systems in Ghana (<i>Emmanuel Ndzibah & Benjamin Edwin Tham-Mbiah</i>)</p>	<p style="text-align: center;">Room 204</p> <p style="text-align: center;">Workshop 7C: International CSR III</p> <p style="text-align: center;"><i>(Chair: Ralf Barkemeyer)</i></p> <p>(a) Sustainability strategies and practices: Empirical evidence from Thai natural rubber industry (<i>Nittida Sudmai & Walter Wehrmeyer</i>)</p> <p>(b) Corporate Social Responsibility in Mexico: a look at the banking sector (<i>Maria Castillo</i>)</p> <p>(c) Engaged and Transforming</p>	(TBD)

Corporate Responsibility Research Conference CRRC 2015

>> Creative Destruction or Creating Destruction? <<



	and Research Agenda (<i>Kenneth De Roeck & François Maon</i>)	(c) Dynamic capabilities for Sustainability Strategies in Supply Chain Management (<i>Roya Akhavan</i>)	Projects and Programmes: CSR in Organisations in the UAE (<i>Meera Al-Reyaysa, Ashly H. Pinnington, Mine Karatas-Ozkan & Katerina Nicolopoulou</i>)	
15:00 – 18:00 (approximately)	<p>Social Programme (leave from Campus Luminy at 15:15; busses will take participants back to Marseille city centre after excursion)</p>			