

Corporate Responsibility Research Conference CRRC 2023
 ‘Corporate Social Responsibility: Does it make a difference?’

CONFERENCE PROGRAMME
(Version 01/09/23, still subject to change!)

Wednesday 06 September 2023

12:00 – 12:30	Sandwich lunch (Great Hall)
12:30 – 15:30	PhD Workshop (North Wing Auditorium)
15:30 – 16:30	BBQ & room check-in (Outside lawn/ Fellow’s Dining Room in case it is raining)
16:45 – 17:45	Guided walking tour (meet outside Guildhall in the Market Square, Cambridge CB2 3QJ)
18:15 – 19:00	Punting (Mill Lane Station, Cambridge CB2 1RS)
19:00 –	Eagle pub visit (all welcome!) (Bene't St, Cambridge CB2 3QN)

Thursday 07 September 2023

08:30 – 09:30	<p>Registration from 08:30 (Great Hall)</p> <p>09:15 Welcome & Conference Aims (Great Hall)</p>
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09:30 – 11:00	<p style="text-align: center;">Session 1A</p> <p>Management & Anthropocene (1/2)</p> <p>Chair: Pasi HEIKKURINEN</p> <p>Room: Bamford/ Skillicorn</p>	<p style="text-align: center;">Session 1B</p> <p>Consumer Behaviour</p> <p>Chair: William YOUNG</p> <p>Room: Paston Brown</p>	<p style="text-align: center;">Session 1C</p> <p>Circular Economy (1/2)</p> <p>Chair: Frank FIGGE</p> <p>Room: North Wing Auditorium</p>	<p style="text-align: center;">Session 1D</p> <p>Open Call (1/6)</p> <p>Chair: Orr KARASSIN</p> <p>Room: Alison Shrubsole</p>
	<p>Corporate environmental disclosure: signalling or greenwashing? Evidence from Italy</p> <p><i>(Sara Ratti, Marika Arena, Giovanni Azzone & Laura Dell'Agostino)</i></p>	<p>The role of consumers' self-efficacy in biodiversity respectful consumption</p> <p><i>(Outi Uusitalo, Henna Rouhiainen & Mitra Salimi)</i></p>	<p>Nourishing sustainability agency: The role of participation in advancing sustainable circular economy</p> <p><i>(Sirpa Kortelainen)</i></p>	<p>The explanatory power of the social pillar and the limits of its subordinate categories</p> <p><i>(Michael Herold, Matthias Muck & Thomas Schmidl)</i></p>
	<p>Antecedents of Sustainability Competencies: The Role of Absorptive Capacity, Place Attachment and Paradoxical Cognition</p> <p><i>(Asha Nair, Tulin Dzhengiz & Som Sekhar Bhattacharyya)</i></p>	<p>When consumer nationalism meets responsibility in the Global South – A cosmopolitan perspective on sustainability responsiveness of Chinese consumers</p> <p><i>(Dirk Moosmayer)</i></p>	<p>Toward a typology of circular economy agency</p> <p><i>(Satu Teerikangas, Tiina Onkila, Katariina Koistinen, Antero Hirvensalo, Angelina Korsunova, Marileena Mäkelä, Ari Jokinen, Milla Sarja, Mira Valkjärvi, Pekka Jokinen & Noelia Reynolds)</i></p>	<p>On Valuing Women: From Instrumental to Intersectional Gender CSR</p> <p><i>(Lauren Kaufmann & Robbin Derry)</i></p>
	<p>Strategies and Struggles on Biodiversity in the Food Value Chain</p> <p><i>(Marja Turunen)</i></p>	<p>Responsible retailer-consumer relations in the UK: Pathways to align healthy diets and sustainability standards with resilient food supply chains</p> <p><i>(Steffen Hirth, Romain Crastes dit Sourd, Gulbanu Kaptan, Anne Tallontire & William Young)</i></p>	<p><i>Circular Narratives: The values and narratives companies follow in the transition to Circular Economy</i></p> <p><i>(Mira Valkjärvi, Satu Teerikangas & Katariina Koistinen)</i></p>	<p>The determinants of corporate charity giving in the Indonesian manufacturing sector</p> <p><i>(Julien Hanoteau)</i></p>

11:00 – 11:30	Coffee Break
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11:30 – 13:00	<p>Session 2A</p> <p>Management & Anthropocene (2/2)</p> <p>Chair: Pasi HEIKKURINEN</p> <p>Room: Bamford/ Skillicorn</p>	<p>Session 2B</p> <p>Corruption</p> <p>Chairs: Julien HANOTEAU & Aleksej HEINZE</p> <p>Room: Paston Brown</p>	<p>Session 2C</p> <p>Circular Economy (2/2)</p> <p>Chair: Frank FIGGE</p> <p>Room: North Wing Auditorium</p>	<p>Session 2D</p> <p>Open Call (2/6)</p> <p>Chair: Robert KUDLAK</p> <p>Room: Alison Shrubsole</p>
	<p>Evidence of biodiversity-promoting leadership in companies? A closer look at small-sized primary food producers</p> <p><i>(<u>Anna Hakulinen</u>, <u>Satu Teerikangas</u> & <u>Marja Turunen</u>)</i></p>	<p>Pilot study of the impact of Digital Transformation on the Corruption: the case of the Greek Public Sector</p> <p><i>(<u>Stelios Zygliopoulos</u>, <u>Julien Hanoteau</u> & <u>Aleksej Heinze</u>)</i></p>	<p>Circular economy for systemic change – from the perspective of businesses</p> <p><i>(<u>Milla Sarja</u>)</i></p>	<p>Stock Price Synchronicity and Corporate Social Responsibility: A Study in the Brazilian Stock Market</p> <p><i>(<u>Romulo Alves Soares</u>, <u>Ana Rita Pinheiro</u> & <u>Keysa Manuela Cunha de Mascena</u>)</i></p>
	<p>Addressing the biodiversity crisis via leadership – An interdisciplinary review, concept development & research agenda</p> <p><i>(<u>Satu Teerikangas</u> and many others!)</i></p>	<p>CSR and entanglements in the oil industry: a case study of international oil companies establishing operations in Uganda</p> <p><i>(<u>Laura Smith</u>)</i></p>	<p>Circularity Practices and Strategy Implementation: Five Cases on the Integration of Circularity in the Overall Business Strategy</p> <p><i>(<u>Arjan van Rheede</u>)</i></p>	<p>Relationships between companies' stakeholder responsibility, circular economy activities and sustainable development goals: A quantitative study</p> <p><i>(<u>Riikka Tapaninaho</u>, <u>Hanna Salminen</u> & <u>Johanna Kujala</u>)</i></p>
	<p>Biodiversity and Business – A Literature Review and Future Research Agenda</p> <p><i>(<u>Satu Teerikangas</u>, <u>Milla Unkila</u>, <u>Marileena Mäkelä</u>, <u>Juulia Möksy</u>, <u>Ville Kervinen</u>, <u>Otto Lappalainen</u> & <u>Marja Turunen</u>)</i></p>	<p>TBA</p>	<p>Paradoxical Tensions Towards Circular Economy: Evidence from a Textile Recycling Cluster in an Emerging Economy</p> <p><i>(<u>Tulin Dzhengiz</u>)</i></p>	<p>What is distinctive about research on corporate social responsibility in Latin America?</p> <p><i>(<u>Verónica González-Navarro</u>)</i></p>

13:00 – 14:00	Lunch
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14:00 – 15:30	<p>Session 3A</p> <p>Stakeholder Engagement (1/6)</p> <p>Chairs: Johanna KUJALA & Annika BLOMBERG</p> <p>Room: Bamford/ Skillicorn</p>	<p>Session 3B</p> <p>Business, Peace & ESG</p> <p>Chair: Jason MIKLIAN</p> <p>Room: Paston Brown</p>	<p>Session 3C</p> <p>CSR Communication (1/2)</p> <p>Chairs: Laura ILLIA & Philemon BANTIMAROUTHIS</p> <p>Room: North Wing Auditorium</p>	<p>Session 3D</p> <p>Open Call (3/6)</p> <p>Chair: Orr KARASSIN</p> <p>Room: Alison Shrubsole</p>
	<p>Firms' Dynamic Capabilities for Innovation Ecosystems-based CSR approaches</p> <p><i>(Giulia Piantoni, Marika Arena & Giovanni Azzone)</i></p>	<p>Does 'Doing Good' Really Matter? Business Engagement with Conflict Mitigation and its Effects on Stakeholder Satisfaction and Corporate Goodwill Perceptions</p> <p><i>(Chiara Valentini, Juha Munnukka & Hui Zhao)</i></p>	<p>Aesthetics of CSR communication and perception of ethical leadership: Impact on purchase intent in high and low rank CSR firms</p> <p><i>(Barbara Fryzel, Marco Ghitti & Giacomo Boesso)</i></p>	<p>The effect of SDGs on firm economic, environmental and social aspects</p> <p><i>(Marco Menoni)</i></p>
	<p>Managing Partnership Portfolios for Enhanced Sustainability Performance: A QCA Analysis of Global Fashion Players</p> <p><i>(Tulin Dzhengiz, Jouni Juntunen, Samuli Patala & Andra Riandita)</i></p>	<p>A bibliometric and systematic approach to business for peace emerging field trends</p> <p><i>(Maria Teresa Uribe Jaramillo & Natalia Yakovleva)</i></p>	<p>Communicating global CSR to local stakeholders: The case of Dove and the strategic move of the #LetHerGrow campaign in Thailand</p> <p><i>(Chanapa Itdhiamornkulchai & Parichart Sthapitanonda)</i></p>	<p>An Integrated Process Framework of Corporate Sustainability Decision-making: A Case Study on Chinese Firm</p> <p><i>(Yifeng Li)</i></p>
	<p>Drivers and Barriers to Sustainability in Higher Education Institutions (HEIs): A Case Study from the Global South</p> <p><i>(Alaa Zahran & Shirley-Ann Hazlett)</i></p>	<p>Honesty, Unjust War Theory, and Corporate Social Responsibility: An Extended Thought Experiment</p> <p><i>(Seth Hartigan)</i></p>	<p>The PLANET Framework: A holistic Integration of Sustainability into Digital Marketing</p> <p><i>(Romas Malevicius & Aleksej Heinze)</i></p>	<p>Sustainable Operations in the Steel Sector: A Research in the Business-To-Business Context</p> <p><i>(Juliane Araújo Cardoso Costa, Lucas Lopes Ferreira de Souza, Keysa Manuela Cunha de Mascena & Romulo Alves Soares)</i></p>

15:30 – 16:00	Coffee Break
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16:00 – 17:30	<p>Session 4A</p> <p>Stakeholder Engagement (2/6)</p> <p>Chair: Adina DUDAU</p> <p>Room: Bamford/ Skillicorn</p>	<p>Session 4B</p> <p>Climate Change & CSR</p> <p>Chair: Frank FIGGE</p> <p>Room: Paston Brown</p>	<p>Session 4C</p> <p>CSR Communication (2/2)</p> <p>Chairs: Laura ILLIA & Philemon BANTIMAROUTHIS</p> <p>Room: North Wing Auditorium</p>	<p>Session 4D</p> <p>Open Call (4/6)</p> <p>Chair: Robert KUDLAK</p> <p>Room: Alison Shrubsole</p>
	<p>Stakeholder theory in addressing commons</p> <p><i>(Lotta Sihvo Matikainen, Annika Blomberg & Johanna Kujala)</i></p>	<p>How can we study the intersection of CSR, Productivity and Net Zero so that it creates real world impact?</p> <p><i>(Alice Owen)</i></p>	<p>Corporate Governance and Greenwashing</p> <p><i>(Erifili-Christina Chatzopoulou, Maria Fotaki, Giorgos Papagiannakis & Stelios Zygliopoulos)</i></p>	<p>What Makes a Good Place to Work? The Effect of Internal Corporate Social Responsibility on Word-of-Mouth for Employers</p> <p><i>(Anna Mutter, Jasmin Afrahi & Thomas Armbrüster)</i></p>
	<p>Exploring how stakeholder management can deliver value to a broad range of stakeholders through sustainable business models</p> <p><i>(Kabelo Rathobei, Helena Ranängen & Åsa Lindman)</i></p>	<p>Can Money Incentivize Corporate Environmental Commitment? A Study of China's Green Loan Policies</p> <p><i>(Lai Yee Choy)</i></p>	<p>Communicating sustainability: Values as a driver for developing sustainability marketing in SMEs</p> <p><i>(Mira Valkjärvi, Johanna Hallböck, Katja Viiliäinen-Tyni & Janne Peltoniemi)</i></p>	<p>Struggling in the regime – Responsibilisation of agency for biodiversity conservation in the food system</p> <p><i>(Irene Kuhmonen & Tiina Onkila)</i></p>
	<p>Sustainability opportunity studies with stakeholder needs focus in research – the case of Supplementary Cementitious Materials in Sweden</p> <p><i>(Raine Isaksson, Max Rosvall & Arezou Ahmadi)</i></p>	<p>Camouflaging the Damage: The Consequences of Negative ESG Media Coverage on Earnings Management</p> <p><i>(Emma García-Meca & Jennifer Martínez-Ferrero)</i></p>	<p>TBA</p>	<p>Assessing the impacts of external shocks on food consumption and the sustainability of a UK and French shopping basket</p> <p><i>(Susan Lee, William Young & Ralf Barkemeyer)</i></p>

17:30 – 19:00	Break
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19:00 – open end	Conference Dinner and Best Paper Awards
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Friday 08 September 2023

09:00 – 10:30	Session 5A Stakeholder Engagement (3/6) Chairs: Johanna KUJALA & Annika BLOMBERG Room: Bamford/ Skillicorn	Session 5B CSR Impacts (1/4) Chair: Ralf BARKEMEYER Room: Paston Brown	Session 5C Social Sustainability Chair: Hugh LEE Room: North Wing Auditorium	Session 5D Open Call (5/6) Chair: Frank FIGGE Room: Alison Shrubsole
	What can Gabriel Tarde’s Laws of Imitation tell us about the processes through which social movements contest corporate social responsibility practices? <i>(Diego Vazquez-Brust, Lutz Preuss, Natalia Yakovleva & Hamid Foroughi)</i>	Social Impact of Different Modes of CSR <i>(Duane Windsor)</i>	Embedding Social Sustainability using a Transactional Analysis Approach: A case of software developers <i>(Hugh Lee, Rana Tassabehji & Nancy Harding)</i>	Perceptions of organizations as ethical leaders. A market level corporate responsibility <i>(Barbara Fryzel)</i>
	Multinationals and Sustainable Communities: Just Relationships? <i>(Eduardo Ordonez-Ponce)</i>	Sustainable Development Goals and Quality of Life: Defining a Measurable CSR Impact on Society <i>(Kari Solomon)</i>	Responsibility through the manager's gaze? - Why CSR needs deeper analysis of the implied manager <i>(Susi Mikael Nousiainen)</i>	Co-creation hacks: Supporting business development in SMEs through dynamization of transformational abilities <i>(Anke Trischler)</i>

	<p>Why do sustainability schemes fail? The case of “The Complete the Cycle” programme (2011-2020) <i>(Dejan Zec)</i></p>	<p>Beyond Corporate Social Responsibility: The Case of Structural Injustice in Global Value Chains <i>(Harry J. van Buren III)</i></p>	<p>Ripped between idealism, norms, and conditions – Self-categorization processes of German nurses <i>(Wolfgang Bichler-Riedl, Stephanos Anastasiadis & Stefan Gold)</i></p>	<p>How to query an AI text agent and obtain ethical responses? An experimental approach <i>(Kostantina Tzini & Laura Illia)</i></p>
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10:30 – 11:00	Coffee Break			
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11:00 – 12:00	<p>Session 6A Stakeholder Engagement (4/6) Chair: Ralf BARKEMEYER Room: Bamford/ Skillicorn</p>	<p>Session 6B CSR Impacts (2/4) Chair: Stelios ZYGLIDOPOULOS Room: Paston Brown</p>	<p>Session 6C International CSR (1/3) Chair: Lutz PREUSS Room: North Wing Auditorium</p>	<p>Session 6D Open Call (6/6) Chair: William YOUNG Room: Alison Shrubsole</p>
	<p>Ambitions and Agency – exploring stakeholder relations for sustainable development in the case of Swedish cement innovation <i>(Max Rosvall)</i></p>	<p>Tokenism? Why Firms Persist in Offsetting Environmental Misdeeds by Doing ‘Good’ <i>(Jennifer J. Griffin, Andrew Bryant & Vanessa G. Perry)</i></p>	<p>Corporate Social Performance, Legitimacy, and the Choice of Foreign Partners by State-Controlled Entities in the Global Extractive Industries <i>(Pavlos C. Symeou & George I. Kassinis)</i></p>	<p>Fostering Sustainability-Driven Ventures: An Examination of Constraints in Accessing Venture Capital <i>(Yanyang Cheng, Andrea Fosfuri & Nicola Misani)</i></p>
	<p>Disclosure of marginal stakeholder engagement activities: Local and regional public organizations in the context of a circular economy in Finland <i>(Heta Leinonen & Henna Paananen)</i></p>	<p>Social life cycle assessment in the textile industry: a case study in a small company <i>(Sofia Grönqvist & Thomas Zobel)</i></p>	<p>Innovation but for whose benefit and why? Investigating digital transparency tools in the global palm oil industry <i>(Rory Padfield, Adam Tyson, Chee Yee Wong, Gemma Bridge & Suzana Matoh)</i></p>	<p>Corporate Social Responsibility and Board Structure: The Role of Independent and Minority Directors in Family Firms <i>(Romulo Alves Soares, Ana Rita Pinheiro, Sílvia Maria Pedro Rebouças & Lucas Lopes Ferreira de Souza)</i></p>

12:00 – 13:30	Lunch/ Afternoon Tea		
13:30 – 15:00	Session 7A Stakeholder Engagement (5/6) Chair: Annika BLOMBERG Room: Bamford/ Skillicorn	Session 7B CSR Impacts (3/4) Chair: Ralf BARKEMEYER Room: Paston Brown	Session 7C International CSR (2/3) Chair: Lutz PREUSS Room: North Wing Auditorium
	Stakeholder Sustainability Engagement Effects in Multisided Platforms <i>(Kristina Maiksteniene)</i>	Addressing Social Incompatibility Between Luxury and Sustainability <i>(Marlena Ciszek)</i>	The Impact of Ownership Structure on Environmental Information Disclosure: Evidence from China <i>(Mengdi Wei)</i>
	Stakeholder Management, Social Justice, and the Inclusion of Marginalized People <i>(Keysa Manuela Cunha de Mascena & Minelle E. Silva)</i>	Net positive impact - a useful concept, or just more sustainability noise? <i>(Hannah Birch)</i>	Re-evaluating Corporate Social Responsibility in Nigeria (a Developing Economy) through the Ideology of Institutional Economics <i>(Uchechukwu Nwoke)</i>
	Understanding Investment Decisions for Sustainable Innovations in Emerging Markets Towards Competitive Advantage – A Case Study Perspective of Managerial Stakeholders <i>(Inamutilla Kahupi, Clyde Eirikur Hull, Natalia Yakovleva & Okechukwu Okorie)</i>	The Corporate Philanthropy Marketplace and its Ideological Underpinnings: Where Corporate Community Orientation worsens Ideological Divides <i>(Muhammad Umar Boodoo)</i>	Motivations and barriers for a prosocial impact worker <i>(Felipe Brescancini)</i>
15:00 – 15:30	Coffee Break		

<p>15:30 – 16:30</p>	<p>Session 8A Stakeholder Engagement (6/6) Chair: William YOUNG Room: Bamford/ Skillicorn</p>	<p>Session 8B CSR Impacts (4/4) Chair: Stelios ZYGLIDOPOULOS Room: Paston Brown</p>	<p>Session 8C International CSR (3/3) Chair: Lutz PREUSS Room: North Wing Auditorium</p>
	<p>Stakeholder Engagement Contribution to Developing a Social Enterprise Ecosystem <i>(Keysa Manuela Cunha de Mascena, Daiane Mulling Neutzling & Lucas Lopes Ferreira de Souza)</i></p>	<p>Can loose coupling explain a missing link between environmental commitments and outcomes? <i>(Robert Kudlak)</i></p>	<p>Complying or Committing: Purchases' Practices Surrounding Supplier Codes of Conduct <i>(Anne Jensby, Mai Skjøtt Linneberg & Chris Ellegaard)</i></p>
	<p>Stakeholder Engagement and the Perception of Gender Diversity at a Firm's Top Management: An Investors' Perspective <i>(Mert Demir & Maung K. Min)</i></p>	<p>Cognitive Dissonance as a Driver of Corporate Social Responsibility: A meso-theoretical model <i>(Stelios Zyglidopoulos, Sandra Rothenberg & Kostantina Tzini)</i></p>	<p>Exploring transnational corporate social responsibility in context: Insights from an exemplary multinational company in the agri-food sector <i>(Ralf Barkemeyer, Lutz Preuss & Shilpi Banerjee)</i></p>
<p>16:30 – 17:00</p>	<p style="text-align: center;">Conference Closing</p>		