

CSR RESEARCH SEMINAR 2015

Innovative Practices and Emerging Trends: Extending the Corporate Responsibility Research Agenda

PROGRAM

THURSDAY, JUNE 11

8.30 – 9.00: Welcome coffee

9.00 – 9.30: KICK-OFF SESSION

Room H426 Welcoming expert panel members and participants & introduction to the seminar

9.30 – 10.45: PLENARY SESSION 1 – KEYNOTE ADDRESS

Room H426 *Organizations, Strategy and Society: The Orgology of Disorganized Worlds*
(Lille: E202) Keynote speaker: Rodolphe DURAND (HEC Paris, France)

10.45 – 11.15: Coffee break

11.15 – 12.45: THEMATIC SESSION 1

Room H326 *Fostering corporate responsibility and sustainability through financing processes and investment practices*

Chairs: Diane-Laure ARJALIES (HEC Paris, France) & Céline LOUCHE (Audencia Nantes School of Management, France)

- Christel DUMAS (ICHEC Brussels Management School & University of Ghent, Belgium)
“What factors matter most for sustainable investing”
- Dr. Daniela LAUREL-FOIS (IESEG School of Management, France)
“From evaluation to valuation: The case of responsible investment reporting”
- Helen TOXOPEUS (Erasmus University, The Netherlands)
“Does financing design matter for sustainability?”

12.45 – 13.45: Lunch

13.45 – 14.45: THEMATIC SESSIONS 2A AND 2B

Room H328 *Session 2A: CSR in action - Consumers, brands and products*

Chairs: Valérie SWAEN (Université catholique de Louvain, Belgium, and IESEG School of management, France) & Béatrice PARGUEL (Paris-Dauphine University, France)

- Thai Hai Duong MAC (ESSEC Business School, France)
“When they know good brands do bad: The consequences of transgressions acts to third parties”
- Melodie CARATY (University of Grenoble Alpes, France)
“How to assess the social value of a product? (a methodology dedicated to steel industry based on a life cycle approach)”

Room H326 **Session 2B: Multi-level governance issues in business and society relationships**
Chairs: Jean-Pascal GOND (Cass Business School, UK) & Manal EL ABOUBI (Université Mohamed V Rabat, Morocco and ICHEC Brussels Management School, Belgium)

- Lara HALE (Copenhagen Business School, Denmark)
“Commensuration and legitimacy in standards”
- Damian BÄUMLISBERGER (Hamburg School of Business Administration, Germany)
“Limits of (non-hierarchical) governance by governments – Implications of the German and French discourses on the Transatlantic Trade & Investment Partnership (TTIP) for CSR governance”

14.45 – 15:45: ACADEMIC CAREER SESSION: TWO EXPERT PRESENTATIONS & DISCUSSION

Room H326 ***Surviving the PhD process and engaging in a ‘business and society’ academic career: A short tale***

Presenters: Aurélien ACQUIER (ESCP Europe, France) & Céline LOUCHE (Audencia Nantes School of Management, France)

Let’s get published! Dos and don’ts in submitting and revising academic works

Presenters: Joëlle VANHAMME (EDHEC Business School, France) & Guido BERENS (Erasmus University, The Netherlands)

15.45 – 16:15: Coffee break

16.15 – 17:45: ROUNDTABLES WITH THE EXPERTS

Room H326 Roundtables session on academic and scientific issues involving all experts and participants

20.00 – ... : Dinner (for organizing and scientific committees only)

FRIDAY, JUNE 12

8.30 – 9.00: Welcome coffee

9.00 – 10.30: THEMATIC SESSION 3

Room H326 ***Co-creating social innovation and sustainable value***

Chairs: Benjamin HUYBRECHTS (HEC Liège, Belgium) & Katerina NICOLOPOULOU (University of Strathclyde, UK)

- Dr. Rashedur CHOWDHURY (University College Dublin, Ireland)
“Toward a theory of stakeholder-centric entrepreneurship”
- Katre LEINO (Vlerick Business School, Belgium)
“An ethnography: Understanding innovation processes in environmental multi-stakeholder platforms”
- Marta CACCAMO (Catholic University of Lille, France)
“Linear, but not straight – Unfolding multi-dimensional social value through traditional boundary objects”

10.30 – 11.00: Coffee break

11.00 – 12.30: PLENARY SESSION 2 – EXPERTS PRESENTATIONS

Room H326 CSR Research: Taking Stock, Moving Ahead

Presenter: Jean-Pascal GOND (Cass Business School, UK)

Identity, Authenticity and Corporate Responsibility

Presenter: Sankar SEN (Baruch College, the City University of New York, USA)

The Trouble with Shareholder Value Ideology: New Insights from Economics and Corporate Law

Presenter: Simone DE COLLE (IESEG School of Management, France)

12.30 – 13.30: Lunch

13.30 – 15.00: THEMATIC SESSIONS 4A AND 4B

Room H326 Session 4A: Understanding company-stakeholder relational processes

Chairs: Kenneth DE ROECK (IESEG School of Management, France) & Ina EHNERT (Université catholique de Louvain, Belgium)

- Josh Wei Jun HSUEH (Bocconi University, Italy)
“Using the CSR strategy to manage diverse human resources: An experimental study on employees in family firms”
- Hélène ROQUEBERT (Audencia Nantes School of Management, France)
“Formal and informal CSR in SMEs: Does it affect employees’ involvement in CSR?”
- Dr. Katinka QUINTELIER (University of Amsterdam, The Netherlands)
“The dark side of reciprocity: Why some corporate strategies attract and motivate both cooperative and punitive stakeholders”

Room H328 Session 4B: CSR in in action - Development and implementation processes

Chairs: François MAON (IESEG School of Management, France) & Aurélien ACQUIER (ESCP Europe, France)

- Hélène L'HUILLIER (ESSEC Business School, France)
“The impact of local CSR projects on sustainable development: a case-study with scavengers in Mexico”
- Viviana PILATO (Catholic University of the Sacred Heart, Italy)
“MNE’s subsidiaries CSR strategy: The role of institutional pressures, legitimacy and autonomy in a developed versus a developing country context”
- Cécile CAM (Audencia Nantes School of Management, France)
“CSR, a triple integration process”

15.10 – 16.30: PLENARY SESSION 3: FINAL EXPERTS PANEL AND CLOSING DEBATES

Room H326 Extending the research agenda at the business and society interface

Chairs: Céline LOUCHE (Audencia Nantes School of Management, France) & François MAON (IESEG School of Management, France)

Panel members: Valentina CARBONE (ESCP Europe, France), Valérie SWAEN (Université catholique de Louvain, Belgium), Joëlle VANHAMME (EDHEC Business School, France), Jean-Pascal GOND (Cass Business School, UK), Guido BERENS (Erasmus University, The Netherlands), Sankar SEN (Baruch College, the City University of New York, USA), Benjamin HUYBRECHTS (HEC Liège, Belgium).

16:30 – 18:00: Closing drink

TEAM

PROGRAM CHAIRS:

- Catherine Janssen, IESEG School of Management, France
- Céline Louche, Audencia School of Management, France
- Valérie Swaen, Louvain School of Management, Université catholique de Louvain, Belgium & IESEG School of Management, France
- François Maon, IESEG School of Management, France

ORGANIZING COMMITTEE:

- Manal El Abboubi, Université Mohamed V Rabat, Morocco and ICHEC Brussels Management School, Belgium
- Sophie Marquet-Pondeville, University of Namur, Belgium
- Kenneth De Roeck, IESEG School of Management, France
- Sandra Haciresitoglu, IESEG School of Management, France (administrative and logistics support)

SCIENTIFIC COMMITTEE:

- Diane-Laure Arjalies, HEC Paris, France
- Julie Bayle-Cordier, IESEG School of Management, France
- Karine Charry, IESEG School of Management, France
- Valentina Carbone, ESCP Europe, France
- Annick Castiaux, University of Namur, Belgium
- Ina Ehnert, Louvain School of Management, Université catholique de Louvain, Belgium
- Daniela Laurel-Fois, IESEG School of Management, France
- Katerina Nicolopoulou, University of Strathclyde, UK
- Béatrice Parguel, Paris-Dauphine University, France
- Joëlle Vanhamme, EDHEC Business School, France
- Aurélien Acquier, ESCP Europe, France
- Guido Berens, Erasmus University Rotterdam, The Netherlands
- Simone De Colle, IESEG School of Management, France
- Rodolphe Durand, HEC Paris, France
- Jean-Pascal Gond, Cass Business School, UK
- Benjamin Huybrechts, HEC Management School, University of Liège, Belgium
- Sankar Sen, Baruch College, The City University of New York, USA
- André Sobczak, Audencia School of Management, France

SPONSORS

- Audencia School of Management, France
- Fonds National de la Recherche Scientifique, Belgique
- IESEG School of Management, France
- Institut de recherche de la Louvain School of Management, Université catholique de Louvain, Belgique
- LEM (Laboratoire CNRS Lille Economie et Management – UMR 9221), France

VENUE

The **CSR Research Seminar** will take place on the Paris campus of the IESEG School of Management, located in the business district “La Défense”.

Building H – Room H326

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CONTACT AND REGISTRATION

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