

Preliminary Program: Business & Society Seminar 2018

The Transformation towards Sustainable Business: Empowering Stakeholders for Sustainable Innovation, Production, and Consumption

KEYNOTE SPEECHES AND GENERAL THEME OF THE 2018 EDITION



This year's keynote speakers will be **Andrew Crane**, Professor of Business and Society as well as Director of the Center for Business Organizations and Society at the University of Bath School of Management, and **Sankar Sen**, Lawrence and Carol Zicklin Professor of Corporate Integrity and Governance at Baruch College, focusing on the main theme of this 2018 edition:

“The Transformation towards Sustainable Business: Empowering Stakeholders for Sustainable Innovation, Production, and Consumption”

CB Bhattacharya, Zoffer Chair of Sustainability and Ethics at the Katz Graduate School of Business and College of Business Administration, University of Pittsburgh, will give a dinner speech on the topic “Engaging Employees to Create a Sustainable Business”.

Given the increasing power of business in a globalized world and the resulting consequences which include both positive social, environmental, and political engagement as well as negative externalities, there is an urgent need to rethink the role of organizational stakeholders. Social innovation by empowered stakeholders in terms of more sustainable production and consumption is required and the question of how these empowerment processes can be supported moves center stage. This year's seminar will have a specific focus on novel approaches across the CSR, sustainability, and social innovation agenda by different types of business-related actors that lead to a redefinition of their responsibilities, roles, and opportunities for businesses and their constituencies to foster the emergence of meaningful, renewed forms of prosperity.

FURTHER RESEARCH THEMES

Beyond the main theme of this year's seminar and considering the interdisciplinary orientation of the event, we include contributions by scholars sharing a common interest for and working on topics related to business and society relationships, sustainable business, corporate social responsibility, and social innovation and originating from various organization-related research fields including business ethics and philosophy, management and organization studies, strategy, marketing, accounting, finance, and sociology.

Organizing Institutions, Scientific and Organizing Committee

ORGANIZING INSTITUTIONS

This year's seminar is hosted by the Chair of Corporate Social Responsibility at the University of Mannheim Business School in collaboration with the Louvain CSR Network of the LouRIM Louvain Research Institute in Management and Organizations (Belgium), University of Namur (Belgium), the Chair of CSR of Audencia Business School (France), IÉSEG Center for Organizational Responsibility (ICOR) at IÉSEG School of Management (France), and ICHEC Brussels Management School (Belgium).

SCIENTIFIC COMMITTEE

More than 25 experienced researchers in the field are invited to attend the seminar. Confirmed guests include Andrew Crane, Sankar Sen, CB Bhattacharya, Frank Boons, Guido Berens, Itziar Castelló, Christopher Wickert, Urša Golob, Klement Podnar, Géraldine Thiry, Catherine Janssen, and Jelena Spanjol.

ORGANIZING COMMITTEE

- Valérie Swaen, LouRIM (Louvain Research Institute in Management and Organizations), Belgium & IÉSEG School of Management, France
- Frank de Bakker and François Maon, IÉSEG School of Management, France
- Céline Louche, Chair of CSR, Audencia Business School, France
- Christel Dumas and Coline Ruwet, ICHEC Brussels Management School, Belgium
- Annick Castiaux and Sophie Pondeville, University of Namur, Belgium
- Laura Marie Edinger-Schons, Chair of CSR, Business School of the University of Mannheim

VENUE

Mannheim University
Mannheim Business School Conference Center
Schloss, Ehrenhof West
68131 Mannheim

CONTACT

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How to get there: <https://www2.uni-mannheim.de/1/english/config/gateways/visitors/directions/>

June 20th, 2018

Workshop on Stakeholder Democracy and Empowerment

13:30-14:00 Welcome Address
Organizing Committee
Prof. Dieter Truxius, Dean of the Business School of the University of Mannheim

14:00-14:45 Academic Keynote:
Andrew Crane (University of Bath School of Management)
Title: “Modern slavery in business: from exploitation to empowerment”

14:45-15:30 Practitioner Keynote:
Uwe Lübbermann (Founder of Premium Cola)
Title: “Hacking the System: Consensus Democracy @ Premium Cola”

15:30-16:00 Coffee Break

16:00-17:00 Academic Sessions 1 & 2

Stakeholder Engagement in Developing Countries

Room 001, Chair: de Bakker, Frank (IÉSEG School of Management)

Stakeholder Dialogue – Concept and Implementation

Room 002, Chair: Swaen, Valérie (Université Catholique de Louvain)

1. Hüske, Anne-Karen (TU Dresden)
“Sustainable Entrepreneurial Ecosystems for Transforming Regional Economies towards the UN’s Sustainable Development Goals: The Case of a Circular Economy for Wastewater Irrigation in Mexico”

4. Acuti, Diletta (University of Bath)
“Exploring Dialogue in CSR: A Systematic Literature Review”

2. Nana, Rabake (University of Huddersfield)
“Corporate Community Initiatives and Sustainable Development: Extractivism in West Africa”

5. Rathert, Nikolas (Hertie School of Governance)
“Situated or Structural? Attention to Stakeholder Issues and the Substantiveness of Corporate Social Responsibility”

3. Koep, Lisa (TU Dresden)
“Transforming the Textile Industry in Bangladesh: Adopting a Value Chain Approach to Tackle Sustainability Tensions”

6. Lengler-Graiff, Lars (Ruhr University Bochum)
“Listen to the Voice of the Customer - First Steps towards Stakeholder Democracy”

17:00-18:00 Breakout Sessions, Breakout rooms
Topic I: “The Future of Stakeholder Dialogue”
Topic II: “Implementation of Stakeholder Democracy and Participation”
Topic III: “Empowering Stakeholders”

18:00-18:30 Plenary Discussion

18:30-open Wine Tasting, Location: MBS Conference Center Foyer

June 21st, 2018

09:30-10:30 Academic Sessions 3 & 4

Micro-CSR: Individual Reactions to CSR Strategies

Room 001, Chair: Janssen, Catherine (IESEG School of Management)

Corporate Citizenship, Employee Volunteering, and the Quest for Impact Valuation

Room 002, Chair: Maon, François (IESEG School of Management)

7. Nguyen, Van Khanh (Université Catholique de Louvain)

“How do Consumers Define and Perceive Corporate Social Responsibility and Irresponsibility?”

10. Becker, Marcus (SAP)

“Effects of Pro Bono Volunteering on Job Performance and Career Mobility of Employees”

8. Güntürkün, Pascal Baris (WU Wien)

“When and how does Corporate Social Responsibility act as an Insurance Mechanism against Corporate Scandals?”

11. Verbücheln, Michael (University of Mannheim)

“How to Do Corporate Volunteering Right – Investigating the Optimal Design of Volunteering Programs”

9. Willeke, Ornella Lea (Volkswagen)

“How Consumers React to Brand Generated CSR Messages Communicated via Social Media”

12. Holfeld, Christopher (LMU München)

“The Practice and Organization of Data Philanthropy: A Taxonomy”

10:30-11:00 Coffee Break

11:00-11:45 Meet the Editors: Publishing in JCR, B&S, AMS, AMR, and JBE

Insights, Experiences, and Advice from Sankar Sen, Frank DeBakker, Andrew Crane, and Valérie Swaen

11:45-12:30 Academic Keynote

Sankar Sen (Baruch College)

Title: “The Rhetoric of Marketplace Morality: A Consumer Perspective”

12:30-13:30 Lunch Snacks, Location: MBS Conference Center

13:30-14:30 Academic Sessions 5 & 6

Sustainability Disclosure and Reporting

Room 001, Chair: Louche, Céline (Audencia Business School)

Sustainable Consumption

Room 002, Chair: Berens, Guido (Rotterdam School of Management, Erasmus University)

13. Benlemlih, Mohammed (University of Luxembourg)
“Valuation Shocks and Non-Financial Reporting: Evidence from Voluntary CSR News Releases”

16. Koistinen, Katariina (Lappeenranta University of Technology)
“Green consumers facilitating sustainability transitions as agents of change”

14. Bergmann, Alexander (TU Dortmund)
“The Translation of EU Directive 2014/95/EU into National German Law – Anyone Worried?”

17. Munten, Pauline (Université Catholique de Louvain)
“How do Consumers React on Reparability Information?”

15. Lemke, Claudia (WifOR Berlin)
“Quantification Methods of Sustainability Performances of Companies, Branches and Total Economies: Development of a Comparative Sustainability Reporting System and the Sustainability Index NAX for an Evidence-Based Sustainability Policy”

18. Schlegel, Florentin (University of Mannheim)
“How to Promote Sustainable Products Successfully? – Testing the Crowding-Out Effect in a Field Study”

14:30-15:00 Coffee Break

15:00-16:00 Practitioner Roundtable: Current Approaches to Social Impact Valuation

Kickoff Talk: Per Braig, Title: “Doing Business with a Sense of Purpose – a Status Quo Investigation of Impact Valuation”

Introduction of the IVR - Impact Valuation Roundtable: Marina Schurr (Adidas), Sonja Haut (Novartis), Will Ritzrau (SAP), Christian Heller (BASF),

16:00-17:00 Workshop: Social Impact Valuation – Research Perspectives

20:00-open Conference Dinner at Bootshaus Mannheim

Dinner Speech: CB Bhattacharya (University of Pittsburgh)

Title: “Engaging Employees to Create a Sustainable Business”

June 22nd, 2018

09:00-10:00 Academic Sessions 7 & 8

CSR, Communication, and the Behavioral Gap

Room 001, Chair: Castelló, Itziar (University of Surrey)

Neglected Stakeholders

Room 002, Chair: Podnar, Klement (University of Ljubljana)

19. Vaskova, Youlia (Université catholique de Louvain)
"Intertemporal Tensions in Corporate Social Responsibility (CSR): Towards a Constitutive Approach"

22. Sipilä, Jenni (University of Mannheim)
"Overcoming the Stigma - Donations to Stigmatized Causes"

20. Filbien, Jean-Yves (Université de Lille)
"NGO tweets: Do Shareholders Care?"

23. Paring, Géraldine (Université Paris-Dauphine)
"Enlarging the Moral Community: Engaging with Non-Human Animals' Subjectivities in Organization Studies"

21. Feder, Madeleine (Heinrich-Heine-Universität Düsseldorf)
"Understanding the Behavioral Gap: Insights into CSR intentions of German Firms as an Antecedent of Effective Management Control Systems"

24. Tirapani, Alessandro Niccolò (Cass Business School)
"Demystifying Internships: The Reproduction of Precariousness among Interns in Brussels"

10:00-10:30 Coffee Break

10:30-11:30 Academic Sessions 9 & 10

Social Innovation

Room 001, Chair: Spanjol, Jelena (LMU München)

CSR Managers and Change Agents in Organizations

Room 002, Chair: Dumas, Christel (ICHEC Brussels Management School)

25. Welzenbach, Lisa (LMU München)
“Shared Responsibilities: The Impact of Customer Co-Creation on Responsible Innovation”

28. Fontana, Enrico (Stockholm School of Economics)
“When Occupations are “Made Dirty” in the Workplace: The Internal Taint of Corporate Social Responsibility Work”

26. Martens, Carmen (University of Hasselt)
“Universal Design in Healthcare Servicescapes: Uncovering Multisensory Experiences among Visually Impaired Patients to Enhance Service Convenience and User Intimacy”

29. Mosonyi, Szilvia (Cass Business School)
“Relational Responses to Paradoxical Tensions in CSR Consultants’ Identity Work”

27. De La Cruz Jara, Marcelo (LMU München)
“When Impact Rules over Conviction: Towards a Framework for Evaluating the Social Contribution of Innovation Initiatives”

30. De Roo, Michiel (Vrije Universiteit Amsterdam)
“Organizational Struggles in “Selling” Corporate Social Responsibility: The Case of Middle Managers in Multinational Corporations”

11:30-12:00 Coffee Break**12:00-13:15 Practitioner Panel: Responsible Innovation**

Task Force on Responsible Innovation set up under the European Industrial Research Management Association (EIRMA): Marc Dreyer (FUTOPEDIA), Luc Chefneux (Académie royale de Belgique), Anne Goldberg (Corporate Research & Innovation, Solvay Campus), Joachim von Heimbürg (jvhinnovation GmbH), Norberto Patrignani (Politecnico of Torino), Monica Schofield (TUTECH INNOVATION GmbH), Chris Shilling (The Florin Partnership)

13:15-14:15 Lunch Snacks, Location: MBS Conference Center

14:15-15:15 Academic Sessions 11 & 12

Collaboration for Sustainability

Room 001, Chair: Wickert, Christopher (Vrije Universiteit Amsterdam)

Social Enterprises and the Sharing Economy

Room 002, Chair: Golob, Urša (University of Ljubljana)

31. Schuler, Douglas, and Koka, Balaji

(Rice University)

“Systemic Collaborations for Solving Complex Social Problems: Organizations and Users in a Field Study of Houston Food Deserts”

34. Glasbeek, Luc (Vrije Universiteit Amsterdam)

“Complexity Theory and Moral Struggles of Social Entrepreneurs: A Qualitative Study in Greece”

32. Lin, Haiying (Northern Illinois University)

“Solving the Last Mile Problem: How Public–Private Coordinate to Scale Up Transformative Social Changes?”

35. Naimi, Asma (ESADE Business School)

“Social Enterprises and Social Transformation: Mobilizing Through Storytelling”

33. Mitzinnek, Bjoern C. (Cornell S.C. Johnson College of Business)

“Disrupting Institutions: How Bioenergy Village Initiatives Break Fossil Dominance in Rural Germany”

36. Blatt, Inken (University of Mannheim)

“Is Sharing up for Sale? Market Exchanges in the Sharing Economy”

15:15-15:45 Coffee Break

15:45-16:45 Workshop Session I: “Developing Research Ideas using Design Thinking Methods”, Breakout Rooms

16:45-18:00 Workshop Session II: “Academic Writing, Reviewing, and Responding to Reviewer Comments”, Breakout Rooms

18:00-open Closing Drinks

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