

CSR RESEARCH SEMINAR 2016:

Next Level Business Approaches for Corporate Social Responsibility

PROGRAM

THURSDAY, JUNE 23

8.30 – 9.00: Welcome coffee

9.00 – 9.30: **KICK-OFF SESSION**

Room 231

Welcoming expert panel members and participants & short introduction to the seminar

By: Christel DUMAS (ICHEC Brussels Management School, François MAON (IESEG School of Management), and Valérie SWAEN (Louvain School of Management, UCL & IESEG)

9.30 – 10.45: **PLENARY SESSION 1 – KEYNOTE ADDRESS**

Room 231

Transitioning towards responsible business models

Keynote speaker: Prof. Frank BOONS (University of Manchester, UK)

10.45 – 11.15: Coffee break

11.15 – 12.45: **THEMATIC SESSION 1**

Room 211

Session 1A. Critical perspectives on CSR

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

- Thomas FERRETTI (Institut supérieur de philosophie, UCL, Belgium)
“There is no just society without just regulations: A critical approach to corporate social responsibility”
- Rashedur CHOWDHURY (University College Dublin, Ireland)
“Academic Anxiety and Understanding the Management of Victimhood: A Perspective from Rana Plaza Fieldwork.”
- Christopher BENOIT (CASS Business School, City University London, UK)
“Policing Corporate Social Responsibility”

Room 431

Session 1B: Investigating the impact of (ir)responsible business practices

Chairs: Guido BERENS (Rotterdam School of Management, The Netherlands)

- Hélène L’HUIILLIER (ESSEC Business School, France)
“Social impact studies: different visions, different underlying conceptions of CSR”
- Pauline MUNTEN (Louvain School of Management, Belgium)
“Curbing product obsolescence issues: Understanding life span information framing effects on consumers’ intertemporal choices”
- Corentin HERICHER (Université catholique de Louvain, Belgium)
“The impact of corporate social responsibility on voluntary employee green behavior.”

12.45 – 13.45: Lunch

13.45 – 14.45: THEMATIC SESSIONS 2A AND 2B

Room 211

Session 2A. Organizing for CSR

Chairs: Frank DE BAKKER (VU Amsterdam, The Netherlands)

- Claire-Isabelle ROQUEBERT (Audencia Business School, France)
"Internal paradoxes in a context of a socially and environmentally responsible growing SME"
- Tatu LYYTINEN (Aalto University, Finland)
"Developing business model from corporate social responsibility initiative: The case of Grundfos Lifelink in Kenya"

Room 431

Session 2B. Drivers of CSR policies and initiatives

Chairs: Kenneth DE ROECK (IESEG School of Management, France)

- Marion DUPIRE (Vlerick Business School, Belgium)
"What drives social performance in competitive industries, spill-over or differentiation?"
- Michiel de ROO (VU Amsterdam, The Netherlands)
"Why do firms engage in corporate social responsibility? Combining firm-level and country-level motives"

14.45 – 16.00: ACADEMIC CAREER SESSION

Room 231

Let's get published! Different viewpoints on submitting and revising your manuscripts

Presenters: Laure CABANTOUS for "M@n@gement" (CASS Business School, City University London, UK), Frank DE BAKKER for Business & Society (VU Amsterdam, The Netherlands) & Frank BOONS for Journal of Industrial Ecology and Journal of Cleaner Production (University of Manchester, UK)

16.00 – 16.45: Coffee break

16.45 – 18.00: ROUNDTABLES WITH THE EXPERTS

Room 211

Roundtable session on academic and scientific issues based on participants' questions, grouped around three questions:

- What make a great article great?
- What is the impact of our research on society and how can we increase it?
- How can I best develop my identity and career as a researcher?

FRIDAY, JUNE 24

8.30 – 9.00: Welcome coffee

9.00 – 10.30: THEMATIC SESSION 3

Room 231

Session 3. Redefining business & organizations

Chairs: Coline RUWET (ICHEC Brussels Management School, Belgium)

- Robert LAVIEREN (Universiteit van Amsterdam, The Netherlands)
"Redefining business objectives for the 21st century"
- Youlia VASKOVA (Université catholique de Louvain, Belgium)
"The emergence of corporate social responsibility (CSR) in a network society"
- Camille MEYER (Université Libre de Bruxelles, Belgium)
"Building commons organizations: The case of community banks and financial commons"

10.30 – 11.00: Coffee break

11.00 – 12.30: PLENARY SESSION 2 – EXPERTS PRESENTATIONS

Room 231

CSR and innovation

Presenter: Shuili DU (University of New Hampshire, USA)

Value transformation and sustainable business

Presenter: Luc VAN LIEDEKERKE (Universiteit Antwerp, Belgium)

Between the circular economy and closed loop supply chains:

What does management theory tell us

Presenter: Joe MIEMCZYK (Audencia Business School, France)

12.30 – 14.00: Lunch

14.00 – 15.30: THEMATIC SESSIONS 4A AND 4B

Room 211

Session 4A: Innovation and CSR practices, processes & discourses

Chairs: Annick CASTIAUX (Université de Namur, Belgium)

- Abdel BITAT (Université Saint-Louis, Belgium)
“Environmental regulation and eco-innovation: insights from diffusion of innovations theory”
- Berna BASAR (Baruch College/CUNY, USA)
“Effects of sales promotions on consumers’ judgments of unethical business practices.”
- Dr Katinka QUINTELIER (Universiteit van Amsterdam, The Netherlands)
“Win-win’ or ‘No pain, no gain’? The influence of stakeholder orientation on stakeholder cooperation”

Room 431

Session 4B: CSR & Finance

Chair: Mikael PETITJEAN (Université catholique de Louvain, Belgium)

- Brigitte BERNARD-RAU (Radboud Universiteit, The Netherlands)
“The Impact of socially responsible investors and social rating agencies on firm’s practices: An institutional logics perspective”
- Julia PUASHUNDER (The Schwartz Center for Economic Policy Analysis, USA)
“Socio-psychological motives of socially responsible investors”
- Georg WERNICKE (Copenhagen Business School, Denmark)
“Access to finance and investments into corporate social responsibility: Causal evidence from a quasi-natural experiment”

15.30 – 16.30: PLENARY SESSION 3: FINAL EXPERT PANEL AND CLOSING DEBATES

Room 231

Next Level Research Approaches for Corporate Social Responsibility:

Methodology, theory and deontology

Chairs: Christel DUMAS (ICHEC Brussels Management School) & Céline LOUCHE (Audencia Business School, France)

16:30 – 18:00: Closing drink

TEAM

PROGRAM CHAIRS AND ORGANIZING COMMITTEE:

- Annick Castiaux, University of Namur, Belgium
- Christel Dumas, ICHEC Brussels Management School, Belgium
- Céline Louche, Audencia Business School, France
- François Maon, IESEG School of Management, France
- Sophie Marquet-Pondeville, University of Namur, Belgium
- Valérie Swaen, Louvain School of Management, Université catholique de Louvain, Belgium & IESEG School of Management, France

SCIENTIFIC COMMITTEE:

- Emma Avetisyan, Audencia Business School, France
- Frank Boons, University of Manchester, UK
- Guido Berens, Erasmus University Rotterdam, The Netherlands
- Lies Bouten, IESEG School of Management, France
- Laure Cabantous, (CASS Business School, City University London, UK)
- Annick Castiaux, University of Namur, Belgium
- Frank de Bakker, VU Amsterdam, The Netherlands
- Simone De Colle, IESEG School of Management, France
- Kenneth De Roeck, IESEG School of Management, France
- Shuili Du, University of New Hampshire, USA
- Christel Dumas, ICHEC Brussels Management School, Belgium
- Jean-Pascal Gond, (CASS Business School, City University London, UK)
- Marek Hudon, Université libre de Bruxelles, Belgium
- Catherine Janssen, IESEG School of Management, France
- Céline Louche, Audencia Business School, France
- François Maon, IESEG School of Management, France
- Sophie Marquet-Pondeville, University of Namur, Belgium
- Joe Miemczyk, Audencia Business School, France
- Coline Ruwet, ICHEC, Belgium
- Luc Van Liedekerke, Universiteit Antwerp, Belgium
- Mikaël Petitjean, Louvain School of Management, Université catholique de Louvain, Belgium
- Valérie Swaen, Louvain School of Management, Université catholique de Louvain, Belgium & IESEG School of Management, France

SPONSORS

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

VENUE

The **CSR Research Seminar** will take place at ICHEC Brussels Management School, in Brussels, Belgium.

Boulevard Brand Whitlock 4,
1150 Woluwe-Saint-Pierre,
Belgium.
Rooms 211, 231 and 431

CONTACT AND REGISTRATION

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