

BUSINESS AND SOCIETY RESEARCH SEMINAR 2017

‘Corporate Social Responsibility in Uncertain Times’

PROGRAM

THURSDAY, JUNE 8

8.30 – 9.00: Welcome coffee

9.00 – 9.30: **KICK-OFF SESSION**

Room E011 Welcoming expert panel members and participants & introduction to the seminar

9.30 – 11.00: **THEMATIC SESSIONS 1a AND 1b**

Room E002 Session 1A. Questioning corporate social responsibility (CSR)

Chairs: Itziar CASTELLO (Universidad Carlos III, Spain) & Simone DE COLLE (IÉSEG School of Management, France)

- Eshani BEDDEWELA (University of Huddersfield, United Kingdom)
“Evaluating the ‘authenticity’ of corporate social responsibility: an integrative social contracts perspective”
- Muhammad ATIF (EDC Paris Business School, France)
“Public issues and expectations: A commentary on the responsibility discourse in CSR and sustainability books”
- Katinka QUINTELIER (Amsterdam Business School, The Netherlands)
“Stakeholder oriented firms trigger punishment of immorality”

Room E003 Session 1B. Doing good? From philanthropy to value creation

Chairs: Guido BERENS (Erasmus University Rotterdam, The Netherlands) and Catherine JANSSEN (IÉSEG School of Management, France)

- Charline COLLARD (IAE – University of Toulouse, France)
“How good are we at doing good?”
- Etienne DENIS (Université catholique de Louvain, Belgium)
“When social recognition inhibits prosocial behaviors: the case of charitable giving”
- Melodie CARATY (Université Grenoble Alpes, France)
“How to define the social value of a product?”

11.00 – 11.30: Coffee break

Rooms E021, E022 and E023

11.30 – 12:45 **ACADEMIC CAREER SESSION**

Room E011 Experts’ presentations and discussion

- Kenneth DE ROECK (University of Vermont, USA) & others (TBD)
“Experiences in Academia – Working in Europe and the US”
- Frank DE BAKKER (IESEG School of Management, France)
“How to pursue an academic career and still have a life”

- Laura-Marie SCHONS (University of Mannheim, Germany)
"Getting access to companies"

12.45 – 14.00: Lunch

14.00 – 15.30: THEMATIC SESSIONS 2A AND 2B

Room E002 Session 2A. Corporate social (ir)responsibility and organizational behaviour

Chairs: Valérie SWAEN (Université catholique de Louvain, Belgium, and IESEG School of Management, France) & Christian VOEGTLIN (Audencia Business School, France)

- Corentin HERICHER (Université catholique de Louvain, Belgium)
"Natural environment-oriented corporate social responsibility as determinant for organizational citizenship behavior toward the environment through anticipated guilt: A deontic perspective."
- Lei YANG (Queen Mary University, United Kingdom)
"Motivators of symbolic environmental behaviours"
- Hesam FASAEI (Erasmus University Rotterdam, The Netherlands)
"Sudden negative status shift as a psychological antecedent for organizational exploration and exploitation"
- Lisa Maria ROTHENOFER (University of Mannheim, Germany)
"Winning the war for talent? Consequences of corporate (ir)responsibility, culpability, and culture"

Room E003 Session 2B. Critical perspectives on CSR and business and society relationships

Chairs: Guillaume DELALIEUX (Sciences Po Lille, France) and Marek HUDON (Université Libre de Bruxelles, Belgium)

- Annelien GANSEMANS (Ghent University, Belgium)
"Anti-union culture and CSR: how to open the farm gate for dialogue?"
- Ines DHAOUADI (ESDES Business School, France)
"The role of CSR in the politicization of MNCs: A governmentality analysis in the context of Tunisian revolution"
- Camille MEYER (Université Libre de Bruxelles, Belgium)
"Institutional change and diffusion in institutional complexity: The case of Brazil's solidarity finance"

15.30 – 16.00: Coffee break

Rooms E021, E022 and E023

16.00 – 17.00: PLENARY SESSION 1 – KEYNOTE ADDRESS

Room E011 "Visible Hands: Government and International CSR"
Prof. Jeremy MOON (Copenhagen Business School, Denmark)

17.00 – 18.00: ROUNDTABLES WITH THE EXPERTS

Rooms E002, E003, E012, E013

Roundtable sessions on academic and scientific issues involving all experts and participants

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

FRIDAY, JUNE 9

8.30 – 9.00: Welcome coffee

9.00 – 10.45: THEMATIC SESSIONS 3a AND 3b

Room E002 Session 3A. Social and environmental performance, innovation and business models

Chairs: Frank BOONS (Manchester Business School, United Kingdom) & Annick CASTIAUX (Université de Namur, Belgium)

- Kasja AHLGREN (Lund University, Sweden)
"On how business models for sustainability transform the energy landscape"
- Michiel DE ROO (VU Amsterdam, the Netherlands)
"Economic opportunities versus threats of global climate change: The role of oil and gas exploration and exploitation in the Arctic"
- Enrico FONTANA (Stockholm School of Economics, Sweden)
"Non Sibi, Sed Omnibus: the network effect of Industrial Clusters on CSR execution in the Bangladeshi Garment Supply Chain"
- Iteke VAN HILLE (VU University Amsterdam, The Netherlands)
"Troubled over tea: Towards a living wage in the tea industry"

Room E003 Session 3B. Investing, financing and tax planning

Chairs: Christel DUMAS (ICHEC Brussels Management School, Belgium) & Lies BOUTEN (IESEG School of Management, France)

- Manfred ZAMUEE (Maastricht School of Management, The Netherlands)
"Social Responsible Investments (SRI) and pension funds: A conflict of fiduciary and conscience"
- Ave JALLAI (Tilburg University, The Netherlands)
"When is a corporation not socially responsible? A case study of tax planning"
- Daniela LAUREL-FOIS (IÉSEG School of Management, France)
"Does sustainability please the crowd? Crowdfunding and access to capital of sustainable projects in Europe"
- Steffi Sandra SINGHE (Audencia Business School, France)
"The commercialization of microfinance in Cameroon"

10.45 – 11.15: Coffee break

Rooms E021, E022 and E023

11.15 – 12.30: PLENARY SESSION 2 – THE BIG Q & A

Room E011 The Big "Business & Society Q&A" – (more information will follow)

12.30 – 13.45: Lunch

13.45 – 15.15: THEMATIC SESSIONS 4A AND 4B

Room E002 Session 4A. Responsibility and sustainability in practice: professionals, managers and partners

Chairs: Arno KOURULA (Amsterdam Business School, the Netherlands) & Céline LOUCHE (Audencia Business School, France)

- Szilvia MOSONYI (Cass Business School, United Kingdom)
"Relational, unstable, heterogeneous, and altruistic: The emergence of the CSR profession"
- TroTran NGUYEN (KU Leuven, Belgium)

- François HENRY (ICAM, France)
"The situated social partnership: The interplay between knowledge, emotion, and power"
- François HENRY (ICAM, France)
"Strategies of sustainable development typologies and points of view of sustainable development directors of large companies"

Room E003 Session 4B. Questioning social impact: multilevel perspectives

Chairs: Frederik CLAEYE (Lille Catholic University, France) & Benjamin HUYBRECHTS (Université de Liège, Belgium)

- Barbara TIELEMANS (KU Leuven, Belgium)
"The neverending story of the North-South divide: How bordering serves to perpetuate the illusion of progress"
- Jamilla ALAKTIF (Université de Lille, France)
"Can CSR standards help to manage diversity? A case study in a multinational corporation in France and Canada"
- Mulu BERHANU (Haramaya University, Ethiopia)
"Construction and initial validation of social role expectations and entrepreneurial role demands conflict among women entrepreneurs in sub-saharan Africa context: Case from Ethiopia"

15.15 – 15.45: Coffee break

Rooms E021, E022 and E023

15.45 – 17.15: FINAL ROUNDTABLES/PANEL AND CLOSING DEBATE

Rooms E002, E003, E011

17:15 – 18.15: Closing drink

SPONSORS

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

ORGANIZATION

ORGANIZING COMMITTEE:

- Céline Lesuun, IESEG School of Management, France (administrative and logistics support)
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- François Maon, IESEG School of Management, France
- Frank de Bakker, IESEG School of Management
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- Valérie Swaen, Louvain School of Management, Université catholique de Louvain, Belgium & IESEG School of Management, France
- Annick Castiaux, University of Namur, Belgium

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- Marek Hudon, Université Libre de Bruxelles, Belgium
- Marion Ligonie, IESEG School of Management, France
- Simone De Colle, IESEG School of Management, France
- Virginie Xhaufclair, HEC Management School, Université de Liège, Belgium

VENUE

This workshop and the Business and Society Research Seminar will take place at IESEG School Management School, Lille, France.

9 Rue Solférino
59800 Lille
France.
Rooms E011

CONTACT

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