



PhD Seminar – Program

Location: University of Vienna, Althanstrasse 14, UZA2, Rotunde, Room 2H316, 1090 Vienna

Wednesday, September 20

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| 08:30 – 09:00 | <i>Coffee</i> Welcome by organizers |
| 09:00 – 10:00 | Mapping the field of Corporate Communication and CSR A.E. Nielsen & C. Thomsen, Aarhus University; Franzisca Weder, Alpen-Adria University |
| 10:00 – 11:30 | CSR and Communication: different aspects PhD project presentations and discussions – Group I (Professors: Franzisca Weder, Alpen-Adria University; Sabine Einwiller, University of Vienna) |
| 11:30 – 11:45 | <i>Coffee Break</i> |
| 11:45 – 13:00 | Investigating CSR Communication: qualitative methods A.E. Nielsen & C. Thomsen, Aarhus University; Juliet Roper, University of Waikato |
| 13:00 – 14:00 | <i>Lunch</i> |
| 14:00 – 15:30 | CSR and Communication: different aspects PhD project presentations and discussions – Group II (Professors: Juliet Roper, University of Waikato; Franzisca Weder, Alpen-Adria University) |
| 15:30 – 15:45 | <i>Coffee</i> |
| 15:45 – 17:00 | Causality in Corporate Communication Research Wolfgang Weitzl & Sabine Einwiller, University of Vienna |
| 17:00 – 18:00 | Concept Triangulation Craig Carroll, New York University |
| 19:30 | <i>Dinner (not included in seminar fee)</i> |

Thursday, September 21

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| 09:00 – 09:30 | <i>Morning Coffee</i> |
| 09:30 – 11:00 | CSR and Communication: different aspects PhD project presentations and discussions – Group III (Professors: Craig Carroll, New York University; Sabine Einwiller, University of Vienna) |
| 11:00 – 11:15 | <i>Coffee Break</i> |
| 11:15 – 12:45 | How to get published Timothy Coombs, Texas A&M University, and Editor of CCIJ |
| 12:45 – 13:45 | <i>Brown bag lunch with talk</i> Themes in CSR Communication Ursa Golob, University of Ljubljana |
| 13:45 – 15:00 | <i>Break</i> |
| 17:30 – 20:00 | Closing of the seminar <u>at the Austrian Academy of Sciences</u> Keynote discussion on theory & practice in CSR communication Matthias Karmasin, Alpen-Adria University, and Austrian Academy of Sciences; Henning Rentz, Innogy |