



CSR COMMUNICATION CONFERENCE 2019

CONFERENCE PROGRAMME

The 5th International CSR
Communication Conference

Stockholm School of Economics
September 18-20, 2019



* The CSRCOM2019 Conference Committee reserves the right to make changes in the programme and speakers, or to cancel sessions if enrollment criteria are not met, or when conditions beyond its control prevail.



CONFERENCE PROGRAMME

Wednesday, September 18

17.30 – 18.00	Registration
18.00 – 18.15	Welcome: Prof. Mette Morsing & CSR.COM committee Stockholm School of Economics Organizers' Address
18.15 – 18.35	Opening key note: Prof. Lisa Ann Richey Copenhagen Business School "Communicating Commodified Compassion: Brand Aid in the Woke Age"
19.00 – 21.00	Welcome Reception & Drink (Stockholm Royal Art Academy)

Thursday, September 19

09.00 – 09.15	Opening: Prof. Mette Morsing Conference Chair
09.15 – 11.00	Discussion Panel Moderator: Prof. Mette Morsing (Stockholm School of Economics & CBS) "To Communicate CSR or Not. That is the Question"
	Discussion key note: Prof. Jean-Pascal Gond Cass Business School, City, University of London "The performativity of communication in the context of CSR"
	Discussion view: Prof. Laura Spence Royal Holloway, University of London "Talking or Being: Dilemmas between explicit and implicit CSR communication"
	Discussion view: Prof. Dennis Schoeneborn Copenhagen Business School & Leuphana University "Greenwashing or greenhushing? A cross-industry comparison of how CSR can be talked into non-existence"
11.00 – 11.30	Coffee break
11.30 – 12.30	Parallel Sessions

12.30 – 13.30	Lunch & Short key note: Prof. from SSE (TBA) Stockholm School of Economics
13.30 – 14.30	Parallel Sessions
14.30 – 16.00	Parallel Sessions
16.00 – 16.30	Coffee break
16.30 – 17.30	Key note: Prof. Mats Alvesson Lund University “Responsible management, communication and stupidity”
19.00	Conference Gala Dinner and Best Paper Award (Stockholm School of Economics Hall)

Friday, September 20

08.30 – 9.00	Morning Cofee
09.00 – 11.00	Discussion Panel Moderator: Prof. Christian Fieseler (BI Norwegian School of Management) “Governing Communication, Business and Media”
	Discussion key note: Prof. Dirk Matten Schulich School of Business “Governance of the Internet-Industrial Complex” Discussion key note: Prof. Mikkel Flyverbom Copenhagen Business School “Transparency in the communication industry” Discussion key note: Jimmy Maymann (TBC) Former CEO HuffPost “The State of Media in Our Democracy” Panel debate
11.00 – 11.30	Coffee break
11.30 – 12.30	Parallel Sessions
12.30 – 13.30	Lunch

13.30 – 14.30	Key note: Prof. Nils Brunsson Uppsala University “Rethinking Hypocrisy in an Era of Social Responsibility”
14.30 – 14.45	Coffee break
14.45 – 16.15	Parallel Sessions
16.15 – 17.15	Discussion Panel Moderator: Prof. Mette Morsing (Stockholm School of Economics) “Sustainability and CSR in the Business School Ranking Game”
	Discussion key note: Ellen Quigley Cambridge University “Trends on sustainability and CSR in business school rankings”
	Discussion key note: Anna von Bergen (TBC) Rankings officer Stockholm School of Economics “How do business schools work with rankings and the role of sustainability in that regard” Panel debate
17.15 – 17.30	Closure of the 5th CSR Communication Conference (Glass of wine in Hoekscher-Ohlin room, Stockholm School of Economics)



Deadline for
Early Bird Registration
is June 21, 2019

Please visit www.csr-com.org



Photo: Raphael Andres