

# PhD Workshop of the 6<sup>th</sup> International CSR Communication Conference: September 13–14, 2022

The 6<sup>th</sup> International CSR Communication Conference will take place on September 14–16, 2022, at the Leuphana University of Lüneburg, Germany. Prior to the conference, there will be a workshop for PhD students on September 13–14.

The workshop is designed to advance understanding of and skills in mastering the specificities of working on CSR communication themes, including aspects of publishing as well as methodological considerations. In addition, key to this workshop is to enable interactions with and generate feedback from experts in the field of CSR communication. Specifically, in roundtable sessions, workshop participants will receive feedback on their PhD proposal from expert scholars and discuss their PhD project based on a two-minute pitch. Submitted proposals will be read by the roundtable facilitators in advance in order to prepare feedback.

This workshop is relevant for students within wider CSR communication and CSR research fields and is appropriate for doctoral students in different stages of their dissertation process. After the workshop, you will be provided with

- new specific knowledge about the dissertation topic,
- methodological competences that are relevant to CSR communication and CSR fields, and
- general competencies within research design and knowledge dissemination via publishing in peer-reviewed journals.

The deadline for

- (1) workshop registration,
- (2) submission of PhD proposals (max. three pages plus figures, tables, and references) that describe the subject of interest, the theoretical and methodological approach, preliminary findings (if any), specific problems to be solved (if any), and
- (3) submission of a ranked (1–3, from highest to lowest) preferences of roundtable facilitators to be gained feedback from

is **August 1, 2022**. Workshop registration occurs through the conference registration.

Proposals and the ranking of preferences must be submitted via email to [phdseminar@csr-com.org](mailto:phdseminar@csr-com.org).

## Workshop Program

**Tuesday, September 13**

*PhD Workshop* (Main building, seminar room 40.704)

13:30-14:00	Registration
14.00-14:30	<b>Welcome and Introduction</b> Matthias Wenzel
14.30-16.30	<b>The Craft of Scholarly Publishing at the Intersection of CSR and Communication</b>

	Dennis Schoeneborn
16:30-17:00	Coffee Break
17:00 – 18:30	<b>Roundtable Session I: Pitches and Feedback</b> Anne Ellerup Nielsen Dennis Schoeneborn Christa Thomsen Matthias Wenzel
19.00-21:00	Dinner (optional; self-paid by students)

### Wednesday, September 14

*PhD Workshop* (Main building, seminar room 40.704)

09:00 – 11:00	<b>Thematic Analysis &amp; Discourse Analysis</b> Anne Ellerup Nielsen Christa Thomsen
11:00-11:30	Coffee Break
11:30-13:00	<b>Roundtable Session II: Pitches and Feedback</b> Anne Ellerup Nielsen Urša Golob Dennis Schoeneborn Christa Thomsen
13.00-14.30	Lunch (Leuphana Mensa)

### PhD Workshop Team

Anne Ellerup Nielsen, Aarhus University

Urša Golob, Ljubljana University

Dennis Schoeneborn, Copenhagen Business School & Leuphana University of Lüneburg

Christa Thomsen, Aarhus University

Matthias Wenzel, Leuphana University of Lüneburg