

# CSR COMMUNICATION CONFERENCE 2017

CONFERENCE PROGRAM  
(PRELIMINARY)

The 4th International CSR  
Communication Conference

Austrian Academy of Sciences, Vienna  
September 21-23, 2017

ÖAW

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# WELCOME TO CSRCOM2017

AUSTRIAN ACADEMY OF SCIENCES, UNIVERSITY OF VIENNA / DEPARTMENT OF COMMUNICATION,  
AND ALPEN-ADRIA UNIVERSITY / INSTITUTE FOR MEDIA AND COMMUNICATION STUDIES

On behalf of the Austrian Academy of Sciences, the University of Vienna, the Alpen-Adria University and our sponsors, it is a pleasure to welcome you to the Fourth International Conference on CSR Communication, CSRCOM 2017. The conference focuses on concepts, theories, cases and methodological approaches to CSR communication. It provides an insight into the latest research in the academic field and scrutinizes how CSR communication is being practiced within the business environment. The conference also provides a wonderful opportunity for academics and professionals to network, discuss, debate and exchange ideas and viewpoints.

Enjoy the conference and your stay in Vienna!

## CONFERENCE CHAIRS



**TOBIAS EBERWEIN**  
Senior scientist and research group leader at the Institute for Comparative Media and Communication Studies at the Austrian Academy of Sciences, lecturer at Alpen-Adria University, Klagenfurt

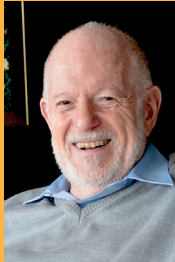


**SABINE EINWILLER**  
Professor of public relations research and head of the Corporate Communication Research Group at the Department of Communication, University of Vienna



**FRANZISCA WEDER**  
Associate professor at the Institute for Media and Communication Studies, Alpen-Adria University, Klagenfurt

# KEYNOTE SPEAKERS 2017



**PETER LAZAR**

Founder of Professional Public Relations (PPR) in Sydney and Member of the Order of Australia



**HENNING RENTZ**

Managing director of iSWITCH GmbH, RWE's internal job market, head of corporate responsibility at Innogy and honorary professor at the Faculty of Economics, University of Münster, Germany



**SANKAR SEN**

Lawrence and Carol Zicklin chair of corporate integrity and governance, and professor of marketing at Baruch College/City University of New York.



**ANNEMARIE HARANT**

Co-founder and CEO of erdbeerwoche, an Austrian start-up in the field of women's hygiene



**MATTHIAS KARMASIN**

Director of the Institute for Comparative Media and Communication Studies at the Austrian Academy of Sciences and Alpen-Adria University and professor and chair for media and communication studies at the AAU.



**GABRIELE FABER-WIENER**

Founder and partner of the Center for Responsible Management, and chairperson of the Austrian Council on PR Ethics

# CONFERENCE PROGRAM

## Thursday, September 21

16.30 – 17.30	Registration	Austrian Academy of Sciences
17.30 – 19.30	<p>Welcome Address Members of Conference Committee &amp; Austrian Academy of Sciences</p> <p>Keynote Discussion Matthias Karmasin (Alpen-Adria University and Austrian Academy of Sciences) Henning Rentz (Innogy) "Theory and practice in CSR communication"</p>	Theater Hall
19.30 – open end	Dinner Buffet	

## Friday, September 22

8.30 – 9.00	Welcome Coffee	
9.00 – 10.15	<p>Parallel Panels 1 – 3 Panel 1: CSR in Crises and Critical Situations Panel 2: CSR Issues and Stakeholder Involvement Panel 3: Industry Perspectives of CSR Communication</p>	Theater Hall, Johannes Hall, Club Room
10.15 – 10.30	Coffee	
10.30 – 11.30	<p>Parallel Panels 4-6 Panel 4: Theoretical Aspects in CSR Panel 5: Media Responsibility Panel 6: CSR Research – State of the Art in CSR Literature</p>	Theater Hall, Johannes Hall, Club Room
11.30 – 12.00	Poster Presentations of PhD Research	Foyer Theater Hall
12.00 – 13.00	Lunch	
13.00 – 14.00	<p>Keynote Prof. Sankar Sen (Baruch College, City University of New York)</p>	Theater Hall
14.00 – 15.00	<p>Keynote Annemarie Harant (erdbeerwoche)</p>	Theater Hall
15.00 – 15.30	Coffee	

15.30 – 16.45	Parallel Panels 7–9 Panel 7: CSR Reporting Panel 8: Social Media in CSR Communication Panel 9: Telling the CSR Story	Theater Hall, Johannes Hall, Club Room
16.45 – 17.00	Coffee	
17.00 – 18.15	Discussion Panel on CSR Reporting Moderator: Karin Bauer (Der Standard) Participants: Achim Halffmann (CSR news), Christine Jasch (Austrian Sustainability Reporting Award ASRA), Michaela Kegel (KPMG), Daniela Werdecker (Palfinger)	Theater Hall, Johannes Hall, Club Room
20.00 – open end	Conference Dinner Traditional Austrian “Heuriger” Fuhrgassl-Huber Dinner speech: Peter Lazar, founder of PPR Australia Awards ceremony (best paper awards for best theoretical and best applied paper)	Winery Fuhrgassl-Huber, Neustift am Walde Departure from conference location at 19.30

## Saturday, September 23

9.00 – 10.15	Parallel Panels 10 – 12 Panel 10: Digital CSR Communication Panel 11: Country and Culture Perspectives on CSR Panel 12: Effects of CSR Communication	Theater Hall, Johannes Hall, Club Room
10.15 – 10.30	Coffee	
10.30 – 11.30	Keynote & Panel “Credibly Communicating about Corporate Social Responsibility in Practice” Keynote and Moderator: Gabriele Faber-Wiener (Center for Responsible Management) Participants: Sonja Hiebler (Anton Paar), Irina Lock (University of Amsterdam), Nicole Susann Roschker (Common Purpose), Helmut Spudich (T-Mobile Austria)	Theater Hall
11.30 - 12.00	Coffee	
12.00 – 13.15	Parallel Panels 13-15 Panel 13: Management Communication on CSR Panel 14: CSR in a Sustainable Society: The Debate on Energy Transition Panel 15: Communicating CSR in Organizations	Theater Hall, Johannes Hall, Club Room
13:15 – 13.45	Farewell Address & Awards Ceremony for Best Presenters	Theater Hall
13.45 – 14.15	Lunch Finger food buffet	
14.30 – 16.00	Vienna Sightseeing Tour Pre-registration required	Meeting Point tba

# Parallel Panels 1– 3

Friday, September 22

9.00 – 10.15

CSR IN CRISIS AND CRITICAL SITUATIONS Club Room Chair: Klement Podnar	CSR ISSUES AND STAKEHOLDER INVOLVEMENT Johannes Hall Chair: Sabine Einwiller	INDUSTRY PERSPECTIVES OF CSR COMMUNICATION Club Room Chair: Wolfgang Weitzl
Getting the 'right' CSR insurance: When CSR activities buffer or bolster the adverse impact of corporate scandals on marketing outcomes <i>(Güntürkün, Haumann, Schons)</i>	Responsibility of corporations from the citizens' perspective <i>(Adolph, Röttger)</i>	Determinants of corporate social responsibility engagement in international business: perspectives from Dutch SMEs <i>(Chaudhri, Disiye)</i>
Hope and pride as antidotes to negative crisis emotions: Integrating 'halo' in temporal framing in crisis communication <i>(Jin, Pang)</i>	Listen to the voice of the customer – A field-experimental study on customer involvement in corporate social responsibility <i>(Schons, Lengler-Graiff, Scheidler)</i>	On CSR in SMEs and their communication practices towards stakeholders <i>(Müller, Gelhard, Henseler)</i>
Decoupled CSR in crisis communication: A Latin-American perspective <i>(Contreras-Pacheco, Claasen)</i>	Cultural differences in the credibility of cause-related-marketing campaigns – A German-Chinese comparison <i>(Boegel, Chan, Ulsamer, Bekmeier)</i>	A cloud for global good: Exploring hypermodal corporate strategies for communicating Microsoft's CSR <i>(Maier, Ravazzani)</i>
Injecting organizational conscience into the pharmaceutical industry: EpiPen's failure to link legitimacy and CSR <i>(Stokes)</i>	Political CSR and stakeholder activism: An empirical analysis of PCSR influence on consumer beliefs, attitudes, and behaviors <i>(Werder)</i>	The effects of power on consumers' evaluation of a luxury brand's CSR <i>(Chang, Nam, Jang, Lee)</i>
CSR effects on the company – The case of ÖBB's activities for refugees <i>(Einwiller, Ruppel, Strasser)</i>	Empowering through CSR: communication between CSR facilitators and beneficiaries <i>(Kloppers)</i>	Framing CSR in 'stigmatized' and 'non-stigmatized' industries: The employee perspective <i>(Verk, Golob)</i>

# Parallel Panels 4 – 6

Friday, September 22

10.30 – 11.30

**THEORETICAL ASPECTS IN CSR**

Theater Hall

Chair: Jens Seiffert-Brockmann

**MEDIA RESPONSIBILITY**

Johannes Hall

Chair: Tobias Eberwein

**CSR RESEARCH – STATE OF THE ART IN CSR LITERATURE**

Club Room

Chair: Christa Thomsen

Reverse coupling: When informal practices counteract aspirational CSR communication <i>(Winkler, Etter)</i>	A three-country comparison of online claims towards media social responsibility: Evidence from the DACH region (Germany, Austria and Switzerland) <i>(Koinig, Diehl, Weder, Karmasin)</i>	A review on research methods of CSR Communication <i>(Tuan, Dalli, Gandolfo, Gravina)</i>
Defining the locus of responsibility in CSR <i>(Popma)</i>	CSR in cross-border media management <i>(Voci, Karmasin)</i>	CSR communication research in developing countries <i>(Arno-Mensah)</i>
Formative perspectives on the relation between CSR communication and CSR practices <i>(Schoeneborn, Morsing, Crane)</i>	CSR, corporate reputation and the role of news media as agenda-setter in the digital age <i>(Vogler, Schranz)</i>	Greenwashing in the spotlight of mandatory vs. voluntary CSR <i>(Seele, Gatti, Rademacher)</i>
	Ir-/responsibility and media companies: Structures, activities and public communication <i>(Bracker)</i>	

# Parallel Panels 7 – 9

Friday, September 22

15.30 – 16.45

CSR REPORTING Theater Hall Chair: Craig Carroll	SOCIAL MEDIA IN CSR COMMUNICATION Johannes Hall Chair: Franzisca Weder	TELLING THE CSR STORY Club Room Chair: Kelly Page Werder
Types and looks of CSR reports: A content analysis on the state of the art in Europe <i>(Lock, Bezani, Seele)</i>	How consumers react to brand generated sustainability messages communicated via social media <i>(Willeke, Schons)</i>	The double-edged sword of humour in CSR communication <i>(Glozer, Morsing)</i>
Managing corporate guilt in CSR reports – A discourse perspective <i>(Pollach, Maier, Ravazzani)</i>	Tweeting responsible practices: An analysis of social media concepts' usage among US and Latin American companies <i>(Gomez, Vargas)</i>	ESG reports of listed companies in Hong Kong: A linguistic perspective <i>(Ching)</i>
Implementation of the EU directive on reporting of non-financial information <i>(Bengt)</i>	CSR references in hotel reviews on TripAdvisor <i>(Ettinger, Grabner, Terlutter)</i>	Transmedia storytelling: A potentially vital resource for CSR communication <i>(Coombs, Holladay)</i>
How are stakeholder relations communicated in sustainability reports? A longitudinal and cross-country focus <i>(Arvidsson)</i>	The deliberation of corporate social issues in the digital era <i>(Illia)</i>	Perceiving socially (ir)responsible company as human-like: The use of anthropomorphic language in CSR <i>(Golob, Turkel, Tuskej, Uzunoglu)</i>
Online CSR communication in German-speaking countries ('DACH-region') <i>(Hetze, Boegel, Glock, Bekmeier)</i>	Responsibility discourses on Facebook. An Austrian Case Study on Water Politics <i>(Maier)</i>	Elite status talks, but how loudly and why? Exploring elite CSR micro-politics <i>(Heath, Waymer)</i>



# Parallel Panels 10 –12

Saturday, September 23

9.00 – 10.15

DIGITAL CSR COMMUNICATION Theater Hall Chair: Timothy Coombs	COUNTRY AND CULTURE PERSPECTIVES ON CSR Johannes Hall Chair: Anne Nielsen	EFFECTS OF CSR COMMUNICATION Club Room Chair: Laura Schons
Digital CSR dialogue and engagement <i>(Elving)</i>	Towards a stakeholder engagement for remote area communities in Botswana: The case of Khwai <i>(Motlhabane, Deeber)</i>	Investigating the influence of personal and social factors on socially responsible buying <i>(Golob, Podnar, Kos)</i>
Exploring online sustainability communication strategies in controversial industries and in business and consumer markets <i>(Conte, Vollero, Covucci, Amabile)</i>	Corporate social responsibility in the Emirati Vision Strategy for year 2012 <i>(Gorpe)</i>	Effects of the Thai gen Y consumer's perceived fit of values and lifestyles on the perception of corporate social responsibility, reputation, and consumer's behavioral intentions <i>(Tantivejakul)</i>
Green claims in the energy sector: A cross-cultural comparison of corporate online messages <i>(Weder, Koinig, Voci)</i>	Who is talking and listening and why it matters? An exploration of CSR communication approaches in Southeast Asia <i>(Sarabia-Panol, Sison, Chepak)</i>	The facts panel on corporate social and environmental behavior <i>(Plank, Teichmann)</i>
Gamification in CSR communication: Testing the effects on stakeholder concern, interest, and proc-social behavior <i>(Trittin, Maltseva, Fieseler)</i>	I-Ching's influence on perceptions and practice of CSR in China <i>(Zhang, Sison, Arnoldi)</i>	Is cause-related marketing economically worthwhile for shareholders? An investigation of the promotion in the North American market <i>(Das, Pouder, McNeil, Daly)</i>
Communicating philanthropic and non-philanthropic CSR through corporate social media: Empirical evidence in the financial market in Turkey <i>(Wang, Palabuket)</i>	Communicating CSR best practices in India: What, why and how? <i>(Asha)</i>	For the sake of the environment - Conviction or concern for status? An experimental study on the effectiveness of motivational appeals <i>(Blatt)</i>

# Parallel Panels 13 – 15

Saturday, September 23

12.00– 13:15

MANAGEMENT COMMUNICATION ON CSR Theater Hall Chair: Ursa Golob	CSR IN A SUSTAINABLE SOCIETY: THE DEBATE ON ENERGY TRANSITION Johannes Hall Chair: Wim Elving	COMMUNICATING CSR IN ORGANIZATIONS Club Room Chair: Laura Illia
Communicating responsibility makes a change! The impact of corporate social responsibility and supervisor communication on employee reactions during change <i>(Rothenhoefer)</i>	The oil and gas industry: How do they present CSR? <i>(Elving)</i>	Antecedents and effects of employees' evaluation of organizational CSR engagement <i>(Schäfer, Diehl, Terlutter)</i>
Leadership in CSR and employee supportive behavior <i>(Hung-Baeseke, Chen, Einwiller, Yang)</i>	Born to be fossil <i>(Kviatek)</i>	Satisfying employees' needs by being good? Employees' perceived benefits by participating in CSR <i>(Koch, Bekmeier, Boegel, Adam)</i>
Top management's sustainability values and CSR motive attributions <i>(Bartels, Reinders, Van Haaster-De Winter)</i>	Let's talk energy <i>(Klarenbeek, Harmelink)</i>	Creating emotions for involvement: An alternative approach to internal communication of CSR <i>(Huber-Heim)</i>
Corporate communication and policy-making: An investigation of lobbying through the CSR professionals' lens <i>(Bauer)</i>	The issue of credibility for oil and gas industry's CSR reporting. A stakeholder perspective <i>(Lock)</i>	The role of CSR in employer branding: Matching perception and practice <i>(Sinčić Ćorić, Tkalak-Verčič)</i>
The common good balance - impacts on CSR internal and external communication <i>(Goncalves)</i>		Conflicting stakeholder interests in CSR employee communication <i>(Nielsen)</i>

