



# CSR COMMUNICATION CONFERENCE 2019

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CONFERENCE PROGRAMME

The 5th International CSR  
Communication Conference

Stockholm School of Economics  
September 18-20, 2019

CSRCOM2019 – 5<sup>th</sup> International CSR Communication Conference, 18-20 September 2019, SSE, Stockholm, Sweden

Wednesday, 18 September		
17.00-18.00	Conference registration and coffee	Royal Art Academy Stockholm
18.00-19.00	<p>Welcome to CSR Com 2019 [Prof. Mette Morsing, Stockholm School of Economics and Prof. Wim Elving, Hanze University of Applied Sciences]</p> <p><b>Opening Keynote</b>  <i>'Communicating Commodified Compassion: Brand Aid in the Woke Age'</i> [Prof. Lisa Ann Richey, Copenhagen Business School]</p>	Royal Art Academy Stockholm
19.00-21.00	Welcome reception with snacks and drinks	Royal Art Academy Stockholm
Thursday, 19 September		
8.00 – 9.00	Registration and coffee	Atrium
9.00 – 11.00	<p>Welcome – a short introduction [Assoc. Prof. Urša Golob, University of Ljubljana, Prof. Mette Morsing, Stockholm School of Economics]</p> <p><b>To Communicate CSR or Not - That is the Question</b>  <b>Keynote</b>  <i>'The performativity of communication in the context of CSR'</i> [Prof. Jean-Pascal Gond, Cass Business School]  <i>'Greenwashing or greenhushing? A cross-industry comparison of how CSR can be talked into non-existence'</i> [Prof. Dennis Schoeneborn, Copenhagen Business School]  <i>'Talking or Being: Dilemmas between explicit and implicit CSR communication'</i> [Prof. Laura J. Spence, Royal Holloway University London]  <b>Panel debate</b> [moderated by Prof. Mette Morsing]</p>	Aula
11.00 – 11.30	Coffee	Atrium
11.30 – 12.30	<p><b>Parallel Sessions 1-4</b>            Session 1: <b>CSR ENGAGEMENT 1</b>            Session 2: <b>CSR REPORTING 1</b>            Session 3: <b>COMMUNICATING SUSTAINABILITY 2</b>            Session 4: <b>CSR PERCEPTIONS</b></p>	Rooms A120, A348, A536, A538
12.30 – 13.30	Lunch	Atrium
13.30 – 14.30	<p><b>Parallel Sessions 5-7</b>            Session 5: <b>CSR ENGAGEMENT 2</b>            Session 6: <b>CSR TALK</b>            Session 7: <b>COMMUNICATING SUSTAINABILITY 2</b></p>	Rooms A120, A536, A538
14.30 – 16.00	<p><b>Parallel Sessions 8-10</b>            Session 8: <b>CSR &amp; DIGITAL MEDIA</b>            Session 9: <b>CSR ACROSS INDUSTRIES</b>            Session 10: <b>APPROACHES TO CSR</b></p>	Rooms A120, A536, A538
16.00 – 16.30	Coffee	Atrium
16.30 – 17.30	<p><b>Keynote</b>  <i>'Functional stupidity: on talking responsibility in organizations'</i> [Prof. Mats Alvesson, Lund University; introduction by Assoc. Prof. Laurence Romani, Stockholm School of Economics]</p>	Aula
19.00-22.00	Gala Dinner	Atrium

Friday, 20 September		
8.00 – 9.00	Registration	Atrium
9.00 – 11.00	<p><b>From Big Tech to Big Emotions: The Shaping and Forming of Communication in the Digital Age</b></p> <p>Keynotes:</p> <p><b>'The digital prism: transparency and managed visibilities'</b> [Prof. Mikkel Flyverbom, Copenhagen Business School]</p> <p><b>'Digitalizing emotions: opportunities and pitfalls of being human on the internet'</b> [Assoc. Prof. Itziar Castello, University of Surrey Business School]</p> <p>Comment by: Senior Lecturer Michael Etter, King's College London</p> <p><b>Panel debate</b> [moderated by Prof. Christian Fieseler, Norwegian Business School]</p>	Aula
11.00 – 11.30	Coffee	Atrium
11.30 – 12.30	<p><b>Parallel Sessions 11-14</b></p> <p>Session 11: <b>CSR DIALOG</b></p> <p>Session 12: <b>CSR REPORTING 2</b></p> <p>Session 13: <b>Tackling sustainability challenges through digitally enabled forms of organizing (special session)</b></p> <p>Session 14: <b>CORPORATE SOCIAL IRRESPONSIBILITY</b></p>	Rooms A120, A348, A536, A538
12.30 – 13.30	Lunch	Atrium
13.30 – 14.30	<p><b>Keynote</b></p> <p><b>'Rethinking Hypocrisy in an Era of Social Responsibility'</b> [Prof. Nils Brunsson, Uppsala University; introduction by Prof. Dennis Schoeneborn, Copenhagen Business School]</p>	Aula
14.30 – 16.00	<p><b>Parallel Sessions 15-17</b></p> <p>Session 15: <b>CSR &amp; NGOs</b></p> <p>Session 16: <b>CSR &amp; INTERNAL ASPECTS</b></p> <p>Session 17: <b>CSR &amp; EDUCATIONAL ORGANIZATIONS</b></p>	Rooms A120, A536, A538
16.00 – 16.15	Coffee	Atrium
16.15 – 17.15	<p><b>Sustainability and CSR in the Business School Ranking Game</b></p> <p>Keynotes</p> <p><b>'Trends on sustainability and CSR in business school rankings'</b> [Research Associate and Responsible Investment Advisor Ellen Quigley, Cambridge University]</p> <p><b>'How do business schools work with rankings and the role of sustainability in that regard'</b> [Rankings officer Anna von Bergen, Stockholm School of Economics]</p> <p><b>'Rethinking the criteria for Financial Times' ranking of business schools'</b> [Andrew Jack, Financial Times]</p> <p><b>Panel debate</b> [Ellen Quigley and Anne von Bergen – moderated by Prof. Mette Morsing (in her capacity as senior advisor to UNPRME Principles of Responsible Management)]</p>	Aula
17.15 – 18.00	Closure of the 5th CSR Communication Conference and farewell drink	Heckscher-Ohlin room

Parallel sessions

Thursday, 19 September, Parallel Sessions 1-4

**11.30 – 12.30**

<b>A120: CSR ENGAGEMENT 1</b>	<b>A536: CSR REPORTING 1</b>	<b>A538: COMMUNICATING SUSTAINABILITY 2</b>	<b>A348: CSR PERCEPTIONS</b>
<b>Chair: Sophie Andersen</b>	<b>Chair: Irene Pollach</b>	<b>Chair: Wim Elving</b>	<b>Chair: Amy O'Connor</b>
Motivations and barriers to employee engagement in corporate social responsibility (CSR): A case study <i>Vidhi Chaudhri &amp; Claudia Preda</i>	CSR and Sustainability Reporting: Longitudinal Case Study from GlaxoSmithKline <i>Manchuna Shanmuganathan</i>	Communicating success for sustainability. An action-research approach aimed at developing a method to provide information on sustainability successes. <i>Laura T. Heint</i>	Exploring Impact of Time of Exposure to CSR In-Process Experience on Satisfaction and Brand Equity <i>Marissa Chantamas &amp; Punnaluck Satanasavapak</i>
The Value of CSR Engagement for Start-ups: Lessons from a German Case Study <i>Tobias Eberwein, Lisa-Charlotte Wolter, Jana Schamuhn &amp; Sylvia Chan-Olmsted</i>	Public Procurement Tenders as CSR Communication worth 9.5 Trillion USD? Seizing opportunities to advance the 'market' of corporate communication by a typological analysis based on CSR reporting indicators <i>Sebastian Knebel &amp; Peter Seele</i>	Modeling Interlinkages between Sustainable Development Goals Using Network Analysis <i>Ranjula Bali Swain &amp; Shyam Ranganathan</i>	Do Consumers Perceive CSR Communication Differently Across Countries? Insights from a Four-Country Comparison [SKYPE] <i>Verena Batt, Paula Maria Boegel, Sigrid Bekmeier-Feuerhahn &amp; Valentina Chan</i>
Engaging happy employee: from the perspectives of CSR organizational culture, Volunteer work motivation, and Corporate volunteering <i>Pitchanut Nueangjamnong &amp; Parichart Sthapitanonda</i>	Discreditable Organizations and the Formation of Stigma <i>Laura Illia, Michael Etter &amp; Marco Caserta</i>	'Convenient' corporate sustainability frames: A part of the solution or the problem? <i>Nataša Verk &amp; Urša Golob</i>	Consumers' evaluations of CSR advertising: the role of three executional elements <i>Valérie Swaen, Catherine Janssen &amp; Shuili Du</i>

Thursday, 19 September, Parallel Sessions 5-7

**13.30-14.30**

<b>A120: CSR ENGAGEMENT 2</b>	<b>A536: CSR TALK</b>	<b>A538: COMMUNICATING SUSTAINABILITY 2</b>	
<b>Chair: Dennis Schoeneborn</b>	<b>Chair: Hannah Trittin</b>	<b>Chair: Robert Heath</b>	
Corporate Social Responsibility (CSR) as a Professional Field: Employer Responses to Institutional Pressures for CSR <i>Christa Thomsen, Anne E. Nielsen &amp; Irene Pollach</i>	Aspirational Talk, Philanthropy or Reputation Jeopardy: Typology of Celebrity's Social Responsibility and Moral Agency <i>Franziska Weder, Sophie Wick &amp; Karin Huber-Heim</i>	Re-imagining the sustainable consumer <i>Klement Podnar, Franzisca Weder, Urša Golob, &amp; Denise Voci</i>	
From Talking to Walking: A Discursive Institutional Perspective on Corporate Engagements with the Sustainable Development Goals <i>Onna Malou van den Broek &amp; Robyn Klingler Vidra</i>	"Mobilizing talk" as CSR communication? Three examples of corporate activism <i>Laura Olkkonen &amp; Jannica Jaaskelainen</i>	Sustainability and Corporate Activism as "First World Problems": communication challenges from a Western and Eastern European perspective <i>Thomas Stoeckle &amp; Ana Adi</i>	

	The importance of market international orientation to eco-innovation and corporate social responsibility <i>Fabio A. Dourado</i>	Matter of time - Temporal dimensions and psychological distance of material corporate sustainability topics in the Nordic forest industry <i>Jenni Puroila &amp; Tina Sendlhofer</i>	
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Thursday, 19 September, Parallel Sessions 8-10

**14.30-16.00**

<b>A120: CSR &amp; DIGITAL MEDIA</b>	<b>A536: CSR ACROSS INDUSTRIES</b>	<b>A538: APPROACHES TO CSR</b>	
<b>Chair: François Maon</b>	<b>Chair: Guido Berens</b>	<b>Chair: Laura J. Spence</b>	
Beyond differences: The Use of Empty Signifiers as an Organizing Device with Fragmented Stakeholders <i>Laura Illia, Elanor Colleoni &amp; Stelios Zygliopoulos</i>	Fashion industry: is it really walking and talking CSR? <i>Annamaria Tuan, Mariachiara Colucci &amp; Marco Visentin</i>	The rise of expressive CSR. A historic analysis of the transformation of business-society relationship in Norway <i>Øivind Hagen &amp; Siri Granum Carson</i>	
Communicating CSR on corporate websites: An exploratory study on the UAE banking sector <i>Effrosyni Georgiadou &amp; Catherine Nickerson</i>	Legitimacy management in testing times: CSR reporting in the banking sector <i>Carmen D. Maier, Irene Pollach &amp; Silvia Ravazzani</i>	In the Service of God and Country/Monarchy? Strategic CSR Communication Using the Islamic CSR Perspective in Brunei and Kazakhstan <i>Zeny T. Sarabia-Panol, Vaishiem Leong, Nazlida Muhamad &amp; K.N. Myssayeva</i>	
New Responsibilities for Digital Corporate Communication <i>Michael Etter, Sarah Glozer &amp; Peter Winkler</i>	Corporate Social Responsibility (CSR) Communication: Unfolding the realities of a multinational company in Ghana <i>Mavis Amo-Mensah</i>	The Echoes of CSR Tensions: A Spect-Acting Study of a CSR Manager's Strategies for Navigating the Tension of Ethics and Economics <i>Christiane M. Hovring &amp; Sophie Esmann Andersen</i>	
Communicating CSR on Twitter: Impact on Rank and Reputation <i>Asha Kaul &amp; Vidhi Chaudhri</i>	Do Young Indonesians and Belgians Distinguish Between Tobacco Industry's CSR, Sponsorship, and Advertising? Results from an Experiment on Djarum Foundation <i>Isabella A. Siahaya &amp; Tim Smits</i>	Corporate epistemic responsibility: a missing dimension of social responsibility <i>Erwan Lamy &amp; Isabelle Beyneix</i>	
CSR communications and social media: The roles of perceived external prestige and employee identification in employees' offline and online advocacy behaviours <i>Jos Bartels &amp; Marleen Onwezen</i>	"Proving our responsibility and value" - Strategies of communicating Responsibility and Public Value to key-stakeholders of the German Media Industry <i>Lars Rademacher</i>		

Friday, 20 September, Parallel Sessions 11-14

**11.30-12.30**

<b>A120: CSR DIALOG</b>	<b>A536: CSR REPORTING 2</b>	<b>A538: Tackling sustainability challenges through digitally enabled forms of organizing</b>	<b>A348: CORPORATE SOCIAL IRRESPONSIBILITY</b>
<b>Chair: Shuili Du</b>	<b>Chair: Anne E. Nielsen</b>	<b>Discussant: Michael Etter</b>	<b>Chair: Timothy W. Coombs</b>
How do CEOs talk about sustainability in CEO letters <i>Susanne Arvidsson</i>	Comparing Carbon Emission Disclosure in Sustainability Reports: An Analysis of the Global Automotive Industry with Production Lines in Turkey <i>Sibel Hoştut &amp; Secil Deren van Het Hof</i>	Panel discussion with 3 contributions ( <i>Dennis Schoeneborn, Hannah Trittin, Kristian Roed Nielsen, Alexander Buhmann, Eliane Bucher, Christian Fieseler</i> ):  Panel contribution 1: Gamification and grand societal challenges	The Fine Line between Responsibility and Hypocrisy: A Cross-Media Case Study of Nestlé's Fairtrade Kit Kat Bar  <i>Andreas Plank &amp; Martina Gschoesser</i>
Co-constructing Corporate Social Responsibility: Towards a sense-making based dialogical and configurational approach <i>François Maon, Valerie Swaen &amp; Kenneth de Roeck</i>	A credibility analysis of Austrian Award winning CSR Reports <i>Gabriele Faber-Wiener</i>	Panel contribution 2: The communicative constitution of crowdfunding for sustainability	Corporate social irresponsibility and the linguistic features of CSR reports  <i>Annamaria Tuan, Matteo Corciolani &amp; Federica Nieri</i>
CSR Communication Using Social Networking Services: How and Why Do Consumers Engage? <i>Magda Lena Schütz, Sigrid Bekmeier-F Feuerhahn &amp; Verena Batt</i>	Corporate Social Responsibility, Integrated Thinking, and Financial Firms <i>John Holland</i>	Panel contribution 3: Organizational responsibility in the age of algorithmization	The construction of corporate irresponsibility: a constitutive perspective on communication in media narratives  <i>Emelie Adamsson</i>

Friday, 20 September, Parallel Sessions 15-17

**14.30-16.00**

<b>A120: CSR &amp; NGOs</b>	<b>A536: CSR &amp; INTERNAL ASPECTS</b>	<b>A538: CSR &amp; EDUCATIONAL ORGANIZATIONS</b>	
<b>Chair: Craig E. Carroll</b>	<b>Chair: John Holland</b>	<b>Chair: Klement Podnar</b>	
CSR and corporate diplomacy: How multinational corporations engage in societal issues in the UAE <i>Sarah Marschlich &amp; Diana Ingenhoff</i>	Corporate Culture and Sustainability -- Sustainability and Corporate Value <i>Michael B. Goodman</i>	Conceptualizing and Analyzing CSR Communication of Scientific Organizations – An International Comparative Study of CSR Communication of Top-Tier Universities on Twitter <i>Daniel M. Vogler</i>	
Evolving CSR in the arts and culture sector: A comparison of corporate partnership and corporate sponsorship <i>Yijing Wang</i>	Activating Employees for Sustainability – The Importance of Narrative and Sensemaking in a salutogenic approach to internal CSR Communication <i>Riccardo R. Wagner</i>	Higher education institutions as catalysts for CSR discourse? Assessing CSR teaching and research in Central and Eastern Europe <i>Lutz Preuss, Heather Elms, Urša Golob et al..</i>	

<p>Sensory Rooms for UK Football Clubs: A Communitarianism Approach to CSR and CSR Communication</p> <p><i>Timothy W. Coombs &amp; Sherry Holladay</i></p>	<p>Best Practices in Employee and Community CSR: Lodge Manufacturing's Regionally Targeted Approach</p> <p><i>Ashli Stokes</i></p>	<p>Corporate Social Responsibility: US Colleges and Universities as Agents of Change on Race</p> <p><i>Robert L. Heath &amp; Damion Waymer</i></p>	
<p>Negotiated and discursive power in Southeast Asia: Exploring the 'bibingka' model of CSR</p> <p><i>Marianne D. Sison &amp; Zeny Panol</i></p>		<p>Finance at business schools: The challenges of teaching and learning sustainable finance</p> <p><i>Rachelle Belinga &amp; Mette Morsing</i></p>	
<p>Exploring Stakeholders' Assessments of Organizational Identity and Identification in the Context of CSR Partnerships</p> <p><i>Amy O'Connor, Michelle Shumate &amp; Rong Wang</i></p>			



\* 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.

