

CSR COMMUNICATION CONFERENCE 2022

PRELIMINARY CONFERENCE PROGRAM

The 6th International CSR Communication Conference

Leuphana University of Lüneburg, Lüneburg
September 14-16, 2022



University of Ljubljana
Faculty of Social Sciences



Hanze
University of Applied Sciences
Groningen



LEUPHANA
UNIVERSITÄT LÜNEBURG



AARHUS
UNIVERSITY
BUSINESS AND SOCIAL SCIENCES

WELCOME TO CSRCOM2022

On behalf of Leuphana University of Lüneburg and the entire conference committee, it is our pleasure to welcome you to the **6th International CSR Communication Conference**. The conference focuses on concepts, theories, cases and methodological approaches to CSR communication. It provides insights into the latest research in the academic field and scrutinizes how CSR communication is being practiced within the business environment. This year's theme **CSR Communication: New Challenges in the Age of Digitalization and Disinformation** is expected to allow for interesting interdisciplinary discussions. The conference provides a wonderful opportunity for academics and professionals to network, discuss, debate and exchange ideas and viewpoints.

Enjoy your stay in Lüneburg! #CSRCOM2022



CONFERENCE COMMITTEE

Hannah Trittin-Ulbrich, Leuphana University of Lüneburg

Dennis Schoeneborn, Copenhagen Business School & Leuphana University of Lüneburg

Matthias Wenzel, Leuphana University of Lüneburg

Sigrid Bekmeier-Feuerhahn, Leuphana University of Lüneburg

Urša Golob, Centre for Marketing and PR, University of Ljubljana

Klement Podnar, Centre for Marketing and PR, University of Ljubljana

KEYNOTE SPEAKERS 2022



Juliane Reinecke
King's College London

Opening Keynote on
September 14



Lance Bennett
University of Washington

Keynote on September 15



Luciano Flòridi
University of Oxford

Virtual Panel Keynote on
September 15

PhD Workshop, 13-14 September 2022 (Preliminary Program, 17.05.2022)

| Tuesday, 13 September | | |
|-----------------------|--|-------------------------------|
| 13.30-14.00 | Registration | Central Building, Room 40.704 |
| 14.00-14.30 | Welcome and Introduction Matthias Wenzel | Central Building, Room 40.704 |
| 14.30-16.30 | The Craft of Scholarly Publishing at the Intersection of CSR and Communication Dennis Schoeneborn | Central Building, Room 40.704 |
| 16.30-17.00 | Coffee Break | Central Building, Room 40.704 |
| 17.00-18.30 | Roundtable Session I: Pitches and Feedback Anne Ellerup Nielsen Dennis Schoeneborn Christa Thomsen Matthias Wenzel | Central Building, Room 40.704 |
| 19.00-21.00 | Dinner (optional; self-paid by students) | Location in Lüneburg, tba |

| Wednesday, 14 September | | |
|-------------------------|---|-------------------------------|
| 09.00-11.00 | Thematic Analysis & Discourse Analysis Anne Ellerup Nielsen Christa Thomsen | Central Building, Room 40.704 |
| 11.00-11.30 | Coffee Break | Central Building, Room 40.704 |
| 11.30-13.00 | Roundtable Session II: Pitches and Feedback Anne Ellerup Nielsen Urša Golob | Central Building, Room 40.704 |

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| | Dennis Schoeneborn Christa Thomsen | |
| 13.00-14.30 | Lunch (Leuphana Mensa) | 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

PRELIMINARY CONFERENCE PROGRAM (17.05.2022 - subject to changes)

| Wednesday, 14 September | | |
|--------------------------------|---|-------------------------|
| 17.30-18.00 | Conference registration | Central Building, Foyer |
| 18.00-19.00 | Welcome to CSRCOM2022 Opening Keynote Prof. Juliane Reinecke, King's College London | Central Building, Forum |
| 19.00-21.00 | Welcome reception and drinks | Central Building, Forum |

| Thursday, 15 September | | |
|-------------------------------|---|---------------------------------|
| 8.30 – 9.00 | Morning coffee and registration | Central Building, Foyer |
| 9.00 – 9.15 | Opening – a short introduction | Central Building, Forum |
| 9.15 – 10.30 | Parallel paper sessions | Central Building, seminar rooms |
| 10.30 – 11.00 | Coffee break | Central Building, Foyer |
| 11.10 – 12.30 | <p>Invited Expert Panel: AI-generated Fake News & their implications for CSR Communication</p> <p>Panel Keynote (virtual): Luciano Floridi, Professor of Philosophy & Ethics of Information, University of Oxford Panel Presenter: Laura Illia, Professor of Communication, Business & Social Responsibility, University of Fribourg Panel Presenter: Elanor Colleoni, Assistant Professor of Corporate Reputation, Organizational Legitimacy & CSR, IULM University Milan</p> <p>Session Chair/Discussant: Dennis Schoeneborn, Professor of Communication, Organization & CSR, Copenhagen Business School/Leuphana University Lüneburg</p> <p>Description: Artificial Intelligence (AI) and machine learning tools like GPT-3 make it astonishingly easy to generate fake news that can credibly mislead audiences on the basis of automatically-fabricated texts (Floridi & Chiriatti, 2019).</p> | Central Building, Forum |

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| | The panel keynote (by Luciano Floridi, University of Oxford) will give an overview of the technological advancements of AI tools and their role in the spread of disinformation on digital platforms. Two input presentations (by Laura Illia, University of Fribourg & Elanor Colleoni, IULM University Milan) will showcase recent research on the use of the machine learning tool GPT-3 to generate fake news in the context of scandalizing corporate business activities. The panel discussion, chaired by Dennis Schoeneborn (Copenhagen Business School & Leuphana University Lüneburg), will then derive implications of these insights for research and practice in the area of CSR communication. | |
| 12.30 – 14.00 | Networking Lunch (Buffett) & Campus Tour | Central Building, Forum/Foyer |
| 14.00 – 15.15 | Parallel paper sessions | Central Building, seminar rooms |
| 15.15 – 15.30 | Room Change Break | |
| 15.30 – 16.45 | Parallel paper sessions | Central Building, seminar rooms |
| 16.45 – 17.15 | Coffee break | Central Building, Foyer |
| 17.15 – 18.30 | Keynote and Panel Discussion Prof. Dr. Lance Bennett, University of Washington | Central Building, Forum/Foyer |
| 18.30 | Transfer to conference dinner | |
| 19.00-21.30 | Conference dinner and Best Paper Award | Location in Lüneburg, tba |

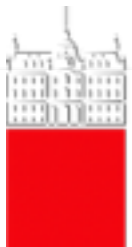
Friday, 16 September

| | | |
|---------------|--|---------------------------------|
| 8.30 – 9.00 | Morning coffee and registration | Central Building, Foyer |
| 9.00 – 10.15 | Parallel paper sessions | Central Building, seminar rooms |
| 10.15 – 10.45 | Coffee break | Central Building, Foyer |
| 10.45 – 12.00 | Invited Panel: “Stakeholder engagement through digital technology: An academic-practitioner dialogue” | Central Building, Forum/Foyer |

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|---------------|--|---------------------------------|
| | <p>Session Host: Matthias Wenzel (Leuphana University)</p> <p>Panelists: Laura Marie Edinger-Schons, University of Mannheim Julia Kümper, VentureVilla & Ventreneurs Uwe Lübbermann, Premium Kollektiv Riccardo Wagner, Hochschule Fresenius</p> <p>Description: The “age of digitalization and disinformation” is partly carried by the emergence of digital technology such as forums, social media, and videoconferencing. This technology has produced new ways of “stakeholder engagement”, i.e., the involvement of stakeholders such as customers, suppliers, partners, politics, and NGOs in organizational communication about issues in play. Such digital technologies partly even promise to “democratize” organizational communication. In turn, their day-to-day use also reveals constraints in engaging stakeholders substantively through such technologies, such as dispersed or even polarizing debates that do not generate a consensus about issues in play. While digital technology is an omnipresent and irreducible part of contemporary organizational communication, we know little about the role of such technology in engaging stakeholders. Therefore, this panel session will provide a vanguard forum for academics and practitioners to share and discuss the observations of and experiences with stakeholder engagement through digital technology.</p> | |
| 12.00 – 13.30 | Networking Lunch (Buffett) & tour of central building | Central Building, Forum/Foyer |
| 13.30 – 14.45 | Parallel paper sessions | Central Building, seminar rooms |
| 14.45 – 15.45 | Meet-the-Editors Session for the Special Issue of Management Communication Quarterly on “CSR Communication in the Age of Digitalization and Polarization” | Central Building, Forum/Foyer |
| 15.45 – 16.15 | Closing of the 6th CSR Communication Conference | Central Building, Forum/Foyer |

*The CSRCOM2022 Conference Committee reserves the right to make changes in the program and speakers, or to cancel sessions if enrollment criteria are not met, or when conditions beyond its control prevail.



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