5th International CSRCOM Conference
Stockholm, September 18-20, 2019

CSR communication and reporting in challenging times

CALL FOR PAPERS
Conference introduction

Since its inception in 2011, the CSR Conference has established itself as a venue for discussing CSR-related topics in the field of CSR and as an important hub for the exchange of researchers' and practitioners' expertise. The past four conferences in Amsterdam (2011), Aarhus (2013), Ljubljana (2015) and Vienna (2017) have shed light on different channels and principles, as well as cultural aspects and ethics, the use of CSR communication, credibility and identity, and the dynamics of interactions between them have to be refined further to capture the growing complexity of social relations. On the other hand, the relationships themselves, the various stakeholders and the dynamics of interactions between them have to be understood and eventually integrated and aligned with the firm's CSR efforts. Therefore CSR communication can be understood as a process of anticipating stakeholder expectations, the articulation of CSR policy and managing the different communication tools designed to provide true and transparent information about a company or a brand's integration of business operations, social and environmental impact, and stakeholder relations.

In the aftermath of the big financial crisis 2007/8 and the notification of a 'financialization' of society in academia, the shareholder expectations on companies and their potential to clash with other stakeholder's preferences and sustainable development attempts have become particularly important for CSR. Enterprises have to account for these tensions, which includes receiving and managing different kinds of information e.g. in the language of the financial sector, consumer demand and internal values as well as operational divergences.

As depicted in the recent KPMG survey of global CSR reporting practices, non-financial concerns are recognized as important for long-term valuation and thus more and more firms try to include CSR issues in their financial reports. Due to the distinct nature of 'hard' financial data and the different, rather obscure environmental and societal impacts of businesses, this is quite a challenging task, and executives demand for scientifically based measures. Furthermore, the short-termism of the financial sector and the imperative of shareholder value potentially undermine corporate responsibilities towards other stakeholders and the environment, so CSR communication has to come up with arguments and structures to identify and cope with this tension.

Corporations are also confronted with new demands regarding the Energy Transition and the Sustainable Society, which is included in their CSR. The prize for CO2 emissions is increasing, alternatives for fossil fuels need to be developed so organizations are encouraged to invest in renewable energy sources, reduce waste, and other actions that reduce their Carbon Foot Print and greenhouse gasses. This brings an addition to reporting and CSR communication challenges for organizations.

Against these backdrops, communication has to be understood in an integrated and holistic way, with companies as intermediates to align shareholder values and shared values.

We invite scholars and researchers, particularly in the field of Corporate Communication, Marketing, Management and Organizational Studies, as well as practitioners, to contribute their empirical and conceptual work on the broad theme of 'CSR communication and reporting in challenging times' to participate in this unique event.

Conference submissions

This call for papers encourages scholars to submit either a structured research summary (up to 2,500 words without references) or a proposal for a special session for review. This conference and the subsequent special issue of "Corporate Communications: An International Journal" which will be attached to the conference will consider both theoretical and empirical competitive papers for review.

Successful authors will present their papers at the conference. All accepted papers will appear in the conference proceedings, either as a structured research summary or as the submitted abstract. At the conference, the most positively reviewed research summary will be solemnly presented a best paper award.

Your structured research summary or session proposal should be submitted by March 1, 2019 via the conference website: [http://csr-com.org/](http://csr-com.org/).

Authors with the best reviews for research summaries will be invited to submit an extended and amended version of their papers for publication consideration in the special issue of the "Corporate Communications: An International Journal".

Pre-conference event: PhD seminar for students in Corporate and CSR Comm.

Prior to the main conference, a special seminar/workshop for PhD students will be organized on September 17 and 18, 2019. The seminar will be dedicated both to corporate and CSR communication themes; PhDs will present their work and experts from the field will give inputs and research advice not only on the students' work but also discuss further main issues of the conference and thus broadening their horizon – so the students will get in touch with important authors and experts in the field of CSR communication.

More specific information for the seminar will be available on the conference website.

Conference hosts & conference committee

**Prof. Mette Morsing**, Stockholm School of Economics

Jenni Puroila, Stockholm School of Economics

Johanna Klatt, Stockholm School of Economics

Prof. Wim Elving, Hanze University of Applied Sciences

Prof. Ursa Golob, University of Ljubljana

Prof. Anne Ellerup Nielsen, Aarhus University

Prof. Christa Thomesen, Aarhus University

Prof. Klement Podnar, University of Ljubljana

Submission specifications:

1. **Structured research summary (2,500 words without references)**

The structured research summary should present in a concise way the purpose of the paper, main theoretical framework/assumptions and if applicable research methods and final or preliminary results. Submitted papers must NOT have been previously presented, scheduled for presentation, published, accepted for publication, and if under review, must NOT appear in print before the conference. Submitters must delete all identifying information before submitting their summary and provide the author details on a separate page. Acceptance of a summary means that the author (or one of the authors) will present their work at the conference. The authors of structured research summaries have the choice to include the full summary or, alternatively, the abstract in the conference proceedings.

2. **Special session (panel or roundtable)**

The objective of special sessions is to acquaint educators and researchers with new perspectives, theories, and provocative ideas. In submitting special session proposals, the organizer and listed participants request that, if accepted, they all register and appear at the conference.

Session proposals should include a short description of the session theme and its relevance (200-400 words), list of session participants and short abstracts (200-300 words) of their contributions.

Please note that all submissions for the conference must conform to the format of CCJ [http://www.emeraldinsight.com/journal/ccj](http://www.emeraldinsight.com/journal/ccj) and will be subjected to formal blind review. Authors will be notified of acceptance, rejection or suggested modifications as soon as the review processes will be completed.

For more information please contact: [info@csr-com.org](mailto:info@csr-com.org) or visit our web site: [www.csr-com.org](http://www.csr-com.org)