



International CSR Communication Conference

Doctoral Seminar on CSR and CSR Communication 17-18 September, 2019

Venue

Stockholm School of Economics

About the Seminar

The aim of the seminar is to provide doctoral students in the Corporate Communication and CSR field with an opportunity to discuss their dissertation research with fellow students and leading academics. The seminar will consider main topics and methodological approaches within the field of Corporate Communication and CSR, such as communication, marketing and management issues. The seminar also serves as a platform for students working in these areas to establish a valuable network and examine issues, such as publishing, which are important for their future careers. The faculty involved in the seminar includes renowned scholars from a variety of disciplinary and geographical backgrounds.

Activities & Requirements

The main focus of the Seminar is on the work in progress of participants. The seminar is organized primarily around participative interaction. During the seminar participants will make brief 2-minute presentations of their work and will give a structured feedback including comments and questions to previously assigned proposal(s) of a fellow participant(s). A feedback of facilitators will also be provided on each proposal. The proposals will be made available to participants. The lectures will be related to the topical and/or methodological angles of participants' work and some will include discussions on selected readings.

Participants will submit:

- *An abstract (proposal)* of the (planned) doctoral research, outlining the research problem against the existing literature, discussing the methodology and showing some initial empirical results (if applicable). Proposals should be **no longer than 3-4 pages** (plus figures, tables, and references). It is recommended that the proposal raises and points to specific problems rather than being conclusive. It should describe the subject of interest and the theoretical and methodological approach. It should also specify the development phase of the doctoral research in order to get an appropriate feedback.
- *A short summary (one or two paragraphs)* of the evaluation of a fellow student's proposal, which should be submitted at the seminar.

Participants will need to read a list of readings on relevant CSR & CSR Communication issues/topics provided.

Competencies

This seminar 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 seminar you will be provided with:

- New specific knowledge about the dissertation topic
- Knowledge of the current issues in the broader CSR Communication and CSR field
- General competencies within research design and knowledge dissemination via publishing in peer-reviewed journals
- General competencies related to communicating a position regarding a certain issue and critically evaluating the work of peers



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Preliminary Programme

Please note:

1. During the two-day workshop you will introduce your doctoral project to the group of participants and professors. You will also comment your peers' projects.
2. The programme will be completed and adjusted after the number of participants will be known.
3. The final lecture titles and professors-moderators will be announced in the final programme.

Tuesday, 17 September (room A138)

9.00-10.30	<p>Welcome by organizers</p> <p>Theoretical perspectives on CSR & communication Professor Mette Morsing, Stockholm School of Economics and Copenhagen Business School</p>
10.30-10.45	Break
10.45-12.00	<p>CSR communication: A review of the literature. Research on CSR, legitimacy and the new media landscape Professor Laura Illia, IE University</p>
12.00-13.00	Lunch
13.00-16.00 (incl. Break)	<p>The two minute elevator pitch by PhD students: My PhD project in the context of CSR Comm</p> <p>Discourse analysis Professor Anne Ellerup-Nielsen, Aarhus University</p>
18.30	Dinner (not included in the fee)

Wednesday, 18 September (room A342)

9.00-10.00	<p>Short paper presentations by PhD students and feedback from professors - part I (The details of the organizing of this session will be announced as we have the participants in place)</p>
10.00-12.00	<p>Theories, perspectives and trends on CSR Professor Jean-Pascal Gond, CASS Business School</p>
12.00-13.00	Lunch
13.00-15.00	<p>Crafting scholarly publications at the intersection of CSR and communication + Formative views on CSR communication Professor Dennis Schoeneborn, Copenhagen Business School and Leuphana University Lüneburg</p>
15.00-16.00	<p>Short paper presentations by PhD students and feedback from professors - part II (The details of the organizing of this session will be announced as we have the participants in place)</p>
18.00-19.00	<p>PLENARY OPENING of 5th International CSR Communication Conference & PhD Seminar closing session</p> <p>Welcome by organizers</p> <p>Opening Key Note by Professor of Globalisation Lisa Ann Richey, Copenhagen Business School</p>



Suggested readings for the Seminar:

Castello, I., Morsing, M. and Schultz, F. (2013). Communicative dynamics and the polyphony of corporate social responsibility in the network society: A communication view. *Journal of Business Ethics*, 115, 681-692

Morsing, M. and Spence, L. (2019). Corporate Social Responsibility (CSR) communication and small and medium sized enterprises: The governmentality dilemma of explicit and implicit CSR communication. *Human Relations* DOI: 10.1177/0018726718804306

Crane, A. & Glozer, S. (2016). Researching CSR Communication: Themes, Opportunities and Challenges, *Journal of Management Studies*, 53 (7), 1223-1252.

Etter, M., Colleoni, E., Illia, L., Meggiorin, K., & D'Eugenio, A. (2018). Measuring organizational legitimacy in social media: Assessing citizens' judgments with sentiment analysis. *Business & Society*, 57(1), 60-97.

Illia, L., Romenti, S., Rodríguez-Cánovas, B., Murtarelli, G., & Carroll, C. E. (2017). Exploring corporations' dialogue about CSR in the digital era. *Journal of Business Ethics*, 146(1), 39-58.

Nielsen, A. E. & Thomsen, C. (2018). Reviewing corporate social responsibility communication: a legitimacy perspective, *Corporate Communications: An International Journal*, Vol. 23 Issue: 4, pp.492-511, <https://doi.org/10.1108/CCIJ-04-2018-0042>

Nielsen, A. E. & Thomsen, C. (2007). Reporting CSR: what and how to say it? *Corporate Communications*, 12(1), 25-40. DOI: 10.1108/13563280710723732

Schoeneborn, D., & Trittin, H. (2013). Transcending transmission: Towards a constitutive perspective on CSR communication. *Corporate Communications: An International Journal*, 18(2), 193-211.

Locke, K., & Golden-Biddle, K. (1997). Constructing opportunities for contribution: Structuring intertextual coherence and "problematizing" in organizational studies. *Academy of Management journal*, 40(5), 1023-1062.

Matten, D., and Moon, J. (2008). Implicit and explicit CSR: a conceptual framework for a comparative understanding of corporate social responsibility. *Academy of Management Review*, 33(2): 404-424.



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Professors, Lecturers and Contributor Team:

Professor Wim Elving, School of Communication, Media and IT, Hanze School of Applied Sciences, Groningen (Holland) (CSR Comm Committee Member)

Associate Professor Ursa Golob, University of Ljubljana, Slovenia (Head of the Chair for Marketing Communication and Public Relations; Co-Chief Editor Journal of Brand Management) (CSR Comm Committee Member)

Associate Professor Laura Illia, IE, Madrid (Sapin)

Professor Mette Morsing, Stockholm School of Economics (Sweden) and Copenhagen Business School (Denmark)

Professor Anne Ellerup Nielsen, Department of Management, University of Aarhus (Denmark) (CSR Comm Committee Member)

Professor Klement Podnar, University of Ljubljana, Slovenia (CSR Comm Committee Member)

Professor Dennis Schoeneborn, CBS Sustainability, Copenhagen Business School (Denmark) and Leuphana Universität Lüneburg (Germany)

CSR COMM 2019 on-the-ground-organizing-team Stockholm Organizing Team

Professor Mette Morsing, Stockholm School of Economics & Copenhagen Business School

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