



8th INTERNATIONAL CSRCOM CONFERENCE CALL FOR SUBMISSIONS

**CSR Communication in the age of political instability:
Building hope in a hopeless world**

**22-24 September 2026
Lappeenranta, Finland
www.csr-com.org
#CSRCOM2026**





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CONFERENCE INTRODUCTION

We face political instability due to multiple intersecting world events. Democracies are challenged by populism, authoritarianism, and seemingly insolvable societal polarization. Geopolitical tensions are building up, and conflicts have escalated to the point of open war. These events influence organizations and their communications, especially as many central topics—climate change, human rights, democracy, and economic growth—become increasingly politicized. How can organizations navigate corporate social responsibility (CSR) and sustainability when consensus is lacking, yet calls to take action and be accountable are growing? How do organizations continue CSR and sustainability work and communication? How can CSR communication mediate conflicts, build hope, and prevent paralysis in unstable and backsliding times? Now, more than ever, we need CSR communication scholars to dig into the role of communication and accountability in this age of political instability. We also need them to hold organizations accountable for shaping, constructing, and negotiating our future.

We seek to bring together new conceptual and empirical research that builds upon insight at the intersection of CSR and communication. In the spirit of this multi- and interdisciplinary event, we invite submissions from scholars with various disciplinary backgrounds, including communication, marketing, accounting, management, and sustainability. Submissions are invited to explore CSR communication in political instability and the broader relation of CSR communication with its political context. Examples of relevant topics include politicization of CSR topics, consensus/dissent in CSR communication, geopolitics in

CSR communication, CSR communication and grand challenges such as climate change, and activism in CSR communication.

In addition, we welcome submissions on any aspect of CSR and communication, including (but not limited to):

- Theories related to CSR communication
- CSR and stakeholder dialogue
- Consumer, marketing, and branding aspects of CSR
- CSR and sustainability reporting / accountability
- CSR communication within organizations
- CSR in media, online and social media contexts
- 'CSR washing' (including greenwashing & greenhushing)
- Advanced technologies such as AI and machine learning and their role in shaping CSR communication
- CSR communication / reporting professionals and profession
- CSR as micropolitics
- SME perspectives on CSR communication
- CSR communication and cross-sector collaboration/ dialogue
- Tools and strategies for CSR communication

A pre-conference PhD workshop will take place on the 21th and 22th of September. The main 8th CSRCOM conference will begin with a welcome reception on the 22th of September (evening) and will run until the 24th of September (afternoon).

More specific information about the PhD workshop and submissions will be available at the conference website (see PhD Seminar).



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THE CSR COMMUNICATION CONFERENCE COMES TO FINLAND

The 8th CSRCOM in Finland follows successful conferences held in Amsterdam (2011), Aarhus (2013), Ljubljana (2015), Vienna (2017), Stockholm (2019), Lüneburg (2022) and Bath (2024).

The host of the 8th CSRCOM is the Business School at LUT University. LUT Business School is one of Finland's leading business schools, ranked 2nd in the country for Business and Economics (World University Rankings by Subject 2025). LUT Business School is home to an academic community that combines expertise from areas such as CSR communication, sustainable business, marketing, accounting, entrepreneurship, and supply management. LUT Business School is located in a university of technology where business scholars, engineers and social scientists work together to advance systems level sustainability thinking. LUT Business School is committed to the Principles for Responsibility Management Education (PRME) and has systemically integrated sustainability and responsibility content to all its programs. CSRCOM will take place on LUT University's campus in Lappeenranta, Finland, right next to the beautiful Lake Saimaa and green forests.

The Lappeenranta region is a combination of Eastern and Western cultural influences that have shaped the area for centuries. Besides the historical cobbledstoned fortress that was once the center of tar trade, Lappeenranta is known for its harbor area and city bay that extends to a stunning lake archipelago - home to the endangered Saimaa ringed seal. Lappeenranta has won the European Green Leaf Award and

has been selected as the Climate Capital of Finland. You can reach Lappeenranta in 2 hours by train from Helsinki.

Over the last 14 years, the International CSR Communications Conference (CSRCOM) has brought together an interdisciplinary group of academics and practitioners to explore the opportunities and challenges at the interface of CSR and communication. For the 8th conference, we welcome you to Lappeenranta, Finland, hosted by LUT University.

CSRCOM 2026 CONFERENCE HOSTS AND ORGANIZING COMMITTEE

Laura Oikkonen, LUT University

Visa Penttilä, LUT University

Jenni Sipilä, LUT University

Urša Golob, University of Ljubljana

Klement Podnar, University of Ljubljana

Wim Elving, Hanze University of Applied Sciences

Christiane Marie Høvring, Aarhus University

Sarah Glozer, University of Bath

Andrew Crane, University of Bath

Dennis Schoeneborn, Copenhagen Business School & Leuphana University

Hannah Trittin-Ulbrich, Leuphana University

Franziska Weder, WU Vienna

Anne Ellerup Nielsen, Aarhus University

Christa Thomsen, Aarhus University



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CONFERENCE SUBMISSIONS

Structured Abstract

A structured abstract (between 1,500-2,500 words including references) 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 abstracts must not have been previously presented, scheduled for presentation, published, or accepted for publication. In addition, if it is under review, must not appear in print before the conference. Submitters must delete all identifying information prior to submission. The author details must be on a separate page.

Acceptance of a submission means that the author will be expected to present the paper at the conference.

Scholars wishing to participate in the 8th CSRCOM are invited to submit either a structured abstract or a proposal for a special session for review by March 31, 2026, via the conference website.

Special Session (panel, 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.

Other important information will be available on the conference website and via social media where the conference fees, program, and invited speakers will be announced.

**DEADLINE FOR SUBMISSIONS:
31 MARCH 2026**