

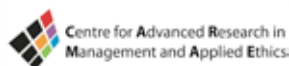


Barcelona 2014



3rd International Conference on
**Social Responsibility, Ethics,
and Sustainable Business**

Blanquerna School of Communication
and International Relations
Ramon Llull University
Barcelona, 9-10th October, 2014





3rd International Conference on Social Responsibility, Ethics, and Sustainable Business

Conference Venue

Registration at:

Auditorium Blanquerna
Valldonzella, 12
08001 Barcelona,
Catalonia (+34 93 253 3108)

3rd International Conference on Social Responsibility, Ethics and Sustainable Business will take place in Barcelona, Spain, one of Europe's most thriving and modernist cities. Blanquerna School of Communication and International Relations-Ramon Lull University will host the conference this October.

Blanquerna is in the heart of Barcelona, where intercultural exchanges and fresh ideals are cherished. The school reflects its neighborhood, by welcoming innovative and contemporary exchanges. The main function of the university is to educate and train journalists, advertisers, public relations professionals and professionals in the fields of cinema and television.

The school reflects its neighborhood, by welcoming innovative and contemporary exchanges. The main function of the university is to educate and train journalists, advertisers, public relations professionals and professionals in the fields of cinema and television. While it is a young university, the institution is known for its dynamic educational resources and professional opportunities.

Presentation

Dear participants,

welcome to the 3rd International Conference on Social Responsibility, Ethics and Sustainable Business! We are thrilled to host the conference in the beautiful city of Barcelona. The purpose of the conference is to create a networking opportunity for both researchers and practitioners to discuss recent insights on socially responsible practices in the non- and for-profit sector. Organizing this event has been the perfect opportunity to exercise the fundamentals of public relations and creating fresh ideas for the future. My colleagues and I have worked with diligence to ensure your stay here is unforgettable. Thank you for attending the conference, and on behalf of Blanquerna School of Communication and International Relations-Ramon Lull University (Barcelona-Catalonia-Spain), Media School of Bournemouth University (England- UK) and School of Marketing of Bucharest University of Economic Studies (Bucharest-Romania), we welcome you!

All the Best,
Josep Rom

Director of the Research Group in Advertising and Public Relations Strategy and Creativity of Blanquerna School of Communication and International Relations, Barcelona, the host of the 3rd CSR Conference Chair

3rd International CSR Conference Organizing Team

Chairs:

Georgiana F. Grigore, PhD, The Media School, Bournemouth University, UK

Alin Stancu, PhD, Marketing Department, Bucharest University of Economic Studies, Romania

Enric Ordeix, PhD, Blanquerna School of Communication and International Relations- Ramon Llull University, Barcelona-Conference Chair

Josep Rom, PhD, Vice Dean of Blanquerna School of Communication and International Relations, Ramon Llull University, Barcelona.

Organizing Committee:

Anastasios Theofilou, PhD, The Media School, Bournemouth University, UK

Dan Jackson, PhD, The Media School, Bournemouth University, UK

Cristian Ducu, PhD, Centre for Advanced Research in Management and Applied Sciences, Romania

Jordi Botey, PhD, Blanquerna School of Communication and International Relations, Barcelona.

Lali Mirapeix, Administration & Financial Department, Blanquerna School of Communication and International Relations, Barcelona.

Veronika Bigulova, The head of the secretary office, Blanquerna School of Communication and International Relations, Barcelona.

About the conference

The purpose of the conference is to create a networking opportunity for both researchers and practitioners to discuss recent insights on socially responsible practices in the non- and for-profit sector.

Although academic in nature, representatives in the business environment will deliver case studies on sustainability practices and will reflect on the challenges and opportunities that corporate social responsibility brings to different industries.

The main topics of the conference

CSR and Sustainability,

CSR and Business Ethics,

CSR, Social Media and Grass-Roots Campaigns,

CSR and Education,

CSR and Reputation,

CSR and Crisis Management,

Communicating CSR,

CSR initiatives/strategies,

Corporate Governance,

NGO Marketing,

Ethical Stakeholder Engagement,

CSR, SmartCities and Mobility.

Keynote Speakers



Josep Rota is professor emeritus, E.W. Scripps College of Communication, and Associate Provost Emeritus for International Studies, Ohio University.

Past-Chairman of the Board and member of the strategic planning committee of the American International Recruitment Council (Washington, D.C.)

Director of CELID (Center for Leadership in International Development). Currently involved in projects in Mexico, Lebanon, Malaysia and the United States. Recently completed training modules for UNICEF. Writing a book on international understanding. Rota has taught courses, mostly at the graduate level, on communication and development, international communication, communication and cultural identity, research methods and statistics, new information technologies, international affairs, and development policy and planning. He is a member of Ohio University's Center for Political Communication.

He has been a consultant to organizations such as UNESCO, the World Bank, the InterAmerican Development Bank, the Mexican government, the government of Mexico City, NOTIMEX (the national news agency of Mexico), ALASEI (the Latin American Agency of Special Information Services), IMPRODIR (one of Mexico's largest marketing and public opinion research companies), FELAFACS (the Latin American Federation of Schools of Communication, which affiliates more than 300 schools of communication throughout Latin America), the government of Catalonia (Spain), and various other public and private organizations.



Lluís Franco, PhD is professor of applied economics, University of Barcelona

President of the Labour Council, Economic and Social Catalonia Degree in Economics and Business and a Law degree from the University of Barcelona.

PhD in Economics and Business. Graduate studies in Civil Law Catalan.

Author of several publications on Economic Policy, Labour Economics, Environmental Economics, Antitrust and Social Market Economy, among other topics.

He was Minister of Labour of the Government of Catalonia (1999 – 2002), President of the Court Catalan Defence of Competition (2003 – 2009) and Director of the Taxation Agency of Catalonia (2011 – April 2014).

Previously he was Director General of the Economic Social Security Economics Department of the Government of Catalonia. He has also been a member of the governing boards of several organizations and healthcare and social services.



Tom Watson is professor of Public Relations in The Media School at Bournemouth University (UK).

Before entering academic life, his career covered journalism and public relations in Australia, the UK and internationally. He was chairman of the UK's Public Relations Consultants Association from 2000 to 2002.

Prof Watson is an active researcher, focusing on professional topics such as measurement and evaluation, reputation management and CSR. He also researches and writes on the history of public relations and established the International History of Public Relations Conference in 2010.

His CSR research, undertaken with BU colleagues, has focused recently on employee engagement and ethical approaches and he has proposed a CSR Ethics Checklist at conferences in Australia and the UAE.



Ana Palencia is communications director Unilever España. After three years working for magnetic pigments industry, she joined CPC Spain in 1994 working for the R&D department as a technician for dehydrated products in brands like Knorr, Hornimans, Maizena, Potax, etc. After 2 years she was promoted to Quality Assurance manager. Later on, CPC acquired Starlux in 1998 and she was moved again to R&D but in this case as a responsible for the category of cocoa products and filling pasta where she was working for 3 years until Unilever made the purchase of this company. Then, she started to work as a nutritionist and careline responsible for Unilever Foods Spain in 2001 until January 2006 when she was promoted as Communications Director for Unilever Spain, her current position. She is also the chairman of one of the working groups of Spanish Federation for Foods & Beverage Industry working actively on Spanish Strategy against obesity: NAOS strategy, which means strategy on nutrition, physical activity, obesity prevention and health improvement. Ana presented the possible activities to reduce obesity in Spain to Spanish Senate last September 2007, where she presented the different activities done by food industry to achieve it, like improvement of fat quality of food products, reduction of saturated fat, trans fatty acid, sugar and sodium in the formulation of all the food and beverages categories where has been possible without no organoleptic, technological, legal problems, a good work for improving Spanish public health.

Conference Timetable & Parallel Sessions

	Session Room: Auditorium	Session Room: A2 Library	Session Room: 201 Faculty
	Thursday 09 October, 2014		
09.00 – 09.30	Registration & Coffee Auditorium		
09.30 – 10.00	Opening ceremony: Session room 1 (Blanquerna Auditorium)		
10.00 – 11.00	Josep Rota – opening keynote - Auditorium		
11.00 – 11.10	Coffee break		
11.10 – 12.40	<p>Parallel sessions</p> <p>Chair: Daniel JACKSON</p> <p>Ralph TENCH , Mavis AMOMENSAH IN THE CLUB BUT OUT OF THE GAME – EVALUATION OF GHANA CLUB 100 CSR COMMUNICATION.</p> <p>Mary Violeta BAR (PETRESCU) USING FACTOR ANALYSIS METHOD TO IDENTIFY FACTORS THAT INFLUENCE THE LEVEL OF ECONOMIC DEVELOPMENT OF THE COMPANIES LISTED ON THE BUCHAREST STOCK EXCHANGE NY MIGROS Jamilah AHMAD, Suriati SAAD</p> <p>Mateusz RAK CREATING THE BRAND IMAGE OF POLISH CORPORATE FOUNDATIONS</p> <p>Cristian DUCU, Diana Cosmina TRIFU ASSESSING RESPONSIBLE SOURCING AS PART OF CORPORATE SUSTAINABILITY A CASE STUDY: EXTRACTIVE INDUSTRIES</p> <p>Clara de URIBE ONLINE VISIBILITY OF CSR THROUGH THE WEB. A CSR WEBSITE ANALYSIS IN A SAMPLE OF SPANISH FOOD INDUSTRY.</p>	<p>Chair: Alin STANCU</p> <p>Przemyslaw WOLCZEK COMMUNICATING CSR IN THE PRACTICE OF POLISH COMPANIES</p> <p>Izabela BEDNARSKA-WNUK CORPORATE SOCIAL RESPONSIBILITY AND TEMPORARY WORKERS - MANIFESTATIONS AND DILEMMAS</p> <p>Evie RANSCOMBE, Anastasios THEOFILOU, Georgiana GRIGORE INVESTIGATING CONSUMER SCEPTICISM TOWARDS CSR IN THE PHARMACEUTICAL INDUSTRY</p> <p>Som SEKHAR BHATTACHARYYA EXPLORING STAKEHOLDER PERSPECTIVES AS COMPLEMENTS TO TOP MANAGEMENT TEAM STRATEGY MAKING FUNCTION; EVALUATING AND ADVISING ON FIRM LEVEL STRATEGY IN THE EMERGING ECONOMY OF INDIA</p>	<p>Chair: Simeon DAVIES</p> <p>Eva PINTER GREEN BANKING – CAN CSR HELP TO REACH SUSTAINABLE BANKING?</p> <p>Anthony SAMUEL , Dan TAYLOR THE STORY OF BRADDOCK PENNSYLVANIA: CORPORATE PHILANTHROPY AND ITS ROLE IN REIMAGINING PLACE AND DEVELOPING SOCIAL ENTERPRISE.</p> <p>Sedef ERYIGIT, Ümmügülsüm TER EXAMINING THE CYCLING HABITS OF CHILDREN IN EDUCATION AGE WHEN PLANNING SUSTAINABLE TRANSPORTATION</p> <p>Ümmügülsüm TER URBAN IDENTITY AND SUSTAINABILITY IN HISTORIC CITIES</p> <p>Ali IMRAN, PROUD TO BE SOCIALLY RESPONSIBLE: AN EXAMINATION OF THE ASSOCIATION BETWEEN CORPORATE SOCIAL RESPONSIBILITY, PRIDE IN MEMBERSHIP, JOB SATISFACTION AND EMPLOYEE ENGAGEMENT</p>



12.40 – 13.40	Lunch			
13.40 – 14.40	Anna Palencia - Auditorium			
14.40 – 15.00	Coffee break			
		Session Room: Auditorium	Session Room: 203 Faculty	Session Room 202 Faculty
15.00 – 16.30	Parallel sessions	<p>Chair: Clara de URIBE</p> <p>Marcin LEWICKI SOCIAL MEDIA USE IN NGO MARKETING CAMPAIGNS – CASE STUDIES FROM POLAND</p> <p>Georgiana GRIGORE, Mike MOLESWORTH, THE HEROES, VILLAINS AND DAMSELS IN DISTRESS OF SOCIAL RESPONSIBLY</p> <p>Wybe POPMA CSR AT GREENPEACE – STAKEHOLDER COMMUNICATIONS AFTER A SCANDAL</p> <p>Anthony SAMUEL ETHICAL CONSUMPTION FROM PEOPLE TO PLACE: FAIRTRADE TOWNS PROMOTING AND DEVELOPING COLLECTIVE, INSTITUTIONAL AND CIVIC ETHICAL CONSUMPTION IN 'OUR TOWN.</p> <p>Ovidiu-I. MOISESCU A SURVEY-BASED ANALYSIS REGARDING CSR PRACTICES IN THE ROMANIAN TOURISM DISTRIBUTION SECTOR</p>	<p>Chair: Anastasios THEOFILOU</p> <p>Lisa R. WHITE PROMOTING CATALAN CULTURE TO THE UNITED NATIONS</p> <p>TORBEN HANSEN FINANCIAL SERVICE PROVIDERS' SOCIAL RESPONSIBILITY TO DEVELOP BROAD-SCOPE TRUST</p> <p>Fjona ZENELI, LORENA ALIKAJB DOES WATER BRING MONEY?- CASE OF VLORA CITY</p> <p>Jordi BOTEY, Ramon MARTIN THE CONCEPT OF SUSTAINABLE MOBILITY IN THE ELECTRIC VEHICLE COMMUNICATION</p> <p>Ioannis KRASONIKOLAKIS, Nancy POULLOUDI ETHICAL CONCERNS FOR MARKETING RESEARCH IN 3D ONLINE ENVIRONMENTS</p>	<p>Chair: Enric ORDEIX</p> <p>Petronela-Evelina BALU CSR ACTIONS IN SMALL AND MEDIUM ENTERPRISES</p> <p>Albert TIBAJUKA THE INTERACTION OF MNCS AND LOCAL COMMUNITIES: AN ANALYSIS OF STAKEHOLDER DIALOGUE DISCOURSE FROM GEITA, TANZANIA.</p> <p>Jamilah AHMAD, Mahadevan KRISHNAN CORPORATE SOCIAL RESPONSIBILITY IN SMALL AND MEDIUM INDUSTRIES: ENVIRONMENTALLY RELATED CSR INITIATIVES FOR BUSINESS STRATEGISING</p> <p>Marek DRZAZGA CORPORATE SOCIAL RESPONSIBILITY IN A RETAIL TRADE COMPANY ON THE EXAMPLE OF THE SWISS COMPA</p> <p>POSITIONING OF CORPORATE SOCIAL RESPONSIBILITY IN MEDIA REPORTING: THE ROLE OF MEDIA SETTING</p>
16.30 – 16.40	Coffee break			
16.40 – 18.00	Parallel sessions	<p>Chair: Ioannis KRASONIKOLAKIS</p> <p>Josep ROM, T. O'SULLIVAN, Enric ORDEIX, S. PORTER, ELECTRIC VEHICLES AND THE NEW IDENTITY OF THE SMART CITIES. TRANSPORT POLICIES AND THE MANAGEMENT OF THE CITY BRAND IN MILTON KEYNES AND BARCELONA</p> <p>Lotta AHO IMPACT OF INSTITUTIONAL FACTORS ON CO2 EMISSIONS: COMPARATIVE STUDY OF THE DEVELOPMENT OF ENERGY SECTOR EMISSIONS DURING THE FIRST KYOTO COMMITMENT PERIOD</p> <p>Marcelo DOS SANTOS SILVÉRIO, Bárbara FERNANDA ALVES CLETO SUSTAINABILITY FOR ENVIRONMENTAL TOURISM IN BRAZIL</p> <p>Paulo E. BERGAMO DOS SANTOS NEW METRICS ON GENERATION AND DISPOSAL OF ELECTRONIC WASTE TO CORPORATE GOVERNANCE</p> <p>Abdullah A. ALSHWER, Doan E. WINKEL, Jeff VANEVENHOVEN INSTITUTIONAL CONTEXT AND SUSTAINABLE ENTREPRENEURSHIP: GLOBAL EVIDENCE</p>	<p>Chair: Anthony SAMUEL</p> <p>Iona SWIATEK BARYLSKA GREENWASHING AS A SYMPTOM OF CSR'S PATHOLOGY</p> <p>Simeon DAVIES BIOETHICS AND CONSCIOUS CAPITALISM: A NEW APPROACH FOR BUSINESS ORGANISATIONS IN THE HEALTH CARE SECTOR</p> <p>Iulia DRAJNEANU A CONTENT ANALYSIS OF CODES OF ETHICS: COMPARING GENERAL AND LOCAL CODES OF ETHICS ADOPTED BY MULTINATIONAL BANKS</p> <p>Mehroz SAJJAD, Dora GONZALEZ CSR AS A TOOL FOR CRISIS MANAGEMENT</p> <p>Katerina TSETSTURA, Nur UYSAL SHAREHOLDER ENGAGEMENT ON CSR ISSUES: INTERNAL PROCESS OF CORPORATE SOCIAL RESPONSIBILITY</p>	<p>Chair: Andreea-Angela VONȚEA</p> <p>Rajat PANWAR, Erlend NYBAKK, Eric HANSEN, Jonatan PINKSE EFFECT OF COMPETITIVE STRATEGIES ON SMALL FIRMS' SOCIAL RESPONSIBILITY ENGAGEMENT</p> <p>Anett PARÁDI-DOLGOS, Zoltán URBÁN, Veronika GÁL WHAT IS THE CORPORATE SOCIAL RESPONSIBILITY OF THE PUBLIC FINANCIAL INSTITUTIONS IN SUPPORTING THE EUROPEAN ECONOMIC DEVELOPMENT?</p> <p>Károly SZÓKA THE SOCIAL ASPECTS OF THE LOCAL CURRENCIES</p> <p>Susana ORTEGA-GONZÁLEZ, GLORIA CUEVAS RODRÍGUEZ CORPORATE SOCIAL RESPONSIBILITY, INNOVATION AND TOP MANAGEMENT TEAM VALUES OF ANDALUSIAN SMES</p> <p>Tamás KOVÁCS THE PENETRATION OF LOCAL CURRENCIES IN HUNGARY</p>
19.00 – 22.30	Visit to Sant pau Hospital and Gala dinner			

Conference Timetable & Parallel Sessions

	Session Room: Auditorium	Session Room: A2 Library	Session Room 202 Faculty
	Friday 10 October 2014		
09.00 – 09.15	Registration & Coffee Auditorium		
09.30 – 10-30	Tom Watson – Auditorium		
10.30 – 11.00	Coffee break		
11.00 – 12.30	<p>Parallel sessions</p> <p>Chair: Mateusz RAK</p> <p>Ioana-Andrada MOLDOVAN (GAVRIL) SOCIAL RESPONSIBILITY OF FINANCIAL CORPORATIONS AND SUSTAINABLE DEVELOPMENT</p> <p>Agnieszka RAK CORPORATE SOCIAL RESPONSIBILITY IN SPORT CLUBS IN POLAND</p> <p>Judit MATA , Rom, Josep., Pere. MASIP CROWDFUNDING AND THE MARKETING OF THE THIRD SECTOR. THE QUEST FOR EFFICIENCY IN CROWDFUNDING CAMPAIGNS</p> <p>Gema LOBILLO, Xavier GINESTA NON-PROFIT SPONSORSHIP IN LIGA BBVA. THE CASE OF FC BARCELONA, MÁLAGA CF AND GRANADA CF</p>	<p>Chair: Izabela BEDNARSKA-WNUK</p> <p>Anastasios THEOFILOU, Dan JACKSON, Rebecca JENKINS CALCULATED INDIFFERENCE: STAKEHOLDER PERCEPTIONS OF CSR IN HIGHER EDUCATION</p> <p>Ana-Madalina POTCOVARU THE MEDICAL SERVICES IN ROMANIA IN TERMS OF SOCIAL RESPONSIBILITY</p> <p>Urszula GOLASZEWSKA KACZAN, Anna ŚLESZYNSKA SWIDERSKA, Marek KRUK ECO - LABELING AS A TOOL OF CSR</p> <p>Lorena ALIKAJ,Fjona ZENELI IS THE BUSINESS IN VLORA CITY RUNNING IN AN ENVIRONMENTALLY RESPONSIBLE MANNER?</p> <p>Aurelia STANESCU ASPECTS ABOUT ETHICAL CLIMATE IN ORGANIZATIONS</p>	<p>Chair: Albert TIBAIJUKA</p> <p>Carolina SORRIBAS-MORALES, Eva SANTANA, Enric ORDEIX NEW TRENDS IN COMMUNICATION OF SOCIAL CAUSES: CAUSE-RELATED MARKETING IN AGE 2.0</p> <p>Fatih KOC, Umit ALNIACIK, Emin M. AKKILIC, Ilbey VAROL THE EFFECT OF MORAL PHILOSOPHY ON INDIVIDUAL INTENTIONS TOWARD SOCIALLY RESPONSIBLE TOURISM FIRMS</p> <p>Nikolett DEUTSCH SUSTAINABLE INNOVATIONS AND CORPORATE SOCIAL RESPONSIBILITY IN THE EUROPEAN ELECTRICITY INDUSTRY</p> <p>Adel-Fatima ZOHRA THE GROUPING OF COMPANIES AS TOOL TO INTEGRATE THE PRACTICES OF THE SOCIAL RESPONSIBILITY IN SME</p>
13.00 – 14.00	Lunch		

	Session Room: Auditorium	Session Room: A2 Library	Session Room: 202 Faculty
14.00 – 14.30	Lluís Franco – Auditorium		
14.40 – 16.10	<p>Parallel sessions</p> <p>Chair: Lotta AHO</p> <p>Hasan-Kürşat GÜLEŞ, Emine NIHAN CİCİ KARABOĞA, Kazım KARABOĞA THE CHANGING DYNAMICS AND VALUES IN HIGHER EDUCATION EVALUATION IN THE CONCEPT OF THE INFORMATION AGE: FRANCHISING- THE MCDONALDIZATION OF HIGHER EDUCATION, FULL-SIZED BRANCH CAMPUSES IN CHINA AND IN THE UK TO BE FUNDED EXAM- PLES OF RESEARCH”</p> <p>Georgiana Camelia CRETAN CORPORATE SOCIAL RESPON- SIBILITY DEVELOPMENT IN RO- MANIAN HIGHER EDUCATION: IS THIS THE REACTION OF PUBLIC UNIVERSITIES TO SIGNIFICANT- CHANGES REGARDING COMPE- TITORS, PUBLIC FUNDING AND LABOUR MARKET?</p> <p>László KOVÁCS PIQ & LEAD™ HIGHER EDUCA- TION MODEL – SOCIAL RES- PONSIBILITY - WELL-BEING</p> <p>Razvan RADULESCU BUSINESS SUSTAINABILITY, SCALABILITY AND ADAPTABI- LITY REACHED THROUGH THE IMPLME</p>	<p>Chair: Ovidiu-I. MOISESCU</p> <p>KyuJin SHIM STRATEGIC CORPORATE SOCIAL RESPONSIBILITY AND LOCAL HEALTH ACTIVISM: AN EXPLORA- TION INTO THE CASE OF NOVARTIS’ ISSUES MANAGEMENT</p> <p>Larisa-Aleksandrovna DANCHE- NOK , Ludmila NIKOLAEVNA IVANOVA SHVETS , OLGA NIKO- LAEVNA ZHIDKOVA SOCIAL INNOVATIONS OF HU- MAN RESOURCE MANAGEMENT AS THE MAIN COMPONENT OF CORPORATE SOCIAL RESPON- SIBILITY</p> <p>Rafal WODZISZ, Rafal KRZEMIA- NOWSKI NEXT GENERATION CSR - TOWARDS RESPONSIBLE INNOVATION</p> <p>Andreea-Angela VONTEA, Alin STANCU DIMENSIONS OF STRATEGIC CORPORATE PARTNERSHIPS: THE CASE OF INTERNATIONAL NGOS FORM ROMANIA</p> <p>Ramona Iulia ȚARȚAVULEA (DIEACONESCU), STUDY REGARDING THE DEVE- LOPMENT OF ROMANIAN LEGAL FRAMEWORK ACCORDING TO THE EUROPEAN UNION CORPO- RATE GOVERNANCE REGULA- TIONS</p>	<p>Chair: Adel-Fatima ZOHRA</p> <p>Adriana GÎRNEATA APPLIED ETHICS IN THE FASHION BUSINESS</p> <p>Carmen ACATRINEI E-COMMUNICATING CSR - A CAMPAIGN ANALYSIS FROM ROMANIA</p> <p>Irina BOLDONOVA THE BAIKAL REGION'S NATIO- NAL ETHNIC AND ECOLOGICAL TRADITIONS AS THE SOURCE OF ENVIRONMENTAL ETHICS</p> <p>Călin Petrică VEGHEȘ,Mihai ORZAN,Carmen ACATRINEI ASSURING CUSTOMER'S PRI- VACY - A KEY TO SUSTAINABLE BUSINESSES</p> <p>Cristina ARDANUY THE PAH, AN EXAMPLE OF LOBBYING ROOTED IN SOCIAL ACTIVISM</p>
16.10 – 16.30	Break		
16.30 – 17.00	Closing ceremony and publication opportunities		
17.20 – 20.30	<p>Social Activities*</p> <p>* The Bus to visit Miro Foundation and The Olympic Mountain will leave from Ronda Sant Antoni, 39. People will be drop off at the same location once finished.</p>		

Social Programme

Wednesday October, 8th , 2014
Welcome Toast at
“Ocio Vital / Food & Wine Tour”, 19:30

Meeting Point: Tours, Tapas & Friends
Gastronomic Center.

A new concept in the City center of Barcelona, a unique venue in Spain, created under the slow food philosophy and open to offer experiences to Foodies and travelers who visit Barcelona.

A wine tasting conducted by the writer of the book “Wine Route in Spain”, the third prize at the Gourmand Awards in 2013.

[Tour, Tapas & Friends](#)
[C/Pintor Fortuny, 12](#)
[08001 Barcelona](#)
[Tel: +34 933171909](#)



Thursday October, 9th, 2014
Guided tour, 19:00+
Gala Dinner at Sant Pau, 20:00

Sant Pau

The Hospital de la Santa Creu i Sant Pau came into being in 1401 with the merging of the six hospitals in the city of Barcelona at that time. Santa Creu, the Hospital of the Holy Cross, as it was called in those days, was right in the centre of the city, in what is now the Raval district, in one of the most important examples of Catalan Civil Gothic architecture.

By the late nineteenth century, due to the rapid growth of Barcelona’s population and advances in medicine, the hospital became too small, and it was decided to construct a new building.

Thanks to the bequest of the Catalan banker Pau Gil, the first stone of the new hospital, designed by Lluís Domènech i Montaner, was laid on 15 January 1902, though the new facilities would not be opened until 1930.

After eighty years of healthcare activity in the Modernista complex, in 2009 the Hospital de la Santa Creu i Sant Pau moved to new premises built in the north-east of the precinct, thus commencing a new era for the historic pavilions of Domènech i Montaner.



Social Programme

Friday October, 10th, 2014
Joan Miro Foundation, 17:30 – 19:00

Joan Miro Foundation

Joan Miro Foundation is one of our favourite museums in Barcelona. Be there once is an obligation.

The building designed by Josep Lluís Sert offers you a moment of calm and beatitude: experience of light and beautiful spaces.

Among the trees, you will have a stunning sightseeing of the city and a particular moment to see again or discover the work of Miró who throughout his life took a particular interest in the diversity of materials, forms and colours. It led him to explore and experiment with different art forms such as painting, sculpture, printing techniques, ceramics, theatre and tapestry.

A central work exposed in this permanent collection.



Friday October, 10th, 2014
Olimpic ring gided tour, 19:00 – 20:30

The Olympic Mountain

The Olympic Stadium of Barcelona was ready in 1929 but history decided something different. It is in 1992 that this stage was finally used. Meanwhile Correa, Milà, Margarit, Buixadé, Gregoretti architects of different nationalities had collaborated in its rebuilding.

Palau Sant Jordi is an indoor sporting arena and multi-purpose installation that is part of the Olympic Ring complex located in Barcelona, Catalonia, Spain.

Designed by the Japanese architect Arata Isozaki, it was opened in 1990. The maximum seating capacity of the arena is 17,000 for basketball, and 24,000 for musical events.

The Palau Sant Jordi was one of the main venues of the 1992 Summer Olympics hosting the artistic gymnastics, handball final, and volleyball final events.

Today, it is used for all kinds of indoor sport events as well as for concerts and other cultural activities, due to its great flexibility.

Montjuïc Castle

The foundation stone for the basic fortification was laid out in 1640. A year later, in January 1641, the fort saw its first battle, during the Catalan Revolt when the Principality of Catalonia challenged Spain's authority. On orders from the King of Spain, Pedro Fajardo, heading an army of 26,000 men, proceeded to crush the revolt. The Spanish recaptured several cities, but they were defeated at the Battle of Montjuïc by the Catalan rebels, led by Francesc de Tamarit.



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