
CONFERENCE TIMETABLE

Thursday, 6 October 2016

- 08.30 – 09.00 Registration & Coffee
- 09.00 – 09.30 Opening ceremony – Room AS02
- 09.30 – 10.30 Keynote - Denise Baden, Associate Professor at University of Southampton – Room AS02
- 10.30 – 12.00 Parallel sessions
- 12.00 – 13.00 Lunch
- 13.00 – 14.00 Keynote - Caroline D. Ditlev-Simonsen, Associate Professor at BI Norwegian Business School– Room AS02
- 14.00 – 14.30 Coffee break
- 14.30 – 16.30 Parallel sessions
- 20.00 – 22.00 Gala dinner

Friday, 7 October 2016

- 09.00 – 09.30 Coffee
- 09.30 – 11.00 Parallel sessions
- 11.00 – 12.00 Keynote – Marco Frey, Director of the the Institute of Management of Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna of Pisa – Room AS02
- 12.00 – 13.00 Lunch
- 13.00 – 14.00 Keynote – Paolo D’Anselmi– Room AS02
- 14.00 – 14.30 Coffee break
- 14.30 – 16.00 Parallel sessions
- 16.00 – 16.30 Closing ceremony and publication opportunities– Room AS02

Room AS01, Chair: Alin Stancu

1	Anat Toder Alon, Tali Teeni-Harari, Estery Giloz and Eyal Rosenstreich	LICENSE TO KILL: EXAMINING LICENSING EFFECT IN THE CONTEXT OF CORPORATE SOCIAL RESPONSIBILITY AND TAX REPORTING FROM THE CONSUMERS' PERSPECTIVE
2	Paolo D'Anselmi and Athanasios Chymis	OPENING PUBLIC ADMINISTRATION TO SOCIAL RESPONSIBILITY
3	Benedict Sheehy	VOLUNTARY OR MANDATORY? THE ROLE OF GOVERNMENT IN CSR
4	Davide Torsello	THE HIDDEN NEXUS BETWEEN ORGANIZATIONAL CULTURE AND CORRUPTION
5	Maria Tsavdaridou and Theodore Metaxas	THE TRENDS OF POLITICAL CSR IN GREECE. A COMPARISON AMONG PIONNERS OF CSR

Room AS02, Chair: Anni-Kaisa Kähkönen

1	Ethan Brown, Samantha Dukes and Susana Velez-Castrillon	HUMAN RESOURCES DEVELOPMENT: A PROPOSAL FOR ENGAGEMENT IN SUSTAINABILITY
2	Gianfranco Walsh, Mario Schaarschmidt and Lefa Teng	CROSS-CULTURAL RELIABILITY AND VALIDITY OF A SCALE TO MEASURE EMPLOYEES' COMPANY REPUTATION-RELATED SOCIAL MEDIA COMPETENCE
3	Ouiam Kaddouri	ACHIEVING ORGANIZATIONAL IDENTIFICATION AND EMPLOYEE COMMITMENT THROUGH CSR COMMUNICATION
4	Sarah Desirée Schaefer, Sandra Diehl and Ralf Terlutter	EMPLOYEES' EVALUATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES AND THEIR ANTECEDENTS – PRELIMINARY RESULTS
5	Silke Bustamante, Andrea Pelzeter, Andreas Deckmann, Rudi Ehlscheidt and Franziska Freudenberger	CSR AND EMPLOYER ATTRACTIVENESS - THE RELATIONSHIP OF VALUE ORIENTATION OF HIGH-POTENTIAL APPLICANTS AND THEIR DECISION FOR AN EMPLOYER

Room 3-D3-SR01, Chair: Georgiana Grigore

1	Andrea Ettinger, Sonja Grabner-Kräuter and Ralf Terlutter	CONSUMER PERCEPTIONS OF HOTEL CSR COMMUNICATION
2	Benedetta Sebastiani, Ana Paula Ferreira Alves, Isadora Stangherlin, Natália Rohenkol do Canto and Marcia Dutra de Barcello	THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY ON THE COMPANY'S IMAGE AND PERFORMANCE: A CASE STUDY IN AN ITALIAN COMPANY
3	Kathi Kaesehage	THE NEED FOR DIGITAL APPLICATIONS TO EMPOWER BUSINESSES TO FIGHT CLIMATE CHANGE
4	Fragkoulis A. Papagiannis, Seng Kok and Zenon Michaelides	THE CASE OF THESSALONIKI'S BRANDING: CONSTRUCTING SOCIAL NETWORKING AND CSR
5	Anne-Flore Maman-Larraufie	STRATEGIC IMAGE MANAGEMENT OF CSR FOR LUXURY BRANDS – THE CASE OF LUXURY HOTELS

Room AS01, Chair: Fragkoulis A. Papagiannis

1	Huseynli Javid	BUSINESS AND SOCIETY: CORPORATE SOCIAL RESPONSIBILITY
2	Francisca Farache, Jana Kollat and Isobel Tetchner	CSR COMMUNICATIONS ON TWITTER: AN EXPLORATION INTO STAKEHOLDER REACTIONS
3	Jamilah Ahmad and Suriati Saad	CSR AS PLATFORM FOR CRIME PREVENTION: AN APPROACH THROUGH SOCIAL MEDIA
4	Freya Samuleson and Elvira Bolat	HELPING THE WORLD ONE 'LIKE' AT A TIME – THE RISE OF THE SLACKTIVIST.
5	Satu Pätäri, Tiia-Lotta Pekkanen, Laura Albareda and Ari Jantunen	CONSUMER BUYING BEHAVIOUR OF FUTURE DIGITAL CONSUMERS – EVIDENCE FROM THREE COUNTRIES

Room AS02, Chair: Paolo D'Anselmi

1	Jawhar Ebnmhana, Anya Ahmed and Mark Wilding	CSR IN A SAUDI ARABIAN CONTEXT: THE PRIVATE SECTOR'S VIEW OF THE GOVERNMENT-LED SOCIAL DEVELOPMENT CENTRES
2	Pengcheng Tang, Shuwang Yang and Nan Meng	GEOGRAPHIC LOCATION, OWNERSHIP STRUCTURE AND CORPORATE SOCIAL PERFORMANCE IN CHINA
3	Per J. Nesse and Hanne Kristine Hallingby	EVOLUTION OF INNOVATIVE MOBILE FINANCIAL SERVICES IN DEVELOPING ECONOMIES - THE EASYPISA CASE IN PAKISTAN
4	Tamar Makharadze and Tamar Abashidze	CORPORATE SOCIAL RESPONSIBILITY IN GEORGIA: ATTITUDES OF MANAGERS

Room 3-D3-SR01, Chair: Wybe Popma

1	Anna Sörensson, Maria Bogren and Cecilia Dalborg	NATURE BASED BUSINESSES – LONG TERM SUSTAINABLE BUSINESSES?
2	Benedict Sheehy	SUSTAINABILITY, CSR, CORPORATE SOCIAL REPORTING: DO TERMS MATTER?
3	Henna Järvi and Anni-Kaisa Kähkönen	SUSTAINABILITY PRACTICES AND THEIR VALUE OUTCOMES
4	Alessia Anzivino	VALUE CREATION IN PARTNERSHIP BETWEEN PROFIT AND NON PROFIT ORGANIZATIONS
5	Kyungmin Baek	DIVERSE WORKFORCE?: DIVERSITY MANAGEMENT PROGRAMS IN KOREA

Room AS01, Chair: Benedict Sheehy

1	Loukas Spanos	COMPLEMENTARITY AND INTERCONNECTION BETWEEN CSR AND CROWDFUNDING: A CASE STUDY IN GREECE
2	Aline Pereira Pünderich and Sylvaine Mercuri Chapuis	LEARNING FROM CORPORATE FOUNDATIONS AND THEIR STRATEGIC RESPONSES TO SOCIALLY RESPONSIBLE DEMANDS
3	Tobias Eberwein	THE ACCOUNTABLE JOURNALIST 2.0 - MONITORING NEWSROOM RESPONSIBILITY IN THE DIGITAL AGE
4	Alessia Anzivino, Federica Bandini and Giuliana Baldassarre	NON PROFIT ORGANIZATIONS: CRITICAL SUCCESS FACTORS
5	María Pilar Sierra-Fernández, Almudena Martínez-Campillo and Yolanda Fernández-Santo	THE SOCIAL EFFICIENCY OF ETHICAL CREDIT UNIONS IN A SPANISH BANKING CRISIS FRAMEWORK

Room AS02, Chair: Claire May

1	Sandeep Gopalan and Katrina Hogan	PROMOTING ETHICAL MNC ACTIVITY: AN ANALYSIS OF WHISTLEBLOWING
2	Sirpa Multaharju, Anni-Kaisa Kähkönen, Lintukangas and Jukka Hallikas Katrina	IMPROVING SUSTAINABILITY PERFORMANCE: THE ROLE OF SUPPLIER RELATIONS AND RISK MANAGEMENT
3	Fabio Pizzutilo	A MEASURE FOR THE DIVERSIFICATION TRADE-OFF IN SOCIALLY RESPONSIBLE INVESTMENTS
4	Mateusz Rak	CORPORATE PHILANTHROPY IN ACHIEVING THE GOAL OF CSR
5	Umit Alniacik, Jamilah Ahmad, Georgiana Grigore, Alin Stancu	EMPLOYEES AND CORPORATE SOCIAL RESPONSIBILITY: INVESTIGATING THE EFFECT OF CSR ON WORD-OF-MOUTH AND RELATIONSHIP COMMITMENT

Room 3-D3-SR01, Chair: David McQueen

1	Isabell Koinig, Franzisca Weder, Sandra Diehl and Matthias Karmasin	CSR IN EDUCATION: THE ROLE OF CSR COMMUNICATION IN MASTER'S DEGREE CURRICULA THROUGHOUT EUROPE - PREPARING STUDENTS FOR FUTURE CHALLENGES
2	Ivana Maric and Maja Klindzic	ECONOMY OF COMMUNION AS A SOCIALLY RESPONSIBLE APPROACH TO BUSINESS – STUDENTS' PERCEPTION OF MAIN DRIVERS AND OBSTACLES TO JOIN THE ECONOMY OF COMMUNION PROJECTS
3	Nurul Ain Mohd Hasan	COMMUNICATING CORPORATE SOCIAL RESPONSIBILITY ONLINE IN MALAYSIAN HIGHER EDUCATION INSTITUTIONS: DOES IT MATTER?
4	Shireesh Thakur	QUALITY ELEMENTARY EDUCATION AS A SUSTAINABLE DEVELOPMENT GOAL: A POLICY PERSPECTIVE FROM INDIA
5	Franzisca Weder, Isabell Koinig and Denise Voci	CSR BY ENERGY SUPPLIERS: DO SUSTAINABLE MESSAGES LEAD TO CONTRADICTION OR DO THEY PRESENT AN ADD-ON?

Room AS01, Chair: Athanasios Chymis

1	Bozena Guziana	HOW GREEN ARE SOLAR PANELS? CSR ISSUES WITHIN SOLAR ENERGY SECTOR
2	Susel Arzuaga, Claire May and Lee Matthews	PREACHING TO THE CONVERTED: THE VALUE OF ORGANISATIONALLY-SUPPORTED CARBON REDUCTION INITIATIVES.
3	Sari Janhunen, Maija Hujala, Satu Pätäri and Julia Puska	THE IMPACT OF PERCEIVED INVOLVEMENT IN DEVELOPMENT PROCESS ON ACCEPTABILITY OF WIND POWER
4	Tahrir Jaber	A SURGE TOWARDS SUSTAINABLE NEW PRODUCTS IN OIL AND GAS INDUSTRIES: DRIVERS OF MIDDLE MANAGERS
5	David McQueen	THE TROUBLE WITH FOSSIL FUELS: CSR AND THE FUTURE AS RUSSIAN ROULETTE

Room AS02, Chair: Mateusz Rak

1	Henna Järvi	CUSTOMER ENGAGEMENT AND SUSTAINABILITY – UTILIZING ENGAGED CUSTOMERS IN INNOVATING COMPANY'S SUSTAINABILITY PRACTICES
2	Doreen McGunagle and Laura Zizka	IMPACT OF CORPORATE SOCIAL RESPONSIBILITY AND REPUTATION ON FINANCIAL PERFORMANCE
3	Maurizio Catulli, Matthew Cook and Stephen Potter	EXPLORING THE ROLE OF INSTITUTIONS IN SHAPING SUSTAINABLE CONSUMPTION PRACTICE
4	Tiia-Lotta Pekkanen	USING INSTITUTIONAL ETHNOGRAPHY TO UNDERSTAND THE SUSTAINABILITY OF DAY-TO-DAY CONSUMPTION PRACTICES
5	Katarzyna Bachnik and Justyna Szumniak-Samolej	SOCIAL INITIATIVES IN FOOD CONSUMPTION AND DISTRIBUTION IN POLAND AS AN ELEMENT OF SUSTAINABLE CONSUMPTION AND SHARING ECONOMY

Room 3-D3-SR01, Chair: Alessia Anzivino

1	Tomasella and Alisha Ali Barbara	CORPORATE SOCIAL RESPONSIBILITY (CSR) DIGITAL COMMUNICATION IN SMALL INDEPENDENT RESTAURANTS.
2	Mariya Georgieva Georgieva	MARKETING PERSPECTIVES OF CORPORATE SOCIAL RESPONSIBILITY AS A STRATEGY FOR SUSTAINABLE DEVELOPMENT
3	Petra Putzer	CSR, A NEW MARKETING TOOL FOR THE MULTINATIONAL AND BIG COMPANIES OR REAL RESPONSIBILITY? THE HUNGARIAN EXPERIENCE
4	Marek Drzazga	COMMUNICATING CSR IN RETAIL TRADE – A MARKETING PERSPECTIVE
5	Wybe Popma	HOW OUTSIZED TAXBREAKS CAN BE ETHICALLY JUSTIFIED: THE CASE OF NIGERIA LNG LTD.