



# 5th International Conference on Social Responsibility, Ethics and Sustainable Business

Conference Theme: Corporate Social Responsibility in the Digital Economy



## Opening Statement

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*Welcome to the 5th International Conference on Social Responsibility, Ethics and Sustainable Business and a warm welcome to the beautiful city of Milan! The theme of the conference is 'Corporate Social Responsibility in the Digital Economy'.*

*The purpose of the conference is to create a networking opportunity for both researchers and practitioners to discuss recent insights into corporate social responsibility theory and practice in the digital economy. With social and digital media reshaping the way in which business is conducted and with organisations (public and private, profit and not for profit, hybrid) embracing online platforms for their communication, this conference includes papers that expand current mainstream understanding of how corporate social responsibility, ethics and sustainability are impacted and transformed by digital technology.*

*We are pleased to have 58 papers that will be presented in the following two days and to host more than 60 academics and practitioners.*

*Next conference will be held in Berlin, Germany at HTW Berlin. We hope you will enjoy the conference and we hope to see you next year.*

## Co-founders

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Georgiana F. Grigore, PhD, The Media and Communication Faculty,  
Bournemouth University, UK

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

## Organizing Committee

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Elio Borgonovi, Full Professor of Public Management, Bocconi University, Italy

Giorgio Fiorentini, Associate Professor of Non-profit Organizations,  
Management, Bocconi University, Italy

Elisa Ricciuti, PhD, Post Doc, Bocconi University, Italy

Francesca Calò, PhD GCU, Glasgow, UK

Rossella Sobrero, Professor of Social Communication, Milan State University  
Italy

Paolo D'Anselmi, CSR Consultant

## Keynote Speakers

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### **Denise Baden, PhD**

Associate Professor at University of Southampton.

*She followed her first degree in Politics with Economics, with several years in industry, then returned to academia to do a doctorate in psychology, which was awarded in 2002. Denise worked in the area of social psychology for 3 years, and then joined the Southampton Business School, University of Southampton as a lecturer in 2005, where she has been engaged in research and teaching in the areas of business ethics, sustainability, entrepreneurship and corporate social responsibility.*

*Current research interests are sustainability and SMEs and cross cultural comparisons of CSR practices in capitalist and socialist economies, centering particularly on Cuba. Dr Denise Baden has a particular passion for creating impact from her research activities. She is currently leading an ESRC grant into sustainability in the hairdressing sector and seeking innovative ways to disseminate her research on business models in Cuba via a musical project: Fidel the Musical!*

### **Caroline Dale Ditlev-Simonsen, PhD**

Associate Professor at BI Norwegian Business School.

*She holds a PhD in Leadership and Organization (BI Norwegian Business School), a Masters degree in Energy and Environmental Studies (Boston University) and a Bachelors degree in Business Administration (Simon Fraser University, Vancouver). Ditlev-Simonsen has international and comprehensive business and organizational experience in the areas of corporate responsibility, corporate citizenship and environmental and ethical issues. Previous work experience includes Project Manager, World Industry Council for the Environment, New York; Executive Officer, Norwegian Pollution Control Authority; Advisor, Kværner ASA and Vice President, Head of Community Contact, Storebrand ASA.*



*She has varied board experience and was a board member of WWF-Norway (World Wide Fund for Nature) from 2002 – 2008. Ditlev-Simonsen is also Co-Director at the BI Centre for Corporate Responsibility [www.bi.no/ccr](http://www.bi.no/ccr). Ditlev-Simonsen give speeches on CSR in different fora around the world, and teaches at Master and Executive level in Norway and China.*



### **Marco Frey, PhD**

Director of the Institute of Management of Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna of Pisa

He holds a degree in Economic and Social Sciences from the Bocconi University, Milan, in 1986 and in 2000 he was awarded the Eisenhower Exchange Fellowship. He is Full Professor of Economics and Business Management, leader of the Sustainability Management Research Group (SuM) at Sant'Anna School and Research Director at IEFE (Centre for Research on Energy and Environmental Economics and Policy – Bocconi University, Milan).

Marco Frey is chairman of Global Compact Italian Foundation – which is a body of the United Nations – and National President of Cittadinanzattiva, a non-profit organization which promotes civic participation and the protection of citizens' rights in Italy and Europe.

### **Paolo D'Anselmi**

Has been a practitioner of management consultancy and policy analysis since 1981. He teaches CSR at the University of Rome Tor Vergata, Italy. He is a graduate in Electrical Engineering (Roma Sapienza) and in Public Policy (Harvard). Since 1989, before the fall of the Berlin Wall, and throughout the 90's, he has been a small entrepreneur in the publishing business, with ten editions of a handbook of the Italian public sector. He has also worked for McKinsey in Europe and the USA and was a civil servant in the early 80's.



His speaking themes are related to the economy, individual behavior and personal hopes vis-à-vis the complexity of life and society. Among others, audiences include: students and young people looking for a job; business associations. To both Paolo brings a message of self reliance and commitment. For the latter self reliance is based on the awareness that business – being subject to competition – is the carrier of positive values in society and has untapped social resources.

## CONFERENCE TIMETABLE

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### Thursday, 6 October 2016

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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 – Marco Frey, Director of the the Institute of Management of Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna of Pisa – Room AS02

14.00 – 14.30 Coffee break

14.30 – 16.30 Parallel sessions

20.00 – 22.00 Gala dinner

### Friday, 7 October 2016

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09.00 – 09.30 Coffee

09.30 – 11.00 Parallel sessions

11.00 – 12.00 Keynote - Caroline D. Ditlev-Simonsen, Associate Professor at BI Norwegian Business School– 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



## Thursday, 6 October 2016- 10.30 – 12.00

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### Session 1.1 Room AS01, Chair: Alin Stancu

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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	Pinar Falcioğlu	NEW LEADER SKILLS AND CORPORATE SOCIAL RESPONSIBILITY IN THE KNOWLEDGE ECONOMY: THE CASE OF TURKEY
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 PIONEERS OF CSR

### Session 1.2 Room AS02, Chair: Anni-Kaisa Kähkönen

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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

### Session 1.3 Room 3-D3-SR01, Chair: Georgiana Grigore

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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

Thursday, 6 October 2016-14.30 – 16.30

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**Session 2.1 Room AS01, Chair: Fragkoulis A. Papagiannis**

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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

**Session 2.2 Room AS02, Chair: Paolo D'Anselmi**

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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 EASYPAlSA CASE IN PAKISTAN
4	Tamar Makharadze and Tamar Abashidze	CORPORATE SOCIAL RESPONSIBILITY IN GEORGIA: ATTITUDES OF MANAGERS
5	Ismail Atabay, Fatih Koc and Umit Alniacik	THE EFFECT OF PROFESSIONAL ACCOUNTANT'S ETHICAL JUDGEMENTS ON TAXPAYER'S TAX MORALE

**Session 2.3 Room 3-D3-SR01, Chair: Wybe Popma**

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1	Anna Sörensson, Maria Bogren and Cecilia Dalborg	NATURE BASED BUSINESSES – LONG TERM SUSTAINABLE BUSINESSES?
2	Parisa Panahi	HOW INFORMATION TECHNOLOGY/INFORMATION SYSTEMS (IT/IS) SUPPORTS MANAGEMENT CONTROL SYSTEMS (MCS) TO MANAGE CORPORATE SOCIAL RESPONSIBILITY (CSR) WITHIN ORGANIZATIONS
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

Friday, 7 October 2016, 09.30 – 11.00

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**Session 3.1 Room AS01, Chair: Maria Anne Schmidt**

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1	Loukas Spanos	COMPLEMENTARITY AND INTERCONNECTION BETWEEN CSR AND CROWDFUNDING: A CASE STUDY IN GREECE
2	Aline Pereira Pündrich 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

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**Session 3.2 Room AS02, Chair: Claire May**

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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

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**Session 3.3 Room 3-D3-SR01, Chair: David McQueen**

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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?

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Friday, 7 October 2016, 14.30 – 16.00

**Session 4.1 Room AS01, Chair: Athanasios Chymis**

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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

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**Session 4.2 Room AS02, Chair: Mateusz Rak**

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1	Henna Järvi	CUSTOMER ENGAGEMENT AND SUSTAINABILITY – UTILIZING ENGAGED CUSTOMERS IN INNOVATING COMPANY'S SUSTAINABILITY PRACTICES
2	Doreen McGunagle and Laura Žizka	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

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**Session 4.3 Room 3-D3-SR01, Chair: Alessia Anzivino**

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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.

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