



Conference Programme

14-15 September 2023

**Bucharest University of Economic Studies,
Romania**



Welcome to the 10th Anniversary Conference on Social Responsibility, Ethics, and Sustainable Business

It is with great pleasure we extend a warm welcome to you all to the 10th Anniversary Conference on Social Responsibility, Ethics, and Sustainable Business, organised by the Bucharest University of Economic Studies, Bucharest, Romania.

The ICSR conference was launched in 2012 with the aim to create opportunities for collaboration for both researchers and practitioners, to debate recent perspectives on socially responsible practices in order to build a relevant research network in the field of social responsibility and sustainability.

The conference was organised in universities from Romania, UK, Spain, Greece, Italy, Germany, Norway, Portugal, and Sweden. Over the past ten years, our conference has grown into a dynamic platform for thought scholars, practitioners, and doctoral students to come together and engage in meaningful discussions about the evolving landscape of corporate social responsibility, ethics, and sustainability.

The 10th ICSR conference comes at a time where we ask how the academic community might work towards ethical, responsible and sustainable business alternatives, and so where it fits within current global developments. We are experiencing an energy crisis that may be turning policy away from an emphasis on sustainability and towards security. There is also a cost-of-living crisis that similarly detracts from efforts towards responsible and ethical business practice. Both are connected to a war in Europe resulting in wider global political unease with new risks to human welfare. Wars and energy crises invite comparisons with similar past events. At the same time, we are also experiencing something of a new industrial revolution in the form of digital technologies and especially artificial intelligence. These challenges invite a consideration of new areas of responsibility as well as new possible routes to sustainability.

We have curated a program that promises to be the most insightful and impactful yet. With a diverse range of keynote speakers, panel discussions, workshops, and presentations, we aim to explore the past, the present and the future of corporate responsibility and sustainability.

Our commitment to sustainability goes beyond the conference theme. We have taken steps to minimize the environmental footprint of this event, including reducing waste and promoting responsible consumption. We encourage all participants to join us in this endeavour.

Additionally, we recognize that the past two years have presented unique challenges, and our conference format reflects our adaptability. Whether you choose to join us in person or virtually, your participation is valued, and we have worked diligently to create an inclusive and engaging experience for all.

On behalf of the organising team, we once again welcome you to the 10th Anniversary Conference on Social Responsibility, Ethics, and Sustainable Business.

*Professor Alin Stancu
Dr. Georgiana Grigore*

Overview

Thursday 14 September 2023

8.30-9.15 Registration and coffee

9.15 Welcome ceremony - Aula Magna, Bucharest University of Economic Studies

Professor Alina Dima, Vice-rector, Scientific research, development and innovation, Bucharest University of Economic Studies
Professor Laurețiu Dan Anghel, Head of Marketing Department, Faculty of Marketing, Bucharest University of Economic Studies
Professor Mihai Orzan, Vice-Dean, Faculty of Marketing, Bucharest University of Economic Studies
Professor Alin Stancu, co-founder ICSR, Bucharest University of Economic Studies
Dr. Georgiana Grigore, co-founder ICSR, University of Leicester

Keynote: CSR and Sustainability: Past, Present and Future

Georgiana Grigore, Associate Professor of Marketing, University of Leicester
Ken Peattie, Head of the Marketing and Strategy Section at Cardiff Business School
Mike Molesworth, Associate Professor of Marketing, Birmingham Business School

11.00-11.20 Coffee break

11.20-12.40 Parallel Sessions 1

12.40-13.40 Lunch – Cihoschi Restaurant

13.40-15.00 Parallel Sessions 2

15.00-15.20 Coffee break

15.20-16.00 Roundtable Sustainability in Energy Sector (ROOM A – Schumann Room)

Anna Sorensson, Mid-Sweden University
Fajer Al-Husaini, Kuwait Oil Company
Cristian Pîrvulescu, Enevo Group
Corina Murafa, Bucharest University of Economic Studies

16.00-17.00 Parallel Sessions 3

19.00 Galla Dinner – Aria TNB.

Friday 15 September 2023

9.00-10.20 Parallel Sessions 4

10.20-10.40 Coffee break

10.40 -11.40 Roundtable Diversity and Inclusion: Challenges and Perspectives (Room C – Madgearu & Online)

Cristina Galalae, Director of Equality, Diversity and Inclusion, University of Leicester
School of Business
Corina Cimpoca, MKOR Consulting
Gabriella Pacso, IBM EMEA Growth Acceleration Leader and IBM Diversity & Inclusion Champion

11.40-12.40 Parallel Sessions 5

12.40-13.40 Lunch – Cihoschi Restaurant

13.40-14.20 Keynote Workforce of the Future and Green Skills (Room A – Schumann & online)

Claudia Simoes, University of Minho
Theo Asiei, PwC

14.20-14.40 Coffee break

14.40-16.00 Parallel Sessions 6

16.00-16.40 CSR and Sustainability: Setting a Research Agenda (Room A - Schumann& online)

Jamilah Ahmad, University Sans Malaysia
Anna Sorenson, Mid-Sweden University
Dumitru Bortun, National School of Political and Administrative Studies
Claudia Simoes, University of Minho
Georgiana Grigore, University of Leicester
Ken Peattie, Head of the Marketing and Strategy Section at Cardiff Business School
Mike Molesworth, Birmingham Business School
Corina Pelău, Bucharest University of Economic Studies
Andrei Cănda, ISense Solutions
Camelia Crișan, SNSPA

16.40 -17.00 Publication Opportunities and Closing (Room A - Schumann)

17.05 –Wine tasting - Cihoschi Restaurant

Saturday, 16 September, 2023

10.30 Optional Guided Tour of the Palace of the Parliament, also known as People's Palace.

Thursday, 14 September 2023

11.20 – 12.40 | Parallel sessions 1

1.1 Room A; Schumann Room (no 0219 bis, Second floor) ROOM A

Join Zoom Meeting <https://ase.zoom.us/j/83121419702?pwd=ZFFyNWNNUTIFQWZka1ZJM1ZVSEgVQT09>

Meeting ID: 831 2141 9702 Passcode: 713457

Chair: Jamilah Ahmad

Time	Authors	Presentations
11.20	<i>Kazue Haga</i>	Potential of an “Effectuation” Approach Combined with Peer Mentoring as a Method to Connect Stakeholders in Co-creation of Social Values
11.40	<i>Georgiana Grigore, Mike Molesworth and Paul Baines</i>	Reengineering the Value Proposition of Zoos: From Entertainment to Conservation Goals
12.00	<i>Ana-Maria Petrache</i>	From Sustainability to ESG: Unveiling the Distinction and Embracing Global Standards for Effective Reporting and Accountability
12.20	<i>Fajer Al-Husaini</i>	Impact of the Covid-19 Pandemic on Corporate Social Responsibility (CSR) Activities and Corporate Reputation of Kuwait’s Oil Sector

1.2 ROOM B, Paul Bran Library, Room 0219, Second floor

Chair: Sadaf Shariat

Time	Authors	Presentations
11.20	<i>Ouiam Kaddouri</i>	Serious Games as an Organizational Learning Tool for Sustainable Innovation: The Case of Smart Cities in France
11.40	<i>Adina Săniuță</i>	ESG Integration in the European and Romanian Construction Industry: A Comparative Analysis
12.00	<i>Esther Poveda-Pareja, Bartolomé Marco-Lajara, Mercedes Úbeda-García and Encarnación Manresa-Marhuenda</i>	The Influence of CSR on Business Survival: A Gendered Approach
12.20	<i>Simbarashe Takawira, Maria Bogren and Marta Lindvert</i>	Building Legitimacy on Sharing Economy Platforms

1.3 ROOM C, Madgearu Room, Room 004, Ground floor, ONLINE PRESENTATIONS

Join Zoom Meeting: <https://ase.zoom.us/j/89660237096?pwd=eIzZMzU4dTNsVIR4QThPZjBIYXpjZz09>

Meeting ID: 896 6023 7096 Passcode: 945342

Chair: Maximilian Nadicksbernd and Oana Mogoș

Time	Authors	Presentations
11.20	<i>Noemí Sanz Merino, Magdalena Luboińska and Oliver Todt</i>	Contributions to the Implementation of Social Responsibility in Innovation-based Companies from a Case Study on Health Claims Regulations
11.40	<i>Sébastien Schépens</i>	The Effects of Board Cultural Diversity on ESG and Financial Performance: CAC-40 (France) vs OMX-30 (Sweden)
12.00	<i>Cristian Ducu, Enric Ordeix Rigo and Diana Trifu</i>	Corporate Sustainability Failures: Is Reputation Loss an Efficient Form of Accountability?
12.20	<i>M Abu Naser, Liliane Cristina Segura and Rute Abreu</i>	The influence of AI on the Accounting and Finance sector and its implications.

Thursday, 14 September 2023

13.40 – 15.00 | Parallel sessions 2

2.1 Room A; Schumann Room (no 0219 bis, Second floor) ROOM A

Join Zoom Meeting <https://ase.zoom.us/j/83121419702?pwd=ZFFyNWNNUTIFQWZka1ZJM1ZVSEgVQT09>

Meeting ID: 831 2141 9702 Passcode: 713457

Chair: *Cristina Galalae*

Time	Authors	Presentations
13.40	<i>Keiko Yokoyama and Haruomi Shindo</i>	Creating Social Business in a Japanese Department Store
14.00	<i>Sadaf Shariat, Tayiba Hussain, Zahra Khamseh, and Zahra Madjlesi Taklimi</i>	Determining a Successful Corporate Legal Structure for Social Enterprise: The Case of Limited Liability Partnership (LLP) and Private Company Limited by Shares (CSL) in Wales, United Kingdom
14.20	<i>Anna Sörensson, Anna-Maria Jansson, Charlotta Faith-Ell, Marta Lindvert and Maria Bogren</i>	Establishing Large Scale Industrial Parks – Success Factors to Consider for Rural Municipalities
14.40	<i>Oana Mogos, Alin Stancu and Adina Ionescu</i>	Using CSR to Create Employer Identity: A Case Study from Romanian Companies

2.2 ROOM B, Paul Bran Library, Room 0219, Second floor

Chair: *Ouiam Kaddouri*

Time	Authors	Presentations
13.40	<i>Florinela Mocanu</i>	Digital Literacy in Social Media on Age Groups
14.00	<i>Agata Strzadala</i>	We are with you! The Role of the University in Times of Humanitarian and Migration Crisis on the example of the Wroclaw Medical University (Poland)
14.20	<i>Jamilah Ahmad and Suriati Saad</i>	Exploring the University Social Responsibility Initiatives to Drive Sustainable Development Goals in Malaysia: A Carroll Model Approach
14.40	Bartolomé Marco-Lajara, Mercedes Úbeda-García, Esther Poveda-Pareja, Lorena Ruiz-Fernández and Javier Martínez-Falcó	Rural hotels in the face of the pandemic covid-19. A sustainable strategic focus

2.3 ROOM C, Madgearu Room, Room 004, Ground floor, ONLINE PRESENTATIONS

Join Zoom Meeting: <https://ase.zoom.us/j/89660237096?pwd=eIzZMzU4dTNsVIR4QThPZjBIYXpjZz09>

Meeting ID: 896 6023 7096 Passcode: 945342

Chair: *Sébastien Schépens and Camelia Kailani*

Time	Authors	Presentations
13.40	<i>Maximilian Nadicksbernd</i>	Consensus or Confusion? Finding Common Grounds in ESG Data Requirements of Regulators, Raters, and Financial Institutions for the Manufacturing Sector
14.00	<i>Rui B. Rúben, Luís Coelho, Judite Vieira, Marcelo Gaspar and Paulo Carvalho</i>	Developing Sustainability Competencies in Engineering and Management Students: A Strategic Approach
14.20	<i>Anita Szuszkiewicz</i>	The Importance of Business Activities for Deconsumption Practices: An Example of Product Lifespan Extension
14.40	<i>El Baoui Jamila and Jouali Jamila</i>	The communication of Corporate Social Responsibility CSR: Approaches and Tools

Thursday, 14 September 2023

16.00 – 17.20 | Workshops/Parallel session 3

3.1 Room A; Schumann Room (no 0219 bis, Second floor) ONLINE SESSION

Join Zoom Meeting <https://ase.zoom.us/j/83121419702?pwd=ZFFyNWNNUTIFQWZka1ZJM1ZVVSFgvQT09>
Meeting ID: 831 2141 9702 Passcode: 713457

Workshop “Entrepreneurship and CSR” – Book Collection Brainstorming

Chair: Anna Sörensson

David Audretsch
Anders Lundström

3.2 ROOM B, Paul Bran Library, Room 0219, Second floor

Chair: Paolo D’Anselmi

Social responsibility in Public Administration. Brainstorming for an edited book

Cristian Păun
Athanasios Chymis

3.3 ROOM C, Madgearu Room, Room 004, Ground floor, ONLINE SESSION

Join Zoom Meeting: <https://ase.zoom.us/j/89660237096?pwd=eIzZMzU4dTNsVIR4QThPZjBIYXpjZz09>
Meeting ID: 896 6023 7096 Passcode: 945342

Chair: Andreea Barbu and Adina Ionescu

Time	Authors	Presentations
16.00	<i>Franco Olcese, Camilo Ferreira, Rómulo Villegas and Germán Alva</i>	Exchange Workshops with the Community: A Social Tool to Increase Mutual Understanding
16.20	<i>Maria Rosaria Marcone</i>	The Italian Agritech Firms’ Sustainable Strategies through the Digital Supply Side Relationships
16.40	<i>Rómulo Villegas</i>	The Importance of Business Activities for Deconsumption Practices: An Example of Product Lifespan Extension
17.00	<i>Claudia Cristina Berghezan</i>	Shedding Light on Workplace Harassment: Breaking the Silence on an Unacceptable Reality

Friday, 15 September 2023

9.00 – 10.20 | Parallel session 4

4.1 ROOM B, Paul Bran Library, Room 0219, Second floor

Chair: *Maria Bogren*

Time	Authors	Presentations
9.00	<i>Dumitru Borțun and Camelia Crișan</i>	The Naturalization of the Idea of CSR in Romania. A Survey of Recent History (2000-2020)
9.20	<i>Ken Peattie</i>	Reflections on 30 Years of the Marketing-Sustainability-CSR Relationship.
9.40	<i>Sadaf Shariat and Shahab Gholizadehdastjerd</i>	Technological Social Responsibility, Smartcities, and Mobility: Making a Case for People with Disability"
10.00	<i>Maria Sherrington</i>	The Attitude-Behaviour Gap in Sustainable Consumer Behaviour: A Study of Generations Y and Z

4.2 ROOM C, Madgearu Room, Room 004, Ground floor, ONLINE SESSION

Join Zoom Meeting: <https://ase.zoom.us/j/89660237096?pwd=elIzMzU4dTNsVIR4QThPZjBIYXpjZz09>

Meeting ID: 896 6023 7096 Passcode: 945342

Chair: *Fajer Al-Husaini*

Time	Authors	Presentations
9.00	<i>Athanasios Chymis</i>	Digital Transformation and Green Transition as Indicators of Public Administration's Social Responsibility
9.20	<i>Andreea-Angela Șeulean and Monica Maria Coroș</i>	Corporate Social Initiatives from a Multiannual Perspective: The Case of Lidl Romania
9.40	<i>Apostol Ingrid Georgeta, Rusu Georgiana, Zaharia Giulia- Elena and Savin Petre Sorin</i>	Impact and ethical issues of using AI in online marketing
10.00	<i>Sandra Haas, Dietmar Baetge and Valery Vy Nguyen</i>	Maturity of Sustainable Luxury Fashion Measures: An Investigation of the Brands Gucci, Prada and Burberry

Friday, 15 September 2023

11.40 – 12.40 | Parallel session 5

5.1 ROOM D, no 0116, Periodice 1st floor

Doctoral Colloquium

Chair: Georgiana Grigore

The impact of the implementation of the European Green Deal on consumers

Frațilă Cătălina

The Role of Corporate Sustainability and Social Responsibility in the Marketing Activity of the Organization

Adina Ionescu

5.2 ROOM B, Paul Bran Library, Room 0219, Second floor

Chair: Ana Maria Petrache

Workshop: Innovative Approaches for Sustainability

Vacaresti Natural Park - How a Former Communist Industrial Project Turned into a Protected Natural Area and Next Steps

Dan Bărbulescu, Vacaresti Natural Park Association

Sustainable Farming

Ana-Maria Băjan

5.3 ROOM C, Madgearu Room, Room 004, Ground floor, ONLINE SESSION

Join Zoom Meeting: <https://ase.zoom.us/j/89660237096?pwd=elIzMzU4dTNsVlR4QThPZjBIYXpjZz09>

Meeting ID: 896 6023 7096 Passcode: 945342

Chair: Andreea-Angela Șeulean & Danuț Lixandru

Time	Authors	Presentations
11.40	<i>Daniswara Krisna Prabatha, Seger Handoyo, Suryanto, Yulianto Triwibowo, Siti Rachmi Indahsari, Ahmad Adi Suhendra, Faraj Sungkar</i>	Empowering Local Heroes Leadership: How Cultural Understanding Can Drive the Success of Indonesia's Climate Village Program (A Case Study in PT Kilang Pertamina Internasional – Refinery Unit III)
12.00	<i>Shahbano Khan and M Abu Naser</i>	Application of Machine Learning and Deep Learning for the Detection of Heart Disease in Financial Industry
12.20	<i>Faraj Sungkar, Yulianto Triwibowo, Siti Rachmi Indahsari, Ahmad Adi Suhendra, Daniswara Krisna Prabatha, Andrie Prasetyo</i>	How Collaborative Efforts with Stakeholders Can Propel the Success of the Shift from Halogen to Natural Refrigerants in the Community? (A Case Study at PT Kilang Pertamina Internasional - Refinery Unit Plaju)

Friday, 15 September 2023

14.40 – 16.00 | Parallel session 6

6.1 Room A; Schumann Room (no 0219 bis, Second floor)

Join Zoom Meeting <https://ase.zoom.us/j/83121419702?pwd=ZFFyNWNNUTIFQWZka1ZJM1ZVVSFgvQT09>
Meeting ID: 831 2141 9702 Passcode: 713457

Chair: Esther Poveda-Pareja

Time	Authors	Presentations
14.40	<i>Lorenz Fenk</i>	Environmental Photograph Utilization in Corporate Sustainability Reporting: An Automated Visual Content Analysis
15.00	<i>Luminița (Beldie) Oprea</i>	Leadership and CSR practices
15.20	<i>Cristina Galalae and Tana Licsandru</i>	Discrimination and Racism in Market Representations: The Case of the Roma, Eastern Europe's Oriental Other
15.40	<i>Ana Maria Soares and Aline Carvalho</i>	Shop Local: Understanding the Determinants of Local Purchasing

6.2 ROOM B, Paul Bran Library, Room 0219, Second floor

Chair: Athanasios Chymis

Time	Authors	Presentations
14.40	<i>Popescu Maria Loredana and Mega Loredana Nicoletta</i>	Development Perspectives for CSR Strategies in Romanian Universities
15.00	<i>Camelia Crișan, Dumitru Borțun and Eliza Iacoboia</i>	Measuring the Social Return on Investment (SROI): How Numbers can Shape CSR Investments
15.20	<i>Paolo D'Anselmi</i>	Social Responsibility and Public Administration
15.40	<i>Andreea Mihaela Barbu, Camelia Kailani, Ioana Cecilia Popescu and Diana Vrânceanu</i>	Ethics in Marketing Communication: A Perspective of Future Romanian Marketing Professionals

6.3 ROOM C, Madgearu Room, Room 004, Ground floor, ONLINE SESSION

Join Zoom Meeting: <https://ase.zoom.us/j/89660237096?pwd=eIzZMzU4dTNsVIR4QThPZjBIYXpjZz09>
Meeting ID: 896 6023 7096 Passcode: 945342

Chair: Grigore Piroșca and Valery Vy Nguyen

Time	Authors	Presentations
14.40	<i>Cristiana Fernandes and Diana Falcão</i>	Online Fashion Shopping and Sustainability: An Exploratory Study of Youth Buying Behaviours
15.00	<i>Baikunthanath Sahoo, Santosh Kumar Sahu and Krishna Malakar</i>	Corporate Social Responsibility (CSR) and Industrial Sustainability: Empirical Evidence from the Manufacturing Sector of India
15.20	<i>Ana Ramos, Diana Falcão and Ana Ramires</i>	Motivations and Barriers in the Purchase of Second-Hand Fashion Items: A Generational Comparison
15.40	<i>Diana Falcão, Catarina Roseira and Raquel Meneses</i>	Construing The Felt Effort and Felt Responsibility in The Household Recycling Context

Notes

Practical information

Internet access

Wi-Fi ASE SECURE

username: icsr2023

password: wa-ICSR#23

Enjoy Bucharest using Questo App



Questo is a city exploration game created by a Romanian team that can assist you in exploring a new city. Discovering a new city is a fun and exciting idea.

You can test the app during your stay in Bucharest or in any other place where missions are accessible.

Install Questo app on your device and then

Step1: select the city <https://questoapp.com/cities>

Step2: select the game

Step3: on the game page select "Use Unlock Code"

Step4: add the code ICSR2023

How Questo works: <https://www.youtube.com/watch?v=VnW2112yE6M>

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