



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.

Alin Stancu
Georgiana Grigore

Practical information

Conference venue is The Bucharest University of Economic Studies, Piața Romană nr. 6, Sector 1, București (6, Romana Square, District 1, Bucharest).

The rooms allocated for the conference are as follows:

1. Aula Magna – ground floor (available ONLINE ROOM C)- available online

Topic: ONLINE ROOM C- 10th ICSR Conference

Join Zoom Meeting:

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

Meeting ID: 896 6023 7096

Passcode: 945342

2. Room D (Library Room Periodice (Series) or no 0116) – for Doctoral Colloquium- 1st floor

3. Room C (Room Madgearu or no 004) – ground floor (available ONLINE ROOM C)

Topic: ONLINE ROOM C- 10th ICSR Conference

Join Zoom Meeting:

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

Meeting ID: 896 6023 7096

Passcode: 945342

4. Room B (Paul Bran Library 0216) – 2nd floor

5. Room A (Schumann Room 0216 bis near room B) -2nd floor (available ONLINE ROOM A)

Topic: ONLINE ROOM A - 10th ICSR Conference

Join Zoom Meeting

<https://ase.zoom.us/j/83121419702?pwd=ZFFyNWNNUTIFQWZka1ZJM1ZVSFgvQT09>

Meeting ID: 831 2141 9702

Passcode: 713457

6. Cihoschi Restaurant/ Cantine (Cihoschi building – ground floor)

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>

Partners:



Overview

Thursday 14 of 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, University of Leicester

Ken Peattie, Head of the Marketing and Strategy Section at Cardiff Business School

Mike Molesworth, 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

Friday 15th of 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 of September, 2023

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

9.15 -11.00 Welcome ceremony and keynote (ONLINE ROOM C)**Parallel Session 1**

Time	Schumann Room Room 0219 bis Second floor ROOM A ONLINE Chair: <i>Jamilah Ahmad</i>	Paul Bran Library Room 0219 Second floor ROOM B Chair: <i>Sadaf Shariat</i>	Madgearu Room Room 004 Ground floor ONLINE SESSION ROOM C Chair: <i>Maximilian Nadicksbernd Oana Mogoş</i>
11.20-11.40	Potential of an “Effectuation” Approach Combined with Peer Mentoring as a Method to Connect Stakeholders in Co-creation of Social Values <i>Kazue HAGA</i>	Serious Games as an Organizational Learning Tool for Sustainable Innovation: The Case of Smart Cities in France <i>Ouiam Kaddouri</i>	Contributions to the Implementation of Social Responsibility in Innovation-based Companies from a Case Study on Health Claims Regulations <i>Noemí Sanz Merino, Magdalena Luboińska and Oliver Todt</i>
11.40-12.00	Reengineering the Value Proposition of Zoos: From Entertainment to Conservation Goals <i>Georgiana Grigore, Mike Molesworth and Paul Baines</i>	ESG Integration in the European and Romanian Construction Industry: A Comparative Analysis <i>Adina Săniuță</i>	The Effects of Board Cultural Diversity on ESG and Financial Performance: CAC-40 (France) vs OMX-30 (Sweden) <i>Sébastien Schépens</i>
12.00-12.20	From Sustainability to ESG: Unveiling the Distinction and Embracing Global Standards for Effective Reporting and Accountability <i>Ana-Maria Petrache</i>	The Influence of CSR on Business Survival: A Gendered Approach <i>Esther Poveda-Pareja, Bartolomé Marco-Lajara, Mercedes Úbeda-García and Encarnación Manresa-Marhuenda</i>	Corporate Sustainability Failures: Is Reputation Loss an Efficient Form of Accountability? <i>Cristian Ducu, Enric Ordeix Rigo and Diana Trifu</i>
12.20-12.40	Impact of the Covid-19 Pandemic on Corporate Social Responsibility (CSR) Activities and Corporate Reputation of Kuwait’s Oil Sector <i>Fajer Al-Husaini</i>	Building Legitimacy on Sharing Economy Platforms <i>Simbarashe Takawira, Maria Bogren and Marta Lindvert</i>	The influence of AI on the Accounting and Finance sector and its implications. M Abu Naser, Liliane Cristina Segura and Rute Abreu

Parallel Session 2			
Time	Schumann Room Room 0219 bis Second floor ONLINE ROOM A Chair: <i>Cristina Galalae</i>	Paul Bran Library Room 0219 Second floor ROOM B Chair: <i>Ouiam Kaddouri</i>	Madgearu Room Room 004 Ground floor ONLINE SESSION ROOM C Chair: <i>Sébastien Schépens Camelia Kailani</i>
13.40-14.00	Creating Social Business in a Japanese Department Store <i>Keiko Yokoyama and Haruomi Shindo</i>	Digital Literacy in Social Media on Age Groups <i>Florinela Mocanu</i>	Consensus or Confusion? Finding Common Grounds in ESG Data Requirements of Regulators, Raters, and Financial Institutions for the Manufacturing Sector <i>Maximilian Nadicksbernd</i>
14.00-14.20	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 <i>Sadaf Shariat, Tayiba Hussain, Zahra Khamseh, and Zahra Madjlesi Taklimi</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) <i>Agata Strzqdala</i>	Developing Sustainability Competencies in Engineering and Management Students: A Strategic Approach <i>Rui B. Rúben, Luís Coelho, Judite Vieira, Marcelo Gaspar and Paulo Carvalho</i>
14.20-14.40	Establishing Large Scale Industrial Parks – Success Factors to Consider for Rural Municipalities <i>Anna Sörensson, Anna-Maria Jansson, Charlotta Faith-Ell, Marta Lindvert and Maria Bogren</i>	Exploring the University Social Responsibility Initiatives to Drive Sustainable Development Goals in Malaysia: A Carroll Model Approach <i>Jamilah Ahmad and Suriati Saad</i>	The Importance of Business Activities for Deconsumption Practices: An Example of Product Lifespan Extension <i>Anita Szuszkiewicz</i>
14.40-15.00	Using CSR to Create Employer Identity: A Case Study from Romanian Companies <i>Oana Mogos, Alin Stancu and Adina Ionescu</i>	Rural hotels in the face of the pandemic covid-19. A sustainable strategic focus Bartolomé Marco-Lajara, Mercedes Úbeda-García, Esther Poveda-Pareja, Lorena Ruiz-Fernández and Javier Martínez-Falcó	The communication of Corporate Social Responsibility CSR: Approaches and Tools <i>El Baoui Jamila and Jouali Jamila</i>
15.20-16.00 Roundtable (available online Room A)			

Session 3 Workshops and Online Presentations

Time	Schumann Room Room 0219 bis Second floor ONLINE ROOM A Chair: <i>Anna Sorensson</i>	Paul Bran Library Room 0219 Second floor Chair: <i>Paolo D'Anselmi</i>	Madgearu Room Room 004 Ground floor Link for registration ONLINE ROOM C Chair: <i>Andreea Barbu Adina Ionescu</i>
16.00 - 17.00	Workshop “Entrepreneurship and CSR” – Book Collection Brainstorming <i>David Audretsch Anna Sörensson Anders Lundström</i>	Social responsibility in Public Administration <i>Cristian Păun Athanasios Chymis</i>	Exchange Workshops with the Community: A Social Tool to Increase Mutual Understanding <i>Franco Olcese, Camilo Ferreira, Rómulo Villegas and Germán Alva</i>
			The Italian Agritech Firms’ Sustainable Strategies through the Digital Supply Side Relationships <i>Maria Rosaria Marcone</i>
			Legitimacy in the Mining Sector: Media Narrative Surrounding Social Conflict <i>Rómulo Villegas</i>

Parallel Session 4			
Time	Schumann Room Room 0219 bis Second floor	Paul Bran Library Room 0219 Second floor Chair: <i>Maria Bogren</i>	Madgearu Room Room 004 Ground floor ONLINE ROOM C Chair: <i>Fajer Al-Husaini</i>
9.00-9.20		The Naturalization of the Idea of CSR in Romania. A Survey of Recent History (2000-2020) <i>Dumitru Borțun and Camelia Crișan</i>	Digital Transformation and Green Transition as Indicators of Public Administration's Social Responsibility <i>Athanasios Chymis</i>
9.20-9.40		Reflections on 30 Years of the Marketing-Sustainability-CSR Relationship. <i>Ken Peattie</i>	Corporate Social Initiatives from a Multiannual Perspective: The Case of Lidl Romania <i>Andreea-Angela Șeulean and Monica Maria Coroș</i>
9.40-10.00		Technological Social Responsibility, Smartcities, and Mobility: Making a Case for People with Disability" <i>Sadaf Shariat and Shahab Gholizadehdastjerd</i>	Impact and ethical issues of using AI in online marketing <i>Apostol Ingrid Georgeta, Rusu Georgiana, Zaharia Giulia-Elena and Savin Petre Sorin</i>
10.00-10.20		The Attitude-Behaviour Gap in Sustainable Consumer Behaviour: A Study of Generations Y and Z <i>Maria Sherrington</i>	Maturity of Sustainable Luxury Fashion Measures: An Investigation of the Brands Gucci, Prada and Burberry <i>Sandra Haas, Dietmar Baetge and Valery Vy Nguyen</i>

Session 5 Session and Workshops			
Time	ROOM D 0116 Periodice 1st floor Chair: <i>Georgiana Grigore</i>	Paul Bran Library Room 0219 Second floor Chair: <i>Ana Maria Petrache</i>	Madgearu Room Room 004 Ground floor ONLINE ROOM C Chair: <i>Andreea-Angela Șeulean & Danuț Lixandru</i>
11.40- 12.00	<p>Doctoral Colloquium</p> <p>The impact of the implementation of the European Green Deal on consumers</p> <p><i>Frațilă Cătălina</i></p> <p>The Role of Corporate Sustainability and Social Responsibility in the Marketing Activity of the Organization</p>	<p>Workshop: Innovative Approaches for Sustainability</p> <p>Vacaresti Natural Park - How a Former Communist Industrial Project Turned into a Protected Natural Area and Next Steps</p> <p><i>Dan Bărbulescu, Vacaresti Natural Park Association</i></p>	<p>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)</p> <p><i>Daniswara Krisna Prabatha, Seger Handoyo, Suryanto, Yulianto Triwibowo, Siti Rachmi Indahsari, Ahmad Adi Suhendra, Faraj Sungkar</i></p>
12.00- 12.20	<p><i>Adina Ionescu</i></p>	<p>Sustainable Farming</p> <p><i>Ana-Maria Băjan</i></p>	<p>Application of Machine Learning and Deep Learning for the Detection of Heart Disease in Financial Industry</p> <p><i>Shahbano Khan and M Abu Naser</i></p>
12.20- 12.40			<p>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)</p> <p><i>Faraj Sungkar, Yulianto Triwibowo, Siti Rachmi Indahsari, Ahmad Adi Suhendra, Daniswara Krisna Prabatha, Andrie Prasetyo</i></p>

Parallel Session 6			
Time	Schumann Room Room 0219 bis Second floor ONLINE ROOM A Chair: <i>Esther Poveda-Pareja</i>	Paul Bran Library Room 0219 Second floor Chair: <i>Athanasios Chymis</i>	Madgearu Room Room 004 Ground floor Link for registration ONLINE SESSION ROOM C Chair: <i>Grigore Piroșca Valery Vy Nguyen</i>
14.40-15.00	Environmental Photograph Utilization in Corporate Sustainability Reporting: An Automated Visual Content Analysis <i>Lorenz Fenk</i>	Development Perspectives for CSR Strategies in Romanian Universities <i>Popescu Maria Loredana and Mega Loredana Nicoletta</i>	Online Fashion Shopping and Sustainability: An Exploratory Study of Youth Buying Behaviours <i>Cristiana Fernandes and Diana Falcão</i>
15.00-15.20	Leadership and CSR practices <i>Luminița (Beldie) Oprea</i>	Measuring the Social Return on Investment (SROI): How Numbers can Shape CSR Investments <i>Camelia Crișan, Dumitru Borțun and Eliza Iacoboiaia</i>	Corporate Social Responsibility (CSR) and Industrial Sustainability: Empirical Evidence from the Manufacturing Sector of India <i>Baikunthanath Sahoo, Santosh Kumar Sahu and Krishna Malakar</i>
15.20-15.40	Discrimination and Racism in Market Representations: The Case of the Roma, Eastern Europe's Oriental Other <i>Cristina Galalae and Tana Licsandru</i>	Social Responsibility and Public Administration <i>Paolo D'Anselmi</i>	Motivations and Barriers in the Purchase of Second-Hand Fashion Items: A Generational Comparison <i>Ana Ramos, Diana Falcão and Ana Ramires</i>
15.40-16.00	Shop Local: Understanding the Determinants of Local Purchasing <i>Ana Maria Soares and Aline Carvalho</i>	Ethics in Marketing Communication: A Perspective of Future Romanian Marketing Professionals <i>Andreea Mihaela Barbu, Camelia Kailani, Ioana Cecilia Popescu and Diana Vrânceanu</i>	Construing The Felt Effort and Felt Responsibility in The Household Recycling Context <i>Diana Falcão, Catarina Roseira and Raquel Meneses</i>

The Palace of Parliament tour

16th of September 2023

Overview

One of **the most interesting** places to visit in Bucharest is the **Palace of Parliament**. Also called the **People's House**, during Ceausescu's regime, this building is, in fact, a symbol of the old communist times, an extravagance if you want to put it that way. Thanks to its solid wood furniture, crystal chandeliers, impressive dimensions, huge marble columns and other carefully chosen interior design elements for each room, this palace is one of Bucharest's most visited tourist objectives.

History

Building this multiple architectural building **it took almost 10 years of hard work** that brought together over 100,000 workers, more than 20,000 persons working 24 hours three shifts per day. Between 1984 and 1990, 12,000 soldiers took part in the construction works, as well. The building was erected with construction materials produced in Romania, amongst which: 1,000,000 cubic meters of marble, 550,000 tons of cement, 700,000 tons of steel, 2,000,000 tons of sand, 1,000 tons of basalt, 900,000 cubic meters of rich wood, 3,500 tons of crystal, 200,000 cubic meters of glass, 2,800 chandeliers, 220,000 sqm carpets, 3,500 sqm leather.

For its construction, all the foam models were made on a scale of 1/1000 presenting the entire Bucharest city, including the streets, plazas, buildings, houses and monuments, also with certain details. Some parts of the building, like stairs, for example, were made on a scale of 1/1! The Ceaușescu couple could not understand the architectural plans and this was the handiest plan for architects to show their plans. The couple was walking over the models on a rolling bridge, giving instructions. Every 7 days, the plans changed according to the new instructions given by the ruling couple.

In 1989, when the Revolution started, only 60% of the building was finalized. At that moment, giving the resentfulness of the population against the symbols of the past era, the demolition of the building was considered. Yet, following a business rationale, it was decided to complete the construction as it was cheaper than demolishing it. Thus, between the years 1992 and 1996, the construction started again.

Nowadays

In short, this is:

- the largest administrative building (for civil use), as confirmed by the Guinness World Records Book
- the 3rd place worldwide by its volume
- the heaviest and the most expensive building in the world

With approximately 1000 rooms of which 440 are offices, more than 30 ballrooms, 4 restaurants, 3 libraries, 2 underground parking lots, 1 big concert room, 1 unfinished pool, and thousands of square meters in which no one knows what is happening, the Palace of Parliament offers you contradictory feelings every time you step on its doorstep.

Visiting rules

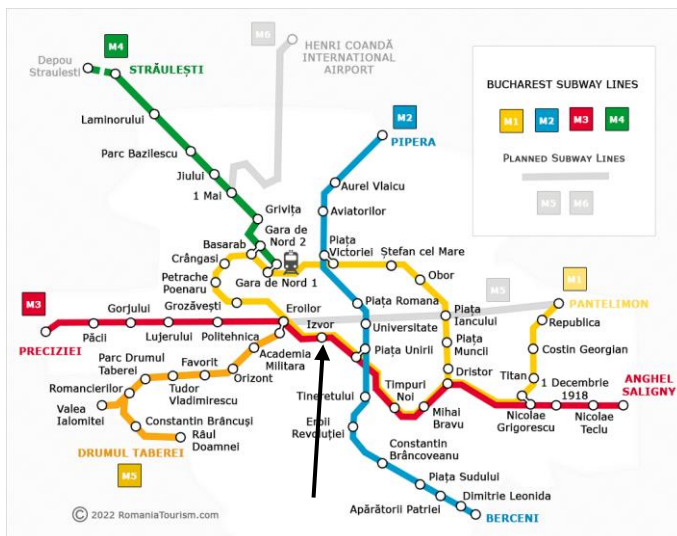
- Access is permitted only with a valid national identity card (ID card or passport). No other forms of identification (driving licence, Social Security card etc.)
- **If you will come with your partner, please send its name to alinstancu@csrconferences.org or at the registration desk to be included in the tour.**
- Due to security reasons there is no storage space or wardrobe available.
- Due to security reason, please do not leave your luggage unattended!

Meeting point

We will meet at 10 o'clock in the corner. And the tour will start at 10.30. The meeting point is at the intersection of United Nations Boulevard with Liberty Boulevard (please see the print screen from google maps).



Directions to Palace of the Parliament (Bucuresti) with public transportation



The following transit lines have routes that pass near Palace of the Parliament

Bus: 104, 117, 123, 136, 361, 385

Metro: M1, M3

The best way to reach People's Palace is by using the metro and stop at IZVOR STATION. Then you have 400 m walk to cross the park and reach the meeting point.

Contact:

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