



CONFERENCE TIMETABLE

-draft-

14-15 of September 2023

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
2. Room C (Room Madgearu or 004) – ground floor
3. Room B (Paul Bran Library 0216) – 2nd floor
4. Room A (Schumann Room 0216 bis near room B) -2nd floor
5. Cihoski Restaurant/ Cantine (Cihoski 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>

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, Energo 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)**

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 – Cihoski Restaurant

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

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)**

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 - Cihoski Restaurant

Saturday, 16 of September, 2023

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

Parallel Session 1			
Time	Schumann Room Room 0219 bis Second floor ROOM A Chair: <i>Jamilah Ahmad</i>	Paul Bran Library Room 0219 Second floor ROOM B Chair: <i>Keiko Yokoyama</i>	Madgearu Room Room 004 Ground floor ONLINE SESSION ROOM C Chair: <i>Maximilian Nadicksbernd Oana Mogoș</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>	Construing The Felt Effort and Felt Responsibility in The Household Recycling Context <i>Diana Falcão, Catarina Roseira and Raquel Meneses</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>	

Parallel Session 2			
Time	Schumann Room Room 0219 bis Second floor ROOM A Chair: <i>Bartolomé Marco-Lajara</i>	Paul Bran Library Room 0219 Second floor ROOM B Chair: <i>Esther Poveda-Pareja</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</i>	Motivations and Barriers in the Purchase of Second-Hand Fashion Items: A Generational Comparison <i>Ana Ramos, Diana Falcão and Ana Ramires</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>		The communication of Corporate Social Responsibility CSR: Approaches and Tools <i>El Baoui Jamila and Jouali Jamila</i>

Session 3 Workshops and Online Presentations

Time	Schumann Room Room 0219 bis Second floor Chair: <i>Anna Sorensson</i>	Paul Bran Library Room 0219 Second floor Chair: <i>Mike Molesworth</i>	Madgearu Room Room 004 Ground floor Link for registration ONLINE SESSION Chair: <i>Andreea Barbu</i> <i>Adina Ionescu</i>
16.00 - 17.00	Workshop “Entrepreneurship and CSR” – Book Collection Brainstorming <i>David Audretsch</i> <i>Anna Sörensson</i> <i>Anders Lundström</i>	Social responsibility in Public Administration <i>Paolo D’Anselmi</i> <i>Cristian Păun</i> <i>Athanasios Chymis</i>	Exchange Workshops with the Community: A Social Tool to Increase Mutual Understanding <i>Franco Olcese,</i> <i>Camilo Ferreira,</i> <i>Rómulo Villegas and</i> <i>Germán Alva</i>
			The Italian Agritech Firms’ Sustainable Strategies through the Digital Supply Side Relationships <i>Maria Rosaria</i> <i>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 Link for registration 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>	Corporate Sustainability Failures: Is Reputation Loss an Efficient Form of Accountability? <i>Cristian Ducu, Enric Ordeix Rigo and Diana Trifu</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 Workshop			
Time	Schumann Room Room 0219 bis Second floor	Paul Bran Library Room 0219 Second floor Chair: <i>Ana Maria Petrache</i>	Madgearu Room Room 004 Ground floor Link for registration Chair: <i>Georgiana Grigore</i>
11.40-12.40		Workshop: Innovative Approaches for Sustainability	Doctoral Colloquium
		Vacaresti Natural Park - How a Former Communist Industrial Project Turned into a Protected Natural Area and Next Steps <i>Dan Bărbulescu, Vacaresti Natural Park Association</i>	The impact of the implementation of the European Green Deal on consumers <i>Frașilă Cătălina</i> The Role of Corporate Sustainability and Social Responsibility in the Marketing Activity of the Organization <i>Adina Ionescu</i>

Parallel Session 6			
Time	Schumann Room Room 0219 bis Second floor Chair: <i>Cristian Ducu</i>	Paul Bran Library Room 0219 Second floor Chair: <i>Athanasios Chymis</i>	Madgearu Room Room 004 Ground floor Link for registration ONLINE SESSION 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 Borșun and Eliza Iacoboaia</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>	The Importance of Business Activities for Deconsumption Practices: An Example of Product Lifespan Extension <i>Anita Szuszkiewicz</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>	