

# BUSINESS AND SOCIETY RESEARCH SEMINAR 2017

## 'Corporate Social Responsibility in Uncertain Times'

### PROGRAM

**THURSDAY, JUNE 8**

**8.30 – 9.00:** *Rooms E021-023* Welcome coffee

**9.00 – 9.30:** **KICK-OFF SESSION**

*Room E011* Welcoming expert panel members and participants & introduction to the seminar

**9.30 – 11.00:** **THEMATIC SESSIONS 1a AND 1b**

*Room E002* **Session 1A. Questioning corporate social responsibility (CSR)**

Chairs: Itziar CASTELLO (Universidad Carlos III, Spain) & Simone DE COLLE (IÉSEG School of Management, France)

- Eshani BEDDEWELA (University of Huddersfield, United Kingdom)  
*"Evaluating the 'authenticity' of corporate social responsibility: an integrative social contracts perspective"*
- Muhammad ATIF (EDC Paris Business School, France)  
*"Public issues and expectations: A commentary on the responsibility discourse in CSR and sustainability books"*
- Katinka QUINTELIER (Amsterdam Business School, The Netherlands)  
*"Stakeholder oriented firms trigger punishment of immorality"*

*Room E003* **Session 1B. Doing good? From philanthropy to value creation**

Chairs: Guido BERENS (Erasmus University Rotterdam, The Netherlands) and Catherine JANSSEN (IÉSEG School of Management, France)

- Etienne DENIS (Université catholique de Louvain, Belgium)  
*"When social recognition inhibits prosocial behaviors: the case of charitable giving"*
- Charline COLLARD (IAE – University of Toulouse, France)  
*"How good are we at doing good?"*
- Lei YANG (Queen Mary University, United Kingdom)  
*"Motivators of symbolic environmental behaviors"*

**11.00 – 11.30:** *Rooms E021-023* Coffee break

**11.30 – 12:45** **PLENARY SESSION 1: REFLECTIONS ON THE ACADEMIC 'CAREER' IDEA**

*Room E011* **Experts' presentations and experience sharing**

- Kenneth DE ROECK (University of Vermont, USA) & Itziar CASTELLO (Carlos III University of Madrid, Spain)
  - *"Working abroad and understanding different academic environments"*
- Janice BYRNE and Frank DE BAKKER (IÉSEG School of Management, France)
  - *"How to pursue an academic career and still have a life?"*

12.45 – 14.15: **AEU Restaurant Lunch**

14.15 – 15.45: **THEMATIC SESSIONS 2A AND 2B**

**Room E002      Session 2A. Corporate social (ir)responsibility and organizational behavior**

Chairs: Karine CHARRY (Université catholique de Louvain, Belgium) & Christian VOEGTLIN (Audencia Business School, France)

- Corentin HERICHER (Université catholique de Louvain, Belgium)  
*"Natural environment-oriented corporate social responsibility as determinant for organizational citizenship behavior toward the environment through anticipated guilt: A deontic perspective."*
- Hesam FASAEI (Erasmus University Rotterdam, The Netherlands)  
*"Sudden negative status shift as a psychological antecedent for organizational exploration and exploitation"*
- Lisa Maria ROTHENHÖFER (University of Mannheim, Germany)  
*"Winning the war for talent? Consequences of corporate (ir)responsibility, culpability, and culture"*

**Room E003      Session 2B. Critical perspectives on CSR and business and society relationships**

Chairs: Guillaume DELALIEUX (Sciences Po Lille, France) and Marek HUDON (Free University of Brussels, Belgium)

- Annelien GANSMEANS (Ghent University, Belgium)  
*"Anti-union culture and CSR: how to open the farm gate for dialogue?"*
- Ines DHAOUADI (ESDES Business School, France)  
*"The role of CSR in the politicization of MNCs: A governmentality analysis in the context of Tunisian revolution"*
- Camille MEYER (Free University of Brussels, Belgium)  
*"Institutional change and diffusion in institutional complexity: The case of Brazil's solidarity finance"*

15.45 – 16.15: **Rooms E021-023 Coffee break**

16.15 – 17.15: **PLENARY SESSION 2: KEYNOTE ADDRESS**

**Room E011      "Visible Hands: Government and International CSR"**  
Prof. Jeremy MOON (Copenhagen Business School, Denmark)

17.15 – 18.15: **ROUNDTABLES FIRST SESSION: BECOMING A 'BALANCED' SCHOLAR**

**Rooms E011, E002, E003, E012, E013**

- Animated by Céline LOUCHE (Audencia Business School, France) and Christel DUMAS (ICHEC Brussels Management School, Belgium)  
*Personal reflection roundtables discussion involving all participants to the seminar*

20.15 – ... : **Dinner (for organizing and scientific committees only)**

## FRIDAY, JUNE 9

8.30 – 9.00: **Rooms E021-023 Welcome coffee**

9.00 – 10.30: **THEMATIC SESSIONS 3a AND 3b**

**Room E002      Session 3A. Social and environmental performance, innovation and business models**

Chairs: Frank BOONS (Manchester Business School, United Kingdom) & Julie BAYLE-CORDIER (IÉSEG School of Management, France)

- Kasja AHLGREN (Lund University, Sweden)  
*"On how business models for sustainability transform the energy landscape"*
- Michiel DE ROO (VU Amsterdam, the Netherlands)  
*"Economic opportunities versus threats of global climate change: The role of oil and gas exploration and exploitation in the Arctic"*
- Enrico FONTANA (Stockholm School of Economics, Sweden)  
*"Non Sibi, Sed Omnibus: the network effect of Industrial Clusters on CSR execution in the Bangladeshi Garment Supply Chain"*

**Room E003      Session 3B. Investing, financing and tax planning**

Chairs: Emma AVETISYAN (Audencia Business School, France) & Lies BOUTEN (IÉSEG School of Management, France)

- Ave JALLAI (Tilburg University, The Netherlands)  
*"When is a corporation not socially responsible? A case study of tax planning"*
- Daniela LAUREL-FOIS (IÉSEG School of Management, France)  
*"Does sustainability please the crowd? Crowdfunding and access to capital of sustainable projects in Europe"*
- Steffi Sandra SINGHE (Audencia Business School, France)  
*"The commercialization of microfinance in Cameroon"*

10.30 – 11.00: **Rooms E021-023 Coffee break**

11.00 – 12.15: **PLENARY SESSION 3: DEVELOPING AND PUBLISHING YOUR RESEARCH PROJECTS**

**Room E011      Expert presentation**

- Laura-Marie SCHONS (University of Mannheim, Germany)  
*"How to get access to companies for your research projects"*

**Experience sharing with editorial board members and experienced researchers**

- Frank BOONS (University of Manchester, United Kingdom), Valérie SWAEN (Université catholique de Louvain, Belgium, and IÉSEG School of Management, France), Marek HUDON (Free University of Brussels), Guido BERENS (Erasmus University Rotterdam, The Netherlands), Bryant HUDSON (IÉSEG School of Management, France) and other editorial board members or experienced researchers...  
*"The big business & society Q&A: What, where and how to publish?"*

12.15 – 13.45: **AEU Restaurant Lunch**

**13.45 – 15.15: THEMATIC SESSIONS 4A AND 4B**

**Room E002      Session 4A. Responsibility and sustainability in practice: professionals, managers and partners**

Chairs: Arno KOURULA (University of Amsterdam, The Netherlands) & Marion LIGONIE (IÉSEG School of Management, France)

- Szilvia MOSONYI (Cass Business School, United Kingdom)  
*"Relational, unstable, heterogeneous, and altruistic: The emergence of the CSR profession"*
- TroTran NGUYEN (KU Leuven, Belgium)  
*"The situated social partnership: The interplay between knowledge, emotion, and power"*
- François HENRY (ICAM, France)  
*"Strategies of sustainable development typologies and points of view of sustainable development directors of large companies"*

**Room E003      Session 4B. Questioning social impact: multilevel perspectives**

Chairs: Frederik CLAEYE (Lille Catholic University, France) & Benjamin HUYBRECHTS (Université de Liège, Belgium)

- Barbara TIELEMANS (KU Leuven, Belgium)  
*"The neverending story of the North-South divide: How bordering serves to perpetuate the illusion of progress"*
- Iteke VAN HILLE (VU University Amsterdam, The Netherlands)  
*"Troubled over tea: Towards a living wage in the tea industry"*
- Jamilla ALAKTIF (Université de Lille, France)  
*"Can CSR standards help to manage diversity? A case study in a multinational corporation in France and Canada"*

**15.15 – 15.45:      Rooms E021-023 Coffee break**

**15.45 – 16.35:      ROUNDTABLES SECOND SESSION: WRITE, REVISE, WRITE, REVISE, WRITE, REVISE, WRITE...**

**Rooms E011, E002, E003, E012, E013**

- Animated by Céline LOUCHE (Audencia Business School, France) and Christel DUMAS (ICHEC Brussels Management School, Belgium)  
*Roundtables and discussion on the writing, revising and reviewing processes involving all participants to the seminar*

**16.35 – 17.20:      PLENARY SESSION 4: 'THE FUTURE OF THE B&S FIELD OF RESEARCH' AND CLOSING WORDS**

**Room E011      Interactive discussion and farewell**

- Arno KOURULA (University of Amsterdam, The Netherlands), Christian VOEGTLIN (Audencia Business School, France), Frank DE BAKKER (IÉSEG School of Management, France), Luc VAN LIEDEKERKE (University of Antwerp), Frederik CLAEYE (Catholic University of Lille), and other experienced researchers...  
*"Where is the B&S research field heading towards and what role for B&S research in uncertain times?"*

**17.20 – 18.30:      Closing drink**

## SPONSORS

- IÉSEG School of Management, France
- LouRIM, Louvain Research Institute in Management and Organizations, Université catholique de Louvain, Belgium
- Audencia School of Management, CSR Institute, France
- ICHEC Brussels Management School, Belgium
- Fonds National de la Recherche Scientifique, Belgium
- LEM (Laboratoire CNRS Lille Economie et Management – UMR 9221), France

## ORGANIZATION

### ORGANIZING COMMITTEE:

- Céline Lesuun, IÉSEG School of Management, France (administrative support)
- Monika Marin, IÉSEG School of Management, France (administrative support)
- Frank de Bakker, IÉSEG School of Management, France
- Christel Dumas, ICHEC Brussels Management School, Belgium
- Céline Louche, Audencia Business School, France
- François Maon, IÉSEG School of Management, France
- Sophie Marquet-Pondeville, University of Namur, Belgium
- Valérie Swaen, Université catholique de Louvain, Belgium & IÉSEG School of Management, France

### SCIENTIFIC COMMITTEE:

- Emma Avetisyan, Audencia Business School, France
- Julie Bayle-Cordier, IÉSEG School of Management, France
- Julie Bastianutti, IAE Lille, Université Lille 1, France
- Guido Berens, Erasmus University Rotterdam, The Netherlands
- Frank Boons, University of Manchester, United Kingdom
- Lies Bouten, IÉSEG School of Management, France
- Janice Byrne, IÉSEG School of Management, France
- Itziar Castello, Carlos III University of Madrid, Spain
- Frederik Claeys, Université Catholique de Lille, France
- Simone De Colle, IÉSEG School of Management, France
- Guillaume Delalieux, Sciences Po Lille, Université Lille 2, France
- Karine Charry, Université catholique de Louvain, France
- Kenneth De Roeck, University of Vermont, USA
- Marek Hudon, Free University of Brussels, Belgium
- Bryant Hudson, IÉSEG School of Management, France
- Benjamin Huybrechts, HEC Management School, Université de Liège, Belgium
- Catherine Janssen, IÉSEG School of Management, France
- Arno Kourula, University of Amsterdam, The Netherlands
- Daniela Laurel-Fois, IÉSEG School of Management, France
- Marion Ligonie, IÉSEG School of Management, France
- Jeremy Moon, Copenhagen Business School, Denmark
- Laura-Marie Schons, Universität Mannheim, Germany
- Luc Van Liedekerke, University of Antwerp, Belgium
- Christian Voegtlin, Audencia Business School, France

## VENUE

This workshop and the Business and Society Research Seminar will take place at IÉSEG School Management School, Lille, France.

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Main Room : E011**

## CONTACT

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