



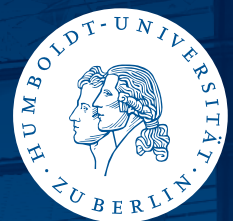
# 3<sup>rd</sup> International Conference on Corporate Social Responsibility

**Corporate Responsibility and Governance**

**8–10 October 2008**

**Humboldt-Universität zu Berlin**

Institute of Management, Forum Business & Society, Berlin, Germany



P R O G R A M M

Program Structure: 1 <sup>st</sup> Day		
Time	Wednesday, October 8, 2008	Location
3:30–4:00 pm	Opening Plenary Session Joachim Schwalbach, <i>Humboldt-Universität zu Berlin</i> Eric Depluet, <i>E.ON AG, Germany</i>	Humboldt-Universität (HU)
4:00–5:00 pm	1 <sup>st</sup> Plenary Session „Sustained High Growth Strategies and Dynamics: Critical CSR Inputs to the Process“ A. Michael Spence, <i>Stanford University, Nobel Laureate in Economic Sciences</i>	
5:00–5:30 pm	Coffee Break	
5:30–7:00 pm	2 <sup>nd</sup> Plenary Session: Executive Panel „The Changing Face of Global Capitalism. Is CSR the Leading Edge or the Lagging Indicator“ Chair: Bradley K. Googins, <i>Center for Corporate Citizenship at Boston College</i> Speakers: Eric Depluet, <i>E.ON AG, Germany</i> David Logan, <i>Corporate Citizenship, UK</i> Andreas Pohlmann, <i>Siemens AG, Germany</i> William Valentino, <i>Bayer AG, China</i>	
7:00–9:00 pm	Welcome Reception ( <i>Senatssaal</i> )	

Program Structure: 2 <sup>nd</sup> Day		
Time	Thursday, October 9, 2008	Location
8:30–10:00 am	3 <sup>rd</sup> Plenary Session Speakers: Jagdish Bhagwati, <i>Columbia University, USA</i> „The Design of Corporate Social Responsibility“ Pietra Rivoli, <i>Georgetown University, USA</i> „The Future of CSR in a Globalizing World“	Humboldt-Universität (HU)
10:00–10:30 am	Coffee Break	
10:30–12:00 am	4 <sup>th</sup> Plenary Session: Panel Discussion CSR in the Pharma Industry – Vision and Specific Trends Focus on Access to Medicine: Responsibility or Opportunity? Chair: Jürgen Peukert, <i>Ernst &amp; Young Life Sciences Practice, Germany</i> Speakers: Klaus Brill, <i>Bayer Schering Pharma AG, Germany</i> Liese Kingo, <i>Novo Nordisk, Denmark</i> Wim Leereveld, <i>Access to Medicine Foundation, The Netherlands</i> Klaus M. Leisinger, <i>Novartis Foundation for Sustainable Development, Switzerland</i> Lukas Pfister, <i>Merck Sharp &amp; Dohme, Germany</i> Thomas Saugnac, <i>Ernst &amp; Young Life Sciences Practice, France</i>	
12:00–1:30 pm	Transport to PLH and Lunch	
1:30–3:00 pm	9 Breakout Sessions	Paul-Löbe-Haus (PLH)
3:00–3:30 pm	Coffee Break	
3:30–5:00 pm	10 Breakout Sessions	
5:00–5:30 pm	Coffee Break	
5:30–7:00 pm	7 Breakout Sessions	
8:00–open end	Gala Dinner	Rotes Rathaus

Program Structure: 3 <sup>rd</sup> Day		
Time	Friday, October 10, 2008	Location
8:30–10:00 am	5 <sup>th</sup> Plenary Session Speakers: Edward R. Freeman, <i>University of Virginia, USA</i> „Creating Sustainable Value for Stakeholders“ Sandra Waddock, <i>Boston College, USA</i> „Corporate Responsibility as a Social Movement: The Building of an Infrastructure“	Humboldt-Universität (HU)
10:00–10:30 am	Coffee Break	
10:30–12:00 am	6 <sup>th</sup> Plenary Session: Panel Discussion „The Political Role of the Corporation – Perspectives on Contemporary CSR“ Chair: Dirk Matten, <i>York University, Canada</i> Speakers: Edward R. Freeman, <i>University of Virginia – The Darden School, USA</i> Andreas Scherer, <i>University of Zurich, Switzerland</i> Grahame Thompson, <i>Open University, UK</i>	
12:00–1:30 pm	Transport to PLH and Lunch	Paul-Löbe-Haus (PLH)
1:30–3:00 pm	9 Breakout Sessions	
3:00–3:30 pm	Coffee Break	
3:30–5:00 pm	7 Breakout Sessions	
5:00–5:30 pm	Farewell Drinks	

## Welcome!



The 3<sup>rd</sup> International CSR-Conference organized by the Humboldt-Universität zu Berlin has established itself as the world's premier international forum for exploring the global themes of corporate social responsibility in all its manifold dimensions. Every two years since 2004, leading researchers from around the world have been meeting in Berlin to debate key questions from a diverse range of cultural perspectives and professional viewpoints.

Those dealing with CSR in politics, economics and the private sector are facing completely new challenges brought on by globalization. The complex nature of these transnational challenges means they can no longer be addressed by individual actors. Companies, policymakers and civic organizations are obliged to cooperate in order to fulfill their obligations with respect to the “social contract”. Hence, the thematic emphasis “CSR and Global Governance” is at the center of this year's conference.

Relying on global exchange and scientific discourse, the CSR-Conference seeks to promptly identify professional trends in corporate governance and suggest options for responsible action in an increasingly globalized world. So let's seize the opportunity to interact and make this conference a truly stimulating event.

Joachim Schwalbach  
Professor of International Management,  
Humboldt-Universität zu Berlin

## Welcome from the Sponsor

The issue of social responsibility is today more urgent than ever for our industry, because the energy business is in a fundamental change caused by the modified economic, ecological and social framework, which can be mastered only in line with prevailing expectations and values of society. For the first time in the history of our industry the multifaceted objective of ensuring a climate friendly, safe and affordable energy supply is significantly challenged. At the same time it is indispensable for the people to change their traditional view of energy as a cheap and natural “public commodity”, resulting in uncertainty, disappointment and sometimes even fears.

E.ON has the aim to professionally tackle these issues and through ‘Corporate Responsibility’ balance the different interests and ensure sustainable solutions. At the same time E.ON understands CR as a continuous process based on long-term considerations requiring a constant learning and an intersectoral debate.

E.ON supports the international CSR-Conference at the Humboldt-Universität zu Berlin because we believe that this topic urgently deserves a top-notch international forum for the meeting of science, economy and politics in this sense. Furthermore, we are convinced that the global challenges make the debate about the roles of single actors as well as new forms of cooperation indispensable.

On this note I wish success so well deserved to the 3rd CSR-Conference at the Humboldt-Universität zu Berlin.

Dr. Eric Depluet  
Chief Responsibility Officer, E.ON AG



Wednesday, October 8<sup>th</sup>, 2008

## 03.30pm – 04.00pm Opening Remarks

**Audimax  
UL6** **Joachim Schwalbach**  
(Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)

**Eric Depluet**  
(Chief Responsibility Officer, E.ON AG, Germany)

04.00pm – 05.00pm 1<sup>st</sup> Plenary Session

**Audimax  
UL6** **Speaker:** **A. Michael Spence**  
(Nobel Laureate in Economic Sciences, Stanford University, USA)  
“Sustained High Growth Strategies and Dynamics: Critical CSR Inputs to the Process”

## 05.00pm – 05.30pm Coffee Break

05.30pm – 07.00pm 2<sup>nd</sup> Plenary Session: Executive Panel

**Audimax  
UL6** **Chair:** **Bradley K. Googins**  
(Director, The Boston College Center for Corporate Citizenship, USA)

**Speakers:** **Eric Depluet**  
(Chief Responsibility Officer, E.ON AG, Germany)

**David Logan**  
(Co-founder and Chairman, Corporate Citizenship, UK)

**Andreas Pohlmann**  
(Chief Compliance Officer, Siemens AG, Germany)

**William Valentino**  
(Vice President CSR of Greater China, Bayer AG, China)

## 07.00pm – 09.00pm Dinner Reception

**Senatssaal  
UL6**

Thursday, October 9<sup>th</sup>, 200808.30am – 10.00am 3<sup>rd</sup> Plenary Session

**Audimax  
UL6** **Speakers:** **Jagdish Bhagwati**  
(Columbia University, USA)  
“The Design of Corporate Social Responsibility”

**Pietra Rivoli**  
(McDonough School of Business, Georgetown University, USA)  
“The Future of CSR in a Globalizing World”

## 10.00am – 10.30am Coffee Break

10.30am – 12.00pm 4<sup>th</sup> Plenary Session

**Audimax  
UL6** **CSR in the Pharma Industry – Vision and Specific Trends  
Focus on Access to Medicine: Responsibility or Opportunity?  
Panel Discussion**

**Chair:** **Jürgen Peukert**  
(Partner, Ernst & Young Life Sciences Practice, Germany)

**Speakers:** **Klaus Brill**  
(Vice President Corporate Commercial Relation, Bayer Schering Pharma AG, Germany)

**Liese Kingo**  
(Executive VP & Chief of Staffs, Novo Nordisk, Denmark)

**Wim Leereveld**  
(Chairman, Access to Medicine Foundation, The Netherlands)

**Klaus M. Leisinger**  
(President and Executive Director, Novartis Foundation for Sustainable Development, Switzerland)

**Lukas Pfister**  
(Director External Affairs, Merck Sharp & Dohme, Germany)

**Thomas Saugnac**  
(CSR & Access to Medicine Advisory Leader, EMEA, Ernst & Young Life Sciences Practice, France)

## 12.30pm – 01.30pm Transport to PLH and Lunch

## 01.30pm – 03.00pm Breakout Sessions

## 01.30pm – 03.00pm The Role of Business in the Climate Change Debate

**Session 1.1** **Chair:** **Thomas Koenen**  
(Head of Office Berlin, Econsense, Germany)

**E 502  
PLH** **Speakers:** **Eelco Smit**  
(Environmental Manager, Epson Europe B.V., The Netherlands)  
“Contribution to the Climate Change Debate”

**Christian Katholnigg**  
(Director, CSR Company GmbH, Austria)  
“The Role of ISO 26000 in the Climate Change Debate”

**Gerhard Praetorius**  
(Head of Coordination CSR and Sustainability, Volkswagen AG, Germany)  
“Climate Change: Adaption vs. Mitigation? – A Chance for the Industry!”

**Dr. Wolfgang Weber**  
(Head of Energy and Climate Policy, Corporate & Governmental Relations, BASF SE, Germany)  
“The Chemical Industry as an Important Climate Solution Provider”

01.30pm – 03.00pm	Fighting Against Corruption	
<b>Session 2.1</b> E 300 PLH	<i>Chair:</i>	<b>Joachim Schwalbach</b> (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)
	<i>Speakers:</i>	<b>Constance Hybsier</b> (Program Officer, UNDP, Vietnam) “Corruption and Anti Corruption Efforts in Vietnam – The Context for the Tenth Global Compact Principle – A View From the Field”
		<b>Peter Eigen</b> (Chairman of the Board, Extractive Industries Transparency Initiative (EITI), Germany) “Fighting Global Corruption – The Case of Extractive Industry”
		<b>Joachim Schwalbach</b> (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany) “Anti-Corruption and Organizational Architecture”
01.30pm – 03.00pm	Creating Corporate Coherence Across a Diverse Global Economy and Society	
<b>Session 2.6</b> E 800 PLH	<i>Chair:</i>	<b>Eva Maria Höller-Cladders</b> (Senior Vice President International Affairs, Robert Bosch GmbH, Germany; Adjunct Professor of Organizational Behavior, Carnegie Mellon University, Pittsburgh (PA), USA)
	<i>Speakers:</i>	<b>Stefan Bergheim</b> (Senior Economist, Macro Trends, Deutsche Bank Research, Germany) “Supporting the Progress of Societies”
		<b>David Logan</b> (Co-founder and Chairman, Corporate Citizenship, London, UK) “Squaring the Circle: Good Citizenship in a Profit Based System”
		<b>Priscilla Reis</b> (College of Business, Idaho State University, USA) “Corporate Social Responsibility Reporting: An Analysis of Country Culture Versus Industry Influence”
		<b>Katharina Spieß</b> (Amnesty International Section Germany e.V., Germany) “Corporate Social Responsibility and Human Rights: Understanding Relationship and Impact”
01.30pm – 03.00pm	The Role of CR in Implementing Strategies of Development Cooperation	
<b>Session 2.8</b> E 501 PLH	<i>Chair:</i>	<b>Panel Discussion</b> <b>Toby Webb</b> (Editor Ethical Corporation Magazine, UK)
	<i>Speakers:</i>	<b>Susanne Dorasil</b> (Head of Division Economic policy, financial sector, Federal Ministry for Economic Cooperation and Development (BMZ), Germany)
		<b>Sunil Geness</b> (Head of Corporate Affairs, SAP Africa, South Africa)
		<b>Kristina Steenbock</b> (Deputy Chairwoman, Germanwatch, Germany)
		<b>Julia Steets</b> (Associate Director, GPPi, Germany)

01.30pm – 03.00pm	Ratings and Rankings – What is Their Role in Fostering Corporate Responsibility?	
<b>Session 3.1</b> E 400 PLH	<i>Chair:</i>	<b>Derick De Jongh</b> (Associate Professor in Business Management, UNISA Centre for Corporate Citizenship, South Africa)
	<i>Speakers:</i>	<b>Derick De Jongh</b> (Associate Professor in Business Management, UNISA Centre for Corporate Citizenship, South Africa) “Rankings and Ratings in South Africa: Does it Foster Corporate Responsibility?”
		<b>Jacques Igalens</b> (University of Toulouse 1 – IAE, France)
		<b>Assâad El Akremi</b> (LIRHE, France)
		<b>Frédérique Dejean</b> (University of Toulouse 1 – IAE, France) “Influence of the Economic and Social Systems on Corporate Social Ranking”
		<b>Jana Gebauer</b> (Institute for Ecological Economy Research, Germany)
		<b>Esther Hoffmann</b> (IÖW, Germany) “Report What you do – We Tell you What’s Missing. Does the German Sustainability Report Ranking Foster CR?”
01.30pm – 03.00pm	Redesigning Corporate Governance for the 21 <sup>st</sup> Century	
<b>Session 3.5</b> E 200 PLH	<i>Chair:</i>	<b>Panel Discussion</b> <b>Allen L. White</b> (Vice President and Senior Fellow, Tellus Institute, USA)
	<i>Speakers:</i>	<b>Kent Greenfield</b> (Boston College School of Law, USA) “The Case for Stakeholder Governance”
		<b>Jared Harris</b> (University of Virginia, USA)
		<b>Maurizio Zollo</b> (Bocconi University, Italy)
		<b>Edward Freeman</b> (University of Virginia, USA) “Stakeholder Engagement, CSR Cognition, and Competitive Strategy”
		<b>Liese Kingo</b> (Executive VP & Chief of Staffs, Novo Nordisk, Denmark)
		<b>Shann Turnbull</b> (Dep. of Government and International Relations, University of Sydney, Australia)
01.30pm – 03.00pm	The Role of Corporate Governance in Fostering Responsible Behaviour (I)	
<b>Session 4.1</b> E 700 PLH	<i>Chair:</i>	<b>Christian Kirchner</b> (Humboldt-University Law School, Germany)
	<i>Speakers:</i>	<b>Heiko Spitzack</b> (Cranfield School of Management, Doughty Centre for Corporate Responsibility, United Kingdom)
		<b>David Grayson</b> (Cranfield School of Management, Doughty Centre for Corporate Responsibility, United Kingdom)
		<b>Ashok Krishnan</b> (Cranfield School of Management, Doughty Centre for Corporate Responsibility, United Kingdom) “The Development of Governance Structures for Corporate Responsibility”
		<b>Bo Rothstein</b> (August Röhss Chair in Political Science, University of Gothenburg, Sweden) “What is Quality of Governance – A Global Perspective”
		<b>Till Talaulicar</b> (Technical University of Berlin, Germany) “D&O Policy Designs for Fostering Responsible Behaviour: An Analysis of the Recommendation to Agree a Suitable Deductible”

<b>01.30pm – 03.00pm</b>		<b>CSR as a Differentiating and Success Factor</b>	
<b>Session 5.1</b> E 600 PLH	<b>Chair:</b>	<b>Daniel Smuda</b> (CEO, Tivona Partners, Germany)	
	<b>Speakers:</b>	<b>Kai Falk</b> (Director Corporate Affairs, InBev Germany Holding GmbH, Germany) <b>“Corporate Social Responsibility by InBev”</b>	
		<b>Anke Steinbach</b> (STEINBACH STRATEGIEN, Germany) <b>“CSR as Revenue Source – Managing Sustainable Innovations”</b>	
		<b>Daniel Smuda</b> (CEO, Tivona Partners, Germany) <b>Joachim Schwalbach</b> (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany) <b>Anja Schwerk</b> (Humboldt-Universität zu Berlin, Institute of Management) <b>“Urban Returns – Beyond the One-Dimensional Financial Scale of Success”</b>	
<b>01.30pm – 03.00pm</b>		<b>Responsible Management Education: Partnership and Dialogue</b>	
<b>Session 6.1</b> E 101 PLH	<b>Chair:</b>	<b>Andreas Rasche</b> (Helmut-Schmidt-University Hamburg, Germany)	
	<b>Speakers:</b>	<b>Alison Kemper</b> (Rotman School of Management, University of Toronto, Canada) <b>Roger Martin</b> (Rotman School of Management, University of Toronto, Canada) <b>“Evading Self-fulfilling Prophecies: Rebuilding the Social Dimensions of the MBA”</b>	
		<b>Ingo Pies</b> (Martin-Luther-University Halle-Wittenberg, Germany) <b>Stefan Hielscher</b> (Martin-Luther-University Halle-Wittenberg, Germany) <b>“The “Principles for Responsible Management Education” of the UN Global Compact: Lessons for Research and Teaching”</b>	
		<b>John Betton</b> (University of Wisconsin-La Crosse) <b>“The Principles of Responsible Management Education: Responsible to Whom and for What; An Analysis of the Concept of Global Social Responsibility”</b>	
<b>03.00pm – 03.30pm</b>		<b>Coffee Break</b>	
<b>03.30pm-05.00pm</b>		<b>Breakout Sessions</b>	
<b>03.30pm – 05.00pm</b>		<b>Voluntary Initiatives and Commitments: Complement or Obstacle? (I)</b>	
<b>Session 1.2</b> E 200 PLH	<b>Chair:</b>	<b>Daniel Smuda</b> (CEO, Tivona Partners, Germany)	
	<b>Speakers:</b>	<b>Christopher Kaan</b> (Freie Universität Berlin, Germany) <b>“Explaining Convergence of Private Regulation in the Apparel Sector”</b>	
		<b>Daniel Kinderman</b> (Cornell University, USA) <b>“The Political Economy of Corporate Responsibility: Europe and Beyond, 1977-2007”</b>	
		<b>Katharina Schmitt</b> (Öko-Institut e.V., Germany) <b>Franziska Wolff</b> (Öko-Institut e.V., Germany)	

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**Regine Barth**  
(Öko-Institut e.V., Germany)  
**“The Role of Voluntary Corporate Commitments (CSR) to Achieve EU Sustainability Goals: Complements or Obstacle?”**

<b>03.30pm – 05.00pm</b>		<b>The United Nations Global Compact – A Platform for Innovation?</b>	
<b>Session 2.2</b> E 300 PLH	<b>Chair:</b>	<b>Matthias Stausberg</b> (Spokesperson, UN Global Compact Office, United Nations, USA)	
	<b>Speakers:</b>	<b>Andreas Rasche</b> (Helmut-Schmidt-University Hamburg, Germany) <b>“A Necessary Supplement’ – What the United Nations Global Compact Is and Is Not”</b>	
		<b>Lothar Rieth</b> (TU Darmstadt, CSR-Projekt, Germany) <b>“The Changing Value of the UN Global Compact”</b>	
		<b>Gerhard Praetorius</b> (Head of Coordination, CSR & Sustainability, Volkswagen AG, Germany) <b>Jörg Hartmann</b> (Executive Director, Center for the Cooperation with the Private Sector, GTZ, Germany) <b>“The Global Compact Principles: Driving Forces for the Industry”</b>	
<b>03.30pm – 05.00pm</b>		<b>The Ethical Consumer – Does he Really Exist?</b>	
<b>Session 3.2</b> E 400 PLH	<b>Chair:</b>	<b>Timothy Devinney</b> (Australian Graduate School of Management, Australia)	
	<b>Speakers:</b>	<b>Uwe Bergmann</b> (Sustainability/CSR Management, Henkel AG & Co. KGaA, Germany) <b>“Intrinsically Linked: The Role of Consumers and the Role of Business in Achieving More Sustainable Consumption”</b>	
		<b>Timothy Devinney</b> (Australian Graduate School of Management, Australia) <b>“The Ethical Consumer – Why it is Folly to Believe That Such a Thing Exists?”</b>	
		<b>Bert Scholtens</b> (University of Groningen, The Netherlands) <b>“Fair Trade in Europe: The Role of Economic and Cultural Factors”</b>	
<b>03.30pm – 05.00pm</b>		<b>Employment Rights – Their Role and Their Advocates in the CSR Debate</b>	
<b>Session 3.6</b> E 800 PLH	<b>Chair:</b>	<b>James Martin</b> (Wayne State University, USA)	
	<b>Speakers:</b>	<b>James Martin</b> (Wayne State University, USA) <b>Jenell Wittmer</b> (University of Toledo, USA) <b>“Safety and Corporate Social Responsibility: The Influence of Management and Trade Unions on Motivating Employee Safety”</b>	
		<b>Sigurt Vitols</b> (WZB – Social Science Research Center Berlin, Germany) <b>“The Sustainable Company in Europe: Implications for Worker Participation”</b>	
		<b>Sabrina Zajak</b> (Max Planck Institute for the Study of Societies, Germany) <b>Sigrid Quack</b> (Max Planck Institute for the Study of Societies, Germany) <b>“Contesting Private Regulation: The Effect of Civil Society Campaigns on Transnational Private Labor Regulation”</b>	
		<b>Jana Gebauer</b> (Institute for Ecological Economy Research, Germany) <b>Beate Zimpelmann</b> (Hochschule Bremen, Germany) <b>“Are They in or out? Workers Representatives and the Discourse of CSR”</b>	

<b>03.30pm – 05.00pm</b>		<b>The Role of Corporate Governance in Fostering Responsible Behaviour (II)</b>	
<b>Session 4.2</b> <b>E 502</b> <b>PLH</b>	<i>Chair:</i>	<b>Joachim Schwalbach</b> (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)	
	<i>Speakers:</i>	<p><b>Markus Beckmann</b> (University of Halle-Wittenberg, Germany) “Corporate Governance and Corporate (Social) Responsibility: Two Ways of Looking Through the Principal-Agent Lens”</p> <p><b>José Luis Fernández Sánchez</b> (University of Cantabria, Spain) <b>Ladislao Luna Sotorrió</b> (University of Cantabria, Spain) “The Relationship Between Corporate Governance and CSR Behavior: A SEM Analysis”</p> <p><b>Dorothee Lauter</b> (Freie Universität Berlin, Germany) <b>Dagmar Eberle</b> (Freie Universität Berlin, Germany) “Varieties of Self-Regulation – Corporate Governance Codes in Great Britain and Germany”</p>	
<b>03.30pm – 05.00pm</b>		<b>The Role of Partnerships in Fostering Corporate Responsibility – The Case of Countries in Transition (II)</b>	
<b>Session 4.5</b> <b>E 600</b> <b>PLH</b>	<i>Chair:</i>	<b>P. D. Jose</b> (Indian Institute of Management, India)	
	<i>Speakers:</i>	<p><b>P. D. Jose</b> (Indian Institute of Management, India) “CSR in Countries in Transition – The Case of India”</p> <p><b>Andrea Liese</b> (Humboldt-Universität zu Berlin – Institute for Social Science, Germany) <b>Marianne Beisheim</b> (Freie Universität Berlin/SFB 700, Germany) “Transnational Public-Private Partnerships and the Provision of Common Goods in Developing Countries”</p> <p><b>Michael Metzger</b> (INCAE Business School, Costa Rica) <b>Lawrence Pratt</b> (Professor, INCAE Business School, Costa Rica) <b>Juliano Flores</b> (INCAE Business School, Costa Rica) “The Role of Responsible Labor Within Free Trade Agreements in the Electronics Industry – A Case Study of Costa Rica and the Dominican Republic”</p>	
<b>03.30pm – 05.00pm</b>		<b>CSR in Small- and Medium-Sized Enterprises (SME)</b>	
<b>Session 4.7</b> <b>E 101</b> <b>PLH</b>	<i>Chair:</i>	<b>Joan T. A. Gabel</b> (College of Business, Florida State University, USA)	
	<i>Speakers:</i>	<p><b>Joan T. A. Gabel</b> (College of Business, Florida State University, USA) <b>Mark Simon</b> (School of Business Administration, Oakland University, USA) <b>Susan M. Houghton</b> (North Carolina A&amp;T State University, USA) “Ethical Compliance Behavior in Small and Young Firms: The Role of Employee Identification with the Firm”</p> <p><b>Carmen Giese</b> (Project Manager, TÜV Rheinland Akademie GmbH, Germany) <b>Janine Rehfeldt</b> (TÜV Rheinland Akademie GmbH, Germany) <b>Nils Bader</b> (Director, outermedia GmbH, Germany) “Enlarging the Scrutiny of CSR in SME”</p>	

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**Simone Klein**  
(Katholische Universität Eichstätt-Ingolstadt, Germany)  
**Kristin Vorbohle**  
(Institut Unternehmensführung (Institute for Management, CSR-NEWS.net, Germany)  
“Corporate Social Responsibility and Leadership/Organisational Culture”

<b>03.30pm – 05.00pm</b>		<b>Responsible Sponsoring – The CSR-Approach on Sport Sponsoring. Balancing Act Between Local Demands and Global Challenges.</b>	
<b>Session 4.10</b> <b>E 102</b> <b>PLH</b>	<i>Chair:</i>	<b>Norbert Taubken</b> (Business Director, Scholz & Friends Reputation, Germany)	
	<i>Speakers:</i>	<p><b>Christiane Stöhr</b> (Business Director, Scholz &amp; Friends Reputation, Germany) “Responsible Sponsoring. An Introduction.”</p> <p><b>Clemens Mulokozi</b> (Representative of S2o – the Sponsors’ Voice, Germany) “Sport Sponsoring on the Way to CSR”</p> <p><b>Uwe Kleinert</b> (Head of CR, CocaCola Germany) “Broadening a Sport Sponsorship – From Olympic Games to Olympic Ideas.”</p> <p><b>Christian Jäger</b> (Senior Director, Hertha BSC / Sportfive, Germany) “Football Sponsoring Goes CSR – How Hertha BSC Uses a CSR Initiative to Strengthen Community Relations and Gain New Partners.”</p>	
<b>03.30pm – 05.00pm</b>		<b>The Role of NGOs in the CSR Debate</b>	
<b>Session 3.8</b> <b>E 501</b> <b>PLH</b>	<i>Chair:</i>	<b>Silke Ramelow</b> (Board of Directors, BildungsCent e.V., Germany)	
	<i>Speakers:</i>	<p><b>Daniel Arenas</b> (ESADE Business School-Universitat Ramon Llull, Spain) <b>Josep M. Lozano</b> (ESADE Business School-Universitat Ramon Llull, Spain) <b>Laura Albareda</b> (ESADE Business School-Universitat Ramon Llull, Spain) “The Role of NGOs in CSR: Mutual Perceptions Among Stakeholders”</p> <p><b>Arun Jain</b> (Heilbronn Business School, Germany) “NON-GOVT ORGANIZATIONS – A Corporate Governance Perspective”</p> <p><b>Karin Siegmund</b> (Head of Corporate Fundraising, Save the Children Deutschland e.V., Germany) “The Role of NGO in the CSR Debate – The Case of Germany”</p>	
<b>03.30pm – 05.00pm</b>		<b>Responsible Management Education: From Innovating Curricula to Changing Mindsets: The Example of “Giving Voice to Values”</b>	
<b>Session 6.2</b> <b>E 700</b> <b>PLH</b>	<i>Speaker:</i>	<b>Mary C. Gentile</b> (Business consultant and former faculty member, researcher and administrator at the Harvard Business School, USA) “Giving Voice to Values (GVV) is an innovative research and curriculum development project, launched by The Aspen Institute Business & Society Program and Yale School of Management. Drawing on the experiences of business practitioners as well as social science and management research, GVV expands the definition of teaching business ethics by helping students identify the many ways that managers can and do voice their values, and by providing the opportunity to script and practise this voice in front of peers. Instead of ethical analysis, the focus is upon implementation.”	
	<b>05.00pm – 05.30pm</b>		<b>Coffee Break</b>

05.30pm – 07.00pm	Breakout Sessions
05.30pm – 07.00pm	<b>Complementary Roles of Public Policy and Business – Limits and Opportunities</b>
<b>Session 1.7</b> E 800 PLH	<p><b>Panel Discussion</b></p> <p><i>Chair:</i> <b>Anna Peters</b> (Project Manager, Bertelsmann Stiftung, Germany)</p> <hr/> <p><i>Speakers:</i> <b>Anke Hassel</b> (Hertie School of Governance, Germany)</p> <p><b>“Against the Myth of Voluntarism: Public Policy Instruments Towards Corporate Responsibility”</b></p> <p><b>Heinz-Dieter Koeppe</b> (Senior Advisor, Business Social Compliance Initiative (BSCI), Germany)</p> <hr/> <p><b>Norbert Otten</b> (Director Policy Issues &amp; CSR, External Affairs &amp; Public Policies, Daimler AG, Germany)</p> <hr/> <p><b>Boleslaw Rok</b> (CSR expert for the Polish government, Prof at Business Ethics Centre Leon Kozminski Academy, Warsaw, CSR expert for UNDP Poland, Poland)</p>
05.30pm – 07.00pm	<b>CSR in Emerging European Markets</b>
<b>Session 2.3</b> E 200 PLH	<p><b>Panel Discussion</b></p> <p><i>Chair:</i> <b>László Radácsi</b> (Managing Partner at B&amp;P CSR management – Braun &amp; Partners Network, B&amp;P CSR management – Braun &amp; Partners Network, Hungary)</p> <hr/> <p><i>Speakers:</i> <b>Eric Depluet</b> (Chief Responsibility Officer, E.ON AG, Germany)</p> <hr/> <p><b>Angela Gelata</b> (CSR Manager, Vodafone Romania, Romania)</p> <hr/> <p><b>Pawel Kudzia</b> (Head of CSR and PR, AmRest, Poland)</p> <hr/> <p><b>Maria Shishkova</b> (Chairperson Bulgarian Business Leaders Forum &amp; Managing Partner, AIMS Human Capital, Bulgaria)</p>
05.30pm – 07.00pm	<b>Responsible Investment: From SRI to Mainstream, from Divestment to Engagement?</b>
<b>Session 3.3</b> E 300 PLH	<p><i>Chair:</i> <b>Ralph Thurm</b> (Director Sustainability Strategies, Deloitte, The Netherlands)</p> <hr/> <p><i>Speakers:</i> <b>Julia Roloff</b> (ESC Rennes School of Business, France)</p> <p><b>“Governance and Corporate Responsibility in Public-Private Joint Ventures”</b></p> <hr/> <p><b>Ralph Thurm</b> (Director Sustainability Strategies, Deloitte, The Netherlands)</p> <p><b>“When Does the Penny Drop? – How SRI Can Still Make it to the Mainstream!”</b></p> <hr/> <p><b>Annika Wythes</b> (University of Leiden, The Netherlands)</p> <p><b>“Investor-State Arbitrations – Can the ‘Fair and Equitable Treatment’ Clause Consider International Human Rights Obligations?”</b></p>

05.30pm – 07.00pm	When Corporate Responsibility Evolves to Governance – The Stages of Corporate Responsibility/ Corporate Citizenship
<b>Session 4.3</b> E 400 PLH	<p><i>Chair:</i> <b>Philip H. Mirvis</b> (Senior Research Fellow, The Boston College Center for Corporate Citizenship, USA)</p> <hr/> <p><i>Speakers:</i> <b>Angelika Bullinger</b> (Institute for Innovation &amp; Value Creation, Friedrich-Alexander-University Erlangen-Nuernberg, Germany)</p> <p><b>Erik Hansen</b> (Technische Universität München, Germany)</p> <p><b>Ralf Reichwald</b> (Technische Universität München, Business School, Institute for Information, Organisation and Management, Germany)</p> <p><b>“Corporate Responsibility and Responsibility Leadership Systems: An Exploratory Study in German Multinational Corporations”</b></p> <hr/> <p><b>Sylvia Ciesluk</b> (Boston College Center for Corporate Citizenship, Research Associate, USA)</p> <p><b>“Developments in Corporate Citizenship Management”</b></p> <hr/> <p><b>Kwang Ryu</b> (Research Associate, Boston College Center for Corporate Citizenship, USA)</p> <p><b>“Developments in Corporate Governance: Top to Bottom.”</b></p>
05.30pm – 07.00pm	<b>CSR-Strategy of MNC: Think Global Act Local?</b>
<b>Session 4.8</b> E 600 PLH	<p><i>Chair:</i> <b>Uwe Bergmann</b> (Sustainability/CSR Management, Henkel AG &amp; Co. KGaA)</p> <hr/> <p><i>Speakers:</i> <b>Guillaume Arama</b> (Veolia Water, France)</p> <p><b>Sylke Freudenthal</b> (Veolia Wasser, Germany)</p> <p><b>Berengere Lagraulet</b> (Veolia Water, France)</p> <p><b>“Where a Private Company can Help Public Authorities in its Sustainable Policies Implementation on the Ground”</b></p> <hr/> <p><b>Ralf Barkemeyer</b> (Queen’s University Belfast, United Kingdom)</p> <p><b>Frank Figge</b> (Queen’s University Belfast, United Kingdom)</p> <p><b>“Corporate &amp; Public Perceptions of Priorities in Sustainability: Implications for the Choice of CSR Strategy of Multinational Companies”</b></p> <hr/> <p><b>Elvira Haezendonck</b> (Vrije Universiteit Brussel (Free University of Brussels), Belgium)</p> <p><b>Paul Brugman</b> (Vrije Universiteit Brussel (Free University of Brussels), Belgium)</p> <p><b>Michaël Doods</b> (Vrije Universiteit Brussel (Free University of Brussels), Belgium)</p> <p><b>Alain Verbeke</b> (Vrije Universiteit Brussel (Free University of Brussels), Belgium)</p> <p><b>“The Stakeholder-Firm Dynamics Towards Corporate Closure: The Case of DHL Europe Exiting Brussels National Airport”</b></p>

<b>05.30pm – 07.00pm</b>		<b>The Impact of Country and/or Industry Differences on CSR</b>
<b>Session 5.2</b> E 502 PLH	<b>Chair:</b>	<b>Chris Pinney</b> (Director Research and Policy, The Boston College Center for Corporate Citizenship, USA)
	<b>Speakers:</b>	<b>Matthew Grimes</b> (Vanderbilt University – Owen Graduate School of Management, USA) “Who’s In, Who’s Out: The Cross-Cultural Logics of Market Failure”
		<b>Gregory Jackson</b> (University of Bath, United Kingdom) <b>Androniki Apostolakou</b> (King’s College London, United Kingdom) “Varieties of CSR and European Models of Capitalism: CSR as an Institutional Mirror or a Substitute?”
		<b>Vesela Veleva</b> (The Boston College Center for Corporate Citizenship, USA) <b>Christopher Pinney</b> (The Boston College Center for Corporate Citizenship, USA) <b>Bradley Googins</b> (The Boston College Center for Corporate Citizenship, USA) <b>Phillip Mirvis</b> (The Boston College Center for Corporate Citizenship, USA) “The State of Corporate Citizenship in the U.S.: Aspirations vs. Actions”
<b>05.30pm – 07.00pm</b>		<b>How to Communicate CSR (III)</b>
<b>Session 5.7</b> E 700 PLH	<b>Chair:</b>	<b>Christian Ramthun</b> (Deputy Chief of the Berlin Office and CSR-Expert of “WirtschaftsWoche”, Verlagsgruppe Handelsblatt GmbH, Germany)
	<b>Speakers:</b>	<b>Peter Conlon</b> (CEO, ammodo Internet Services Ltd., Ireland) <b>Anna Kupka</b> (co-founder, ammodo Internet Services Ltd., Ireland) “Harness the Power of Online Communities to Actively Engage Your Stakeholders”
		<b>Barbara Roder</b> (Technische Universität München, Germany) <b>Alexander Bassen</b> (Universität Hamburg, Germany) “Reporting in Social Entrepreneurship”
		<b>Robert Fekl</b> (Deputy of Media Analysis, AUSSCHNITT Medienbeobachtung, Germany) “CSR in the Media – Trends and Reputation Factors”
<b>08.00pm – open end</b>		<b>Gala Dinner</b>
<b>Festsaal</b> <b>Rotes Rathaus</b>		Welcome Address by <b>Ehrhart Körting</b> , Senator, representing the Governing Mayor <b>Klaus Wowereit</b> of the City of Berlin and Head of the Bundesland Berlin.
	<b>Dinner Speech:</b>	<b>Peter Eigen</b> (Chairman of the Board, Extractive Industries Transparency Initiative (EITI)) “CSO and CSR in Global Governance”

**Friday, October 10<sup>th</sup>, 2008**

<b>08.30am – 10.00am</b>		<b>5<sup>th</sup> Plenary Session</b>
<b>Audimax</b> <b>UL6</b>	<b>Speakers:</b>	<b>Edward R. Freeman</b> (Elis and Signe Olsson Professor of Business Administration, University of Virginia, USA) “Creating Sustainable Value for Stakeholders”
		<b>Sandra Waddock</b> (Professor of Management, Boston College, USA) “Corporate Responsibility as a Social Movement: The Building of an Infrastructure”
<b>10.00am – 10.30am</b>		<b>Coffee Break</b>
<b>10.30am – 12.00pm</b>		<b>6<sup>th</sup> Plenary Session: Open Discussion</b>
<b>Audimax</b> <b>UL6</b>	<b>Chair:</b>	<b>The Political Role of the Corporation – Perspectives on Contemporary CSR Panel Discussion</b> <b>Dirk Matten</b> (Hewlett Packard Chair in CSR, Schulich School of Business, York University, Canada)
	<b>Speakers:</b>	<b>Edward R. Freeman</b> (Elis and Signe Olsson Professor of Business Administration, University of Virginia – The Darden School, USA) <b>Andreas Scherer</b> (Chair of Foundations of Business Administration and Theories of the Firm, University of Zurich, Switzerland) <b>Grahame Thompson</b> (Professor of Political Economy at the, Open University, UK)
<b>12.00pm – 01.30pm</b>		<b>Transport to PLH and Lunch</b>
<b>01.30pm – 03.00pm</b>		<b>Breakout Sessions</b>
<b>01.30pm – 03.00pm</b>		<b>Voluntary Initiatives and Commitments: Complement or Obstacle? (III)</b>
<b>Session 1.4</b> E 200 PLH	<b>Chair:</b>	<b>Bernhard Ungericht</b> (Graz University – Institute for International Management, Austria)
	<b>Speakers:</b>	<b>Bernhard Ungericht</b> (Graz University – Institute for International Management, Austria) <b>Thomas Korenjak</b> (Institute for International Management, Graz University, Austria) <b>Dirk Raith</b> (Institute for International Management, Graz University, Austria) “Restoring the Political Dimension of CSR – The Case of the Contested Regulatory Framework for CSR in Europe”
		<b>Anja Bundschuh</b> (Director Government Relations Europe, eBay International AG, eBay International AG, Switzerland) <b>Wolf Osthaus</b> (European Legislative Counsel & Head of Government Relations, eBay GmbH, Germany) “Global Governance by Multinational Companies to Overcome Deficits of Nation State Regulation in the Global Internet – The eBay Marketplace as an Example for Corporate Citizenship.”
		<b>Birgit Spiesshofer</b> (Partner, Hengeler Mueller Law Firm, Germany) “Corporate Social Responsibility Voluntary to Mandatory – A Sliding Scale of Multi-faceted Instruments Toward Stronger Corporate Commitment”

<b>01.30pm – 03.00pm</b>	<b>Multi-Stakeholder Initiatives: Governance and Legitimacy in a Changing World</b>	
<b>Session 1.6</b> <b>E 700</b> <b>PLH</b>	<b>Chair:</b>	<b>Panel Discussion</b> <b>Franziska Humbert</b> (Policy Advisor Labour Rights, Oxfam Deutschland e. V., Germany)
	<b>Speakers:</b>	<b>Paul Bendix</b> (Executive Director, Oxfam Deutschland e.V., Germany)
		<b>Heinz-Dieter Koeppe</b> (Senior Advisor, Business Social Compliance Initiative (BSCI), Germany)
		<b>Auret van Heerden</b> (President and CEO, Fair Labor Association, USA)
		<b>Allen L. White</b> (President and Senior Fellow, Tellus Institute and Chair GAN-Net, USA)
<b>01.30pm – 03.00pm</b>	<b>Is the Bottom of the Pyramid (BOP) Approach a Solution for Helping to Relieve the Poor?</b>	
<b>Session 2.4</b> <b>E 300</b> <b>PLH</b>	<b>Chair:</b>	<b>P. D. Jose</b> (Indian Institute of Management, India)
	<b>Speakers:</b>	<b>Christina Gradl</b> (Martin-Luther-Universität Halle-Wittenberg, Germany)
		<b>Ingo Pies</b> (PhD candidate, Department of Economic Ethics Martin-Luther-University Halle-Wittenberg, Germany) <b>“Business Models for the Base of the Pyramid – Overcoming Coordination Problems in the Markets of the Poor Through Business Model Innovation”</b>
		<b>Michael Anthony</b> (Project Manager Microinsurance, Allianz SE, Germany)
		<b>Delphine Bazalgette</b> (Project Manager, Planet Finance) <b>“Safety net for the Poor”</b>
		<b>Trond Randøy</b> (University of Agder, Norway)
		<b>Roy Mersland</b> (University of Agder, Norway)
		<b>Øystein Strøm</b> (Østfold University College, Norway) <b>“The Impact of Internationalization on Micro Finance Institutions’ Performance”</b>
<b>01.30pm – 03.00pm</b>	<b>The Role of Business in a New Social Contract</b>	
<b>Session 3.4</b> <b>E 502</b> <b>PLH</b>	<b>Chair:</b>	<b>Chris Pinney</b> (Director Research and Policy, The Boston College Center for Corporate Citizenship, USA)
	<b>Speakers:</b>	<b>Michael Bürsch</b> (Member of Parliament (Deutscher Bundestag), Germany) <b>“Is There a New Role for Government?”</b>
		<b>Susanne Lang</b> (Executive Director, CCCD – Center for Corporate Citizenship Deutschland, Germany) <b>“Talking About the Civic Case in Corporate Citizenship”</b>
		<b>Sabine Mirkovic</b> (Europa-Universität Viadrina Frankfurt Oder, Germany) <b>“Legitimacy Without Public Accountability? The Role of Business’ Discursive Power in the Relation Between Multinational Corporations and Their Stakeholders”</b>

<b>01.30pm – 03.00pm</b>	<b>The Role of Partnerships in Fostering Corporate Responsibility – Challenges and Success Factors (I)</b>	
<b>Session 4.4</b> <b>E 400</b> <b>PLH</b>	<b>Chair:</b>	<b>Panel Discussion</b> <b>Silke Ramelow</b> (Board of Directors, BildungsCent e.V., Germany)
	<b>Speakers:</b>	<b>Federico Addiechi</b> (Director of Corporate Social Responsibility, FIFA (Fédération Internationale de Football Association), Switzerland)
		<b>Konstanze Carreras</b> (Corporate Communication – Social Responsibility, BMW Group, Germany)
		<b>Jürgen Griesbeck</b> (Managing Director, streetfootballworld gGmbH, Germany)
		<b>Kathrin Wieland</b> (Director, Save the Children Deutschland e.V., Germany)
<b>01.30pm – 03.00pm</b>	<b>CSR and Firm Reputation: Antecedents, Processes and Outcomes</b>	
<b>Session 4.9</b> <b>E 102</b> <b>PLH</b>	<b>Chair:</b>	<b>Jonathan Doh</b> (Director, Center for Global Leadership, Villanova University, USA)
	<b>Speakers:</b>	<b>Chris Deri</b> (Executive Vice President and Global Leader of CSR & Sustainability, Edelman Public Relations, USA) <b>“CSR, Trust, and Reputation: A Global Perspective”</b>
		<b>Manfred Schwaiger</b> (Ludwig-Maximilians-Universität München – Institute for Market-based Management (IMM), Germany) <b>“Do Companies Benefit from Corporate Social Responsibility?”</b>
		<b>Ray Taylor</b> (Murphy Professor of Marketing and Director, Corporate Social Responsibility Strategic Initiative Group, Villanova University, USA) <b>“Effects of CSR-related Sponsoring Campaigns on Corporate Reputation”</b>
<b>01.30pm – 03.00pm</b>	<b>The Equator Principles – A Voluntary Code of Environmental Standards in the Banking Industry</b>	
<b>Session 5.4</b> <b>E 600</b> <b>PLH</b>	<b>Chairs:</b>	<b>Cynthia Williams</b> (Osler Chair in Business Law, Osgoode Hall Law School York University, USA)
		<b>John Conley</b> (William Rand Kenan Jr. Professor of Law, University of North Carolina at Chapel Hill – School of Law, Canada)
	<b>Speakers:</b>	<b>Jane Murungi</b> (Research Fellow, Osgoode Hall Law School – York University, Canada) <b>„The Equator Principles: Transparency, Accountability and Governance”</b>
		<b>Bert Scholtens</b> (University of Groningen, The Netherlands) <b>“Financial and CSR characteristics of Equator banks”</b>
		<b>Cynthia Williams</b> (Osler Chair in Business Law, Osgoode Hall Law School York University, USA)
		<b>John Conley</b> (William Rand Kenan Jr. Professor of Law, University of North Carolina at Chapel Hill – School of Law, Canada) <b>“Global Banks as Global Regulators: The Equator Principles”</b>

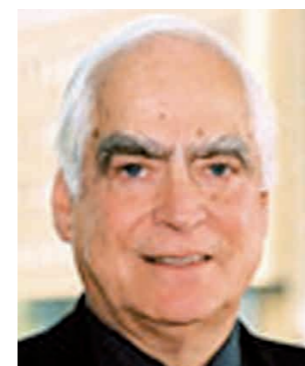
<b>01.30pm – 03.00pm</b>		<b>How to Communicate CSR (II)</b>	
<b>Session 5.6</b> E 800 PLH	<i>Chair:</i>	<b>Thomas Wimmer</b> (Partner, Brunswick Group)	
	<i>Speakers:</i>	<b>Tim Breitbarth</b> (University of Otago, New Zealand) <b>Andrea Insch</b> (University of Otago, New Zealand) <b>Phil Harris</b> (University of Otago, New Zealand) <b>“A Picture is Worth a 1000 words? – The Construction of Corporate Social Responsibility Messages Through the use of Images in Corporate Reporting”</b>	
		<b>Anne Eckert</b> (Research Assistant, Humboldt-Universität zu Berlin, Institute of Marketing, Germany) <b>Anna-Maria Schneider</b> (Humboldt-Universität zu Berlin, Institute of Management, Germany) <b>Lutz Hildebrandt</b> (Director, Institute of Marketing, Humboldt-Universität zu Berlin, Germany) <b>“Critical Incidents and the Effect of Corporate Social Responsibility on Reputation”</b>	
		<b>Thomas Wimmer</b> (Partner, Brunswick Group) <b>“CSR – From PR Trend to Investment Factor?”</b>	
<b>01.30pm – 03.00pm</b>		<b>Educating for Tomorrow – The Progress and Potential of Integrating CSR &amp; SD in Management Education</b>	
<b>Session 6.3</b> E 101 PLH	<i>Chairs:</i>	<b>Jacques Igalens</b> (University of Toulouse 1 – IAE, France) <b>Jan Jonker</b> (Nijmegen School of Management, The Netherlands)	
	<i>Speakers:</i>	<b>Jan Jonker</b> (Nijmegen School of Management, The Netherlands) <b>“Introduction: Outline of the European CSR Educational Landscape”</b>	
		<b>Salme Nasi</b> (University of Tampere, Finland) <b>“Nordic Perspectives in Business Education and Practice”</b>	
		<b>Wolfgang Stark</b> (University of Duisburg-Essen, Germany) <b>“A Need to Fill the Gap: is There Enough „Institutional Social Responsibility“ in German Universities?”</b>	
<b>03.00pm – 03.30pm</b>		<b>Coffee Break</b>	
<b>03.30pm – 05.00pm</b>		<b>Breakout Sessions</b>	
<b>03.30pm – 05.00pm</b>		<b>Voluntary Initiatives and Commitments: Complement or Obstacle? (II)</b>	
<b>Session 1.3</b> E 200 PLH	<i>Chair:</i>	<b>Birgit Spiesshofer</b> (Partner, Hengeler Mueller Law Firm, Germany)	
	<i>Speakers:</i>	<b>Matthias Hofferberth</b> (Goethe Universität Frankfurt a.M., Germany) <b>Tanja Brühl</b> (Goethe Universität Frankfurt a.M., Germany) <b>“Multinational Companies and Norms – Ideational Motivation for CSR Initiatives?”</b> >>	

		<b>Julia Hillebrandt</b> (University of Zurich, Switzerland) <b>Helmut Dietl</b> (University of Zurich, Switzerland) <b>Egon Franck</b> (University of Zurich, Switzerland) <b>“Corporate Social Responsibility in Professional Team Sports: National Football League (NFL) Versus UEFA Champions League”</b>	
		<b>Shann Turnbull</b> (Department of Government and International Relations, University of Sydney, Australia) <b>“Enhancing organizational performance and social responsibility with self-regulation”</b>	
<b>03.30pm – 05.00pm</b>		<b>Business in Civil Society</b>	
<b>Session 1.5</b> E 300 PLH	<i>Chair:</i>	<b>Frank Heuberger</b> (Member of the board, Centrum für Corporate Citizenship Deutschland (CCCD), Germany)	
	<i>Speakers:</i>	<b>Nina Belyaeva</b> (S.J.D., Chair, Public Policy Department, State University – Higher School of Economics, Moscow, Russia) <b>Peter Kusterer</b> (Manager Corporate Citizenship und Corporate Affairs, IBM Deutschland, Germany) <b>Philip H. Mirvis</b> (Senior Research Fellow, The Boston College Center for Corporate Citizenship, USA) <b>Heidi Schelbert</b> (Professor Emerita for Macroeconomics and Applied Economic Research, University Zurich, Switzerland)	
<b>03.30pm – 05.00pm</b>		<b>Doing Business in Emerging and/or Troubled Economies</b>	
<b>Session 2.5</b> E 400 PLH	<i>Speakers:</i>	<b>Moira Feil</b> (Peace Research Institute Frankfurt, Germany) <b>“Corporate Engagement in Conflict Zones – CSR, Governance or a Fig Leaf?”</b>	
		<b>Dietlind Freiberg</b> (Linde AG, Germany) <b>“Compliance Management in Weak Government Zones”</b>	
		<b>Nicole Kranz</b> (Freie Universität Berlin, Germany) <b>“Corporate Sustainability in Countries With Weak Capacities – What Role for the State?”</b>	
<b>03.30pm – 05.00pm</b>		<b>CSR in China</b>	
<b>Session 2.7</b> E 102 PLH	<i>Chair:</i>	<b>Joachim Schwalbach</b> (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)	
	<i>Speakers:</i>	<b>Tatjana Chahoud</b> (Political Scientist, German Development Institute (DIE), Germany) <b>“CSR and Labour Rights in China”</b>	
		<b>Christoph Lattemann</b> (University of Potsdam, Chair for Corporate Governance and E-Commerce) <b>Marc Fetscherin</b> (Rollins College, USA) <b>Anna-Maria Schneider</b> (Research Assistant, Humboldt-Universität zu Berlin, Institute of Management, Germany) <b>Ilan Alon</b> (Rollins College, USA) <b>“Chinas Interpretation of Corporate Social Responsibility”</b>	
		<b>Su Qi</b> (Sun Yat-sen University, China) <b>“What is a Prospective Road for the Development of Corporate Governance in China: A SEPRI Perspective”</b>	

<b>03.30pm – 05.00pm</b>		<b>Are Shareholders Happy With CSR? – The Impact of CSR-Activities on Corporate Performance</b>
<b>Session 3.7</b> E 101 PLH	<b>Chair:</b>	<b>Martin Blumberg</b> (Partner, brands & values GmbH, Germany)
	<b>Speakers:</b>	<b>Punit Arora</b> (Syracuse University, USA) “Corporate Social Performance: Stakeholder Coalitions, Politics, Strategy and Performance”
		<b>Martin Blumberg</b> (Partner, brands & values GmbH, Germany)
		<b>Albin Kälin</b> (CEO, EPEA Internationale Umweltforschung GmbH, Germany) “SUSTAINOVATION – Sustainability as Catalyst for Radical Innovation and Growth”
		<b>Andrea Liesen</b> (Institute for Futures Studies and Technology Assessment, Germany)
		<b>Tobias Hahn</b> (Institute for Futures Studies and Technology Assessment, Berlin, Germany)
		<b>Frank Figge</b> (Queen’s University Belfast, Queen’s University Management School, United Kingdom) “Sustainable Net Present Value”
		<b>Stelios Zyglidopoulos</b> (Judge Business School University of Cambridge, United Kingdom)
		<b>Sandra Rothenberg</b> (Rochester Institute of Technology College of Business, USA) “Cognitive Dissonance as a Driver of Corporate Social Performance: A Meso-Theoretical Model”
<b>03.30pm – 05.00pm</b>		<b>Responsible Supply Chain Management</b>
<b>Session 4.6</b> E 600 PLH	<b>Chair:</b>	<b>Markus Sterr</b> (Deutscher Entwicklungsdienst gGmbH, Germany)
	<b>Speakers:</b>	<b>Anja Meinecke</b> (PricewaterhouseCoopers AG WPG, Germany)
		<b>Sascha Sobek</b> (Manager Global Sustainable Business Solutions, PricewaterhouseCoopers, Germany) “Verification Systems for Voluntary Sector Initiatives”
		<b>Markus Sterr</b> (Deutscher Entwicklungsdienst gGmbH, Germany) “Ritter Sport and German Development Service DED – “The Cacaonica Project, Nicaragua””
		<b>Heike Flämig</b> (Hamburg University of Technology – Institute for Transport Planning and Logistics, Germany)
		<b>Christof Hertel</b> (Institute for Transport Planning and Logistics, Hamburg University of Technology, Germany) “Sustainable Logistics: How can we Reach More Than Green Washing?”
<b>03.30pm – 05.00pm</b>		<b>How to Communicate CSR (I)</b>
<b>Session 5.5</b> E 700 PLH	<b>Chair:</b>	<b>Panel Discussion</b> <b>Marc-Oliver Voigt</b> (Editor in Chief, Communication Director magazine, Germany)
	<b>Speakers:</b>	<b>Yves Thomas Dorval</b> (Head of Corporate Social Responsibility and Communication, British-American-Tobacco, United Kingdom)
		<b>Caroline Hempstead</b> (Vice President for Corporate Communications, Astrazeneca, United Kingdom)
		<b>Patricia O’Hayer</b> (Vice President Communications & Corporate Responsibility, Unilever, United Kingdom/ The Netherlands)
<b>05.00pm – 05.30pm</b>		<b>Farewell Drinks</b>



**Jagdish Bhagwati** is University Professor, Economics and Law, at Columbia University and Senior Fellow in International Economics at the Council on Foreign Relations. He has uniquely combined seminal scientific contributions to the postwar theory of commercial policy, strengthening greatly the case for Free Trade, with several bestselling books and essays in leading newspapers and magazines on current trade policy issues. Professor Bhagwati has received several honorary degrees and awards, among them the Freedom Prize (Switzerland), the Bernhard Harms Prize (Germany) and the Thomas Schelling Award (Kennedy School, Harvard).



**Prof. Dr. Peter Eigen** is a lawyer by training. He has worked in economic development for 25 years, mainly as a World Bank manager of programs in Africa and Latin America. Under Ford Foundation sponsorship, he provided legal and technical assistance to the governments of Botswana and Namibia. In 1993 Eigen founded Transparency International (TI). In 2005, Eigen chaired the International Advisory Group of the Extractive Industries Transparency Initiative (EITI) and became Chair of EITI in 2006. He was a faculty member at Frankfurt University, John F. Kennedy School of Government / Harvard University, Johns Hopkins University and since 2002 he is Honorary Professor at OSI/Freie Universität Berlin.



**R. Edward Freeman** is Olsson Professor of Business Administration at the Darden School, University of Virginia. He is Adjunct Professor of Stakeholder Management at the Copenhagen Business School. Mr. Freeman’s new book, *Managing for Stakeholders* was published in 2007 by Yale University Press. In 1984 he published *Strategic Management: A Stakeholder Approach*, where he traced the origins of the stakeholder idea and suggested that businesses build their strategy around their relationships with key stakeholders. Mr.

Freeman has a Ph.D. in Philosophy from Washington University. Mr. Freeman is a lifelong student of philosophy, martial arts, and the blues.



**Bradley Googins** PhD is the Executive Director of the Boston College Center for Corporate Citizenship and a professor in the Department of Organizational Studies at Boston College’s Wallace E. Carroll School of Management. The Center is a leading voice in corporate citizenship, through its research, executive education, and national and international convenings. It maintains an active partnership with over 300 businesses who are members of the Center.



**Dirk Matten** holds the Hewlett-Packard Chair in Corporate Social Responsibility and is a Professor of Strategy at the Schulich School of Business, York University, Toronto. His doctoral degree and his Habilitation are from Heinrich-Heine-University Düsseldorf in Germany. Dirk has taught and done research at academic institutions in Australia, Belgium, Britain, Canada, the Czech Republic, France, Germany, Italy and the US. His work has appeared in journals such as *Academy of Management Review*, *Journal of Management Studies*, *Organization Studies*, *Human Relations* and *The Geneva Papers*.



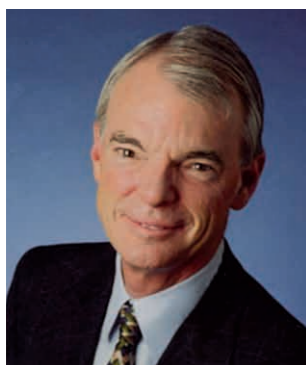
**Pietra Rivoli** is Professor at the Mc Donough School of Business at Georgetown University, where she teaches finance and international business. She has special interests in social issues in international business and in China, where she regularly leads MBA residencies. Professor Rivoli's recent book, *The Travels of a T-Shirt in*

*the Global Economy*, has won numerous awards, including the American Association of Publishers award for the best scholarly book of 2005 in the category of Finance and Economics. The book has been translated into 14 languages. Rivoli received her PhD from the University of Florida.



**Bo Rothstein** holds the August Röhss Chair in Political Science at University of Gothenburg in Sweden. He has been a visiting scholar at the Russell Sage Foundation, Cornell University, Harvard University, Collegium Budapest Institute for Advanced Study, and the University of Washington in Seattle. Among

his publications in English are *Social Traps and the Problem of Trust* (Cambridge University Press 2005), and *Just Institutions Matters: The Moral and Political Logic of the Universal Welfare State* (Cambridge University Press 1998). He is head of the recently established *Quality of Government Institute* at University of Gothenburg.



**Professor M. Spence** is a senior fellow at the Hoover Institution and Philip H. Knight Professor Emeritus of Management in the Graduate School of Business, Stanford University. He is the chairman of an independent Commission on Growth and Development, created in 2006 and focused on growth and poverty

reduction in developing countries.

In 2001, Professor Spence was awarded the Nobel Memorial Prize in Economic Sciences for his contributions to the analysis of markets with asymmetric information. He received the John Bates

Clark Medal of the American Economic Association awarded to economists under 40.

Professor Spence served as dean of the Stanford Business School from 1990 to 1999. From 1975 to 1990, he served as professor of economics and business administration at Harvard University. From 1984 to 1990, Professor Spence served as the dean of the Faculty of Arts and Sciences at Harvard, overseeing Harvard College, the Graduate School of Arts and Sciences, and the Division of Continuing Education.



**Sandra Waddock** is Professor of Management at Boston College's Carroll School of Management and Senior Research Fellow at BC's Center for Corporate Citizenship, and for 2006-07 a visiting scholar in the CSR initiative at the Kennedy School of Government at Harvard University. Published widely on corporate

responsibility and corporate citizenship, she holds MBA and DBA degrees from Boston University.

## Program Committee

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Anja Schwerk, *Institute of Management, Humboldt-Universität zu Berlin, Germany*

## Organizer: Institute of Management

Prof. Dr. Joachim Schwalbach the director of the Institute of Management together with his assistant Dr. Anja Schwerk have initiated and organized the series of International CSR-Conferences since their inception 2004. The main focus of the teaching and research program of the Institute of Management is "International Management", "Corporate Governance" and "Corporate Social Responsibility". To implement their mission of advancing the research in the area of CSR, fostering the international exchange between academia and business practice and integrating CSR into the economic curriculum, the Forum of Business and Society was founded and the conference cycle was initiated.



**Prof. Dr. Joachim Schwalbach** is professor of international management at Humboldt-Universität zu Berlin. From 2004-2006 he was the dean of the School of Business and Economics at Humboldt-Universität zu Berlin. He is a regular visiting professor at Stanford University Business School, Université de Toulouse and Sun Yat-sen University, Guangzhou, China. Joachim Schwalbach is editor and associate editor for various academic book series and journals, like „Sage Strategy Series“, "Journal of Economics of Business", „Long-Range Planning“, "China Management Studies", and "Zeitschrift für Betriebswirtschaft". He also serves on various boards.



**Dr. Anja Schwerk** is research assistant at the Institute of Management. She has held the first lecture on Business & Society for graduate students at the School of Business and Economics of the Humboldt-Universität. She was part of several research projects in the field of CSR with her main foci of research being "Quality of Ratings in CSR", "Valuation", and "Supply Chain Management". Her interest in the research area of CSR led her to scientifically conceive and organize the biannual CSR-conference series at Humboldt-Universität zu Berlin. Additionally, she is member of the board of the not-for-profit "Center for Corporate Citizenship Deutschland" (CCCD).

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