



**1ST PEKING - HUMBOLDT - UNIVERSITY CONFERENCE ON
CORPORATE SOCIAL RESPONSIBILITY
23 – 25 OCTOBER 2009**

PROGRAM

Program Structure: 1 st Day		
Time	Friday, 23 October 2009	Location
9.00 - 19.00	Registration	Lobby , New Building Guanghua School of Management, Peking University
19.00 – 21.00	Welcome reception Various Speakers	New Building Guanghua School of Management, Peking University

Program Structure: 2 nd Day		VENUE: B35
Time	Location	Saturday, 24 October 2009
8.30 – 10.00am	Classroom B35 New Building GSM, PKU	1st Session: CSR and Stakeholder Dynamics (1) Chair: Joachim Schwalbach, Humboldt-University Berlin Speakers: 1. Grahame Dowling, <i>Corporate Social Responsibility: A Theory of Stakeholder Influence</i> , Australian School of Business, The University of New South Wales, Sydney. 2. Timothy Devinney, <i>From Social Consumer to Involved Citizen: Fallacies of Too Much Inference</i> , University of Technology, Sydney.
10.00 – 10.20 am		Break
10.20 – 11.50	Classroom B35 New Building GSM, PKU	2nd Session: CSR and Corporate Governance (1) Chair: Liyan Wang, Guanghua School of Management, Peking University Speakers: 1. Allen T. Cheng, <i>Institutional Investor -Why Corporate Social Responsibility in China Will Come Only after a Civil Society takes Root</i> , Asia Editor. 2. Jamie Allen, <i>Practical Corporate Governance Engagement in Asia</i> , Director General, Asia Corporate Governance Association.
11.50 – 1.30 pm	Faculty Dining- room, New Building GSM, PKU	Lunch Break
1.30 – 3.00 pm	Classroom B35 New Building GSM, PKU	3rd Session: CSR, Standards, and Competition Chair: Timothy Devinney, University of Technology, Sydney Speakers: 1. Ran Zhang, Jigao Zhu, Heng Yue, Chuanyan Zhu, <i>Corporate philanthropic giving, advertising intensity, and industry competition level</i> , Guanghua School of Management, Peking University 2. Sarah Jastram, <i>ISO 26000 – Powerful New CSR Governance or Just Another Standard?</i> , Institute of Management, Humboldt-University Berlin.
3.00 – 3.30 pm		Break
3.30 – 5.00 pm	Classroom B35 New Building GSM, PKU	4th Session: Firm’s Practice and Responsible Management Education (Panel) Chair: Xinzhong Xu, Guanghua School of management, Peking University

		<p>Panelists:</p> <ol style="list-style-type: none"> 1. William Valentino, Bayer China 2. Lyn Kok ,Managing Director, Head, Corporate Development & GM, Standard Chartered 3. Jane Zhang, Head of Strategy, Deutsche Telekom China 4. Joachim Schwalbach, Humboldt-University Berlin 5. Philip Chang, former Associate Dean, Director of Centre for International Management, The Haskayne School of Business at the University of Calgary 6. Xinzhong Xu, Associate Dean, Guanghua School of Management, Peking University
5.30 –8.00 pm		Drinks & Dinner: Various Speakers

Program Structure: 3 rd Day		VENUE: B34
Time	Location	Sunday, 25 October 2009
8.30 – 10.10 am	Classroom B34 New Building GSM, PKU	<p>5th Session: CSR in China (present in Chinese)</p> <p>Chair: Wanjun Jiang, Guanghua School of Management, Peking University</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Xiangjin Li, Doning Yang, <i>A principle integrated evaluation system of CSR</i>, Guanghua School of Management, Peking University 2. Fang Zhou, <i>Comparative analysis of CSR about Petroleum companies</i>, China University of Petroleum, Beijing 3. Xinchao Wang, <i>Employer Brand: review about China contemporary practices and development</i>, Guanghua School of Management, Peking University 4. Longlong Ma, <i>Comparative study of China and Europe CSR practice</i>, School of Business, Renmin University of China 5. Hongtao Shen etc. <i>Legitimacy, Corporate Governance and Social Disclosure</i>, Guanghua School of Management, Peking University
10.10 – 10.30 am		Break
10.30 – 11.50 am	Classroom B34 New Building GSM, PKU	<p>6th Session: CSR and Corporate Governance (2)</p> <p>Chair: Dongning Yang, Guanghua School of Management, Peking University</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Lorraine Eden, Stewart Miller, <i>Coping with liability of foreignness: CSR activities of Asian banks in the United States</i>, Department of Management, University of Texas at San Antonio 2. Christoph Lattemann, <i>New Developments in the Corporate Governance in China</i>, University of Potsdam
11.50 – 1.30 pm	Faculty Dining-room, New Building GSM, PKU	Lunch Break
1.30 – 3.00 pm	Classroom B34 New Building GSM, PKU	<p>7th Session: CSR and Stakeholder Dynamics (2)</p> <p>Chair: Anja Schwerk</p> <p>Speakers:</p> <ol style="list-style-type: none"> 1. Avner Ben-Ner, Ting Ren, <i>A comparative study of allocation of decision-making across stakeholder groups: the case of personal care industry</i>, Carson School of Management, University of Minnesota; HSBC School of Business, Peking University 2. Anna-Maria Schneider, <i>The Status Quo and Prospects of CSR in Chinese Suppliers of German Firms</i>, Institute of Management, Humboldt-University Berlin.
3.00-3.30 pm		<p>Closing Remarks</p> <p>Joachim Schwalbach, Humboldt-University Berlin Xinzhong Xu, Guanghua School of Management, Peking University</p>

Life is for sharing.



乘车路线 (MAP)

“请送我到 北京大学光华管理学院新楼 (北大“廖凯原”楼西侧)”

Means “Please drive me to **the New Building of Guanghua School of Management, Peking University**”

“请送我到 **北大博雅国际会议中心（酒店）** 海淀区中关村北大街 127 号”

Means “Please drive me to the Lake View Hotel, 127 Zhongguancun North Street, Haidian District”



或

乘坐地铁 4 号线，北京大学站下车，地铁西北出口朝北走约 100 米