THE FUTURE OF CSR
5th INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY
OCTOBER 4-6, 2012 – BERLIN
## Program Structure: 1st Day

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
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<tbody>
<tr>
<td>3.00–3.15 pm</td>
<td>Opening Plenary Session Joachim Schwalbach (Humboldt-Universität zu Berlin, Germany)</td>
<td>Audimax Humboldt-Universität zu Berlin (HU)</td>
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<tr>
<td>3.15–4.00 pm</td>
<td>Plenary Session: Opening Keynote Speech “Titans or Titanic: Towards a Public Fiduciary” Simon Zadek (Founder of AccountAbility, UK)</td>
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</table>
| 4.00–5.30 pm   | Plenary Session: Executive Panel  
Chair: Michael Skapinker (Financial Times)  
Panelists:  
Björn Stigson (Former President of the World Business Council for Sustainable Development, WBCSD) with Keynote Address  
Alan Aicken (Vice-President Supplier CSR Management, Huawei Technologies Co., Shenzhen, China)  
Gerhard Prätorius (Head of CSR and Sustainability, Volkswagen Group, Germany)  
Simon Zadek (Founder of AccountAbility, UK) | Audimax Humboldt-Universität zu Berlin (HU) |
| 5.30–6.00 pm   | Break                                                                                           |                                                                         |
| 6.00–7.00 pm   | Plenary Session: Lifetime Achievement CSR Award 2012  
Archie B. Carroll (University of Georgia, USA)  
Laudation: Sandra Waddock (Boston College, Carroll School of Management, USA) |                                                                         |
| 7.00–9.00 pm   | Welcome Reception                                                                               | Senatssaal                                                             |

## Program Structure: 2nd Day

<table>
<thead>
<tr>
<th>Time</th>
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</tr>
</thead>
</table>
| 8.30–10.00 am  | Plenary Session: Panel Discussion “CSR Measurement and Sustainability Reporting”  
Chair: Jeremy Crist (Climate Change & Sustainability Services, Ernste&Young, UK)  
Panelists:  
Robert Eccles (Harvard Business School, USA) with Keynote Address  
Renata Casaro (Corporate Vice President of Investor Relations, Henkel AG & Co. KGaA, Germany)  
Paul Druckman (CEO, International Integrated Reporting Council, UK)  
Karenina Schröder (Berlin Civil Society Center, Germany)  
Susanne Stormer (Novo Nordisk, Denmark) | Audimax Humboldt-Universität zu Berlin (HU) |
| 10.00–10.30 am | Break                                                                                           |                                                                         |

## Program Structure: 3rd Day

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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| 10.30–12.00 am | Plenary Session: Keynote Panel “Managing Global Stakeholders”  
Panelists:  
Timothy Devinney (Technical University, Sydney and Humboldt-Universität zu Berlin, Australia/Germany), Chair  
Anita McGahan (Rotman School of Management, Munk School of Global Affairs, Canada)  
Maurizio Zollo (Department of Management and Technology, Bocconi University, Italy) | Audimax Humboldt-Universität zu Berlin (HU) |
| 12.00–13.00 pm | Lunch                                                                                           |                                                                         |
| 1.30–7.00 pm   | 4-5 Parallel sessions, 90 minutes each, and 30 minutes breaks                                   |                                                                         |
| 8.00–9.00 pm   | Dinner Reception                                                                                | Atrium Deutsche Bank                                                     |
| 10.30–12.00 am | Plenary Session: Panel Discussion “Building a New Institutional Infrastructure for CSR”  
Chair: Sandra Waddock (Boston College, Carroll School of Management, USA)  
Panelists:  
Edward Freeman (University of Virginia, USA) with Keynote Address  
Dirk Matten (York University, Toronto, Canada)  
Dima Jamali (American University of Beirut, Lebanon)  
Johanna Mair (Stanford University and Hertie School of Governance, USA/Germany)  
Sartini Wardiwiyono (University of Ahmad Dahlan, Indonesia) | Audimax Humboldt-Universität zu Berlin (HU) |
| 12.00–1.30 pm  | Lunch                                                                                           |                                                                         |
| 1.30–5.00 pm   | 4-5 Parallel sessions, 90 minutes each, and 30 minutes breaks                                   |                                                                         |
| 5.00–5.30 pm   | Farewell Drinks                                                                                 | Paul-Löbe-Haus (PLH)                                                    |
The 5th International Conference on Corporate Social Responsibility organized by the Institute of Management at Humboldt-Universität zu Berlin has established itself as the world’s premier international forum for exploring the global themes of CSR in all its manifold dimensions.

Inaugurated in 2004 as “a platform for multi-stakeholder dialogue”, the Humboldt-Conference series has attained a remarkable degree of international relevance in a short period of time. Its stature is reflected not only in the sustained rise in delegate numbers, but also – most importantly – in the scope and caliber of its participants. Leading academics, executives, policy makers, activists and educators from around the globe now place the biennial CSR-Conference on their agenda.

Those dealing with CSR in research, business, politics, and the private or public sector are facing completely new challenges brought on by globalization and most recently by the global financial crisis. There are now many standards, many types of certification and monitoring programs, many accrediting agencies, numerous conferences generated by the stakeholder groups and associations, and many entities able to put their expectations of corporate behaviors and practices in front of corporations. The result of this proliferation is a degree of confusion and the need for consolidation.

Furthermore, the growing economic and political importance of emerging market countries and corporations – that in many cases have ideologies, cultures, and economic traditions different from those that dominated the last two centuries – suggests that the Western model of CSR that dominates academic, media and corporate debate may not be the most appropriate one.

What are the implications of these dynamics for CSR? The conference will explore whether more collaboration between the most relevant global entities can bring more consistency across different institutions.

To highlight this need for cooperation and debate on the global level and to look at the implications for CSR in a post global financial crisis world, the thematic emphasis of this year’s conference is “The Future of CSR” and is a natural progression from earlier conferences. For the first time, a Lifetime Achievement CSR Award has been established to pay tribute to those who were among the pioneers in the field of CSR. This year the Award will be given to Professor Archie B. Carroll whose scholarly contribution influenced and shaped the field of CSR tremendously.

Preceding this conference there was again a doctoral workshop. This reflects the immense interest and research efforts on CSR-issues by students and young scientists around the world. The interest in the workshop is overwhelming and the aspiring doctoral candidates not only enjoy meeting students from other continents and cultures but receiving valuable advice from the outstanding experts in the field of CSR.

We welcome all of you and thank you for being part of the conference. So let’s seize the opportunity to interact and make this conference a truly stimulating event.

Joachim Schwalbach and Anja Schwerk
Institute of Management
School of Business and Economics
Humboldt-Universität zu Berlin
### Opening Plenary Session

#### 3.00-3.15 pm
**Audimax Humboldt-Universität zu Berlin (HU)**  
Joachim Schwalbach (Humboldt-Universität zu Berlin, Germany)

### Plenary Session: Opening Keynote Speech

#### 3.15-4.00 pm
**Audimax Humboldt-Universität zu Berlin (HU)**

**“Titans or Titanic: Towards a Public Fiduciary”**  
Simon Zadek (Founder of AccountAbility)

### Executive Panel

#### 4.00-5.30 pm
**Audimax Humboldt-Universität zu Berlin (HU)**  
Chair: Michael Skapinker (Financial Times)

**Panelists:**  
- Björn Stigson (Former President of the World Business Council for Sustainable Development, WBCSD) with Keynote Address  
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- Gerhard Prätorius (Head of CSR and Sustainability, Volkswagen Group, Germany)  
- Simon Zadek (Founder of AccountAbility, UK)

### Break

#### 5.30-6.00 pm

### Plenary Session: Lifetime Achievement CSR Award 2012

#### 6.00-7.00 pm
**Audimax Humboldt-Universität zu Berlin (HU)**  

**“A CSR Journey: Looking Back, Looking Forward”**  
Archie B. Carroll (University of Georgia, USA)  
*Laudation:* Sandra Waddock (Boston College, Carroll School of Management, USA)

### Welcome Reception

#### 7.00-9.00 pm
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<td>Paul-Löbe Haus (PLH)</td>
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</tbody>
</table>
FRIDAY, OCTOBER 5, 2012

1.30-3.00 pm

Paul-Löbe Haus (PLH)

F11 room E200

“Social Entrepreneurship and Social Innovation”

**Chair:** Johanna Mair (Stanford University and Hertie School of Governance, USA/Germany)

**Panelists:**
- Dominik Rüede, Kathrin Lurtz (EBS Business School, Germany)
  “Social Innovation: One concept or different conceptualizations?”
- Wojciech Roskiewicz (Fraunhofer Centre MOEZ, Germany) Sebastian Straube (InnovatiKa)
  “Sustainable valleys: Strategies of Incubation and Implementation of Innovative Sustainable Business Solutions in Europe, Based on the Examples of Start-ups and Business Incubators from Selected European Countries”
- Robert Münchener (CSI – Centre for Social Investment, Heidelberg University, Germany)
  “Market Based Mechanisms for Social and Ecological Value Creation in Social Entrepreneurship – A Comparison between Western Europe and the US and Emerging Market Countries”
- Jana Gebauer (Institute of Ecological Economy Research (IÖW), Germany)
  “Social Entrepreneurship and CSR: Different Views on Value Creation”

F12 room E300

“Is there a Silver Bullet to measure CSR? – Approaches to be on Trial”

In the panel three different approaches of measuring CSR will be presented. Afterwards possible trade-offs of different measurement approaches will be discussed. The trade-offs of different measurement approaches will be discussed. The trade-offs are for example: measurement on product- or project level versus measurement on company-level and covering as much data as possible versus cost-benefit orientation. Central to the overall discussion will be the question of how to measure the impacts of CSR both on the company and society.

**Chair:** Anja Schwerk (Humboldt-Universität zu Berlin, Germany)

**Panelists:**
- Roland Schröder (Head Sustainability and Product Safety, Henkel AGaCo.KGaA, Germany)
  “Sustainability Measurement to Monitor Progress”
- Peter Saling (Sustainability Evaluation, BASF SE, Germany)
  “Sustainability Evaluation on Product and Corporate level”
- Hendrik Fink (Partner Sustainability Services, PwC, Germany)
  “The Ecological Profit and Loss Statement of Puma”
India is one of the largest and most fascinating emerging industries and we are observing a growing number of research activities focusing on CSR strategies of Indian firms and organizations. On the one hand, these examinations indicate that there is a lot of potential for improvement with regard to effective labor rights and environmentally-friendly business solutions. On the other hand, we detect some very interesting innovative and culturally adaptive CSR approaches in different Indian sectors which serve as an important source for innovation, learning, and global advancement in the field of CSR.

Chair: Joachim Schwalbach (Humboldt-Universität zu Berlin, Germany)

Panelists:

Som Sekhar Bhattacharyya (National Institute of Industrial Engineering, India)
“Exploring the status of implementation of Corporate Social Responsibility activities in the context of extractive industry in India”

Vijay E. Pereira, Shilpa Patel (University of Portsmouth Business School, UK)
“A Critical Examination of Corporate Social Responsibility in the Indian Retail Sector”

Subhasis Ray (Xavier Institute of Management, India)
“Institutional Structure, Governance and Emerging CSR Regulations – Implications for Strategy and Practice in India”

Caren Rodrigues (Indian Institute of Management Bangalore, India)

Maninder Pal Singh Thind, Vinay Kumar Nangia (Indian Institute of Technology (IIT) Roorkee, Roorke, India)
“Industry-Academia Partnership: Developing a Framework for Strengthening CSR Policy of Indian Industries”
### F14  room E600

**“The Carbon Disclosure Project: From Disclosure to Action and Carbon Mitigation”**

organized by Carbon Disclosure Project

In order to determine what can help investors in their decision-making process, we will discuss issues such as the reality and potential of ESG data in mainstream investment, sense and nonsense of sustainability reporting as well as the trade-offs between quantitative data/scores and qualitative reporting.

**Chair:** Laura Bergdieck (Head of Operations, CDP Germany & Austria) & Susan Dreyer (Head of Programs and Markets, CDP Germany & Austria)

**Panelists:**
- Charlotte Stange (Corporate Responsibility, Corporate Communications & IR, Linde Group, Germany)
- Edeltraud Günther (Chair of Environmental Management and Accounting, Technical University Dresden, Germany)
- Susana Penarrubia Fraguas (Director, Senior Investment Manager Equities, European ESG & Infrastructure, DWS Investments, Germany)

### F15  room E700

**“Responsible Lobbying”**

Corporate lobbying is big business and is also highly controversial. Yet despite an explosion of interest in CSR in recent decades, there is still comparatively little research available on CSR in lobbying, a gap that undermines the legitimacy of both academic CSR and the practice of lobbying. This panel session brings together experiences from practitioners in an early step to address the imbalance.

**Chair:** Stephanos Anastasiadis (Royal Hollway, University of London, UK)

**Panelists:**
- Barry Lynham (Group Public Affairs Director, Knauf Isulation)
- Stephen Stacey (Director, Hyundai Motor Company Brussels Office, Belgium)
- Feri Thierry (President, Austrian Public Affairs Association, Vienna, Austria)

**3.00-3.30 pm** Break
3.30-5.00 pm
Paul-Löbe Haus (PLH)
F21
room E200

“Managing CSR in ‘Challenging Environments’ Strategies of Emerging Market and Western-based Multinationals”

organized by GIZ/DGCN on behalf of BMZ

This Panel will bring together business leaders from emerging markets multinationals (EMM) and western-based businesses to discuss their perspectives on responsible business conduct in challenging environments. In such environments companies from all over the world face similar challenges. Do Emerging Market Multinationals address these challenges differently from their Western-based peers?

Chair: Luke Wilde (TwentyFifty Ltd., UK) & Christoffer Brick (GIZ GmbH Business Unit Private Sector Cooperation, Germany)

Panelists:
Abhay Pathak (Assistant General Manager for Environmental Science of the Engineering Research Centre, Tata Motors Ltd., India)

Corné Peters (Social Programme Coordinator, South Africa Division of Mondi Group, South Africa)

Weijun Xie (Executive Director of the General Office of China Minmetals Corporation, China)

Mike Nolte (Vice President of Mercedes-Benz Russia, Russia)

Wang Zhile (President of the Beijing New Century Academy on Transnational Corporations, China)
FRIDAY, OCTOBER 5, 2012

F22 room E300

“Measuring the Impact of Corporate Citizenship”

organized by PHINEO

Knowledge of the impact of Corporate Citizenship on society and the company lays the foundation for strategic management and transparent reporting. Based on reports from practice and science, the panel will discuss the necessities and the challenges of common standards for impact analysis. A special focus will be on exploring the practical scope of the SROI method.

Chair: Philipp Hoelscher (Assistant Director Analysis and Research, PHINEO gAG, Germany)

Panelists:
- Hanna Daum (Randstad Deutschland GmbH & Co. KG, National Coordinator CSR, Germany)
- Claudia Donzelmann (Allianz SE, Head of Corporate Citizenship, Germany)
- Christofer Habig (Deutsche Bank AG, Global Head of Brand Communications & Corporate Citizenship, Germany)
- Robert Münscher, Gorgi Kriev (University of Heidelberg, Germany)

“Meta-Analysis of SROI Studies – Exploring the Practical Scope of SROI and Deriving Implications for Its Application in the Context of CSR.”

F23 room E400

“Integrated Reporting Needs Integrated Thinking – Insights from the IIRC Pilot Programme and Beyond”

The panel discusses Integrated Reporting as a new approach to corporate reporting. The International Integrated Reporting Council (IIRC) is leading the development of a new global framework for Integrated Reporting. EnBW, Munich Airport and SAP take part in the IIRC-Pilot Programme, BASF has made strong progress towards integrated reporting in recent years. The panelists will talk about their experiences and thoughts in preparing combined and integrated reports and give an overview of the current state of Integrated Reporting in Germany.

Chair: Lothar Rieth (EnBW Energie Baden-Württemberg AG, Sustainability Department, Germany)

Panelists:
- Christoph Dolderer (EnBW Energie Baden-Württemberg AG, Accounting Department, Director of Principles and Methods, Germany)
- Thorsten Pinkepank (Head of Corporate Sustainability Relations, BASF, Germany)
- Sonja Simon (SAP AG, Head of Group Accounting and Reporting, Germany)
- Monica Streck (Flughafen München GmbH, Head of Strategy and Sustainability, Germany)
“ISO 26000: Implementation and Effectiveness”

ISO 26000 was published in late 2010 representing a new international guideline or standard in the field of CSR. Its creation involved about 2000 stakeholder experts from all over the world who developed the guideline within 5 years of intense interaction. Short before the second birthday of ISO 26000, this panel investigates the challenges and opportunities with regard to the implementation and adaptation of the standard within organisations and value chains.

Chair: Sarah Jastram (Humboldt-Universität zu Berlin, Germany)
Panelists: Gisela Eickhoff (Harting Technology Group, Germany)
          Marcin Grzybek (Responsible Business Forum, Poland)
          Martin Neureiter (CSR Company, Austria)
          Andreas Rasche (Copenhagen Business School, Denmark)

“Responsible Supply Chain Management”

Global supply leads to increasing outsourcing activities and decreasing depth of added value of firms. Procurement divisions have an important impact on the realization of CSR within firms. CSR aspects have to be integrated in the procurement processes in order to ensure social and environmental standards in the supplier firms and in the supplier network, respectively. This session will deal with measures, challenges and limits for the integration of CSR in the supply chain management.

Chair: Anna-Maria Schneider (Humboldt-Universität zu Berlin, Germany)
Panelists: Alan Aicken (Vice-President Supplier CSR Management, Huawei Technologies Co., Shenzhen, China)
          Nicola Eisenschmid, Joachim Käschel (TU Chemnitz, Germany)
          Martin Ma (Solidaridad, China)
          Beatrice Siegmann (Procurement, Deutsche Telekom AG, Germany)
          Heike Schulze (Procurement CSR, Sustainability, Daimler AG, Germany)

5.00-5.30 pm Break
## Integrating CSR in the Business Education

The panel discusses different (cultural) approaches to integrate CSR in business education. It wants to give insights into the current situation and into possible changes in existing curricula of business schools and executive education.

**Chair:** Dirk Matten (York University, Toronto, Canada)

**Panelists:**
- Matthias Philip Hühn (Kühne Logistics University, Germany)
  - "Corporate Governance, Corporate Governors, and Management Theory"
- Stefan Tewes, Wolfgang Stark (University of Duisburg-Essen, Germany)
  - "International Executive Program for CSR-Managers – Challenges and Lessons"
- Andreas Butz (Center for Didactics and Methodology, Switzerland), Karl-Heinz Gerholz (Department for Business and Human Resource Education, Germany)
  - "The Development of Ethical Skills in Higher Business Education"
- Silke Bustamante (Berlin School of Economics & Law, Germany)
  - "CSR as a Cultural Construct – Differences in CSR Expectations of Graduates in Japan and Germany"
- Lars Rademacher, Nadine Remus (MHMK University for Media & Communication Munich, Germany)
  - "A Management Fashion Approach to CSR"

## Sustainable Strategic Management

This session deals with the future of strategic management research. Presenters are well known scholars of strategic management from Germany and the U.S. The papers presented cover a variety of topics and will be published in a Special Issue of the Journal of Business Economics.

**Chair:** Rudi Bresser (Freie Universität Berlin, Germany)

**Panelists:**
- Rüdiger Grube (CEO, Deutsche Bahn AG, Germany) with Keynote Address
- Philip Bromiley (Merage School of Business, University of California, USA)
- Dedo zu Knyphausen-Aufseß (Technische Universität Berlin, Germany)
- Miriam Flickinger (Universität Passau, Germany)
- Edward Zajac (Northwestern University, Kellog School of Management, USA)
“Codes and Standards”

There is a wide set of national and international standards and codes. Environmental, social and governance (ESG) aspects are increasingly integrated in investment decisions. However, these CSR instruments are only adopted to some extent and their effectiveness is limited. This session will deal with the benefits and challenges to implement such instruments.

Chair: Andreas Rasche (Copenhagen Business School, Denmark)

Panelists:
- Yvone Zwick (German Council for Sustainable Development, Germany) “The German Sustainability Code – Experiences and Achievement”
- Kyoko Sakuma (Université Libre de Bruxelles, Belgium) “Conform or not Conform”
- David Millon (Washington and Lee University, USA) “Institutional Shareholders and CSR”
- Simone de Colle, Adrian Henriques, Saras Sarasvathy (Dublin City University, Italy) “The Paradox of CSR Standards”

“Sustainable Performance Management”

The panel tries to answer the question of how a zero impact strategy can be implemented. Subsequently, the determinants of the relationship between CSR and earnings management will be illuminated. Finally, the consequences of corporate behavior in addressing or solving global governance challenges (climate change, sustainable development...) will be discussed.

Chair: Ralph Andreas Thurm (Deloitte, Netherlands)

Panelists:
- Georg Kell (Executive Director, UN Global Compact Office, United Nations) “Time for Business to Exercise Leadership: Making Corporate Sustainability a Transformating Force”
- Jennifer Martinez-Ferrero, Beatriz Cuadrado-Ballesteros (University of Salamanca, Spain) “Are Sustainable Companies Responsible from the Standpoint of Accounting?”
SATURDAY, OCTOBER 6, 2012

8.30-10.00 am  
**Plenary Session: Panel Discussion**  
Audimax Humboldt-Universität zu Berlin (HU)  

“If Building a New Institutional Infrastructure for CSR”

**Chair:** Sandra Waddock  
(Boston College, Carroll School of Management, USA)

**Panelists:**  
Edward Freeman  
(University of Virginia, USA)  
with Keynote Address  
Dirk Matten  
(York University, Toronto, Canada)  
Dima Jamali  
(American University of Beirut, Lebanon)  
Johanna Mair  
(Stanford University and Hertie School of Governance, USA/Germany)  
Sartini Wardiwiyono  
(University of Ahmad Dahlan, Indonesia)

10.00-10.30 am  
**Break**

10.30-12.00 am  
**Plenary Session: Panel Discussion**  
Audimax Humboldt-Universität (HU)  

“[Innovating for Sustainability: Challenges and Opportunities Post Rio+20”

**Chair:** Michael Skapinker  
(Financial Times)

**Panelists:**  
Natacha Dimitrijevic  
(Head of Europe at Hermes Equity Ownership Services, UK)  
Robert Eccles  
(Harvard Business School, USA)  
Katrin Muff  
(Dean, Lausanne Business School, Switzerland)  
Gerhard Prätorius  
(Head of CSR and Sustainability, Volkswagen Group, Germany)  
Christian Seelos  
(Stanford Center on Philanthropy and Civil Society, USA)  
Maurizio Zollo  
(Department of Management and Technology, Bocconi University, Italy)

12.00-1.30 pm  
**Lunch**  
Paul-Löbe Haus (PLH)
1.30-3.00 pm

Paul-Löbe Haus (PLH)

**S11** room E200

**“Evaluation of Investments in Philanthropic Activities”**

in cooperation with The Stanford Social Innovation Review

**Chair:** Johanna Mair (Academic Editor of SSIR, USA/Germany)

**Panelists:**
- Raymund B. Habaradas (De La Salle University, Philippines)
- Ulpiana Kocollari, Ennio Lugli (University of Modena and Reggio Emilia – Department of Economics Marco Biagi, Italy)
- Angelina Toscani (Boston Consulting Group, Business@School, Germany)
  “BCG’s business@school Learning Initiative: A Collaborative Ecosystem Enabling the Combination of People Development with Corporate Social Responsibility”

**S12** room E300

**“Inclusive and Green Business Models and Their Contribution to Sustainable Development”**

organized by German Federal Ministry for Economic Cooperation and Development (BMZ)

The panel will center on the study “Policy Measures to Support Inclusive and Green Business Models”, which was presented at the Rio+20 Summit. It explores what contribution inclusive and green business models can make to sustainable economic growth and how the adoption of such business models can be facilitated and supported by public policy.

**Chair:** Matthew McDermott (Manager, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Germany)

**Panelists:**
- Susanne Dorasil (Head of Division Economic Policy, Financial Sector, German Federal Ministry for Economic Cooperation and Development, Germany)
- Martin Herrndorf (Author of the study, endeva, Germany)
- Green Inclusive Business Representative (N.N.)
**S13**

**room E400**

**“The Consumer – an Intransparent Creature in the Field of CSR”**

*Chair: Johannes Simons (University of Bonn, Germany)*

*Panelists: Vera Fricke (TU Berlin, Germany)*

“Strengthening CSR Through Consumer’s Social Responsibility (CnSR)? – Results of a Consumer Survey on CnSR Communication”

*Nina Langen, Dilani Janssen (University of Bonn, Germany)*

“Cause-related Marketing – Is an Euro Spent Abroad of More Value than Spent in the Own Country?”

*Johannes Simons, Monika Hartmann (University of Bonn, Germany)*

“CSR in the Meat Industry: Do good, but Should you Talk About It?”

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**S14**

**room E600**

**“CSR in SMEs and Family Business”**

The necessity and applicability of CSR in small and medium enterprises as well as in family businesses has increasingly become subject of scholars attention during the last years. This panel discusses whether CSR is relevant for SMEs in the same way as it is for multinational enterprises. It further addresses questions like: does CSR have a competitive impact for SMEs? Is there a specific CSR approach for SMEs and family businesses? How do current regulations stimulate and influence CSR strategies in smaller businesses?

*Chair: Carlo Manuel Drauth (Policy Advisor on CSR, Federal Ministry of Labour and Social Affairs, Germany)*

*Panelists: Iphigenia Pavlou, Maria Krambia-Kapardis, Cristina Neophytidou (Cyprus University of Technology, Cyprus)*

“CSR Tool and Proposed Actions in EuroMed Area”

*Eleni Apospori, Konstantinos G. Zografos, Solon Magrizos, Massimo Battaglia (Athens University of Economics and Business, Greek)*

“Perceived Contribution of CSR Actions on Competitiveness Across Euro-Mediterranean SMEs: A Cross Regional Comparison”

*Pilar Marques, Pilar Presas, Alexandra Simon (Universitat de Girona, Spain)*

“Corporate Social Responsibility in Family Business: How and Why are Family Businesses Heterogeneous?”
“What are the Principles of Responsible Management Education (PRMEs) and what are they good for? Best practice and practical implications”

organized by Net Impact Berlin Students

We invite you to create an inspiring campus for the future generation of responsible students/managers with us. After an introduction of the head of PRME office, this hands-on workshop will get you and your ideas involved in a creative brainstorming session. Take home practical ideas of how to train future generations for a more sustainable development.

Chair: Maje Basten, Nadja Berseck, Julia Propp (Net Impact Berlin Students, Germany)

Panelist: Sandra Waddock (Boston College, Carroll School of Management, USA)

“Link between CSR and Corporate Financial Performance”

The empirical research on a possible link between CSR and corporate financial performance (CFP) has a long tradition. The findings are mixed and sometimes even contradictory. In the panel the relationship between CSR and CSP will be discussed using different approaches and methodologies as well as different mediating factors.

Chair: Joachim Schwalbach (Humboldt Universität zu Berlin, Germany)

Panelists: Rocco Ciciretti, Leonardo Becchetti, Alessandro Giovenelli (University of Roma Tor Vergata, Italy)

“Corporate Social Responsibility and Stock Market Efficiency”

Hsiang-Hsuan Chih, Wen-Chuan Miao, Chin-jung Luan, Mi-Hsiu Chiang (National Dong Hwa University, Taiwan)

“When and How Does Corporate Social Responsibility Matter? Evidence from Fortune Global 500 Companies”

Thomas Ehrmann (University of Muenster, Germany), Katja Rost (University of Jena, Germany)

“Reporting Biases in Positive Research Paradigms in Management”

Mohammad T. Islam, Shah Md. Ahsan Habib (Bangladesh Institute of Bank Management (BIBM), Bangladesh)

“Does the Performance of Banking Business Recount Corporate Social Responsibility Expenditure (CSRE) in Bangladesh?”
“CSR from Different Country Perspectives: China”

China’s growing economy plays a very significant role in the world’s economy. In this context, academics increasingly research CSR in China. However, CSR approaches of Western nations are applicable to Chinese firms only to a limited extent. There are country-specific influencing factors which have an impact on the extent and shape of CSR measures. The session aims to make a step towards analyzing local particularities which influence the CSR approaches of Chinese firms.

Chair: Anna-Maria Schneider (Humboldt-Universität zu Berlin, Germany)

Panelists:
- Wanjun Jiang (Peking University, China), Zhijun Yu (Renmin University of China, China), Adrian Cheung (Curtin University, Australia)
- Xue-rong Peng, Jiang Wei (Zhejiang University, China)

“Does the Market Punish the Bad Boys? Evidence from China”


Jingchen Zhao (University of Salford, UK)

“Promoting Socially Responsible Listed Companies in China Through Mandatory Information Disclosure Requirements”

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“Managing CSR – Strategy and Integration”

Diverse stakeholder expectations create challenges for the CSR management and might put the legitimacy at risk. Further, management approach and firm-specific legitimacy pressure have an impact on the shape of CSR reporting. This session will deal with the different strategy and reporting approaches to cope with the legitimacy pressure. Moreover, a corporate example will be discussed.

Chair: Dirk Matten (York University, Toronto, Canada)

Panelists:
- Dorothee Baumann-Pauly, Andreas G. Scherer, Guido Palazzo (University of Zurich, Switzerland)
- Philipp Schreck (Ludwig-Maximilians-Universität München, Germany)

“Managing Corporate Legitimacy – Examples of Actual Managerial Practices”

“Unconditional Transparency vs. ‘Good News Only’ – Determinants of CSR Disclosure Strategies”

Robert N. Mefford, Payson Johnston (University of San Francisco, USA)

“The Evolution of CSR at Cisco Systems, Inc.”

5.00-5.30 pm Farewell Drinks

Paul-Löbe Haus (PLH)
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"Does the market Punish the Bad Boys? Evidence from China" Xue-rong Peng, Jiang Wei (Zhejiang University, China)

"The mediating Effect of Social Tie on the Relationship between CSR and Firm Performance: Evidence from China" Sabrina Zajak (Humboldt-Universität zu Berlin, Germany)

"Transnational Private Regulation and the Transformation of Labour Rights Organizations in Emerging Markets: New Markets for Labour Support Work in China" Jingchen Zhao (University of Salford, UK)

"Promoting Socially Responsible Listed Companies in China Through Mandatory Information Disclosure Requirements"