Program Structure: 1st Day

Time | Wednesday, October 8, 2008 | Location
--- | --- | ---
3:00 – 4:00 pm | Opening Plenary Session | Humboldt-Universität zu Berlin
Eric Depluet, E.ON AG, Germany
--- | --- | ---
4:00 – 5:00 pm | 1st Plenary Session: "Sustained High Growth Strategies and Dynamics: Critical CSR Inputs to the Process" | A. Michael Spence, Stanford University, Nobel Laureate in Economic Sciences
--- | --- | ---
5:00 – 5:30 pm | Coffee Break | Humboldt-Universität (HU)
--- | --- | ---
5:30 – 7:00 pm | 7 Breakout Sessions | Humboldt-Universität (HU)
--- | --- | ---
7:00 – 9:00 pm | Welcome Reception (Senate Hall) | Humboldt-Universität (HU)

Program Structure: 2nd Day

Time | Thursday, October 9, 2008 | Location
--- | --- | ---
8:00 – 10:00 am | 1st Plenary Session | Humboldt-Universität (HU)
Senators:
Jagdish Bhagwati, Columbia University, USA
"The Design of Corporate Social Responsibility"  
Pietro Rusti, Georgetown University, USA
"The Future of CSR in a Globalizing World"
--- | --- | ---
10:00 – 11:00 am | Coffee Break | Humboldt-Universität (HU)
--- | --- | ---
10:30 – 12:00 am | 4th Plenary Session: Panel Discussion | Humboldt-Universität (HU)
"CSR in the Pharma Industry – Vision and Specific Trends"
Focus on Access to Medicine: Responsibility or Opportunity?
Chair: Jürgen Peukert, Bayer Schering Pharma AG, Germany
Speakers:
Klaus Bröll, Bayer Schering Pharma AG, Germany
Lise Kingo, Novo Nordisk, Denmark
Wim Leneveul, Access to Medicine Foundation, The Netherlands
Klaus M. Leisinger, Novartis Foundation for Sustainable Development, Switzerland
Lukas Pieter, Merck Sharp & Dohme, Germany
Thomas Saugnac, Ermit de Young Life Sciences Practice, France
--- | --- | ---
10:00 – 11:00 am | Transport to PLH and Lunch | Paul-Löbe-Haus (PLH)
--- | --- | ---
11:30 – 1:00 pm | 9 Breakout Sessions | Paul-Löbe-Haus (PLH)
--- | --- | ---
1:30 – 3:00 pm | Coffee Break | Paul-Löbe-Haus (PLH)
--- | --- | ---
3:30 – 5:00 pm | 10 Breakout Sessions | Paul-Löbe-Haus (PLH)
--- | --- | ---
5:00 – 5:30 pm | Coffee Break | Paul-Löbe-Haus (PLH)
--- | --- | ---
5:30 – 7:00 pm | 7 Breakout Sessions | Paul-Löbe-Haus (PLH)
--- | --- | ---
7:00 – open end | Gala Dinner | Rotte Rathaus

Program Structure: 3rd Day

Time | Friday, October 10, 2008 | Location
--- | --- | ---
8:30 – 10:00 am | 5th Plenary Session | Humboldt-Universität (HU)
Senators:
Edward R. Freeman, University of Virginia, USA
"Creating Sustainable Value for Stakeholders"
Sandra Waddock, Boston College, USA
"Creating Sustainable Value for Stakeholders"  
Joachim Schwalbach, Humboldt-Universität zu Berlin
"Corporate Responsibility as a Social Movement: The Building of an Infrastructure"
--- | --- | ---
10:00 – 10:30 am | Coffee Break | Humboldt-Universität (HU)
--- | --- | ---
10:30 – 12:00 am | 6th Plenary Session: Panel Discussion | Humboldt-Universität (HU)
"The Political Role of the Corporation – Perspectives on Contemporary CSR"
Chair: Edward R. Freeman, University of Virginia, USA
Speakers:
Edward R. Freeman, University of Virginia – The Darden School, USA
Andreas Scherer, University of Zurich, Switzerland
Graham Thompson, Open University, UK
--- | --- | ---
12:00 – 1:30 pm | Transport to PLH and Lunch | Paul-Löbe-Haus (PLH)
--- | --- | ---
1:30 – 1:00 pm | 9 Breakout Sessions | Paul-Löbe-Haus (PLH)
--- | --- | ---
2:30 – 4:00 pm | Coffee Break | Paul-Löbe-Haus (PLH)
--- | --- | ---
4:00 – 5:00 pm | 7 Breakout Sessions | Paul-Löbe-Haus (PLH)
--- | --- | ---
5:00 – 5:30 pm | Farewell Drinks | Paul-Löbe-Haus (PLH)

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 interdisciplinary 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 8th, 2008

03.30pm – 04.00pm Opening Remarks
Audimax U6
Joachim Schwalmbach
(Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)
Eric Depluet
(Co-Chief Responsibility Officer, E.ON AG, Germany)

04.00pm – 05.00pm 1st Plenary Session
Audimax U6
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 2nd Plenary Session: Executive Panel
Audimax U6
Chair: Bradley K. Googins
(Director, The Boston College Center for Corporate Citizenship, USA)
Speakers:
Eric Depluet
(Co-Chief Responsibility Officer, E.ON AG, Germany)
David Logan
(Co-Founder and Chairman, Corporate Citizenship, UK)
Andreas Pahlmann
(Co-Chief Compliance Officer, Siemens AG, Germany)
William Valentinovo
(Vice President CSR of Greater China, Bayer AG, China)

07.00pm – 09.00pm Dinner Reception
Senatssaal U6

Thursday, October 9th, 2008

08.30am – 10.00am 3rd Plenary Session
Audimax U6
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 4th Plenary Session
Audimax U6
Chair: Jürgen Peukert
(Partner, Ernst & Young Life Sciences Practice, Germany)
Speakers:
Klaus Brill
(Vice President Corporate Commercial Relation, Bayer Schering Pharma AG, Germany)
Lisa 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 Saugnanac
(CSR & Access to Medicine Advisory Leader, EMEIA, Ernst & Young Life Sciences Practice, France)

12.30pm – 01.30pm Transport to PLH and Lunch

01.30pm – 03.00pm Breakout Sessions
Session 1.1 The Role of Business in the Climate Change Debate
E 502 PLH
Chair: Thomas Koenen
(Head of Office Berlin, EcoSense, Germany)
Speakers:
Eelco Smit
(Enviornmental Manager, Epson Europe B.V., The Netherlands)
*Contribution to the Climate Change Debate*
Christian Kalthögel
(Director, CSR Company GmbH, Austria)
*The Role of ISO 26000 in the Climate Change Debate*
Gerhard Pretorius
(Head of Coordination CSR and Sustainability, Volkswagen AG, Germany)
*Climate Change: Adaptation 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*
<table>
<thead>
<tr>
<th>Time</th>
<th>Session 1.1</th>
<th>Chair: Joachim Schwalbach (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)</th>
<th>Chair: Peter Eigen (Chairman of the Board, Extractive Industries Transparency Initiative (EITI), Germany)</th>
<th>Speaker: Constance Hybsier (Program Officer, UNDP, Vietnam)</th>
<th>Speaker: Joachim Schwalbach (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)</th>
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<tr>
<td>01.30pm – 03.00pm</td>
<td>Fighting Against Corruption</td>
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<th>Time</th>
<th>Session 2.6</th>
<th>Chair: Eva Maria Höller-Cladders (Senior Vice President International Affairs, Robert Bosch GmbH, Germany; Adjunct Professor of Organizational Behavior, Carnegie Mellon University, Pittsburgh (PA), USA)</th>
<th>Speaker: Stefan Berghorn (Senior Economist, Macro Trends, Deutsche Bank Research, Germany)</th>
<th>Speaker: Priscilla Reis (College of Business, Idaho State University, USA)</th>
<th>Speaker: Katharina Spieß (Amnesty International Section Germany e.V., Germany)</th>
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<tr>
<td>01.30pm – 03.00pm</td>
<td>Creating Corporate Coherence Across a Diverse Global Economy and Society</td>
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<th>Time</th>
<th>Session 2.8</th>
<th>Chair: Toby Webb (Editor Ethical Corporation Magazine, UK)</th>
<th>Speaker: Sunil Geness (Head of Corporate Affairs, SAP Africa, South Africa)</th>
<th>Speaker: Kristina Steenbock (Deputy Chairwoman, Germanwatch, Germany)</th>
<th>Speaker: Julia Stets (Associate Director, GPPi, Germany)</th>
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<tr>
<td>01.30pm – 03.00pm</td>
<td>The Role of CR in Implementing Strategies of Development Cooperation</td>
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<th>Time</th>
<th>Session 3.1</th>
<th>Chair: Derick De Jongh (Associate Professor in Business Management, UNISA Centre for Corporate Citizenship, South Africa)</th>
<th>Chair: Allen L. White (Vice President and Senior Fellow, Tellus Institute, USA)</th>
<th>Speaker: Kent Greenfield (Boston College School of Law, USA)</th>
<th>Speaker: Jared Harris (University of Virginia, USA)</th>
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<tr>
<td>01.30pm – 03.00pm</td>
<td>Ratings and Rankings – What is Their Role in Fostering Corporate Responsibility?</td>
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<th>Time</th>
<th>Session 3.5</th>
<th>Chair: Panel Discussion</th>
<th>Speaker: Heiko Spitzek (Cranfield School of Management, Doughty Centre for Corporate Responsibility, United Kingdom)</th>
<th>Speaker: Bo Rothstein (August Röhss Chair in Political Science, University of Gothenburg, Sweden)</th>
<th>Speaker: Till Talaulicar (Technical University of Berlin, Germany)</th>
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<tr>
<td>01.30pm – 03.00pm</td>
<td>Redesigning Corporate Governance for the 21st Century</td>
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<th>Time</th>
<th>Session 4.1</th>
<th>Chair: Christian Kirchner (Humboldt-University Law School, Germany)</th>
<th>Chair: Helen Kirchner (Humboldt-University Law School, Germany)</th>
<th>Speaker: Bo Rothstein (August Röhss Chair in Political Science, University of Gothenburg, Sweden)</th>
<th>Speaker: Till Talaulicar (Technical University of Berlin, Germany)</th>
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<tr>
<td>01.30pm – 03.00pm</td>
<td>The Role of Corporate Governance in Fostering Responsible Behaviour</td>
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<p>| Chair: Allen L. White (Vice President and Senior Fellow, Tellus Institute, USA) | Chair: Bo Rothstein (August Röhss Chair in Political Science, University of Gothenburg, Sweden) | Chair: Christian Kirchner (Humboldt-University Law School, Germany) | Chair: Helen Kirchner (Humboldt-University Law School, Germany) | Speaker: Bo Rothstein (August Röhss Chair in Political Science, University of Gothenburg, Sweden) | Speaker: Till Talaulicar (Technical University of Berlin, Germany) |</p>
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<tr>
<td>01.30pm – 03.00pm</td>
<td>CSR as a Differentiating and Success Factor</td>
<td>Daniel Smuda (CEO, Tivona Partners, Germany)</td>
<td>Kai Falk (Director Corporate Affairs, InBev Germany Holding GmbH, Germany)</td>
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<td><em>Corporate Social Responsibility by InBev</em></td>
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<td>Anke Steinbach (GEINBACH STRATEGIEN, Germany)</td>
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<td><em>CSR as Revenue Source – Managing Sustainable Innovations</em></td>
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<td>Daniel Smuda (CEO, Tivona Partners, Germany)</td>
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<td>Joachim Schwabach (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)</td>
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<td><em>Urban Returns – Beyond the One-Dimensional Financial Scale of Success</em></td>
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<td>01.30pm – 03.00pm</td>
<td>Responsible Management Education: Partnership and Dialogue</td>
<td>Andreas Rasche (Helmut-Schmidt-University Hamburg, Germany)</td>
<td>Alison Kemper (Rotman School of Management, University of Toronto, Canada)</td>
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<td>Roger Martin (Rotman School of Management, University of Toronto, Canada)</td>
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<td><em>Evading Self-fulfilling Prophesies: Rebuilding the Social Dimensions of the MBA</em></td>
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<td>Ingo Pies (Martin-Luther-University Halle-Wittenberg, Germany)</td>
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<td>Stefan Heidacher (Martin-Luther-University Halle-Wittenberg, Germany)</td>
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<td><em>The “Principles for Responsible Management Education” of the UN Global Compact: Lessons for Research and Teaching</em></td>
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<td>John Betton (University of Wisconsin-La Crosse)</td>
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<td><em>The Principles of Responsible Management Education: Responsible to Whom and for What; An Analysis of the Concept of Global Social Responsibility</em></td>
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<td>03.00pm – 05.00pm</td>
<td>Breakout Sessions</td>
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<td>03.30pm – 05.00pm</td>
<td>Optional Initiatives and Commitments: Complement or Obstacle? [2]</td>
<td>Daniel Smuda (CEO, Tivona Partners, Germany)</td>
<td>Christopher Kaas (Free University of Berlin, Germany)</td>
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<td><em>Explaining Convergence of Private Regulation in the Apparel Sector</em></td>
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<td>Daniel Kinderman (Cornell University, USA)</td>
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<td><em>The Political Economy of Corporate Responsibility: Europe and Beyond, 1977-2007</em></td>
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<td>Katharina Schmitt (Öko-Institut e.V., Germany)</td>
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<td>Franziska Wolff (Öko-Institut e.V., Germany)</td>
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**Program | Thursday, October 9th, 2008**
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<tr>
<th>Time</th>
<th>Session</th>
<th>Chair</th>
<th>Speakers</th>
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| 03.30pm – 05.00pm | 4.2     | Corporate Governance in Fostering Responsible Behaviour (II) | Joachim Schwabach (Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)  
*Corporater Governance and Corporate Social Responsibility: Two Ways of Looking Through the Principal-Agent Lens*  
José Luis Fernández Sánchez (University of Cantabria, Spain)  
Labsliso Luna Sotomio (University of Cantabria, Spain)  
*The Relationship Between Corporate Governance and CSR Behavior: A SEM Analysis*  
Dorothee Lauter (Free Universität Berlin, Germany)  
Dagmar Eberle (Free Universität Berlin, Germany)  
*Varieties of Self-Regulation – Corporate Governance Codes in Great Britain and Germany* |
| 03.30pm – 05.00pm | 4.5     | The Role of Partnerships in Fostering Corporate Responsibility – The Case of Countries in Transition (II) | P. D. Jose (Indian Institute of Management, India)  
*CSR in Countries in Transition – The Case of India*  
Andrea Liese (Humboldt-Universität zu Berlin – Institute for Social Science, Germany)  
Marianne Besheim (Free Universität Berlin/SFB 700, Germany)  
*Transnational Public-Private Partnerships and the Provision of Common Goods in Developing Countries*  
Michael Metzger (INCAE Business School, Costa Rica)  
Lawrence Pratt (Professor, INCAE Business School, Costa Rica)  
Juliana Flores (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* |
| 03.30pm – 05.00pm | 4.7     | CSR in Small- and Medium-Sized Enterprises (SME) | Joan T. A. Gabel (College of Business, Florida State University, USA)  
*Ethical Compliance Behavior in Small and Young Firms: The Role of Employee Identification with the Firm*  
Carmen Giese (Project Manager, TÜV Rheinland Akademie GmbH, Germany)  
Janine Rehfeldt (TÜV Rheinland Akademie GmbH, Germany)  
*Niilo Bader (Director, outermedia GmbH, Germany)  
*Enlarging the Scrutiny of CSR in SME* |
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<tr>
<th>Time</th>
<th>Session</th>
<th>Chair</th>
<th>Panel Discussion</th>
<th>Speakers</th>
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<tr>
<td>05:30pm – 07:00pm</td>
<td>Breakout Sessions</td>
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<td>05:30pm – 07:00pm</td>
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<td>Panel Discussion</td>
<td>Anna Peters (Project Manager, Bertelsmann Stiftung, Germany)</td>
<td><strong>Complementary Roles of Public Policy and Business – Limits and Opportunities</strong></td>
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<td>05:30pm – 07:00pm</td>
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<td>Aneke Hassel (Hertie School of Governance, Germany)</td>
<td><em>Against the Myth of Voluntarism: Public Policy Instruments Towards Corporate Responsibility</em></td>
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<td>05:30pm – 07:00pm</td>
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<td>Heinz-Dieter Koepe (Senior Advisor, Business Social Compliance Initiative (BSCI), Germany)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Norbert Otten (Director Policy Issues &amp; CSR, External Affairs &amp; Public Policies, Daimler AG, Germany)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Boleslaw Rok (CSR expert for the Polish government, Prof at Business Ethics Centre Leon Kozminski Academy, Warsaw, CSR expert for UNDP Poland, Poland)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Panel Discussion</td>
<td>László Radáci (Managing Partner at B&amp;P CSR management – Braun &amp; Partners Network, B&amp;P CSR management – Braun &amp; Partners Network, Hungary)</td>
<td><strong>CSR in Emerging European Markets</strong></td>
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<td>05:30pm – 07:00pm</td>
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<td>Eric Depluet (Chief Responsibility Officer, E.ON AG, Germany)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Angela Gelata (CSR Manager, Vodafone Romania, Romania)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Pawel Kudzia (Head of CSR and PR, AmRest, Poland)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Maria Shishkova (Chairperson Bulgarian Business Leaders Forum &amp; Managing Partner AIMs Human Capital, Bulgaria)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Panel Discussion</td>
<td>Ralph Thurm (Director Sustainability Strategies, Deloitte, The Netherlands)</td>
<td><strong>Responsible Investment: From SRI to Mainstream, from Divestment to Engagement?</strong></td>
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<tr>
<td>05:30pm – 07:00pm</td>
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<td>Julia Roloff (ESC Rennes School of Business, France)</td>
<td><em>Governance and Corporate Responsibility in Public-Private Joint Ventures</em></td>
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<td>05:30pm – 07:00pm</td>
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<td>Ralph Thurm (Director Sustainability Strategies, Deloitte, The Netherlands)</td>
<td><em>When Does the Penny Drop? – How SRI Can Still Make it to the Mainstream?</em></td>
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<td>05:30pm – 07:00pm</td>
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<td>Annika Wythes (University of Leiden, The Netherlands)</td>
<td><em>Investor-State Arbitrations – Can the ‘Fair and Equitable Treatment’ Clause Consider International Human Rights Obligations?</em></td>
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<td>05:30pm – 07:00pm</td>
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<td>Philip H. Mirvis (Senior Research Fellow, The Boston College Center for Corporate Citizenship, USA)</td>
<td><strong>When Corporate Responsibility Evolves to Governance – The Stages of Corporate Responsibility/Corporate Citizenship</strong></td>
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<td>05:30pm – 07:00pm</td>
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<td>Angelika Bullinger (Institute for Innovation &amp; Value Creation, Friedrich-Alexander-University Erlangen-Nuernberg, Germany)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Erik Hansen (Technische Universität München, Germany)</td>
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<td>05:30pm – 07:00pm</td>
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<td>Ralf Reichwald (Technische Universität München, Business School, Institute for Information, Organisation and Management, Germany)</td>
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<td>05:30pm – 07:00pm</td>
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<td><em>Corporate Responsibility and Responsibility Leadership Systems: An Exploratory Study in German Multinational Corporations</em></td>
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<td>Sylvia Cieciuk (Boston College Center for Corporate Citizenship, Research Associate, USA)</td>
<td><strong>Developments in Corporate Citizenship Management</strong></td>
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<td>Kwang Ryu (Research Associate, Boston College Center for Corporate Citizenship, USA)</td>
<td><em>Developments in Corporate Governance: Top to Bottom.</em></td>
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<td>Uwe Bergmann (Sustainability/CSR Management, Henkel AG &amp; Co. KGaA)</td>
<td><strong>CSR-Strategy of MNC: Think Global Act Local?</strong></td>
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<td><em>Where a Private Company can Help Public Authorities in its Sustainable Policies Implementation on the Ground</em></td>
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<td>Ralf Barkemeyer (Queen’s University Belfast, United Kingdom)</td>
<td><strong>Corporate &amp; Public Perceptions of Priorities in Sustainability: Implications for the Choice of CSR Strategy of Multinational Companies</strong></td>
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<td>Elvira Haazenonder (Vrije Universiteit Brussel (Free University of Brussels), Belgium)</td>
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<td>Alain Verbeke (Vrije Universiteit Brussel (Free University of Brussels), Belgium)</td>
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<td><em>The Stakeholder-Firm Dynamics Towards Corporate Closure: The Case of DHL Europe Exiting Brussels National Airport</em></td>
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**Program | Thursday, October 9th, 2008**

| Session 1.2 | Chair: Chris Pinney  
(Director Research and Policy, The Boston College Center for Corporate Citizenship, USA) | 05.30pm – 07.00pm | The Impact of Country and/or Industry Differences on CSR |  
Speakers: Matthew Grimes  
(Vanderbilt University – Owen Graduate School of Management, USA)  
*Who’s In, Who’s Out: The Cross-Cultural Logics of Market Failure*  
Gregory Jackson  
(University of Bath, United Kingdom)  
Androniki Apostolakou  
(King’s College London, United Kingdom)  
*Varieties of CSR and European Models of Capitalism: CSR as an Institutional Mirror or a Substitute?*  
Vesela Veleva  
(The Boston College Center for Corporate Citizenship, USA)  
Christopher Pinney  
(The Boston College Center for Corporate Citizenship, USA)  
Bradley Googins  
(The Boston College Center for Corporate Citizenship, USA)  
Phillip Mirvis  
(The Boston College Center for Corporate Citizenship, USA)  
*The State of Corporate Citizenship in the U.S.: Aspirations vs. Actions*  

**Program | Friday, October 10th, 2008**

| 08.30am – 10.00am | 5th Plenary Session | Audimax | Speakers: Edward R. Freeman  
(Elis and Signe Olsson Professor of Business Administration, University of Virginia, USA)  
*Sustaining Corporate Citizenship: What is at Stake?*  
Sandra Waddock  
(Professor of Management, Boston College, USA)  
*Corporate Responsibility as a Social Movement: The Building of an Infrastructure*  

| 10.00am – 10.30am | Coffee Break |  

| 10.30am – 12.00pm | 6th Plenary Session: Open Discussion | Audimax |  
Speakers: Edward R. Freeman  
(Elis and Signe Olsson Professor of Business Administration, University of Virginia – The Darden School, USA)  
Andreas Scherer  
(Chair of Foundations of Business Administration and Theories of the Firm, University of Zurich, Switzerland)  
Graham Thompson  
(Professor of Political Economy at the, Open University, UK)  
*The Political Role of the Corporation – Perspectives on Contemporary CSR*  
Panel Discussion

| 12.00pm – 01.30pm | Transport to PLH and Lunch |  

| 01.30pm – 03.00pm | Breakout Sessions |  
Speakers: Bernhard Ungericht  
(Graz University – Institute for International Management, Austria)  
Dirk Raith  
(Institute for International Management, Graz University, Austria)  
Anja Bundschuh  
(Director Government Relations Europe, eBay International AG, eBay International AG, Switzerland)  
*Bsu and CSR in Global Governance*  

| 08.00pm – open end | Gala Dinner |  
Festsaal  
Rotes Rathaus  
Welcome Address by Ehhart Körting, Senator, representing the Governing Mayor Klaus Wowereit of the City of Berlin and Head of the Bundesland Berlin.  
Dinner Speech: Peter Eigen  
(Chairman of the Board, Extractive Industries Transparency Initiative (EITI))  
*The role of business in fostering a new era of global good governance*  

| 14.00pm – 15.00pm | Breakout Sessions |  
Speakers: Bernhard Ungericht  
(Graz University – Institute for International Management, Austria)  
Dirk Raith  
(Institute for International Management, Graz University, Austria)  
Thomas Koreska  
(Institute for International Management, Graz, Austria, Austria)  
Wolf Othaus  
(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.*  
Birgit Spieschafer  
(Partner, Hengeler Mueller Law Firm, Germany)  
*Corporate Social Responsibility Voluntary to Mandatory – A Sliding Scale of Multi-faceted Instruments Toward Stronger Corporate Commitment*  

Birgit Spieschafer  
(Partner, Hengeler Mueller Law Firm, Germany)  
*Corporate Social Responsibility Voluntary to Mandatory – A Sliding Scale of Multi-faceted Instruments Toward Stronger Corporate Commitment*
01.30pm – 03.00pm Multi-stakeholder Initiatives: Governance and Legitimacy in a Changing World

**Session 1.6**

**E 700 PLHM**

**Chair:** Franziska Humbert (Policy Advisor Labour Rights, Oxfam Deutschland e.V., Germany)

**Speakers:**
- Paul Bendi (Executive Director, Oxfam Deutschland e.V., Germany)
- Heinz-Dieter Koeppe (Senior Advisor, Business Social Compliance Initiative (BSCI), Germany)
- Auret van Heerden (President and CEO, Fair Labor Association, USA)
- Allen L. White (President and Senior Fellow, Tellus Institute and Chair GAN-Net, USA)

**01.30pm – 03.00pm Is the Bottom of the Pyramid (BOP) Approach a Solution for Helping to Relieve the Poor?**

**Session 2.4**

**E 300 PLHM**

**Chair:** P.D. Jose (Indian Institute of Management, India)

**Speakers:**
- Christina Gradl (Martin-Luther-Universität Halle-Wittenberg, Germany)
- Ingo Pies (PhD Candidate, Department of Economic Ethics, Martin-Luther-University Halle-Wittenberg, Germany)
- Michael Anthony (Project Manager Microinsurance, Allianz SE, Germany)
- Delphine Bazagate (Project Manager, Planet Finance)

**01.30pm – 03.00pm The Role of Business in a New Social Contract**

**Session 3.4**

**E 502 PLHM**

**Chair:** Chris Pinney (Director Research and Policy, The Boston College Center for Corporate Citizenship, USA)

**Speakers:**
- Michael Birsch (Member of Parliament (Deutscher Bundestag), Germany)
- Susanne Lang (Executive Director, CCCD – Center for Corporate Citizenship Deutschland, Germany)
- Sabine Mirkovic (Europa-Universität Viadrina Frankfurt Oder, Germany)

**01.30pm – 03.00pm The Role of Partnerships in Fostering Corporate Responsibility – Challenges and Success Factors (I)**

**Session 4.4**

**E 400 PLHM**

**Chair:** Silke Ramelow (Board of Directors, BildungsCent e.V., Germany)

**Speakers:**
- Federico Addaschi (Director of Corporate Social Responsibility, FIFA (Fédération Internationale de Football Association), Switzerland)
- Konstanze Carreras (Corporate Communication – Social Responsibility, BMW Group, Germany)
- Jürgen Griesbeck (Managing Director, streetfootballworld gGmbH, Germany)
- Kathrin Walend (Director, Save the Children Deutschland e.V., Germany)

**01.30pm – 03.00pm CSR and Firm Reputation: Antecedents, Processes and Outcomes**

**Session 4.9**

**E 102 PLHM**

**Chair:** Jonathan Doh (Director, Center for Global Leadership, Villanova University, USA)

**Speakers:**
- Chris Deri (Executive Vice President and Global Leader of CSR & Sustainability, Edelman Public Relations, USA)
- Manfred Schwarzer (Ludwig-Maximilians-Universität München – Institute for Market-based Management (IMM), Germany)
- Ray Taylor (Murphy Professor of Marketing and Director, Corporate Social Responsibility Strategic Initiative Group, Villanova University, USA)

**01.30pm – 03.00pm The Equator Principles – A Voluntary Code of Environmental Standards in the Banking Industry**

**Session 5.4**

**E 600 PLHM**

**Chairs:**
- Cynthia Williams (Oster Chair in Business Law, Osgoode Hall Law School York University, USA)
- John Conley (Willian Rand Kenan Jr. Professor of Law, University of North Carolina at Chapel Hill – School of Law, Canada)

**Speakers:**
- Jane Muring (Research Fellow, Osgoode Hall Law School – York University, Canada)
- Bert Schoeters (University of Groningen, The Netherlands)

**01.30pm – 03.00pm Corporate Responsibility and Governance**

**Program**

**Friday, October 10th, 2008**
01.30pm – 03.00pm

Session 5.6
Chair: Thomas Wimmer
(Partner, Brunswick Group)

Speakers:
Tim Breitbarth
(University of Otago, New Zealand)
Andrea Insch
(University of Otago, New Zealand)
Phil Harris
(University of Otago, New Zealand)

*A Picture is Worth a 1000 words? – The Construction of Corporate Social Responsibility Messages Through the use of Images in Corporate Reporting*

Anne Eckert
(Research Assistant, Humboldt-Universität zu Berlin, Institute of Marketing, Germany)
Lutz Hildebrandt
(Director, Institute of Marketing, Humboldt-Universität zu Berlin, Germany)

*Critical Incidents and the Effect of Corporate Social Responsibility on Reputation*

Thomas Wimmer
(Partner, Brunswick Group)

*CSR – From PR Trend to Investment Factor?*

01.30pm – 03.00pm

Session 6.3
Chair: Jacques Igalens
(University of Toulouse 1 – IAE, France)
Jan Jonker
(Nijmegen School of Management, The Netherlands)

Speakers:
Jan Jonker
(Nijmegen School of Management, The Netherlands)

*Introduction: Outline of the European CSR Educational Landscape*

Salme Nasi
(University of Tampere, Finland)

*Nordic Perspectives in Business Education and Practice*

Wolfgang Stark
(University of Duisburg-Essen, Germany)

*A Need to Fill the Gap: Is there Enough „Institutional Social Responsibility” in German Universities?*

03.00pm – 05.00pm

Breakout Sessions

03.00pm – 05.00pm

Session 1.3
Chair: Birgit Spesshefer
(Partner, Hengeler Mueller Law Firm, Germany)

Speakers:
Matthias Hofferberth
(Goethe University Frankfurt a.M., Germany)
Tanja Brühl
(University of Frankfurt a.M., Germany)

*Multinational Companies and Norms – Ideational Motivation for CSR Initiatives?*

03.30pm – 05.00pm

Business in Civil Society

Session 1.5
Chair: Frank Heuberger
(Member of the board, Centrum für Corporate Citizenship Deutschland (CCCD), Germany)

Speakers:
Nina Belyayeva
(S.J.D., Chair, Public Policy Department, State University – Higher School of Economics, Moscow, Russia)
Peter Kusterer
(Manager Corporate Citizenship and Corporate Affairs, IBM Deutschland, Germany)

*Corporate Engagement in Conflict Zones – CSR, Governance or a Fig Leaf?*

Nicole Kranz
(Free University Berlin, Germany)

*Corporate Sustainability in Countries With Weak Capacities – What Role for the State?*

03.30pm – 05.00pm

Doing Business in Emerging and/or Troubled Economies

Session 2.5
Speakers:
Mona Feil
(Peace Research Institute Frankfurt, Germany)

*Dietlind Freiberg
(Linde AG, Germany)

*Corporate Management in Weak Government Zones*

Nicole Kranz
(Free University Berlin, Germany)

*Corporate Sustainability in Countries With Weak Capacities – What Role for the State?*

03.30pm – 05.00pm

CSR in China

Session 2.7
Chair: Joachim Schwalbach
(Director, Institute of Management, Humboldt-Universität zu Berlin, Germany)

Speakers:
Tatjana Chahoud
(Political Scientist, German Development Institute (DIE), Germany)

*Csr and Labour Rights in China*

Christoph Lattmann
(University of Potsdam, Chair for Corporate Governance and E-Commerce)
Marc Fetscherin
(Rollins College, USA)

*Chinas Interpretation of Corporate Social Responsibility*

Su Qi
(Sun Yat-sen University, China)

*What is a Prospective Road for the Development of Corporate Governance in China: A SEPRI Perspective*
**Program | Friday, October 10th, 2008**

03.00pm – 05.00pm

**Are Shareholders Happy With CSR? – The Impact of CSR-Activities on Corporate Performance**

**Program**

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<th>Session 3.7</th>
<th>Chair: Martin Blumberg</th>
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**Speakers:**

- Martin Blumberg (Syracuse University, USA)
- Albin Kälin (CEO, EPEA Internationale Umweltforschung GmbH, Germany)
- Andrea Liesen (Institute for Futures Studies and Technology Assessment, Germany)
- Tobias Hahn (Institute for Futures Studies and Technology Assessment, Berlin, Germany)
- Frank Figge (Queen’s University Belfast, Queen’s University Management School, United Kingdom)

**Presentation Titles:**

- “Corporate Social Performance: Stakeholder Coalitions, Politics, Strategy and Performance”
- “SUSTAINNOVATION – Sustainability as Catalyst for Radical Innovation and Growth”
- “Sustainable Not Present Value”
- “Cognitive Dissonance as a Driver of Corporate Social Performance: A Meso-Theoretical Model”
- “Verification Systems for Voluntary Sector Initiatives”
- “Ritter Sport and German development service ded – “The cacaonica Project, Nicaragua””
- “How can we Reach More Than Green Washing?”

03.00pm – 05.00pm

**Responsible Supply Chain Management**

**Program**

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<th>Session 4.6</th>
<th>Chair: Markus Sterr</th>
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<td>(Deutscher Entwicklungsdienst gGmbH, Germany)</td>
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**Speakers:**

- Anja Monecke (PricewaterhouseCoopers AG WPC, Germany)
- Sascha Sobek (Manager Global Sustainable Business Solutions, PricewaterhouseCoopers, Germany)
- Markus Sterr (Deutscher Entwicklungsdienst gGmbH, Germany)
- Christof Hertel (Institute for Transport Planning and Logistics, Hamburg University of Technology, Germany)

**Presentation Titles:**

- “Ritter Sport and German Development Service DED – “The Cacaonica Project, Nicaragua””
- “Sustainable Logistics: How can we Reach More Than Green Washing?”

03.00pm – 05.00pm

**How to Communicate CSR (I)**

**Program**

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<th>Session 5.5</th>
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<td>Marc-Oliver Voigt (Editor in Chief, Communication Director magazine, Germany)</td>
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**Speakers:**

- Yves Thomas Dorval (Head of Corporate Social Responsibility and Communication, British-American-Tobacco, United Kingdom)
- Caroline Hampstead (Vice President for Corporate Communications, Astrazeneca, United Kingdom)
- Patricia O’Hayer (Vice President Communications & Corporate Responsibility, Unilever, United Kingdom/ The Netherlands)

05.00pm – 05.30pm

**Farewell Drinks**

**Speakers:**

- Patricia O’Hayer (Vice President Communications & Corporate Responsibility, Unilever, United Kingdom/ The Netherlands)
- Patricia O’Hayer (Vice President Communications & Corporate Responsibility, Unilever, United Kingdom/ The Netherlands)

**Chair:**

- Martin Blumberg (Syracuse University, USA)

**Presentation Titles:**

- “Verification Systems for Voluntary Sector Initiatives”
- “Ritter Sport and German development service ded – “The cacaonica Project, Nicaragua””
- “How can we Reach More Than Green Washing?”

**Program | Friday, October 10th, 2008**

**Speakers:**

- Punit Arora
- Anja Monecke
- Markus Sterr
- Marc-Oliver Voigt
- Patricia O’Hayer

**Chair:**

- Martin Blumberg (Syracuse University, USA)

**SPEcIaL  GUESTS**

- 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, John’s Hopkins University and since 2002 he is Honoray 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 1964 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.

- Bradley Googins PhD is the Ex-ecutive 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-Universität 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.
Pietro 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.

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.

Bo Rothstein holds the August Röss 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.

Program Committee

Zoltán Antal-Mokos, European School of Management and Technology (ESMT), Berlin, Germany
Michael Bürsch, Member of Parliament (Deutscher Bundestag), Berlin, Germany
Eric Deplutre, Chief Responsibility Officer, E.ON AG, Düsseldorf, Germany
Timothy Devinney, Australian Graduate School of Management, Sydney, Australia
R. Edward Freeman, The Darden School University of Virginia, Virginia, USA
Bradley Googins, Center for Corporate Citizenship, Boston College, Boston, USA
Susanne Lang, CCCD – Centrum für Corporate Citizenship Deutschland, Berlin, Germany
Dirk Matten, York University, Toronto, Canada
Joachim Schwalbach, Institute of Management, Humboldt-Universität zu Berlin, Germany (Chairman)
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 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 focus 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 non-profit “Center for Corporate Citizenship Deutschland” (CCCD).