

CORPORATE RESPONSIBILITY RESEARCH (CRR) CONFERENCE
University of Vaasa, Finland, 7-9 September 2009

MONDAY SEPTEMBER 7TH

16:00–18:00	PH.D. WORKSHOP: Kurtén auditorium William Young, University of Leeds Frank Figge and Ralf Barkemeyer, Queens University, Belfast
19:00 – 22:00	BUFFET DINNER: Mathilda

TUESDAY SEPTEMBER 8TH

8:00–9:00	REGISTRATION: in front of Kurtén auditorium							
9:00–9:30	WELCOME: Kurtén auditorium Opening address: Matti Jakobsson, Rector, University of Vaasa Introduction and instructions: Tarja Ketola, Conference Chair, University of Vaasa							
9:30–10:30 Two papers at each session	Session 1A Responsible Leadership (1) Room: A213 Chair: T. Ketola	Session 1B Public-Private Partnerships Room: B203 Chair: C. Mark-Herbert	Session 1C Consumers & Ethics Room: B209 Chair: W Young	Session 1D Renewable Energy (1) Room: C209 Chair: E. Ndzibah	Session 1E CR Innovations (1) Room: D218 Chair: P. Heikkurinen	Session 1F CR & Governance (1) Room: A201 Chair: R. Barkemeyer		
10:30–11:00	REFRESHMENTS							
11:00–12:30 Three papers at each session	Session 2A Responsible Leadership (2) Room: A213 Chair: T. Ketola	Session 2B CR in Developing Countries (1) Room: B203 Chair: A. Mumba	Session 2C Corporate Sustain- ability Management (1) Room: B209 Chair: R. Baumgartner	Session 2D Renewable Energy (2) Room: C209 Chair: E. Ndzibah	Session 2E CR & Strategy (1) Room: D218 Chair: P. Heikkurinen	Session 2F CR & Governance (2) Room: A201 Chair: W. Young		
12:30–13:30	LUNCH: Mathilda							

13:30–14:30 / 15:00 Two or three papers at each session	Session 3A SMEs & CR (1) Room: A213 Chair: T. Ketola	Session 3B Responsible Reporting (1) Room: B203 Chair: F. Figge	Session 3C Corporate Sustain- ability Management (2) Room: B209 Chair: R. Baumgartner	Session 3D Renewable Energy (3) Room: C209 Chair: E. Ndzibah	Session 3E CR Innovations (2) Room: D218 Chair: W. Young	Session 3F CR & Governance (3) Room: A201 Chair: R. Barkemeyer
15:00–19:00 Meet by buses at parking place at 14:45 (bus 1) or 15:15 (bus 2)	TRIP TO THE KVARKEN (MERENKURKKU) ARCHIPELAGO UNESCO World Natural Heritage Site (includes refreshments) Guided by Virpi Viertola, Head of Communications, University of Vaasa, who is Certified World Heritage Guide & Nature Guide					
19:00–22:00	CONFERENCE DINNER Berny's Restaurant (by Raippaluoto bridge) Best paper awards					

WEDNESDAY SEPTEMBER 9TH

9.00–10:30 Three papers at each session	Session 4A SMEs & CR (2) Room: A213 Chair: P. Nurmi	Session 4B Social & Institutional Entrepreneurship Room: B203 Chair: R. Barkemeyer	Session 4C Corporate Sustainability Management (3) Room: B209 Chair: R. Baumgartner	Session 4D CR in Developing Countries (2) Room: C209 Chair: A. Mumba	Session 4E CR & Strategy (2) Room: D218 Chair: P. Heikkurinen
10:30–11:00	REFRESHMENTS				
11:00–12:30 /13:00 Three or four papers at each session	Session 5A SMEs & CR (3) Room: A213 Chair: P. Nurmi	Session 5B Responsible Reporting (2) Room: B203 Chair: F. Figge	Session 5C CR Innovations (3) Room: B209 Chair: E. Ndzibah	Session 5D CR Measures & Standards Room: C209 Chair: A. Mumba	Session 5E CR & Strategy (3) Room: D218 Chair: P. Heikkurinen
13:00–14:00	LUNCH: Mathilda				

Time / Room	Theme	Session	Presenter(s)	Title
Tue 9.30-10.30 Room A213	Responsible Leadership (1) Chair: T. Ketola	1A	Pauline Göthberg	Responsible leadership in times of financial crisis
			Tarja Ketola	Responsible leadership: building blocks of individual, organizational and societal behaviour
Tue 9.30-10.30 Room B203	Public-Private Partnerships Chair: C. Mark-Herbert	1B	Allan Chia	Corporate philanthropy and government involvement: preliminary insights into their significance in Singapore
			Suvi Kokko & Cecilia Mark-Herbert	Public-private partnerships in corporate management: a case study of Stora Enso
Tue 9.30-10.30 Room B209	Consumers & Ethics Chair: W. Young	1C	Diren Bulut	Consumer perception of Fair Trade: a cross cultural study
			John Pratten & Sheryl Walton & D.L. Wright	Gambling, smoking and drinking: what the victims expect from the retailers
Tue 9.30-10.30 Room C209	Renewable Energy (1) Chair: E. Ndzibah	1D	Emmanuel Ndzibah	Robin Hood theorem – an equitable energy distribution for Ghana
			Tarja Ketola & Tiina Myllylä	Sustainability LCA of biofuels
Tue 9.30-10.30 Room D218	CR Innovations (1) Chair: P. Heikkurinen	1E	Markku Anttonen & E.-L. Apajalahti	From compliance to new responsible business opportunities – emerging business models in chemicals industry
			Maria Tunberg & Cecilia Mark-Herbert & C. Neame	Financing clean technology: TAG, a concept for evaluating market potentials
Tue 9.30-10.30 Room A201	CR & Governance (1) Chair: R. Barkemeyer	1F	Ralf Barkemeyer & Frank Figge & Diane Holt	Socio-economic development and environmental values – exploring sustainability-related media coverage and the human development index
			E. Costantino & Maria Paola Marchello & C. Mezzano	Social responsibility as a driver for local sustainable development

Tue 11-12.30 Room A213	Responsible Leadership (2) Chair: T. Ketola	2A	Kensuke Nishimura	What barriers are there to becoming a CSR leader? – CSR comparison between Germany and Japan
			Mikko Peltola	Use of environmental value scales from environmental psychology and sociology in environmental management studies
			Robert Kudlak	Responsible leadership or a profit-maximizing strategy? The reality behind corporate environmental self-regulation
Tue 11-12.30 Room B203	CR in Developing Countries (1) Chair: A. Mumba	2B	Paola Sabina Lupo Stanghellinia & C. Mezzano, & C. Raffaelli	Corporate social responsibility initiatives in developing countries: the role of the oil & gas companies
			Amos Mumba	Understanding what CSR really is in the African context
			Susanna Myllylä	Corporate ethics in the indigenous peoples un-demarcated lands and a global biodiversity hotspot: case study of the Finnish pulp industry in the coastal Atlantic Forest region, Brazil
Tue 11-12.30 Room B209	Corporate Sustainability Management (1) Chair: R. Baumgartner	2C	Abdullahi Aliyu A. & J. Glass & M.A. Clarke & H.K. Elhag & A.D.F. Price	The need for a product stewardship scheme to improve sustainability in the UK precast concrete industry
			Rupert J. Baumgartner	The strategic relevance of sustainability concepts: implications for corporate sustainability management
			Calbert H. Douglas	Integrated corporate social responsibility and environmental management systems

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Tue 11-12.30 Room C209	Renewable Energy (2) Chair: E. Ndzibah	2D	Stefan Gold & S. Seuring	Supply chain issues of bio-energy production: a literature review
			Aleksandar Jovanovic & S. Jovanovic & M. Löscher	Integrated management of risks of new technologies as a part of corporate social responsibility
			Toufic Mezher	Corporate social responsibility prime movers in renewable energy sector: the case of MASDAR initiative in Abu Dhabi
Tue 11-12.30 Room D218	CR & Strategy (1) Chair: P. Heikkurinen	2E	Sari Forsman-Hugg & J-M. Katajajuuri & I. Pesonen & J. Mäkelä & K. Järvelä	CSR in food supply chains: applying stakeholder dialogue to define the content and measures
			Alison Rieple	A value chain analysis of the organic cotton production industry: the case of UK retailers and Indian suppliers
			Sabine Kleinsasser & A. Schäfer	Seed industry responsibility to agrobiodiversity – a document analysis of corporate self perception vs. NGO perception
Tue 11-12.30 Room A201	CR & Governance (2) Chair: W. Young	2F	Anna Zueva & J. Fairbrass	Relational governance and the development of CSR in Russia: what role for government and civil society as drivers for policy and practice?
			Ciara Hackett	Can “dependent” countries implement mandatory CSR? Case study Ireland
			Luís Nogueiro & Tomás B. Ramos	Environmental management practices in local public administration in Portugal

Tue 13.30-14.30 Room A213	SMEs & CR (1) Chair: T. Ketola	3A	Alastair Allen	Literature review and conceptual framework for the drivers and barriers to imparting free environmental knowledge and training to SMEs
			Richard Howarth	Supply chain environmental management: A case for engagement with SMEs?
Tue 13.30-15.00 Room B203	Responsible Reporting (1) Chair: F. Figge	3B	Marika Arena & G. Azzone	A process-based operational framework to standard sustainability reporting
			J. Godemann & J. Viganò & Maria Paola Marchello & M. Michetti & Christian Herzig	Commitment, communication and measurement of corporate responsibility through reporting: a web and print-based analysis
			Daniel Martin & David Woodward	An exploratory study of Brazilian businesses' website CSR disclosures
Tue 13.30-15.00 Room B209	Corporate Sustainability Management (2) Chair: R. Baumgartner	3C	Mikael Ehlers	ICRISAT – from a sustainable point of view
			Thomas Laudal	Determinants of a strong CSR impact case: multinational European clothing retail
			Manoj Sharma & G. Kaur	Successful empowerment at work: the role of responsible leadership as a facilitator
Tue 13.30-14.30 Room C209	Renewable Energy (3) Chair: E. Ndzibah	3D	Nelson Abila	Bio-economic and environmental modelling of biofuels adoption in the petroleum sector in Nigeria
			Isabelle Brose & F. Van Stappen & Annick Castiaux	Articulation of environmental and socio-economical externalities from bioenergy: a qualitative model
Tue 13.30-14.30 Room D218	CR Innovations (2) Chair: W. Young	3E	Marlen Arnold	Does open innovation strengthen corporate responsibility?
			Ning Li	Does corporate responsibility matter in the global competition of the forest-based industry?
Tue 13.30-14.30 Room A201	CR & Governance (3) Chair: R. Barkemeyer	3F	Syed Sajid Hussain Shah Kazmi	Trade union motivations to embrace CSR
			Réka Matolay & György Pataki	CSR in the media: approaches and attitudes to corporate social responsibility of business journals in Hungary

Time / Room	Theme	Session	Presenter(s)	Title
Wed 9.00-10.30 Room A213	SMEs & CR (2) Chair: P. Nurmi	4A	Cheryl Rodgers	Sustainable entrepreneurship in SMEs: a case study analysis
			Alessandra De Chiara	When an area becomes an enemy. The role of CSR in SME's development strategies
Wed 9.00-10.00 Room B203	Social & Institutional Entrepreneurship Chair: R. Barkemeyer	4B	Ulrike Gelbmann	CSR-tools for SMEs – comparative analysis of two different tools
			Irene Bengo	The case of social enterprises: are there any open questions?
Wed 9.00-10.30 Room B209	Corporate Sustainability Management (3) Chair: R. Baumgartner	4C	Fanny Salignac & R. Seymour & C. Welch	A discourse analysis of the Fairtrade movement in France and in the UK
			José M. Moneva & Eduardo Ortas	Do investors care about Sustainability Stock Indexes? Multivariate evidence from DJSI-Stoxx
			Štefka Gorenak	Responsible management - opportunity for sustainable growth in Slovenian business practice
Wed 9.00-10.30 Room C209	CR in Developing Countries (2) Chair: A. Mumba	4D	Ian Sealy & W. Wehrmeyer & M. Leach	A new sustainability management system model for global business organizations
			Limberg Chero & L. Gunn	Case studies of social responsibility in the financial sector in Peru and Brazil: comparative analysis
			Mahadev Kanchan	Weaving social responsibility with business strategy – a case study of SIPM
Wed 9.00-10.30 Room D218	CR & Strategy (2) Chair: P. Heikkurinen	4E	Mohammad Sohail Yunis & David G. Woodward	Corporate social and environmental disclosure in a developing country: evidence from Pakistan
			Anna Maria Contri	The integration of CSR into business strategy: an empirical analysis of Italian large firms
			Pasi Heikkurinen	Strategic positioning with an environmentally responsible image
			ImnLin Toh & R. Ma & M. Supramaniam & P. Christensen & Martin Lehmann	Cultural context of CSR: comparative study of Danish and Chinese companies

Time / Room	Theme	Session	Presenter(s)	Title
Wed 11-12.30 Room A213	SMEs & CR (3) Chair: P. Nurmi	5A	Jui-Ling Hsu & M.-C. Cheng	Factors affecting the engaging in corporate social responsibility of small and medium enterprises in Taiwan
			Markus Schenkel & Michael Walther	Corporate responsibility: a crucial challenge for small and medium-sized enterprises?
			Tareq Bin Hossain & C. Siwar & J. Islam	Practices of corporate social responsibility in the context of sustainable development - an empirical study on selected SMEs in Malaysia
Wed 11-13.00 Room B203	Responsible Reporting (2) Chair: F. Figge	5B	Aino Martikainen & G. Michelsen & Christian Herzig	The use of key performance indicators in environmental statements from the perspective of corporate responsible communication
			Jana Gebauer & Esther Hoffmann	Ranking of sustainability reports: results from a comparison of reports of small and medium-sized German companies
			Jose Antonio Moseñe & Jose Mariano Moneva & Maria Victoria Sanagustín	Intra-industry imitation in environmental reporting in electricity sector
			György Pataki & J. Gáspár & R. Szántó	CSR Communication through corporate reports and web pages: Hungarian experience
Wed 11-12.30 Room B209	CR Innovations (3) Chair: E. Ndzibah	5C	Alessandra De Chiara & Maria Colurcio	CSR and innovation: exploring the fit
			R. Ma & ImnLin Toh & P. Christensen & Martin Lehmann	Case study of the development of CSR in Danfoss
			Bianca E. M. Nieuwkamp & O.A.M. Fisscher	Corporate responsible innovation: towards a business (re-)design methodology
Wed 11-12.30 Room C209	CR Measures & Standards Chair: A. Mumba	5D	Kosta Iatridis	International certifiable management standards: window-dressing, smoke-screening or the route to corporate social responsibility?
			Mikael Niskala & Hannu Schadéwitz	Financial value measurement of corporate responsibility
			José Francisco Ramos Zanca & O.L. Gonçalves Quelhas & H. Gomes Costa	Corporate social responsibility self-assessment model using the Brazilian excellence model structure
Wed 11-13.00 Room D218	CR & Strategy (3) Chair: P. Heikkurinen	5E	Louise Ellis & Claire Bastin	Economic downturn and the language and action of corporate social responsibility
			Alison Rieple & J. Gander & Adrian Haberberg	Institutionalizing idealism: patterns in the adoption of corporate social responsibility practices
			Á. Wimmer & Réka Matolay	Corporate social and business performance: diverse meanings by variant academic fields
			Wilhelm Zwirner	Stakeholder-based CSR implementation and evaluation – theoretical framework for participatory CSR action research