

## First Call

for the

# International Conference “*Beyond Business as Usual. CSR Trends*”

Faculty of Management (University of Łódź, Poland) and CSR Impact Foundation are pleased to invite you for the **International Conference „*Beyond Business as Usual. CSR trends*”**.

The conference will be held in Łódź, Poland from 20<sup>th</sup> to 21<sup>th</sup> of June, 2013.

The role of business in society is changing. Business is less and less described only through the prism of economic categories. Increasingly it is a source of innovations that can help to solve important social and environmental problems. The concept of a corporate social responsibility (CSR) brings an important contribution to this picture of business. CSR has an increasing impact on shaping the relationship between business and society. One can observe the development of a number of topics related to corporate responsibility which will be probably dominant trends of enterprises' strategy in the near future.

The ability to establish intersectoral cooperation, knowledge of rules governing the communication utilizing social media tools, integration of various business sectors to improve environmental and social performance and the ability to create business models that generate value for the various stakeholders are some of the major challenges that businesses face today.

Both scientists and entrepreneurs are kindly invited to participate in the conference. We are going to discuss the direction in which the business should aim to go beyond the existing attitude of *Business as Usual*. We would like to create an opportunity to share research results and conclusions from an implementation and a development of corporate social responsibility in the current economic conditions.

If you are interested in attending the conference, we therefore kindly invite you to submit proposal of paper addressing the following areas:

- The role of ESG reporting including issue of mandatory reporting,
- Corporate Social Responsibility in the supply chain,
- Social media and CSR,
- New Business Models taking into account a shared value creation, and other concepts focused on multiple value creation,
- Intersectoral cooperation,
- Responsible management education (including a role of PRME),
- Sector oriented initiatives focused on CSR promotion.

The official language of the conference will be English

**Scientific Committee** (in alphabetical order):

- Prof. Thomas Beschorner**, *Institute for Business Ethics, University of St.Gallen, Switzerland*  
**Prof. dr hab. Tadeusz Borys**, *Katedra Zarządzania Jakością i Środowiskiem, Wydział Ekonomii, Zarządzania i Turystyki w Jeleniej Górze, Uniwersytet Ekonomiczny we Wrocławiu*  
**Prof. dr hab. Ewa Chmielecka**, *Warsaw School of Economics*  
**Prof. Dr. Michaela Haase**, *Friedrich-Alexander-Universität Erlangen-Nürnberg Institut für Wirtschaftswissenschaft and Freie Universität Berlin, Marketing Department*  
**Prof. dr hab. Jan Jeżak**, *Faculty of Management, University of Łódź*  
**Prof. Jan Jonker**, *Nijmegen School of Management, Radboud University Nijmegen*  
**Prof. J. Félix Lozano**, *Grupo de Estudios en Desarrollo, Cooperación y Ética, Universidad Politécnica de Valencia*  
**Prof. Nhung Nguyen**, *Department of Management, College of Business & Economics, Towson University*  
**Prof. Emmanuel Raufflet**, *Associate Professor, Management, HEC Montréal, Canada*  
**Prof. dr hab. Maciej Urbaniak**, *Faculty of Management, University of Łódź*

**Organizing Committee:**

Agata Rudnicka Ph.D., e-mail: rudnicka@uni.lodz.pl, mobile: +48 600677993  
 Janusz Reichel Ph.D., e-mail: jreichel@uni.lodz.pl, mobile: +48 692427050

**Important deadlines and dates concerning paper submission and publications:**

31 March 2013	The Deadline for Proposals and Registration for the Conference Including Submission of Proposals (max 3-5 pages),
10 April 2013	Authors Notification,
15 June 2013	Draft Paper Submission,
<b>20-21 June 2013</b>	<b>Conference in Lodz, Poland.</b>
31 August 2013	Final Paper Submission.
2013/2014	Foreseen time of publications

**Suggested structure of a Proposal:** name(s) of author(s), affiliation, contact details to author(s), title, summary (max 1000 characters with spaces), text of a proposal (max 3-5 pages).

There are two publications planned:

1. *Book in English for the best papers;*
2. *Other papers will be published in special issues of Folia Oeconomica (The Journal of University of Łódź).*

Only paper presented by their authors during the conference will be published.

**Registration fee (EUR and PLN) and deadlines for payment:**

	EUR	PLN	Deadlines	
			Registration	Payment
Early birds	250 EUR	1000 PLN	31 March 2013	20 April 2013
Regular	300 EUR	1200 PLN	31 March 2013	30 May 2013
Later and in place	400 EUR	1600 PLN	31 March 2013	20 June 2013
<i>Ph.D. candidates</i>	250 EUR	1000 PLN	31 March 2013	30 May 2013
<i>NGOs (without paper)</i>	200 EUR	800 PLN	31 March 2013	30 May 2013
<i>Business</i>	300 EUR	1200 PLN	31 March 2013	30 May 2013

**Payment in EUR to:**

Account Holder: Centrum Strategii i Rozwoju Impact, ul.Zielona 27, 90-602 Lodz, Poland  
 Bank name: Alior Bank Spolka Akcyjna  
 Account No (IBAN): PL 08 2490 0005 0000 4600 9859 0112  
 SWIFT Code: ALBPPLPW

**Please make sure to include your name and the conference title (“CSR Trends”) in the description of the bank transfer: write your name, write conference short name (“CSR Trends”).**  
**The conference fee does not include travel and accommodation costs!**

**Information for Polish participants:**

Payments can be done in PLN. The account number for payment in PLN is presented below:

Account Holder: Centrum Strategii i Rozwoju Impact, ul.Zielona 27, 90-602 Łódź, Poland,  
 Bank name: Alior Bank Spółka Akcyjna  
 Account No: 17 2490 0005 0000 4600 5776 1389

**Please make sure to include your name and the conference title (“CSR Trends”) in the description of the bank transfer: write your name, write conference short name (“CSR Trends”).**  
**The conference fee does not include travel and accommodation costs!**

**Conference Venue:** The event will take place in the Faculty of Management venue (you can take a virtual walk here: <http://www.wz.uni.lodz.pl/spacer/>).

**Contact:**

Agata Rudnicka Ph.D., e-mail: rudnicka@uni.lodz.pl, mobile: +48 600677993  
 Janusz Reichel Ph.D., e-mail: jreichel@uni.lodz.pl, mobile: +48 692427050

**For more information visit:**

Registration form: *will be available on conference website*  
 Travel and Hotel Information: *will be available on conference website*  
 Website: [www.csrtrends.eu](http://www.csrtrends.eu) (to be launch in February)