



BEYOND BUSINESS AS USUAL. CSR TRENDS
INTERNATIONAL CONFERENCE 20–21 JUNE 2013 ŁÓDZ (POLAND)

WWW.CSRTRENDS.EU

Faculty of Management (University of Łódź, Poland)

CSR Impact

B/S/H/

Strategic partner of the conference

> REPORT <

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

35 participants (including 4 representatives of enterprises),
26 presented papers, including:
16 papers from abroad,
10 papers from Poland (4 of them from the Faculty of Management, University of Lodz),

4 thematic sessions and 1 doctoral session (6 presented papers).

Statistics of the conference website (www.csrtrends.eu) are presented in the attachment.

Collaboration with the strategic partner BSH Sprzęt Gospodarstwa Domowego Sp. z o.o.

Participants received information about the social responsibility strategy and activities of the partner (social report and presentation). **Aleksandra Wójt**, the representative of the BSH, presented the bunch of activities of the BSH to demonstrate the BSH approach to social responsibility.



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



□ Professor **Tomasz Czapla**, the Vice Dean of the Faculty of Management, University of Lodz, opened the conference.

□ Then professor **Michaela Haase** from the Freie Universität Berlin welcomed warmly the guests and presented an informal initiative which brings together some participants of the conference: *International Working Group for Business Ethics Education (IWBEE)*.



□ The company **BSH Sprzęt Gospodarstwa Domowego Sp. z o.o.** was the strategic partner of the conference. The first speech to the participants was given by Mrs. **Aleksandra Wójt**, the project manager from BSH.



□ IWBEE organized and led during the second day of the conference, a workshop for PhD students. The **Responsible Business Forum (Forum Odpowiedzialnego Biznesu - FOB)**, the oldest organization in Poland dealing with issues of CSR, contributed to the

organization of the session for doctoral students by funding the prize for the best presentation of a doctoral student.



□ Six PhD Candidates (four from Germany and two from Poland) attended the session for PhD students. The presentations were evaluated by Jury: professor **Emmanuel Raufflet** - HEC Montréal, Canada (Chair), professor **Tomasz Czapla** – the Vice Dean of the

Faculty of Management and **Agata Gruszecka-Tieśluk** - the manager from **FOB**. The winner was **Piotr Wójcik** from the Warsaw School of Economics. His presentation was titled: *The Role of Dynamic Capabilities in the Shared Value Creation Process*.



□ Participants praised the organization of the conference, interesting speeches, workshop nature of the event and the atmosphere of the meeting. A team of students from the Faculty of Management helped participants in any cases.

□ Main collaborating organisations were **social enterprises** (catering was prepared by *Social Cooperative ISSA* and conference badges were designed and printed by *Social Cooperative Spółta Działa*).



Conference Program

Venue: Faculty of Management (University of Łódź, Poland), Matejki Street 22/26

Day I. 20.06.2013	
9.30 –	<i>Registration, Welcome coffee (room 316 - 3rd floor)</i>
10.00 –	Official Opening: Dean of the Faculty of Management , University of Łódź, Poland Prof. Dr. Michaela Haase (Freie Universität Berlin, IWBE, Germany), Dr. Janusz Reichel (Faculty of Management, University of Łódź, Poland)
10.30 – 11.00	BSH Łódź as a social engaged company – Strategic partner presentation: Aleksandra Wójt (BSH)
11.00 –	Session I. Part.A. The role of ESG reporting including issue of mandatory reporting. Mandatory solutions (room 316 - 3 rd floor)
11.00 –	Human rights and business between the market and the law: Balancing business impact and human rights through mandatory and semi-mandatory reporting – Prof. Karin Buhmann (Roskilde University, Denmark)
11.20 -	Determining Issues and Challenges of Corporate Social Responsibility (CSR) in India: An Exploratory Study – Dr. Pushpender Kumar (University of Delhi, India)
11.40 – 12.00	<i>Coffee Break (room 311 - 3rd floor)</i>
12.00 –	Session I. Part B. The role of ESG reporting including issue of mandatory reporting. Mandatory solutions (room 316 - 3 rd floor)
12.00 –	Corporate Social Responsibility and Firms Performance in Israel and in U.S.A. - Yosef Rami, Gavious Ilanit, Katzh Hagai, Amrousy Zvi (Ben-Gurion University Of The Negev, Israel)
12.20 –	Does CSR pay? The case of Respect Index – Florczak Łukasz, Reichel Janusz, Rudnicka Agata, Socha Błażej, Urban Dariusz, (University of Łódź, Poland)
12.40 –	Corporate Social Responsibility in Turkey: Evidence from Web of the Biggest Firms - Üzeyir Yildiz, Mustafa Kurt (Yalova University, Turkey)
13.00 – 14.00	<i>Lunch (room 311 - 3rd floor)</i>
14.00 –	Session II. New Business Models taking into account a shared value creation, and other concepts focused on multiple value creation (room 316 - 3 rd floor)
14.00 –	CSR, trust & the employer brand – Prof. Silke Bustamante (Berlin School of Economics and Law, Germany)
14.20 –	Corporate Social Responsibility in Poland: is there a place for value creation? - Dr. Adriana Paliwoda-Matiolańska (Cracow University of Economics, Poland)
14.40 – 15.00	Value creation and responsibility - Prof. Michaela Haase (Freie Universität Berlin, Germany)
15.00 – 16.00	World café – networking opportunity (room 311 - 3 rd floor)
16.15 – 20.15	City tour “Łódź – the town of 4 cultures”
20.30	<i>Official Dinner Soplicowo Restaurant (Wigury Street 12 a, Łódź)</i>

Day II. 21.06.2013	
9.00 –	Session III. IWBEE doctoral session (room 316 - 3rd floor)
9.00 –	Dimensions of Intellectual Property Rights and their Ethical Legitimization - Manja Schliack (Universität Erlangen-Nürnberg, Germany)
9.20 –	The Role of Dynamic Capabilities in the Shared Value Creation Process - Piotr Wójcik (Warsaw School of Economics, Poland)
9.40 –	CSR Guidelines in institutionalisation processes of nonconforming behavior - Hedda Mensah (Beuth Hochschule für Technik Berlin, Germany)
10.00 –	Influences on the Shaping of Economic Ideology - Ingrid Becker (Universität Erlangen-Nürnberg, Germany)
10.20 –	Learning CSR by heart across the business organization - Monika Sońta (Kozminski University in Warsaw, Poland)
10.40 – 11.00	From Unethical to Ethical? The role of Power and Ideology in Creating and Maintaining Legitimacy - Maik Günther (Universität Erlangen-Nürnberg, Germany)
11.00 – 11.20	<i>Coffee Break (room 311 - 3rd floor)</i>
11.20 –	Session IV. Responsible management education (room 316 - 3rd floor)
11.20 –	Education for ethical decision making: the contribution of neuroethics - Prof. Jose-Felix Lozano (Universidad Politécnica de Valencia, Spain)
11.40 –	CSR as a cultural construct – Differences in CSR expectations of graduates in Japan and Germany - Prof. Silke Bustamante (Berlin School of Economics and Law, Germany)
12.00 –	Changing Attitudes of University Students towards Socially Responsible Consumption - Duygu Türker, Huriye Toker, Ceren Altuntas (Yasar University, Turkey)
Parallel Sessions	
12.20 –	Session V.A. Sector oriented CSR (room 316 - 3rd floor)
12.20 –	Session V.B. Sector oriented CSR (room 303 - 3rd floor)
12.20 –	Corporate Social Responsibility Practices in the Mining and Oil Industries: The Influence of Regulation - Prof. Emmanuel Raufflet (HEC Montréal, Canada)
12.20 –	Public sector involvement in the promotion of social responsibility – an example of sector-specific instrument for financial sector in Poland - Dr. Janusz Reichel (University of Łódź, Poland)
12.40 –	Is it worth to invest in CSR? The relationship between CSR and store image in retailing - Dr. Magdalena Stefańska, Prof. dr hab. Tomasz Wanat (University of Economics, Poznań)
12.40 –	The Strategic Approach of CSR for The Banking System in Romania - Dr. Diana Corina Gligor – Cimpoieru, Prof. Valentin Partenie Munteanu (Universitatea de Vest din Timișoara, Romania)
13.00 –	The effects of corporate social responsibility initiatives and price premium on Polish consumers' responses: an experimental study - Piotr Wójcik (Warsaw School of Economics, Poland)
13.00 –	How to green a supply chain? - Dr. Agata Rudnicka (University of Łódź, Poland)
13.20 –	Development Trends of Socially Responsible Mutual Funds - Indrė Slapikaitė, Rima Tamošiūnienė (Vilnius Gediminas Technical University, Lithuania)
13.20 –	Social media and CSR development in sport organisations – Dr. Paweł Kuźbik (University of Łódź, Poland)
13.40 – 14.00	Closing the conference. Award for Ph.D. Candidate. Prospects for the future. (room 316 - 3rd floor)
14.00 – 15.00	<i>Lunch/Farewell</i>
15.00 – 17.00	IWBEE meeting (members of the group and all interested in joining) (room 311 - 3rd floor)

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

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.
Janusz Reichel Ph.D.
Paweł Kuźbik Ph.D.
Błażej Socha Ph.D. Candidate

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90-237 Lodz, Poland
<http://zarzadzanie.uni.lodz.pl>

Centrum Strategii i Rozwoju Impact (CSR Impact)

ul. Zielona 27,
90-602 Lodz, Poland
<http://www.csri.org.pl>

Attachments

Website of the conference: www.csrtrends.eu

Statistics (1.01.2013 – 30.06.2013) (whole six months from its launch in January 2013).

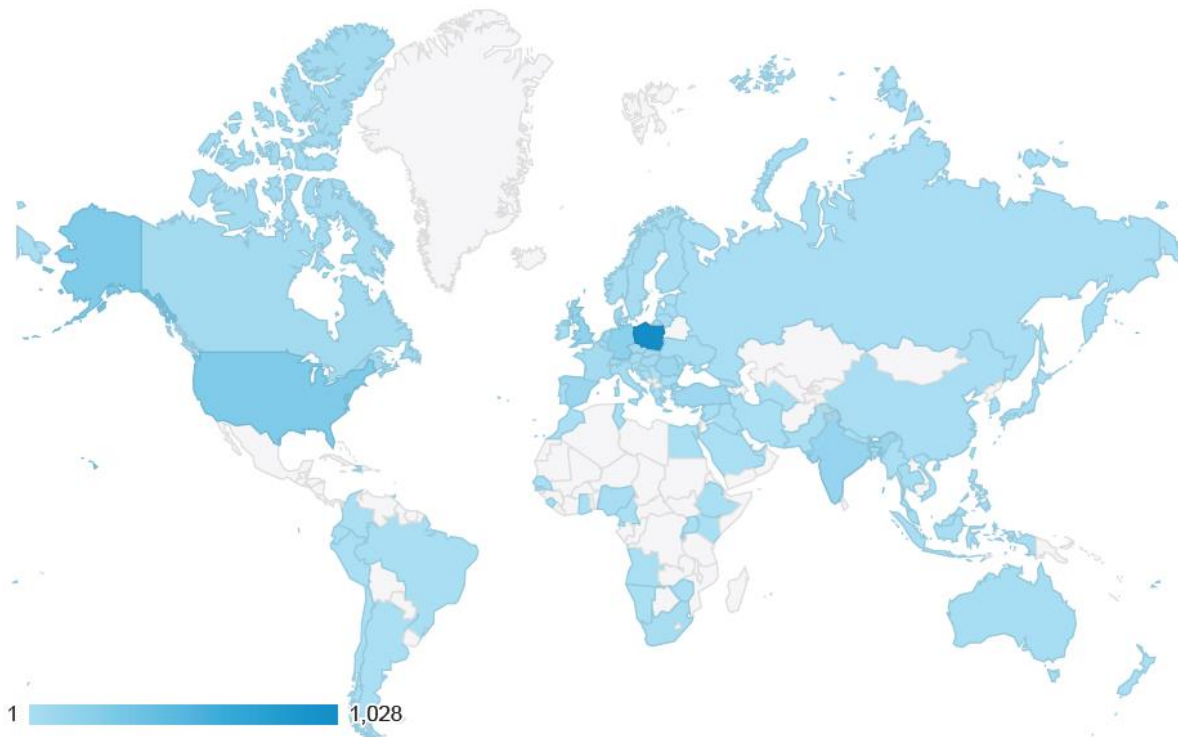
Visitors: 2802 persons.

Unique visitors: 2041 persons (72,8%).

Returning visitors: 761 persons (27,2%).

Views: 6806.

Territorial range:



Kraj/terytorium	Odwiedziny	% Odwiedziny
1. Poland	1 028	36,69%
2. United States	247	8,82%
3. Germany	178	6,35%
4. United Kingdom	135	4,82%
5. India	122	4,35%
6. Spain	94	3,35%
7. Romania	86	3,07%
8. Turkey	81	2,89%
9. Netherlands	46	1,64%
10. Denmark	45	1,61%

Visitors from 97 countries in total.

Information about the conference

Information about the conference was presented on many conference websites worldwide and was presented on organising institution websites: Faculty of Management, University of Łódź (wz.uni.lodz.pl), University of Łódź (www.uni.lodz.pl), CSR Impact Foundation (www.csri.org.pl), CSRinfo (www.csrinfo.org), Responsible Business Forum (fob.org.pl).

Also social media were included: Twitter, Facebook, LinkedIn, GoldenLine, Google+.

Information was also sent to academic social media: academia.edu, researchgate.net and developmentcrossing.com, the last one is dedicated to *Corporate Social Responsibility (CSR) and Sustainability* professionals.

Moreover information was sent directly to business representatives that Faculty of Management and University of Łódź collaborate with.

Gallery of pictures:

http://zarzadzanie.uni.lodz.pl/galerie/Konferencja_Beyond_Business_as_Usual.%20CSR_Trends_20-21.06.2013/index.html

Exemplary information about the conference (in English):

Information about the conference exposed on Faculty of Management and University of Łódź websites:

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 20th to 21th 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.

BSH is the strategic partner of the International Conference „Beyond Business as Usual. CSR trends”.

Information about a conference on the IWBEE website:

http://www.wiwiss.fu-berlin.de/institute/marketing/International_Working_Group_on_Business_Ethics_Education_IWBEE_/News/IWBEE_meeting_Lodz_June_2013.html

IWBEE meeting in Lodz, June 2013

News vom 05.07.2013

IWBEE meeting at the international conference:

Beyond business as usual. CSR Trends, 20.6.-21.6.2013, University of Lodz, Poland

www.csrtrends.eu

International Conference at the Faculty of Management at the University of Lodz, June 20-21, 2013

Janusz Reichel and Agata Rudnicka organized the International Conference “Beyond Business as Usual. CSR Trends”. More than 40 scholars from Poland, Romania, Lithuania, India, Israel, Denmark, Turkey, Spain, and Germany made use of the opportunity to present their works, engage in discussions, and make contacts.

The IWBEE doctoral workshop took place for the first time – with presentations by doctoral students from Germany and Poland. A committee constituted by Tomasz Czapla (the Dean of the Faculty of Management), Emmanuel Raufflet (HEC, Canada) and Agata Gruszecka-Tieśluk (the Manager from Responsible Business Forum, the sponsor of the award) awarded a prize for the best doctoral presentation to Piotr Wojcik from SHG Warsaw for his presentation titled “The Role of Dynamic Capabilities in the Shared Value Creation Process” – O-tone Janusz Reichel “Germany won but Lewandowski scored.”

After the official end of the conference a meeting of the IWBEE took place. After a short review of the group’s activities options of further cooperation were discussed. The group welcomes new members from Romania, Turkey, India, and Germany.

The perfect organization, the great hospitality of the Faculty of Management, and the vibrant city of Lodz with its impressive industrial history made this conference a great success. As Janusz Reichel promised, we can look forward to Lodz II.