

EABIS 8th Annual Colloquium
IESE Business School, University of Navarra
September 21–22, 2009 – Barcelona, Spain

RESEARCH AND LEARNING PARALLEL SESSIONS

PARALLEL SESSIONS I	Room
I.1. Global Governance	AULA MAGNA
I.2. Governance of the firm	Q-101
I.3. Sustainability and environment	Q-102
I.4. Corporate Governance	Q-103
I.5. CSR in practice	Q-301
I.6. Partnerships and social goals	Q-401
I.7. Capabilities and Attitudes of leaders	Q-402

PARALLEL SESSIONS II	Room
II.1. CSR and crisis	AULA MAGNA
II.2. CSR frameworks	Q-101
II.3. CSR, SMEs and innovation	Q-102
II.4. Stakeholder dialogue	Q-103
II.5. CSR in practice	Q-301
II.6. Reporting and auditing	Q-401
II.7. Responsible Leadership	Q-402

PARALLEL SESSIONS III	Room
III.1. Global challenges and global proposals	AULA MAGNA
III.2. CSR as a competitive advantage	Q-101
III.3. Accountability and Financial Performance	Q-102
III.4. Stakeholder dialogue	Q-103
III.5. Consumer perception and reputation	Q-301
III.6. Attitudes and behavior of external stakeholders	Q-401
III.7. Attitudes and behavior of internal stakeholders	Q-402

PARALLEL SESSIONS

PARALLEL SESSIONS I		Tuesday 22nd, from 9:15 to 10:35
1. Global Governance		
Room:	AULA MAGNA	
Moderator	André Sobczak	
Atle Midttun	Montesquieu for the 21st Century: An Approach to Global Governance	
Itziar Castelló	Sensemaking and Social Capital Creation in Global Governance Partnerships	
Geert Demuijnck	Globalization, incentives, and the political interpretation of CSR	
Michael Blowfield	Outsourcing governance: What fair-trade reveals about limitations of new global governance approaches?	
2. Governance of the firm		
Room:	Q-101	
Moderator	Céline Louche	
Thomas Beschorner	"Walk the talk?" Framing New Governance Mechanisms in Business Ethics	
Robert Boutilier	Towards a Network Structure Typology of Governance Systems	
Elewechi Okike	Corporate Governance Reform within the UK Banking Industry and its Effect on Firm Performance	
Ramon Guardia	Advances in corporate governance: the need for change in the relationship roles of public/private players.	
3. Sustainability and environment		
Room:	Q-102	
Moderator	Steven MacGregor	
Alexander Holst	Integration of Sustainability into the Core Business - Project Example at a Global Company	
Mark Smith Dino Minoli	Governance for ecological security: Golf and voluntary environmental programmes	
Juliet Roper	Changes in Attitudes, Changes in Actions?	
Malcolm McIntosh	CSR is Dead: CSR as a transition to the Sustainable Enterprise Economy	
4. Corporate Governance		
Room:	Q-103	
Moderator	Sophia Kusyk	
Daniel Arenas	Shareholder Activism and Corporate Governance: different strategies adopted by SRI pension funds in Spain	
Erik Hansen Heiko Spitzbeck	Stakeholder Governance - How do stakeholders influence board decision-making?	
Yuliya Shymko	Fixing failures in corporate governance through increased state ownership. The intermediating role of markets, institutions and behaviors	
Tobias Roediger	Success Factors in Post-Acquisition Management: The Impact of the Acquiring Companies'™ Post-Acquisition Measures on Acquisition Performance	

5. CSR in practice

Room:	Q-301
Moderator	Tanguy Jacopin
Christa Thomsen	Management Conversations as CSR Strategy Development and Governance
Tommy Jensen Johan Sandström	Where the action is: following corporate codes of ethics in their global trails
Francesco Perrini	Shaping responsible supply chains: From cost benefits to stakeholder value creation
Shuili Du C.B. Bhattacharya	The Triple Bottom Line: A Positive Sum Game?

6. Partnerships and social goals

Room:	Q-401
Moderator	Mark Esposito
Peter Neergaard	NGO-business partnerships. From philanthropy to strategic value
Julie Whittaker	Working within the system: investing in social goals
Miho Taka	Evaluating the enhancement of human security through analysing two partnership approaches in the mining sector in the eastern DR Congo
Francois Perrot	Learning from private sectors ventures at the "BASE OF THE PYRAMID" : Some contributions to the debate on the role of business in society

7. Capabilities and Attitudes of leaders

Room:	Q-402
Moderator	Albert Ribera
Nadhakan Shinnaranantana	CSR Management Capabilities: A Case Study of a Thai Company
Salvatore Moccia	The role of sense of humor in an advanced prespective of organizational management
Christian Mahieu	Evaluating Strategy of Transformation & Ethical Engagement of Managers
Nada M. Kakabadse Isaac Mostovicz	Best Practice or Best Governance?

1. CSR and crisis

Room:	AULA MAGNA
Moderator	Atle Midttun
Boleslaw Rok	In Search for a New Balance: The Ethical Dimension of the Crisis
Donald Nordberg	Return of the State? The G20, the financial crisis and power in the world economy
Ans Kolk	The credit crisis and the climate crisis: Killing two birds with one stone?
Sue Konzelmann	The Current Financial Market Crisis: Corporate Governance and the Challenge of Global Markets

2. CSR frameworks

Room:	Q-101
Moderator	Geert Demuijnck
Nick Lin-Hi	Corporate Social Responsibility and the Demand for Market Economy's Moral Quality
Louche Celine	Re-framing corporate social responsibility
Ganesh Nathan	Re-theorizing the firm to strengthen the societal dimension of corporate governance - A socio-political approach
David Ronnegard	The Legal Ontology of the Corporation as a Description of its Goal, and its Role in Society

3. CSR, SMEs and innovation

Room:	Q-102
Moderator	Steven MacGregor
Marti Carmen	The Corporate Social Responsibility in the commercial SMEs. An Ethical Proposal
Laura Spence	Taking the 'Corporate' out of CSR: Social responsibility in small business
Mette Morsing	Sense-Making as a Key Element of CSR-Driven Innovation
Mette Morsing Minna Halme	CR-driven Innovations: A Study of Motivation and Resources in Nordic SMEs

4. Stakeholder dialogue

Room:	Q-103
Moderator	Andreas Rasche
Cyrlene Claasen	Corporate Governance and Stakeholder Dialogue: Towards a Concept of Corporate Political Responsibility
André Habisch Matteo Pedrini	Stakeholder Dialogue practices - an international comparison
Esben Pedersen	All Animals are Equal, but...: How Managers in Multinational Corporations perceive Stakeholder Relationships
Salla Laasonen	Through dialogue against conflict in foreign direct investments?

5. CSR in practice

Room:	Q-301
Moderator	Daniel Arenas
Laura M. Ferri	Responsible Procurement Management: Integrating Corporate Responsibility into buyer-supplier relationships
Matteo Pedrini	Shaping the Corporate Responsibility: CR manager's leadership and strategy integration in Italian Firms
Petra Bouvain	Failures in organisational leadership and brand management- a case of the
Diane L. Arjaliès	Does CSR lead to the emergence of a new business model for multinational companies? A study of the management systems used by the French CAC 40 companies to integrate CSR into their strategy

6. Reporting and auditing

Room:	Q-401
Moderator	Tanguy Jacopin
Jane Arnott	Gaining Evidence, the critical role of CSR audits to measure the performance of business in society.
Laurence Beierlein	Monitoring and auditing labour standards in retail industry supply chains: a comparative study of voluntary and multi-stakeholder initiatives
Elise Perrault	Voluntary Reporting on Environmental and Social Issues: An institutional analysis of practices in France, the United Kingdom and the United States
Luis Perera	New lenses available:revealing an unbiased view of business in society

7. Responsible Leadership

Room:	Q-402
Moderator	Nada Kakabadse
Annick Van Rossem Yves Fassin	Comparative international study on small business leaders perception of CSR and business ethics related concepts
Thomas Maak	Leader Complexity and the Common Good - Differentiation, Integration and the Quest for Responsible Global Leadership
André Sobczak	Implementing the Principles for Responsible Management Education in Teaching: Insights from two European Business Schools
Mark Esposito	Moving Beyond Human and Organizational Incongruence

1. Global challenges and global proposals

Room:	AULA MAGNA
Moderator	Luk van Wassenhove
Jorge Arevalo	Challenging Times for Corporate Responsibility and CSR Initiatives: The Case of UN Global Compact Business Participants in the US
Silvia Ayuso	Corporate Social Responsibility in a global context: The case of Spanish companies participating in the UN Global Compact
Ligia Coelho Andre Sobczak	The impact of cultural embeddedness and common global challenges on the role and purpose of business in society. Lessons from the analysis of CSR discourses and practices in France and Brazil

2. CSR as a competitive advantage

Room:	Q-101
Moderator	Laura Spence
Maurizio Zollo Mario Minoja	Stakeholder cohesion, innovation, and competitive advantage
Carmelo Cennamo Pascual Berrone	Stakeholder ambiguity and managerial discretion: When does stakeholder management foster a sustainable competitive advantage?
Dr. Salil K Sen	Societal, Environmental and Stakeholder Governance as drivers for Competitive Advantage

3. Accountability and Financial Performance

Room:	Q-102
Moderator	Heiko Spitzbeck
Jeffrey Bone	Corporate Accountability Revisited: in search of a construct known as the 'Good Corporate Citizen'
Marie H. Bihr	Responsible Governance and Accountability: How Finance and Strategic Management May Achieve Them?
Lutz Preuss	Responsibility in Paradise? CSR Tools of Companies Domiciled in Tax Havens
Manuela Drews	Unveiling the Potential of CSR for Business and Society: A Company Measurement Tool for CSR

4. Stakeholder dialogue

Room:	Q-103
Moderator	André Habisch
Andreas Rasche	Multi-Stakeholder Initiatives as Loosely Coupled Systems
Helen Wadham	Habermas and the Hay Festival: Concern Universal experience of the role of dialogue in facilitating alternative models of business and development
Stephanie Swanson Ruby Gates Erin Greeson	Collaboration for Business and Societal Change: PDX Lounge, A New Economic Development Framework

5. Consumer perception and reputation

Room:	Q-301
Moderator	Jeremy Moon
Patnaree Srisuphaolarn	Corporate Social Responsibility as Viewed by the Public: a preliminary survey
Sofia López N. Craig Smith	Consumer perceptions of corporate responsibility activities: The CSR halo effect
Gabriela Miranda Paul Caulfield	The relationship between corporate responsibility, media reputation, and risk management: Can CSR affect media tone in the coverage of major oil industry incidents?

6. Attitudes and behavior of external stakeholders

Room:	Q-401
Moderator	Sophia Kusyk
Iván Barreda	Ethical mutual funds: An experimental analysis of investor behavior
Ioanna Papasolomou Marlen Demetriou	Consumers attitudes towards Cause Related Marketing in Cyprus
Minna Halme Eeva Heinonen	Customer needs for the material efficiency and potential for new services
Bruce Millett Sybille Sachs Georges Ulrich	Opinion Research as a Corporate Tool to Communicate with All Relevant Stakeholders - An Empirical Case Study within the Pharmaceutical Industry

7. Attitudes and behavior of internal stakeholders

Room:	Q-402
Moderator	Thomas Maak
Trairong Swatdikun	The Role of Executive Remuneration on Earning Management in Thailand
Lutgart Van der Berghe Xavier Beaten	How do corporate governance characteristics affect CEO remuneration? Learnings from empirical studies and an agenda for the future
Tanguy Jacopin Joan Fontrodona	The evolution of the relationship between the CEO and the CR manager during the current crisis: Questioning the CEO role in the CR deepening. Comparison France - Spain - US