



## Börsensaal | 2nd August – 10:45 - 12:15

**Christopher Stehr**

Chair

### Management I: Marketing

**Alessandro Monti**

Cologne Business School

The “Triple Pricing Power” concept –  
Pricing strategies for profit, fairness and sustainability

**Klayton Eduardo da Rocha**

Federal University of Sao Carlos/Brazil

The Green Marketing in Corporate Social Responsibility Reports: A  
Comparison between a B2B and B2C Company

**Silke Bustamente**

Hochschule für Wirtschaft und Recht Berlin

The Potential of CSR and non-CSR Attributes on External Employer  
Attractiveness – Results of a Survey among German Students

**Stephanie Bothe**

University of Applied Sciences and Arts Lucerne

Sustainable Service Quality

**Hatem Khater**

Terous Misr Organization for Development

Evolution of Philanthropy, CSR, Sustainability In the Middle East and  
Egypt: A Paradigm Shift



## Merckens Saal | 2nd August – 10:45 - 12:15

**Karen Wendt**  
Chair

### Finance I: Banking

**Tatiana Solovey**  
Universität Hamburg

Corporate social responsibility and financial reporting Separate pasts and common future in integrated reporting

**Ewa Maria Kruszewska**  
University of Nottingham

Regulations of Hostile Takeovers and the Interest of Non-Shareholder Constituencies

**Karl Chun Seung Yang**  
Korea Sustainability Investing Forum – CDP Korea  
Committee – Seoul National University

SRI in Korea: Opportunities and Challenges

**Rute Abreu**  
Guarda Polytechnic Institute

Women Influence on the Accounting, Finance and Management in Companies in Portuguese-speaking countries

**Ralph Thurm**  
ahead

Global Initiative for Sustainability Rating (GISR)



## Camphausen Saal | 2nd August – 10:45 - 12:15

**Brigitta Herrmann**

Chair

**Global I: Issues in Emerging Markets**

**Jürgen-Matthias Seeler**

MCI Management Center Innsbruck – The Entrepreneurial School

Whistleblowing and Culture – A Case for CSR in Developing Markets

**Jill Haley Murphy, Carlos Vargas**

Harvard University Extension School

Scaling Up Corporate Social Responsibility: Coffee Farming in Chiapas, Mexico

**Rolf Wichmann**

UN-HABITAT Senior Consultant

Sustainable Management as a New Business Paradigm: International Perspectives

**Tan Li, Zhongkun Jin, Jin An**

Changzhou Institute of Technology Department: School of Economics and Management

Current Situation and Motivation of Charitable Donation of Chinese Enterprises

**Anantha Krishnan**

International Institute for Energy, Environment and Management

Entrepreneurship project for internally displaced persons in Nigeria



## Guillaume Saal | 2nd August – 10:45 - 12:15

**Michael D'Heur**  
Chair

### Paradigm Shifts I: Clashing Mindsets

**Nayan Mitra, Lars Isaksson**

Bond University, Australia

To Legislate or Not – that is The Question: Comparing CSR Intent and Effects in Economies with Voluntary CSR and Legislated CSR

**Rizki Prafitri**

Murdoch University, Western Australia

Creating shared value theory: a critical perspective

**Julia Grimm**

Wittenberg Center for Global Ethics

Collective Self-Commitments as an Effective Form of CSR?

**Ubiratã Tortato**

REBRAE – PUCPR Business School

Corporate Social Responsibility: A systematic review of international high impact journals

**Biswanath Swain**

Indian Institute of Management

Is Carroll's Pyramid of CSR more elevated than required for Proper Moral Management?



## Oberbergisches Zimmer | 2nd August – 10:45 - 12:15

**Hanno Martens**

Chair

### Sustainable Tourism I: Hospitality & Management

**Sven-Olaf Gerdt, Elisa Wagner**

Westfälische Wilhelms-Universität Münster

On the way to sustainable tourism – The role of online travel agencies (OTAs)

**Andrew Ngawenja Mzembe, Frans Melissen**

NHTV Breda University of Applied Sciences in the Netherlands

Sustainability in the Malawian Hospitality Industry: An investigation of Drivers and Barriers

**Dagmar Lund-Durlacher**

MODUL University Vienna

Analysing CSR Practices in Food Operations: A case study of holiday resorts in Gran Canaria and Antalya

**Melissa Brücher**

CBS

Sustainable Tourism Development in Costa Rica: The Balance Between Sustainability and the Growing Tourism Industry



## Neven-DuMont Zimmer | 2nd August – 10:45 - 12:15

**Linda O'Riordan**

Chair

### Enterprises I: Small & Medium-Sized

**Reinhard Altenburger**

IMC University of Applied Sciences Krems

CSR - Driven Innovation: Stakeholder-Engagement in Australian SME's

**Theenida Buntornwon**

An investigation of the negatives effects of social capital on clustering in the context of small and medium sized enterprises

**Wolfgang Keck**

Do we really think small first? How to go further with CSR in micro enterprises



## Börsensaal | 2nd August – 14:00 - 15:30

**Herrmann Tribuser**

Chair

### Management II: Entrepreneurship

**Orlagh Reynolds**

National University Ireland

Entrepreneurial Legitimation Strategies: The case of sustainability-oriented entrepreneurs.

**Kristina von Gehlen**

Westfälische Wilhelmsuniversität Münster

Coopetitive Relationships in Social Entrepreneurship Organisations

**Agata Dembek**

Kozminski University

Economization of moral dispositions? Sustainable entrepreneurship seen through the characteristics of the late capitalist culture

**Marian Eabrasu**

Groupe ESC - Troyes en Champagne

From donor motivation to recipient welfare: A new agenda for corporate philanthropy research

**Ursula Tischner**

Innonatives

Sustainable Business through Open Design and Innovation for Sustainability



## Merckens Saal | 2nd August – 14:00 - 15:30

**Rute Abreu**

Chair

### Finance II: Risk Management & Sustainable Finance

**Yonghyup Oh**

Club of Rome

Sustainability valuation of a firm

**Evelina Bendoraitienė**

Vytautas Magnus University

CSR policies and financial risks under stakeholders' aggressive actions

**Lin Liao**

Southwestern University of Finance & Economics,  
Chengdu

Corporate Social Responsibility and Corporate Financial Frauds: Evidence from China

**Weikang Zou, Libo Fan**

University of International Business and Economics,  
Beijing

Cracking Another 'Hard Nut' in Sustainable Financing to SMEs – A Credit Risk Analysis on Lending to Chinese SMEs





## Camphausen Saal | 2nd August – 14:00 - 15:30

**René Rueth**

Chair

### Global II: Bridging Theory & Practice

**Luisa Sabine Heß**

CBS

CSR and HRM – necessity for long-term-orientation within HRM-department

**Babawande Sheba**

GSM London

Systemic issues affecting the development of strong corporate governance and Corporate Social Responsibility systems in Nigeria.

**Nayan Mitra**

Indian Institute of Corporate Affairs

CSR should contribute to the national agenda in Emerging Economies – The 'Chatterjee Model'

**Burze Yaşar, Hazir Öncü**

TED University

Analysis of Sustainability Policy and Practices of a Turkish Group Company OYAK Case

**Thomas Wunder**

HS Neu Ulm

Sustainable Strategic Management – Cornerstones of an Emerging Paradigm



## Guilleaume Saal | 2nd August – 15:00 - 15:30

**Thomas Schauer**

Chair

### Paradigm Shifts II: Whole Systems Thinking

**Friedrich Glauner**

University of Tübingen

Ethicology or changing the economic paradigm of value creation. The role of mental models in economic reasoning and for the development of future viable business models

**Martin Brueckner**

Centre for Responsible Citizenship and Sustainability, Murdoch University

Social licence in context: On the differences in the interplay of social, actuarial and political licences across varieties of capitalist systems and their implications for CSRI and political licences across varieties of capitalist systems and their implications for CSR

**Christel Ramloll**

Open University of Mauritius/Charles Telfair Institute

Debate on mandatory and voluntary Corporate Social Responsibility (CSR).

**Roger Wolf**

Appearance and Reality in Sustainability Reports

**Matthew Aversano-Dearborn**

Sustainability Standards for Businesses and their Role in Advancing the SDGs



## Oberbergisches Zimmer | 2nd August – 14:00 - 15:30

**Dagmar Lund-Durlacher**

Chair

### Sustainable Tourism II: Challenges

**Hannes Rau**

University of Applied Forest Sciences Rottenburg

Forest landscapes as a basis of health tourism. A stakeholder-based analysis of success factors in product development

**Elisabeth Kastenholz**

Universidade de Aveiro

Articulating resources and people for sustainable rural tourism experiences in the Portuguese hinterland – The case of a Slate Village

**Dr. Dirk Reiser**

Hochschule Rhein Waal

CSR, sustainable tourism and animals

**Bonnie Lewtas**

Caribbean Tourism Consulting Services at Eden Management Consulting

Hotel Management for Small Island Destinations: A New Model for Sustainable Development



## Neven-DuMont Zimmer I 2nd August – 14:00 - 15:30

**Reinhard Altenburger**

Chair

### Enterprises II: Family Owned

**Henry Schaefer, Friedrich Voelker**

University of Stuttgart

Socially driven stakeholder networks of German family owned companies as enabler of economic success - a theoretical and empirical study

**Liliane Segura**

Universidade Presbiteriana Mackenzie Brasil

Indebtedness and performance in family businesses: a study on the founder and heirs

**Mustafa Hasan Lakhani, Mujaba Mehmood**

GCC Family Entrepreneurship - Issues & Resolves



## Börsensaal | 2nd August – 15:45 - 17:15

**Thomas Osburg**

Chair

### Management III: Innovation

**Adrian Pyszka, Daniel Gajda**

University of Economics in Katowice

Corporate Social Responsibility as a source of innovation – company cases from Poland

**Duygu Türker**

Yasar University

How social responsibility leads innovation for society

**Mara Del Baldo**

University of Urbino Carlo Bo

Renewing and Improving the Business Model toward Sustainability. The SGR Group experience (Italy)

**Denise Cardoso Pereira**

Mackenzie University

Sustainable Innovation: Case Study from Brazilian Textile Industry

**Franz Wenzel**

Catholic University of Eichstätt-Ingolstadt

Cooperative Innovation - Paradigm shift and resilient solutions for a world in transition



## Merkena Saal I 2nd August – 15:45 - 17:15

**Simon Pickard**

Chair

### Finance III: Capital Markets

**Megumi Suto**

Graduate School of Finance, Accounting and Law,  
Waseda University

Corporate Social Responsibility and the Cost of Capital: Evidence from Japanese Firms

**Dararat Phoprachak, Upawadee Neungvanna**

Rajamangala University of Technology Suvarnabhumi

The influence of the level of disclosure of corporate governance practices that affects the performance result of companies listed on the Stock Exchange of Thailand

**Manuel Coeslier**

Mirova, Ecole Centrale Nantes

On the relevance of low-carbon stock indices to tackle climate change

**Guido Kaufmann**

University of Siegen

Philanthropic versus Self-interest Behavior of Company-related Foundations on Capital Markets

**Eshari Withanage, Julian Schröter**

University of Siegen

Do CSR Reports Impacts Firms Stock Returns? – A Pilot Study Analysis



## Camphausen Saal | 2nd August – 15:45 - 17:15

**Nayan Mitra**

Chair

### Global III: Responsibility & Performance

**Joanna Szymonek**

Jagiellonian University

The simulacra of responsibility? The efficiency of global CSR policies in CEE countries.

**Priya Nair Rajeev**

Indian Institute of Management Kozhikode

India's Mandatory CSR Policy: Can NGOs Rise to the Challenge?

**Nancy Bouchra Hanna**

German University in Cairo

Developing Performance Measurement Indicators for CSR activities in developing countries: the Case of Egypt.

**Haifeng Huang, Julian Barg, Chunhong Sheng**

Peking University HSBC Business School

The Trends of CSR in China: An actor-focused analysis including the cases of Huawei and the Society of Entrepreneurship and Ecology (SEE)

**Boleslaw Rok**

Kozminski University

Ethics Management System: Best Practices from Organizations in Poland



## Guillaume Saal | 2nd August – 15:45 - 17:15

**Friedrich Glauner**

Chair

### Paradigm Shifts III: CSR, Ethics & Social Welfare

Joop Remmé

Maastricht School of Management

Stakeholder ethics: a Thomistic approach to stakeholder management

Adriana Schiopoiu Burlea, Dragos Balan

University of Craiova

The ethical dilemma of companies: CSR as challenge or barrier?

Maria Aluchna

Warsaw School of Economics

CSR and legitimacy. The perspective of neo-institutional theory

Marissa Chantamas

Assumption University

Developing a CSR Definition and Strategic Model from the Sufficiency Economy Philosophy





## Oberbergisches Zimmer | 2nd August – 15:45 - 17:15

**Luisa Heß**

Chair

### Employees

**Lars Rademacher**

Darmstadt University of Applied Sciences

Engaging Employees in CSR - Engagement types and engagement strategies in employee communication

**Lisa-Nike Bühring**

CBS

'The Expendables 2' and 'R.E.D.2': Reflections of Ageing Masculinities

**Viktória Krémer**

University of Pannonia

The Impact of CSR on Job Satisfaction and Employee Retention in Hungarian Hotels

**Birgit Breninger, Thomas Kaltenbacher**

University of Salzburg

The Visual Intersectional Culture x Ethical Competence Inventory (viCEI)  
Developing the Integrated Ethical Framework to Intersectionally Assess Moral Competence in Leaders



**Neven-DuMont Zimmer | 2nd August – 15:45 - 17:15**

**Christina Weidinger**

Chair

**SEA & GISEDA Workshop: Sustainable Entrepreneurship**



## Börsensaal | 3rd August – 10:45 - 12:15

**Falko Leukhardt**  
Chair

### Management IV: Reporting & Disclosure

**Brigitte Bernard-Rau**  
Radboud University Nijmegen

Green Light or Red Flags: The Impact of ESG Assessment on the Reporting of Sustainable Management Policies and Practices

**Caroline Atkinson**  
UTS Business School

Agency and CSR reporting – a tool for internal champions

**Anne Michaels**  
Ilmenau Technical University

The effects of CSR disclosure and corporate identity on reputation

**Nuramalina Binti Haji Mohd Sufian**  
Universiti Teknologi Brunei

A Comparative Study On CSR Disclosure Practices Of Young North America And Asia Pacific Technology Companies

**Ralph Thurm**  
ahead

Reporting 3.0



## Merckens Saal | 3rd August – 10:45 - 12:15

**Patrick Bungard**

Chair

### Governance I: Management Approaches

**Sirima Kaewkerd**

Rajamangala University of Technology

The corporate governance disclosure level of the listed companies in the Stock Exchange of Thailand (SET): The empirical research of each industry

**Carsten Deckert**

CBS

Ecological Sustainability of Material Resources: Why Material Efficiency just Isn't Enough

**Jai Prakash Sharma**

Institute of Management Studies (IMS)

Impact of independent directors on firm performance in select indian companies

**Senee Puangyane, Krisakorn Duangswang**

Rajamangala University of Technology

Factors affecting the level of disclosure corporate governance of listed companies on the Stock Exchange of Thailand

**Crispen Sachikonye**

Manchester Metropolitan University

A Knowledge-Based Approach for Corporate Governance?



## Camphausen Saal | 3rd August – 10:45 - 12:15

**Ihar Sahakiants**

Chair

### Global IV: Economies in Transition

**Bing Zhu**

Ingolstadt School of Management and Economics

Consumer's Motivation, Opportunities and Ability for Sustainable Consumption

**Martin Brueckner**

Murdoch University

Exploring the Linkages between Corporate Social Responsibility and Disaster Management in South Asia: Evidence from the 2015 Earthquake Recovery in Nepal

**Kazue Haga**

Deutsches Institute für Japanstudien

Roles of companies and regional enterprises in aging societies from an economic and ecological viewpoint

**Malogorzata Zmuda**

CBS

Modelling competitiveness of a catching-up economy



## Guillaume Saal | 3rd August – 10:45 - 12:15

**Mara del Baldo**

Chair

### Sustainable Business Impact

**Giorgia Nigri**

LUMSA University

Social-Impact Assessment: a systematic literature review

**Linda O'riordan**

FOM University of Applied Science

Stakeholder Value: Creating Innovation via New Business Models and Reverse Innovation

**Martina Zimek**

University of Graz

How sustainable are sustainability activities? Defining sustainability performance of first and second order performance

**Anat Rotstein, Keren Lipinsky-kella**

Academic CSR Center, Adv, Yossi, Israel

"Down the yellow brick road" Challenging the Existing Business Models"

**Caroline SL Tan**

Crowd funding Involvement and Satisfaction in Social Enterprise



## Digital Lab I 3rd August – 10:45 - 12:15

**Markus Raueiser**

Chair

### Sustainable Education: Academic Role

**June Bernadette D'souza**

Assumption University

The Influence of Perceived Classroom Environment on Students' Listening Skills and Academic Achievement

**Ancy Mathew**

PES University

Social responsibility in higher education: An innovative step to create responsible youth for global building.

**Stephanie White, Davar Rezania**

University of Guelph

Ethical Leadership Behaviour and the Effect on Student-Athlete Performance

**Rute Abreu**

UTC de Gestão e Economia

Tax citizenship and education: international perspectives

**Monika Kolb**

CBS

Educating the Leaders of the Future



## Börsensaal | 3rd August – 13:30 - 15:00

**Alessandro Monti**

Chair

### Management V: HRM & Internal Communication

**Lars Rademacher**

Darmstadt University of Applied Sciences

Compliance Communication: The way to more integrity

**Ihar Sahakiants**

University of Economics in Katowice

Linking CEO incentives to corporate social responsibility: proposing a framework of socially responsible executive pay

**Adrian Pyszka**

University of Economics in Katowice

Rethinking Talent Management through Corporate Social Responsibility: verification and validation of CSR-TM Model assumptions

**Osama Hazzi**

The Influence of the War in Syria on the Human Resource Management Practices in the Private Insurance Sector





## Merckens Saal | 3rd August – 13:30 - 15:00

**Thomas Wunder**  
Chair

### Governance II: Business Solutions

**Yafet Y. W. Rissy**

Queensland University of Technology

Corporate Governance in People's Credit Bank in Indonesia: A Challenge for a Better Future

**Samuel Emmanuel Fulgence**

Tanzania Institute of Accountancy

Corporate social responsibility programmes and weak governance

**Jai Prakash Sharma**

Institute of Management Studies

Corporate Governance Practices in Indian FMCG Sector-An Empirical Study

**Sunaina Kanojia**

Delhi School of Economics

Corporate Governance, Board of Directors and Financial Performance: Evidence from Listed Indian Banks

**Davar Rezanja, Linda Melnick**

University of Guelph

What do we know about accountability in amateur sport governance?: A scoping review



## Camphausen Saal | 3rd August – 13:30 - 15:00

**Christoph Willers**

Chair

### Case Studies I: Challenging Sectors

**Amy Yip**

Centennial College

Corporate social responsibility (CSR) in corporate DNA: a case study of ocean park Hong Kong

**Jiddu Krishnan**

Indian Institute of Management Kozhikode

CSR through sport: A case of multiple stakeholder partnership

**Adriana Paliwoda – Matiolańska**

Cracow University of Economics

Social Acceptance in Energy Projects. Shale gas in Poland Case Study

**Rita Almeida**

University of Sevilla

Corporate Governance on the Beverage Industry



## Guillaume Saal | 3rd August – 13:30 - 15:00

**Carsten Deckert**

Chair

### Value-Based Management

**Petra Kuenkel**

Collective Leadership Institute e.V., International Club of Rome

Multi-Stakeholder initiatives as drivers of responsible supply chain management

**Suppasit Sornsri**

Assumption University

The possibility of applying the sufficiency economy philosophy in organisational purchasing: A conceptual model

**René Rueth**

Institute for Management Education & Culture

Communication and Trust: How Sustainable Leadership Can Be an Answer to Enforced Global Competition

**Enes Ünal**

Politecnico di Milano, KTH Royal Institute of Technology

The Industry Specific Priorities of Sustainability Practices: An Empirical Analyses of Cradle to Cradle Achievements



## Oberbergisches Zimmer | 3rd August – 13:30 - 15:00

**André Habisch**

Chair

### Practical Wisdom

**Laura Sasse**

WFI- KU Eichstätt-Ingolstadt

The Practical Wisdom behind the GRI

**Claudius Bachmann**

WFI- KU Eichstätt-Ingolstadt

Practical Wisdom for Sustainable Management: Critical Reflections on Pedagogical Practices

**Liangrong Zu**

International Training Centre of the International Organization (ILO) (Turin, Italy)

Leading with Taoism's Wisdom

**Pierre Kletz**

Still Happens: Practical Wisdom Might Harm Sustainable Management.

**Paul Ohana**

Sustainable Management as a New Business Paradigm: Myth or Reality?



## Börsensaal | 3rd August – 15:30 - 17:00

**Lars Rademacher**  
Chair

### Management VI: Organizational Development

**Karl Kaz**

KAZ Consulting & Medien

Building Resilience into the Organization CSR and Sane Leadership -  
Lighthouse Examples in the German-speaking Countries

**Rodrigo Lozano**

Journal of Cleaner Production

Sustainability Oriented Theory of the Firm

**Rodrigo Mello**

CBS

Global mindset and how it can lead to organizational success



## Camphausen Saal | 3rd August – 15:30 - 17:00

**Joop Remmé**

Chair

### Case Studies II: Social Attitudes

**Dalia Maimon Schiray**

Federal University of Rio de Janeiro

Social Audit - Case Study of companies that compose the ISE  
BM&Bovespa

**Po-Han Kan, Chao-Chin Kan**

University of Amsterdam

Comic Narration of the Uni-President Corp. Butterfly Effect Case Study  
Buffet

**Naraporn Sukyoo, Dararat Phoprachak**

University of Technology Suvarnabhumi

Factors affecting success in entrepreneurs or workers operation after the  
Great Flood of 2011 : Case study of automobile industries, electronic  
components and appliances of Rojana Industrial Estate in Ayutthaya

**Ulf Richter**

Tongji University

Sustainability of Chinese Railway Projects in Africa: A Study in Progress



## Guillaume Saal | 3rd August – 15:30 - 17:00

**Monika Kolb**  
Chair

### Globalization & Digitalization

**Elisa Maria Böldicke**  
HHL Leipzig Graduate School of Management

The equivocalness of freedom and social control in the context of digitalization

**Paul McDonald**  
Victoria Business School

Homo sapiens' relationship to Earth: Preservation versus Plunder

**Huriye Toker**  
Yaşar University

The CSR Coverage of Media in Turkey: The Repugnant Contributor or Ambitious Mediator

**Eva Vosen**  
Catholic University of Eichstätt-Ingolstadt

Solutions for Data Science Education in the Developing World