

**5th INTERNATIONAL CONFERENCE**

# **CORPORATE SOCIAL RESPONSIBILITY, SUSTAINABILITY, ETHICS & GOVERNANCE**

**RESPONSIBLE BUSINESS IN A CHANGING WORLD**

**Santander, Spain  
27-29 June 2018**



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# Welcome

Dear Delegates

Welcome to the 5<sup>th</sup> International Conference on CSR, Sustainability, Ethics and Governance “Responsible Business in a changing World” held under the auspices of the Global Corporate Governance Institute. Santander Financial Institute (SANFI) and the University of Cantabria are proud host of this conference, which is the fifth international gathering of this kind after successful events held in London, Nanjing, Cologne and Perth in previous years.

It will be an excellent platform to deliberate upon global themes of Corporate Social Responsibility, sustainability, ethics and governance in all their various dimensions.

The Conference Organising Committee is very excited about hosting this event and immensely grateful for the support it has received during preparations for this conference from sponsors and conference partners as well as SANFI administrative support staff. Thanks to their generosity and enthusiastic input we have been able to put together a very promising three-day programme filled with high quality paper presentations and keynote addresses with a view to maximise opportunities for dialogue and exchange.

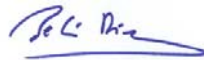
The dinner events and the day tour will allow delegates also to experience a slice of Cantabria and Northern Spain and to enhance networking.

The event is one of the largest international conferences focusing on responsible business with delegates from over 20 nations who will present their latest research and its practical implications for business, society, academia and politics. More than 80 papers will be presented by academics and business representatives.

We hope this conference can be a forum for sharing and learning and a place where ideas and visions for a sustainable future can grow.

We wish you a pleasant stay in Santander and on the university of Cantabria campus and much success in your deliberations over the course of this conference.

Yours sincerely,



*Belén Díaz Díaz*

*Conference Chair on behalf of the CSR 2018 Conference Organising Committee*

## **Organising and Scientific Committee**

Nicholas Capaldi. Loyola University New Orleans, USA  
Samuel O. Idowu. London Metropolitan University, UK  
René Schmidpeter. Cologne Business School, Germany  
Mara del Baldo. University of Urbino Carlo Bo. Italy  
María Cantero Saiz. University of Cantabria, Spain  
Esteban Fernández González. University of Cantabria, Spain  
Rebeca García Ramos. University of Cantabria, Spain  
Carlos López Gutierrez. University of Cantabria, Spain  
Sergio Sanfilippo Azofra. University of Cantabria, Spain  
Begoña Torre Olmo. University of Cantabria, Spain

# Sponsors Profile



## Organizer and Platinum Sponsor

Santander Financial Institute (SANFI) is an international reference center in the generation, diffusion and transfer of knowledge about the financial sector. Since its creation in December 2012, through the signing of a collaboration agreement between Santander Bank, the University of Cantabria (Spain) and UCEIF Foundation, SANFI seeks to identify, develop, support and promote knowledge, study, talent and innovation in the financial sector, with the purpose of contributing to the welfare, development and social progress. SANFI also offers postgraduate courses in 5 countries (Spain, Mexico, Brazil, Chile and Morocco), being the most relevant the Master in Banking and Financial Markets. [www.sanfi.es](http://www.sanfi.es).



## Silver Sponsor

Securitas is a global knowledge leader in security. From a broad range of services of specialized guarding, technology solutions and consulting and investigations, we customize offerings that are suited to the individual customer's needs, in order to deliver the most effective security solutions. Everywhere from small stores to airports, our 335,000 employees are making a difference.



## Host institution

The University of Cantabria (UC) is a modern public institution whose main purpose is to contribute to social progress through a firm commitment to teaching and scientific excellence.

The Spanish Government selected the UC as one of the first nine International Excellence Campus in 2009. It is considered as one of the 10 best Universities in Spain both in education as well as in research quality.

# Keynote Speakers



## **Marta de la Cuesta González**

PHD in Economics and business management. Senior lecturer at the Applied Economics Department, Universidad Nacional de Educación a Distancia, UNED. Member of the Spanish Corporate Social Responsibility Board (Ministry of Employment and Social Security). Main coordinator of the Master Degree in Sustainability and Corporate Social Responsibility (UNED). She has been Vice-chancellor of economic affairs at UNED and Head of Telefonica Chair in Corporate Responsibility and Sustainability and an independent member of Banca Cívica Board.

Her main research interest lines are in the area of banking and finance, corporate social responsibility, social responsible investments and microfinance. She teaches at undergraduate and postgraduate levels in these subjects.



## **Víctor J. Jiménez**

Bachelor of Law, has developed, almost completely, his professional career in SECURITAS Group companies, starting in the area of Personnel Administration, later assuming the area of Labor Relations and the Legal Department of this area. Since 2011 he has been the Human Resources Director of the Group in Spain.

From his responsibility he also directs, in an active way, Institutional Relations related to that area (Business Associations, Trade Unions), participating directly in the collective negotiations that affect the Group and the sector in Spain. He also represents the country in the HR forums of the Group in Europe and Latin America.



## **Ted Roosevelt Malloch**

Ted Roosevelt Malloch was a Professor and Senior Fellow in Management Practice at the Saïd Business School, University of Oxford and at Henley Business School, in the UK. He previously served as Research Professor at Yale University. He is an international expert on governance, strategy and business.

His most recent books concern the nature of virtuous enterprise, the practices of practical wisdom, the pursuit of happiness, the virtues of generosity and thrift. His new book, co-authored with the retired Chairman and CEO of Cargill, is entitled: *Common Sense Business*. His memoir is entitled: *DAVOS, ASPEN & YALE: My Life Behind the Elite Curtain as a Global Sherpa*.

Dr. Malloch is also Chairman and Chief Executive Officer of The Roosevelt Global Governance Group, a leading strategic management and thought leadership company. He has served on the executive board of the World Economic Forum (DAVOS); has held an ambassadorial level position at the United Nations in Geneva, Switzerland; worked in senior policy positions at the US State Department and US Senate; did capital markets at Salomon Brothers on Wall Street. He has experience on a wide number of corporate, mutual fund, and not-for-profit boards, including universities, charitable trusts, and foundations. He has traveled to 147 countries and worked at the CEO and Head of State/Government level with a wide range of country and corporate clients.

Ted earned his PhD in international political economy from the University of Toronto and took his B.A. from Gordon College, and an M.Litt. from the University of Aberdeen, on a St. Andrews Fellowship.



## **Nadia Nedzel**

She is a law professor at Southern University Law Center, where she teaches commercial law: common law, civil law, and international law. She practiced international trade law, admiralty, and corporate compliance law. Her research interest is in the rule of law and its interaction with economic development, and her articles on that topic have been published in the U.S., Vienna, and Russia. She has been a Fulbright Scholar in Chile, a Visiting Research Fellow at Cambridge's Lauterpacht Center for International Law, and have addressed the Russian Constitutional Court on this topic. Currently she is finishing her book on this topic. She speaks French, Spanish, and some Russian.



## **Jaime Pérez Renovales**

General Secretary & secretary of the Board of Directors at Banco Santander SA.

Graduate with a joint degree in Business Administration and Law from the E-3 programme at ICADE, and state attorney.

Other significant positions: Mr Pérez was the deputy head of Legal Services of the Spanish National Securities Market (CNMV), cabinet director for the Deputy Vice President for Economic Affairs and Minister of Economy (Spanish government), general secretary and board secretary of Banco Español de Crédito, S.A., deputy general secretary, board secretary and head of Legal Affairs at the Santander Group and under-secretary for the Presidency of the Spanish Government and chairman of the Committee for Public Administration Reform (CORA).

He served as chairman of The Official Agency of the Official State Gazette and he also served on the boards of Patrimonio Nacional, Sociedad Estatal de las Participaciones Industriales (SEPI), Holding Olímpico, S.A., Autoestradas de Galicia, S.A. and Sociedad Estatal para la Introducción del Euro, S.A.



## **Ángel Pes Guixa**

General Deputy Director and Director of CSR and reputation at Caixabank.

President of the Spanish Global Compact of the United Nations since June 2012. Member of the International Board of the Global Compact of United Nations.

PhD. In Economics at the University of Barcelona. Associate Professor at the Faculty of Economics Science at the University of Barcelona. Vice-president of the European Board of Corporate Responsibility and sustainability. Author and co-author of several books and articles about economy in specialized journals and in press.

# Conference Information

The Conference will be held at the **2<sup>nd</sup> floor of the Faculty of Economics and Business**, located in the Campus of the University of Cantabria. **Avenida de los Castros s/n, Santander.**



## Wifi: UNICAN-i

Username: ResponsibleBusiness

Password: ResponsibleBusiness2018

## Registration Desk

The Conference Registration Desk will be located on the **2<sup>nd</sup> floor of the Faculty of Economics and Business**. It will be open for check-in and onsite registration form 8:30 Wednesday, 27<sup>th</sup> June - Thursday 28<sup>th</sup> July.

## Name Badges

Name badges and the conference USB as well as other information will be provided at the Registration Desk. Admission to all sessions, morning and afternoon coffee breaks, lunches, welcome reception, conference dinner and Full Day Tour is by name badge only.

## Meal Breaks

Morning and afternoon coffee breaks and lunch will be served in the hallway outside of the session rooms at the **2<sup>nd</sup> floor of the Faculty of Economics and Business**.

## Conference Proceedings

An electronic copy of the Conference Proceedings will be provided to delegates. The Proceedings include the abstracts of all the papers accepted for presentation at the Conference and has the following ISBN: 978-84-09-03241-9



# Program

## Parallel Sessions

<b>Session 1</b>	A CSR & Performance I	B Global Perspectives & Cases I	C CSR and Digital Revolution
<b>Session 2</b>	A CSR & Performance II	B Global Perspectives & Cases II	C Regulation & Sustainable Development Goals I
<b>Session 3</b>	A CSR & Performance III	B Global Perspectives & Cases III – Skype Session	C Critical CSR Theory Development
<b>Session 4</b>	A Corporate Governance I	B Responsible Finance I	C The Future of CSR
<b>Session 5</b>	A Corporate Governance II	B Responsible Finance II	C CSR Reporting I
<b>Session 6</b>	A CSR in Human Resource Management	B Responsible Finance III	C CSR Reporting II
<b>Session 7</b>	A Corporate Governance III	B Ethics and CSR in Education	C Sustainable business models

All “A” sessions will be held in **room 20**, “B” sessions in **room 20A** (except session 3.B that will be held in **room 21**) and “C” sessions in **room 24**.

## Wednesday 27 June

8:30-9:00 Conference Registration (2<sup>nd</sup> floor)

9:00-9:30 **Conference Opening (Room Guillermo Gomez Laa, 2<sup>nd</sup> floor)**

- Angel Pazos Carro. Chancellor of the University of Cantabria
- Jaime Pérez Renovales. General Secretary of Santander Bank
- Nick Capaldi. President of the Global Corporate Governance Institute
- Belén Díaz. Chair of the Organizing Committee

9:30-10:30

**Keynote Speeches (Room Guillermo Gomez Laa, 2<sup>nd</sup> floor)**

Moderated by René Schmidpeter. Cologne Business School

- Angel Pes Guixa. President of the Spanish Global Compact of the United Nations
- Nadia Nedzel. Southern University Law Center
- Víctor Jiménez Pérez. National Director of Human Resources. Securitas

10:30-11:00

Coffee Break

11:00-12:30

**Panel Session 1**

**Session 1 A. CSR & Performance I (Room 20, 2<sup>nd</sup> floor)**

**Chair: Nick Capaldi (Loyola University New Orleans, USA)**

The impact of environmental accountant's ability on CSR disclosure and profitability of the listed companies in the stock exchange of Thailand.

Songwit Charoenkitthanalap, Dararat Phoprachak & Theenida Buntornwon

The role of environmental CSR practices on the formation of behavioral intentions in a certified hotel context: Exploring the moderating effect of customer involvement in the buying process.

Patricia Martínez García de Leaniz, Ángel Herrero Crespo & Raquel Gómez López

The black box of sustainability engagement - a quantitative analysis of factors influencing sustainability efforts of German hotels.

Sven-Olaf Gerdt, Elisa Wagner & Gerhard Schewe

Factors that influence the socio-environmental awareness of consumer on clothes items purchase.

Denise Pereira Curi, Carolina Carnaúba de Assunção, Isabella Ortiz Maffezoli, Júlia Carvalho Cury, Otto Akiyo Yogui & Patricia Gonçalves Vidal

**Session 1 B. Global Perspectives & Cases I (Room 20 A, 2<sup>nd</sup> floor)**

**Chair: Andrea Pérez (University of Cantabria, Spain)**

Isomorphic Mutation and Strategic Adaptation in China's CSR Standards for Overseas Investors.

Ciprian Radavoi & Bian Yongmin

CSR or CSV: Exploration of a better model for inclusive growth in India.

Biswanath Swain

Unwritten rules' in social partnerships: Defining Corporate Social Responsibility (CSR) through institutional theory in the Peruvian mining industry.

Gustavo R. Espinoza-Ramos

Challenges and Opportunities for Cooperative Conservation under a Consent Decree with a Writ of Continuing Mandamus: Lessons Learned from the case of Taal Lake, Philippines.

Jellie Molino

**Session 1 C. CSR and Digital Revolution (Room 24, 2<sup>nd</sup> floor)**

**Chair: Samuel O. Idowu (London Metropolitan University, UK)**

The Issue of Sustainability in 2040: A Scenario Analysis Framework.  
Paul McDonald

Avoiding Corporate Armageddon: The need for the establishment of a comprehensive ethical framework for AI & automation in the business world.  
Andrej Dameski

On the Liability of Internet Service Providers in Programmatic False Advertising.  
Yukai Wang

Some new wine in the old bottle? -- Rethinking corporate governance in the context of cyber risks.  
Weikang Zou; Libo Fan & René Schmidpeter

12:30-13:30 Lunch Break

13:30-14:30 **Keynote Speech (Room Guillermo Gómez Laa, 2<sup>nd</sup> floor)**

- Ted Malloch. CEO of The Roosevelt Global Governance Group.  
UK  
*Rediscovering The Virtue of Prudence For Common Sense Business*

14:30-16:00 **Panel Session 2**

**Session 2 A. CSR & Performance II (Room 20, 2<sup>nd</sup> floor)**

**Chair: Denise Baden (University of Southampton, UK)**

Corporate Social Responsibility, Media Coverage and Market Value.  
Andrea Pérez, Carlos López & María del Mar García

The Impact of Corporate Social Responsibility on Financing Constraints : From an Institutional Environment Perspective.  
Jianmin Wang & Fangqiang Lin

In search of the roots of corporate reputation management: be a consistent corporate social performer.  
Clara Pérez-Cornejo, Alan Wilson & Esther De Quevedo

Causal Relationship Model of the Impact of ISO14001 on Profitability and Performance of the Listed Companies in the Stock Exchange of Thailand.  
Krisakorn Duangsawang, Senee Puangyanee & Siripron Malaipia

**Session 2 B. Global Perspectives & Cases II (Room 20 A, 2nd floor)**

**Chair: Biswanath Swain (Indian Institute of Management Indore, India)**

Comparing Multinational OMCs with local OMCs in Ghana.  
George Kofi Amoako & Effie Ansah

The Corporative Social Responsibility of the Chinese Enterprises in OFDI.  
Jin Zhongkun & Li Tan

The Government role in Mexican CSR development.  
Armando Garcia-Chiang

Innovation at the beginning of the value chain of coffee production as a route towards development of inclusive business with a gender perspective.  
Lucia Sutil & Samuel F. Ricardo Ruiz

### Session 2 C. Regulation & Sustainable Development Goals (Room 24, 2<sup>nd</sup> floor)

**Chair: Liliane Cristina Segura (Universidade Presbiteriana Mackenzie, Brazil)**

Sustainable Development Goal Number 9 and Public Procurement: A Case of Local Governments.  
Alireza Talebi & Davar Rezania

War on Drugs and Other Social Illnesses: Why private sector should bear the same "arms" as the government?  
Jane Catherine Rojo, Josephine Grace Rojo, September Ponio, Kara Mae Noveda & Gemma Grace Pineda

A Case Study of Procurement for Innovation in the Private Sector.  
Andrew Nixon & Davar Rezania

Normative and conventional overview on the promotion of human rights by companies in zones of armed conflict.  
Fernando Navarro Garcia

16:00-16:30 Coffee Break

16:30-18:00 **Panel Session III**

### Session 3 A. CSR & Performance III (Room 20, 2<sup>nd</sup> floor)

**Chair: Rebeca García Ramos (University of Cantabria, Spain)**

Transformational leadership, CSR practices and firm performance: An empirical analysis of Chinese leading agricultural enterprises.  
Lu Hualiang & Huang Huiying

Capital market reactions to environmental, social and governance news  
Melanie Duffe

Financial perceptions on legal risk derived from environmental disasters: Evidence from Boliden's spillage.  
Inés Merino Fdez-Galiano & José Manuel Feria Dominguez

Influence of the community development disclosure on firm's marketing performance: case of listed companies in the stock exchange of Thailand.  
Chadatan Osatis, Kwannaree Klaprabchone & Dararat Phoprachak

**Session 3 B. Global Perspectives & Cases III – Skype Session (Room 21, 2<sup>nd</sup> floor)**

**Chair: Carlos López (University of Cantabria, Spain)**

Corporate Social Responsibility in Georgia - Current situation and challenges.  
Malvina Jibladze & Irakli Manvelidze

Sustainability awareness in Saudi Arabia.  
Leenah Al-Sabban & Tomayess Issa

Sustainability in the cloud – China's perspective  
Yuchao Duan, Tomayess Issa, Theodora Issa & Vanessa Chang

An Exploration of Current Attitude in How GCC Countries practical to Green IT.  
Abdulaziz Albahlal, Tomayess Issa, Theodora Issa & Vanessa Chang

Business and Competitive Intelligence as Risk Management Tools for Entrepreneurs to Increase Resilience and Sustainability.  
Roxana Voicu-Dorobantu & Cătălin Ploae

**Session 3 C. Critical CSR Theory Development (Room 24, 2<sup>nd</sup> floor)**

**Chair: René Schmidpeter (Cologne Business School, Germany)**

The hard law approach for CSR: different ways and the lessons.  
Min Yan

Explicit definitions of CSR as mostly philanthropy: A cause for concern?  
David Grady & Denise Baden

Mission – based corporate sustainability: the model of Aigües de Barcelona (AB)  
Miquel Bastons, Ricard Benguria & Carlos Rey

The Theory and Practice of Environmental Auditing in Oil and Gas Industry: An Empirical Evidence from Sub-Saharan Africa.  
Samuel Fulgence & Burton Mbwile

- |             |   |
|-------------|---|
| 18:00       | Departure by bus to Boat trip through Santander Bay (Front door of the Faculty of Business and Economics) |
| 18:45-19:45 | Boat Trip (Departure from Los Reginas, Paseo Marítimo s/n, Santander)                                     |
| 20:30       | Official reception offered by the Town Hall of Santander and Flying Buffet (Magdalena Palace)             |

## Thursday 28 June

8:30-9:00 Conference Registration (2<sup>nd</sup> floor)

9:00-10:30 **Panel Session 4**

### Session 4 A. Corporate Governance I (Room 20, 2<sup>nd</sup> floor)

**Chair: Nick Capaldi (Loyola University New Orleans, USA)**

Causal Relationship Model of the Impact of Corporate Governance Rank on Profitability and Ability to Operate of the Listed Companies in the Stock Exchange of Thailand.

Senee Puangyanee & Chadatan Osatis

Impact of business nature on corporate governance report through a degree of independence of board of directors: case study of listed companies in stock exchange of Thailand.

Wanpen Klinparnich, Dararat Phoprachak, Chadatan Osatis & Montree Chuaychoo

The turning tides of shareholder activism: what does it mean for the UK corporate culture initiatives?

Elena Zharikova

The Impact of Shareholder Social Activism on Firms' Corporate Social Performance through SRI Fund Investment.

José Luis Fernández Sánchez, Elisa Baraibar Diez, María Dolores Odriozola Zamanillo, Manuel Luna Garcia & Ladislao Luna Sotorrío

### Session 4 B. Responsible Finance I (Room 20 A, 2<sup>nd</sup> floor)

**Chair: María Cantero Saíz (University of Cantabria, Spain)**

Climate Finance: What Way Forward? European and French Leadership

Catherine Malecki

ESG transparency and investment: signaling and the power of social responsibility on performance for Europe.

Ramón Bermejo, Isabel Figuerola-Ferretti Garrigues, Álvaro Santos Moreno

Is there Value Creation in the Banks listed in Dow Jones Sustainability Index Europe?

Irene Arraiano

Exploring the Relationship Between Internal Stakeholders and CSR in UK Building Societies.

Lisa Ferguson

### Session 4 C. The Future of CSR (Room 24, 2<sup>nd</sup> floor)

**Chair: Liangrong Zu (International Training Centre of the ILO, Italy)**

The Future of CSR: Research Note-Paper.

Marwan Ahmad Alshammari & Al-Shammari Hussam

How Sustainable is Agenda 2063 of the African Union? Taking an Independent View.

Yemane Wolde-Rufael, Samuel O. Idowu & Eyob Mulat-Weldemeske

Acting as a Benefit Corporation and a B Corp to responsibly pursue private and public benefits. The case of Paradisi Srl (Italy)

Mara Del Baldo

Social Responsibilities at Universities. How to Enforce the Social Responsibility of Faculty Members.

Atef Awad

10:30-11:00 Coffee Break

11:00-12:30 **Panel Session 5**

#### **Session 5 A. Corporate Governance II (Room 20, 2<sup>nd</sup> floor)**

**Chair: Samuel O. Idowu (London Metropolitan University, UK)**

Governance and Financial Constraints: What Impact on CSR Measures Implementation in Cooperative Financial Institutions?

Wanlapha Phraibueng, Patrick Sentis & Géraldine Rivière-Giordano

Managing intangibles and improving governance through the theory of complexity.

Piero Giammarco & Cecilia Casalegno

The impact of Ownership structure on Moroccan Firm value.

Ouarda Dsouli

Cooperative Social Responsibility – An Analysis of the Special Contributions of Cooperatives to CSR.

Gerhard Kosinowski

#### **Session 5 B. Responsible Finance II (Room 20 A, 2<sup>nd</sup> floor)**

**Chair: Catherine Malecki (University of Rennes, France)**

Creditor Protection and the transmission of monetary policy through bank loans.

Begoña Torre Olmo, Sergio Sanfilippo Azofra & María Cantero Saíz

Mapping Georgian bank customers' preferences for Corporate Social Responsibility.

Dionisia Tzavara & Anna Gogichadze

Socially Responsible Investing (SRI) interconnect with the Islamic Finance Model (IFM).

Adel Ahmed

Gold in the Banking System: The Sustainable Perspective.

Rute Abreu & Carlos Pinho

#### **Session 5 C. CSR Reporting I (Room 24, 2<sup>nd</sup> floor)**

**Chair: Mara Del Baldo (University of Urbino Carlo Bo, Italy)**

Accrual Accounting for Corporate Social Reporting A viable way?

Massimo Costa

Influence of firm size on the environmental disclosure and firm performance of the listed companies in the stock exchange of Thailand

Dararat Phoprachak & Theenida Buntornwon

Sustainability Reporting, a new type of companies' hypocrisy: Zara and Volkswagen cases.  
Imane Allam, Simone Scagnelli & Laura Corazza

The impact of environmental management accounting practices on organizational sustainability of the certified iso14001 companies in Thailand.

Kwannaree Klaprabchone, Monvika Phadoongsitthi, Somboon Saraphat, Titaporn Sincharoonsak, Worakorn Chammuangpak & Montree Chuichoo

12:30-13:30 Lunch Break

13:30-14:00 **Keynote Speech (Room Guillermo Gomez Laa, 2<sup>nd</sup> floor)**

- Marta de la Cuesta. Member of the Spanish Corporate Social Responsibility Board. Spain  
*Organizing comparative research in CSR: a conceptual framework to study CSR in different contexts*

14:00-15:30 **Panel Session VI**

**Session 6 A. CSR in Human Resource Management (Room 20, 2<sup>nd</sup> floor)**

**Chair: René Schmidpeter (Cologne Business School, Germany)**

Unintended consequences of moving from implicit to explicit CSR in SMEs.  
Sarah Leidner & Denise Baden

Getting Personal about Corporate Social Responsibility (CSR): Exploring the Values that Motivate Leaders to be Responsible.  
Patricia MacNeil & Maggie Matear

Building a sustainable public sector workforce: An approach from New Zealand.  
Jennifer McDonald

Exploring the merits of industrial democracy in Canada: Can Employees' Say enhance the Long-Term Sustainability of Companies?  
Alberto Salazar

**Session 6 B. Responsible Finance III (Room 20 A, 2<sup>nd</sup> floor)**

**Chair: Sergio Sanfilippo Azofra (University of Cantabria, Spain)**

Private companies financial strategies and business environment: The effects of government regulation.  
Liliane Cristina Segura, Vladimir Fernandes Maciel, Henrique Formigoni & Rute Abreu

Financial literacy and social responsibility: reflections for joint action.  
Raquel Arguedas Sanz, Ana Isabel Segovia San Juan & Francisco Javier Sosa Álvarez

Is British Banking Better?  
Andrew Mullineux

Corporate Tax Responsibility. Do investors care?  
Eva Pardo & Marta De la Cuesta González



**Session 6 C. CSR Reporting II (Room 24, 2<sup>nd</sup> floor)**

**Chair: Nadia Nedzel (Southern University Law Center, USA)**

Causal relationship of the disclosure of social responsibility that affects the cost of capital in the Stock Exchange of Thailand.

Upawadee Neungvanna, Tharinee Pongsupatt, Titaporn Sincharoonsak, Suree Bosakoranut, Chaveewan Shoosanuk & Montree Chuichoo

The Small and Medium Business's Perception of Corporate Social Responsibility Concept  
Oleh Hlushko

Complexity is never simple. Intangible intensity and analysts' accuracy  
Elena Ferrer, Rafael Santamaria & Nuria Suárez

Sustainability and Accountability of the Football Federation Australia  
Rute Abreu & Martin Brueckner

15:30-16:00 Coffee Break

16:00-17:30 **Panel Session 7**

**Session 7 A. Corporate Governance III (Room 20, 2<sup>nd</sup> floor)**

**Chair: Rute Abreu (Instituto Politécnico da Guarda, Portugal)**

External corporate board members in small and medium -sized companies.  
Ilkka Gramén & Ilkka Kauranen

The Association between Effective Corporate Governance, Firms Performance, Risk Management and Debt Contracting; A mixed Research Method Approach in Sub-Saharan Africa.

Samuel Fulgence

The impact of board composition and ownership on strategic change.  
Ihssan Samara

Board structure and financial firm performance: a qualitative comparative analysis.  
Rebeca García Ramos & Belén Díaz Díaz

**Session 7 B. Ethics and CSR in Education (Room 20 A, 2<sup>nd</sup> floor)**

**Chair: Min Yan (Queen Mary University of London, UK)**

Training Transformational Leaders for a Sustainable Fashion and Textile Sector: the Training Program of "Leaders for Change" in Argentina.

María Lourdes Delgado Luque & Miguel Ángel Gardetti

The Impact of Himalayan Outbound Programme (HoP) on Influencing Leadership Outcomes in Post Graduate Programme (PGP) Participants.

Venkat Raman, Gopal Das Mahapatra & Kamal Sharma

Developing Personal Social Responsibility (PSR) to boost CSR.

Sylvia López Davis, Longinos Marín Rives & Salvador Ruiz de Maya

Exploring the Impact of CSR on Poverty Reduction.  
Anand Choudhary & Veena Singh

**Session 7 C. Sustainable business models (Room 24, 2<sup>nd</sup> floor)**

**Chair: Mara Del Baldo (University of Urbino Carlo Bo, Italy)**

Innovation through Open-Source Platform: Sustainable Farming.  
Paul Giguere & Kim Clark

Purpose-driven Leadership for Sustainable Business: From the perspective of Taoism.  
Liangrong Zu

Social Enterprises Over Time: Cases in Brazil.  
Denise Pereira Curi; Lilian Aparecida Pasquini Miguel & Patricia Gonçalves Vidal

Hostility and Inter-Firm Cooperation in international scenarios: Does CEO's importance granted to Ethics and Social Responsibility Make a Difference?  
Pablo Ruiz-Palomino, Francisco José Saiz Martínez & Kenneth Amaeshi

- 17:30-17:45 **Closing Remarks** by Belen Diaz (Conference Chair), Samuel O. Idowu (Metropolitan University of London) and René Schmidpeter (Cologne Business School) **(Room Guillermo Gomez Laa, 2<sup>nd</sup> floor)**
- 17:45-18:15 Editorial Board Meeting of the JCSR **(Room Guillermo Gomez Laa, 2<sup>nd</sup> floor)**
- 18:15-18:45 Annual Board Meeting of the GCGI **(Room Guillermo Gomez Laa, 2<sup>nd</sup> floor)**
- 20:00 Dinner at Hotel Real

## Friday 29 June

- 9:30-18:30 Full Day Santillana and Comillas Tour / Networking

# Social Program

## Boat Trip

**Wednesday, 27<sup>th</sup> June 2018, 18:45-19:45**

**Los Reginas. Paseo Marítimo, s/n, 39004 Santander.**

Boat trip through the bay. Participants will be able to enjoy of unforgettable panoramic views of the waterfront of Santander, the Palacio Magdalena, as well as beaches of Sardinero and Puntal dunes. A bus will take delegates from the Faculty of Economics & Business to the Boat Trip and after the trip, it will drive delegates to the Welcome Reception at Palacio de la Magdalena. Boat Trip and bus is free for registered delegates.



## Welcome Reception

**Wednesday, 27<sup>th</sup> June 2018, 20:30**

**Palacio de la Magdalena. Av. de la Reina Victoria, s/n, 39005 Santander.**

The City Hall of Santander will offer an official reception and Flying Buffet.



## Conference Dinner

**Thursday, 28<sup>th</sup> June 2018, 20:00**

**Hotel Real \*\*\*\*\* (Paseo Pérez Galdós 28, Santander).**

The luxury Eurostars Real Hotel 5\* is not just another hotel in Santander: it is THE hotel in Santander.

An establishment where style, tradition, luxury, location and widespread fame have come together to leave a hallmark of excellence and prestige, defining the heart and soul of Santander.

The Eurostars Real, which faces Los Peligros beach, towers over the bay of Santander from atop the hill on which it stands, surrounded by its own gardens. Enjoy a delicious cocktail with a waterfront view of the Cantábrico Sea and a fabulous dinner while networking with fellow delegates.

The Conference Dinner is free for fully or one-day registered delegates. Additional tickets can be purchased at registration desk for €50.



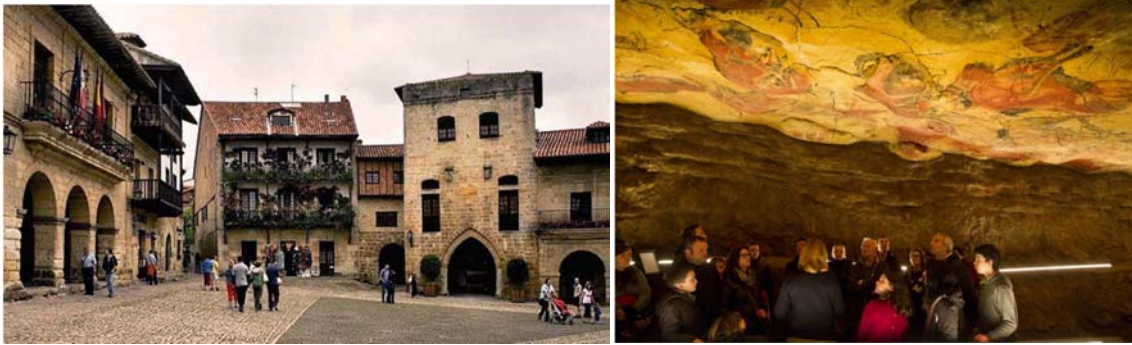
## Full Day Santillana & Comillas Tour

**Friday, 29<sup>th</sup> June 2018, 9:30 – 18:30**

**Meeting Point: Hotel Santemar (Calle Joaquín Costa, 28, 39005 Santander).**

Visit to Santillana and Neo Cueva Altamira, lunch in Santillana and visit to Comillas in the afternoon to see "El capricho de Gaudí".

**Santillana del Mar** is a historic town situated in Cantabria. Its many historic buildings attract thousands of holidaymakers every year. The UNESCO World Heritage site Cave of Altamira is nearby. You will visit the Neo Cueva Altamira, a perfect reconstruction of the original cave.



After lunch in Santillana, the tour will take you to **Comillas**, a noble and aristocratic villa set on rolling hills that provide shelter to its beautiful beach and secluded port, where you will visit the modernist palace of the great Catalan architect Antonio Gaudi, called “El Capricho”.



**Includes:** Coach travel, guide tour and lunch.

The Tour is free for fully registered delegates. Additional tickets can be purchased at registration desk for €69.