

2024 THE 10TH INTERNATIONAL CONFERENCE

ON CSR, SUSTAINABILITY, ETHICS, AND GOVERNANCE

CONFERENCE PROGRAM

Sibiu, Romania
12-14 June, 2024

ORGANIZERS:

The Faculty of Economic Sciences, Lucian Blaga
University of Sibiu, in collaboration with the Global
Corporate Governance Institute

WEDNESDAY, 12 JUNE

- **10:00 - 10:30 | Conference Registration**

VENUE: Faculty of Economic Sciences - Calea Dumbrăvii Street, No 17, Sibiu, 550024

<https://goo.gl/maps/ekWfzNWiMgkoXKS38>

LOCATION: Entrance Hall | Ground Floor

- **10:30 - 10:50 | Conference Opening**

CHAIRS:

Cristina Tănăsescu, Samuel Idowu, Opreana Alin

LOCATION: EM9 ROOM | MEZZANINE FLOOR

- **10:50 - 11:30 | Keynote Speech**

Dana Demetrian Dima, Retail & Private Banking Executive Vice President of BCR, Member of the Management Board, Romania

- **11:30 - 12:10 | Keynote Speech**

Lee Chien-Chiang, Professor and doctoral supervisor of the School of Economics and Management of Nanchang University in China

- **12:10- 12:30 | Guest Speech**

Relaunching IJCSR/ Introducing Journal of Sustainable Business

Bijita Majumdar, PhD, Associate Publisher Springer Journals- Humanities and Social Sciences

- **12:30 - 14:00 | Lunch Break**

Venue: Faculty of Economic Sciences - Calea Dumbrăvii Street, No 17, Sibiu, 550024

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LOCATION: Entrance Hall | Ground Floor

- **14:00 - 15:30 | Panel Session 1 - *Building up a sustainable world for all, based on CSR, ESG, and SDG* - Chair: Liviu Mihăescu, LBUS**

LOCATION: EP2 | Ground Floor

1. *Subjective Well-being in Higher Education Students: The Case Study of the Instituto Politécnico of Guarda* | **Oliveira Ermelinda**, Instituto Politécnico da Guarda, Portugal; **Dias-da-Fé Júnior Armando**, Instituto Politécnico da Guarda, IPCA-CICF, Portugal; **Abreu Rute**, Instituto Politécnico da Guarda, IPCA-CICF; IPV-CISeD; CITUR, Portugal
2. *Embedding Sustainable-By-Design Practices using Behavioural Science Principles* | **Dean Isabelle, Turner Kate, Taylor Heather**, Frazer-Nash Consultancy United Kingdom
3. *Sustainable Development Goals (SDGs): the driving force in the CSR activities implemented by organizations* | **Barb Roxana-Maria**, Lucian Blaga University of Sibiu, Romania
4. *Child Vaccination: catalysing change through multi-stakeholder partnerships* | **Fontrodona Joan**, IESE Business School; **Arias Diego**, IESE Business School; **Bardolet Ariadna**, "la Caixa" Foundation, Spain, **Carlota Moya**, "la Caixa" Foundation, Spain
5. *Embedding sustainability in curricula: a case study of an Education for Sustainable Development (ESD) framework at the Westminster Business School* | **Espinoza-Ramos Dr. Gustavo R.**, University of Westminster, United Kingdom; **Capucci Polzin Amanda**, University of Westminster, United Kingdom
6. *About the tho-handed model of sustainability* | **Dinga Emil**, Academia Română București; **Oprean-Stan Camelia & Tanasescu Cristina**, Lucian Blaga University of Sibiu, Romania
7. *The Value of Learning and Performing Management* | **Liviu Mihăescu & Diana Mihăescu**, Lucian Blaga University of Sibiu, Romania

- **15:30 - 15:40 | Coffee Break**

LOCATION: Entrance Hall | Ground Floor

- **15:40 - 17:00 | Panel Session 2 - Accounting, Auditing, and Accountability Regarding CSR, ESG, and SDG, Chair: Răzvan Șerbu, LBUS**

LOCATION: EP2 | Ground Floor

1. *Developing a Framework for Integrated Thinking and Reporting that leads to Sustainable Development – interventionist research* | **Mariana Coman (Madar-Coman)**, Babes-Bolyai University, The Faculty of Economics and Business Administration, Romania
2. *Sustainable Value Creation [SVC]: Dwindling against the backdrop of Trade-offs* | **Biswanath Swain**, Indian Institute of Management Indore, India
3. *Non-Financial Reporting's Role in Company Performance amidst Creative Accounting Practices and New Gender Realities* | **Macarie Ana-Maria**, BABES BOLYAI UNIVERSITY, Romania
4. *Stakeholders' views: FASB's Accounting and Disclosure of Crypto Asset* | **Stefania Mierlita**, Babes-Bolyai University, Romania
5. *INVOLVEMENT OF PROFESSIONAL ACCOUNTING ASSOCIATIONS IN PROMOTING GENDER DIVERSITY* | **Gastone Teodora-Denisa**, Doctoral School of Economics and Business Management, Babes-Bolyai University, Romania
6. *ESG controversies and ownership by institutional investors* | **Aluchna Maria**, SGH Warsaw School of Economics, Poland; **Roszkowska-Menkes Maria**, Tilburg School of Economics and Management, Netherlands
7. *Integrating emerging technologies in accounting and auditing, for fraud prevention and detection* | **Pianoschi Anca**, Babes-Bolyai University, Romania

- **17:00 | Guided Tour of Sibiu**

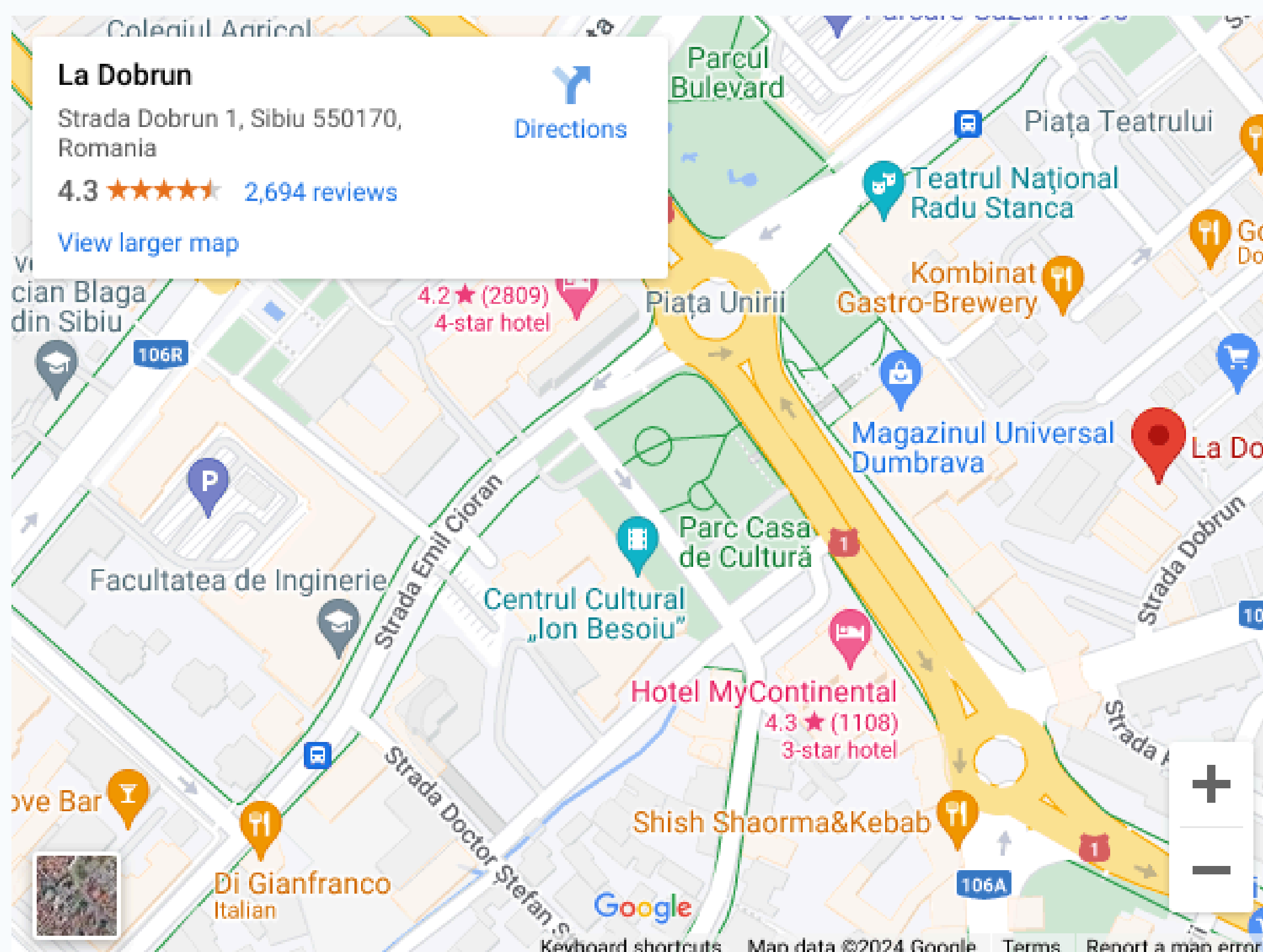
TOUR GUIDE: Dumitru Troancă, Lecturer, Faculty of Economic Sciences, Sibiu

MEETING POINT: Entrance Hall | Ground Floor, Faculty of Economic Sciences - Calea Dumbrăvii Street, No 17, Sibiu

- **19:00 | Gala Dinner**

VENUE: Dobrun Restaurant - Dobrun Street, No 1, Sibiu, 550170

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THURSDAY, 13 JUNE

- **09:00 - 09:30 | Conference Registration**

VENUE: Faculty of Economic Sciences - Calea Dumbrăvii Street, No 17, Sibiu, 550024

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LOCATION: Entrance Hall | Ground Floor

- **09:30 - 11:15 | Panel Session 3 - Business (including investment) Ethics and Responsibility in CSR, ESG, and SDG - Chair: Camelia Oprean, LBUS**

LOCATION: EP2 | Ground Floor

1. *Investigating the Interplay of Financial Inclusion with Bank Performance and Risk* | **Liu Jianghong**, & **Naser Abu**, London Metropolitan University, United Kingdom
2. *Understanding the Challenges and Risks of an Inefficient Loan Supply System in Financial Development* | **Naser Abu**, & **Liu Jianghong**, London Metropolitan University, United Kingdom
3. *THE UNEVEN EFFECT OF BOARD GENDER DIVERSITY ON DISAGGREGATED COMPONENTS OF FINANCIAL PERFORMANCE*, **Corral Sara**, **Castro Paula**, **Tascón Maria Teresa**, Universidad de León, Spain
4. *In the context of recurring financial and economic crises, what innovative governance strategies can organizations employ to maintain a strong commitment to CSR and ESG principles?* | **McDonald - Baertl Alyssa Jade**, BLYSS GmbH, Australia
5. *The sustainable path to a society free of fraud and corruption offences in the world* | **Ramos Sofia**, **José-Ángel Pérez-López**, Universidad de Seville, Spain, **Rute Abreu**, Instituto Politécnico da Guarda, **Sara Nunes**, Instituto Politécnico de Castelo Branco, Portugal
6. *Equestrians' affinity for luxury equestrian products, their attitudes toward sustainability, and their evaluation of luxury equestrian brands' sustainability initiatives* | **May Stephanie** & **Hochschule Koblenz**: University of Applied Science, Germany; **Lopata Felicita**, **Hochschule Koblenz**: University of Applied Science; **Kunz Jennifer**, University of Augsburg, Germany
7. *Pro social and pro environment values: The Journey from frosh to business professional* | **Burns Caroline**, Saint Mary's College of California, USA
8. *Building a Differentiated Divestment Strategy* | **Gibbons Susanna** & **Starr Olivia**, University of Minnesota - Carlson School of Management

- **11:15 - 11:30 | Coffee Break**

LOCATION: Entrance Hall | Ground Floor

- **11:30 - 13:00 | Panel Session 4 - Measuring and Evaluating the CSR Effectiveness - Indicators & Indexes, Chair: Alma Pentescu, LBUS**

LOCATION: EP2 | Ground Floor

1. *CERTIFIED DESTINATION RESPONSIBILITY: DIMENSIONS AND IMPACT ON ATTITUDES AND BEHAVIOUR* | **Garcia-de los Salmones Maria del Mar**, **Herrero Angel**, **Martinez Patricia**, University of Cantabria, Spain
2. *Impact of Corporate Social Responsibility Actions on local development. The case of two Mexican oil contractual areas: Santuario-El Golpe and Amatitlán.* | **García Chiang Armando**, **García Celestino Iván**, **Diaz_Diaz Elvis**, **Aragón Balderas Atenas**, Universidad Autónoma Metropolitana, Mexico
3. *Artificial Intelligence as Tool to Evaluate Corporate Sustainability-Reporting* | **Müller Harry** & **Sidki Marcus**, Ludwigshafen University of Business and Society, Germany
4. *Using Artificial Intelligence in Sustainable Agriculture* | **Radomir Sylvester** & **Branga Diana**, Lucian Blaga Univeristy of Sibiu
5. *Integrating CSR in external communication strategies. Economic and social impact* | **Sorin Terchila**, Lucian Blaga Univeristy of Sibiu
6. *Mathematic models for evaluating sustainability. A corporate approach.* | **Rusu Radu**, Lucian Blaga Univeristy of Sibiu
7. *The impact of corporate governance on Romanian stock performance* | **Ciupac-Ulici Maria-Lenuta**, Hyperion University of Bucharest; **Renate Bratu**, Lucian Blaga Univeristy of Sibiu; **Beju Daniela-Georgeta**, Babes-Bolyai University

- **13:00 - 14:30 | Lunch Break**

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LOCATION: Entrance Hall | Ground Floor

- **14:30 - 16:15 | Panel Session 5 - Regional Empirical Studies on CSR, ESG, and SDG, Chair: Sorin Terchilă, LBUS**

LOCATION: EP2 | Ground Floor

1. *DETERMINE RECYCLING BEHAVIOR OF TOWNSHIP CONSUMERS IN SOUTH AFRICA – AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOUR* | **Dobbelstein Thomas**, Durban University of Technology & Baden-Württemberg Cooperative State University; **Makhitha Mercy**, University of South Africa, South Africa & Germany
2. *Slow Brewing: A local commitment to sustainability inspired by a global movement? The case of Austrian Slow Brewers,* | **Caseau Cornelia**, BSB Burgundy School of Business, France
3. *The role of the taxation strategies of the Portuguese Municipalities in shaping electoral outcomes* | **Abreu Rute**, Instituto Politécnico da Guarda, IPCA-CICF; IPV-CISeD; CITUR, Portugal; **Carreira Francisco**, Instituto Politécnico de Setúbal, IPCA-CICF, Portugal; **Borrego Ana-Clara**, Instituto Politécnico de Portalegre, IPP-CEOS, Portugal; **Nunes Sara**, Instituto Politécnico de Castelo Branco, Portugal; **Caetano Filipe**, Instituto Politécnico da Guarda; IPCA-CICF; Portugal
4. *Analysis of the green perceived value of tourists in rural areas of Spain* | **Maria Fernanda Bernal Salazar & Elisa Baraibar Diez, Jesús Collado Agudo**, University of Cantabria, Spain
5. *Composition of the Board of Directors and Its Impact on the Adoption of ESG Best Practices* | **Dias-da-Fé Armando,** & **Abreu Rute**, Instituto Politecnico da Guarda; CICF-IPCA; CISED-IPV; CITUR, Portugal; **Oliveira Ermelinda**, Instituto Politecnico da Guarda, Portugal, Rodriguez Rosmel, CES- Universidade de Coimbra, Venezuela
6. *Behavioural Factors Influencing Individual Investors' Investment Decision-Making in Nigeria : A working paper* | **Ibhaluobe Kenneth**, London Metropolitan University, United Kingdom
7. *The impact of dependency and elderly care on economic growth and employment* | **Diaz Diaz Belen**, Universidad de Cantabria, Spain, **García-Ramos Rebeca**, Universidad de Cantabria, Spain, **López Gutiérrez Carlos**, Universidad de Cantabria, Spain
8. *Leveraging AI and Digitalization for Sustainable Recovery in Ukraine through Resilient Collaboration: An European Business Research Perspective.* | **Șerbu Răzvan, Stoica Eduard Alexandru, Nate Silviu**, Lucian Blaga University of Sibiu

- **16:15 - 16:30 | Coffee Break**

LOCATION: Entrance Hall | Ground Floor

- **16:45 - 17:15 | Executive Board Meeting of the GCGI and Editorial Board Meeting of the JCSR**

LOCATION: EP2 | Ground Floor

- **19:00 | Dinner**

VENUE: Arts House, Piața Mică 21, Sibiu, 550182

📍 <https://goo.gl/maps/ekWfzNWiMgkoXKS38>

FRIDAY, 14 JUNE

- **11:00 – 16:00** | Special tour of “ASTRA” National Museum Complex and lunch

VENUE: ASTRA Museum - Pădurea Dumbrava Street No. 16, Sibiu 550399

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