



KCC KompetenzCentrum  
für Corporate Social Responsibility  
der FOM Hochschule für Oekonomie & Management

FOM-Conference

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# FOM International CSR Research Conference

## Implementing Sustainable CSR Management Solutions



April 18<sup>th</sup>-19<sup>th</sup> 2013

FOM Hochschule für Oekonomie & Management  
Rheinuhafen Süd | Aggripinawerft 4 |  
50678 Cologne | Germany

# CSR Research Conference: Implementing Sustainable CSR Management Solutions

As more and more companies are placing Corporate Social Responsibility (CSR) and Sustainability on their management agenda (Sloan Review, 2012), a key question for managers is no longer *whether* their companies should behave more sustainably but *how*?

The private sector plays a critical role in society by generating economic growth and employment, by paying taxes, and by otherwise impacting its various interest groups via its commercial decisions and activities (ISO, 2010). The increasing mistrust by the general public of business' behavior (e.g. Peters and Roess, 2010) rationalises the relevance of contemplating a better way forward. However, identifying CSR business solutions for global challenges continues to remain an elusive exercise which is subject to unpredictable stakeholder interpretations (O'Riordan, 2012).

To meet these challenges, this conference aims to positively influence corporate decision-makers to willfully leverage and invest their business resources more imaginatively.

By focusing on the practical question of how to implement sustainable CSR into everyday business operations, the conference aims to reduce some of the uncertainty surrounding the complex field of CSR management. In doing so, it contributes to the CSR management debate by highlighting new improved ways to integrate sustainable CSR solutions into corporate strategy, policies and practices.

The leading questions include:

- How to innovatively implement integrated and sustainable CSR into corporate systems?
- What opportunities exist to enable inclusive CSR across the key business functions?
- How to foster effective CSR management solutions?

- ▶ The target audience for the conference includes MBA-level students from the FOM and other co-operating Universities, as well as all those interested in the topic of CSR.
- ▶ A key highlight of the two day conference are the workshops on the second day. These are designed to allow the audience to interactively discuss the presentation themes from the two tracks on the first day with the invited speakers. This approach facilitates dialogue and cooperative brainstorming. The final outcome of these discussions ultimately serves to jointly ascertain the key risks and opportunities inherent in implementing inclusive CSR solutions into corporate systems.
- ▶ More specifically, the workshops will explicitly address how to implement CSR via an integrated approach into key business functions such as: strategic planning & change management, human resources (labour relations, human rights & training), supply chain & logistics, marketing (creating authentic customer value via product & service development, as well as fair promotion, pricing and distribution strategies); finance, governance & legal aspects, economics etc.
- ▶ A significant scientific outcome of this conference will comprise a book of the conference research papers which will be published by the Gabler Publishing House, a leading German academic book publishing agency.
- ▶ The conference which will be held in English is free of charge. Registration is required.
- ▶ The FOM University of Applied Sciences actively supports responsible business behaviour. The "Implementing Sustainable Management Solutions Symposium" is the most significant scientific international research conference which will be held by the FOM in 2013. This event is an initiative of the KompetenzCentrum for CSR (KCC) [www.fom.de/forschung/kompetenzcentren/kcc.html](http://www.fom.de/forschung/kompetenzcentren/kcc.html). The KCC acts as a catalyst for combining theory with practice to address key management challenges in the field of responsible business management. The resulting applied scientific progress is intended to foster improved managerial awareness of the social and environmental impact of economic decisions. Ultimately, this focus on CSR, sustainability and business ethics intends to advance the development of more mindful, inclusive and innovative management education in general.

The CSR Research Conference will take place under the patronage of Mr. Garrelt Duin, Minister of Economic Affairs, Energy and Industry of the State of North Rhine-Westphalia.

## Day 1

09:00	Registration	
10:00	Welcome Address	Prof. Dr. Linda O'Riordan, Organiser, FOM, Germany Prof. Dr. Thomas Heupel / Prof. Dr. Stefan Heinemann, Vice-rectors FOM, Germany
10:30	Introduction	Prof. Dr. Linda O'Riordan, FOM, Germany
11:00	Key Note 1	<b>"Changing the Future: Strategies and Management Models when Implementing Sustainability"</b> Professor Dr. Jan Jonker, Nijmegen School of Management, Radboud University Nijmegen, Netherlands
11:30	Key Note 2	<b>"CSR and Business Ethics – a New Perspective for Management?!"</b> Prof. Dr. Dr. h.c. Hans-Ulrich Küpper, University of Munich, Germany
12:00	Key Note 3	<b>"CSR and Innovation"</b> Marion Birnstill, Development Manager, Johnson & Johnson Corporate Citizenship Trust, Europe Middle East and North Africa
12:30	Lunch Break	
<b>Track 1</b> Chair: Prof. Dr. Jan Jonker		<b>Track 2</b> Chair: Prof. Dr. Hans-Ulrich Küpper
13:15	<b>Session 1   Global Sustainability</b> "Update from the USA - Key issues and debates inside the American Sustainability Agenda" Prof. Dr. Thomas J. Nist, Director of Graduate Studies, Duquesne University, Pittsburgh, USA	<b>Session 1   Sustainable Supply Chain</b> "Environmental and Social Sustainability Issues in Supply Chain Management" Dr. Donna Marshall, School of Business, University College Dublin, Ireland
13:55	"Cotton made in Africa (CmiA) - A global initiative of the Aid by Trade Foundation" Dr. Ortrud Kamps, PhD, MA, FOM, Germany	13:55 "Humanitarian Logistics - GoHelp: the Disaster Management Program of Deutsche Post DHL" Kathrin Mohr, Program Manager Disaster Response Teams, Deutsche Post DHL, Germany
14:15	<b>Session 2   Inclusive Growth Strategy Emerging Markets</b> "Creating sustainable impact at the BOP using a social enterprise model: Project Dharma" Gaurav Mehta, Founder & CEO, Project Dharma/Gajam India Private Ltd, India	<b>Session 2   Human Resource Management</b> "The role of HRM in developing sustainable business organisations" Prof. Dr. Ina Ehnert, Louvain School of Management, Belgium
14:35	"Urban mining as a global challenge for sustainable growth" Dr. Armin Vogel, Managing director FAUN Umwelttechnik GmbH & Co. KG, Germany	14:35 "Getting employees on board the CSR train" Prof. Snjólfur Ólafsson, School of Business, University of Iceland, Iceland
15:00	<b>Session 3   Defining &amp; Measuring Impact</b> "Assessing and Measuring the Impact of CSR: Insights from the world's largest research project in this domain" Simon Pickard, Director General, The Academy of Business in Society (EABIS), Belgium	<b>Session 3   Governance / Finance</b> "Sustainability in Finance - Can finance practitioners be held accountable to a sustainability agenda?" Prof. Dr. Thomas J. Nist, Director of Graduate Studies, Duquesne University, Pittsburgh, USA
15:45	"Addressing stakeholders and better contributing to sustainability through Game Theory" Dr. Rodrigo Lozano, Assistant Professor, Utrecht University, Netherlands	15:45 "Legal Framework for CSR in Germany" Prof. Dr. Olaf Müller-Michaels, Professor for Business Law at FOM, Attorney-at-Law Düsseldorf, Germany
16:00	<b>Session 4   Economics</b> "Economic development and CSR initiatives in national economies" Dr. Lukasz Jablonski, Cracow University of Economics, Poland	<b>Session 4   Marketing</b> "Responsible marketing: invisible, shifting standards" Dr. Sheila Killian, Kemmy Business School University of Limerick, Ireland
16:45	<b>End of Day 1</b>	16:45 <b>End of Day 1</b>
18:30	Optional programme (speakers and invited guests only)	18:30 Optional programme (speakers and invited guests only)
20:00	Conference dinner (speakers and invited guests only)	20:00 Conference dinner (speakers and invited guests only)

## Day 2

09:00	Introduction	Prof. Dr. Linda O'Riordan, FOM, Germany
09:15	Key Note 1	<b>"Sustainability in Graduate Management Education, A Case Study"</b> Prof. Dr. Thomas J. Nist, Director of Graduate Studies, Duquesne University, Pittsburgh, USA
09:30	Key Note 2	<b>"The Road to Sustainable Finance: Sustainability and the Role of the CFO"</b> Volker Linde, Partner, Deloitte & Touche GmbH Wirtschaftsprüfungsgesellschaft, Germany
10:00	Key Note 3	<b>"From Charity to Mutual Benefit: a New Look at CSR in Africa"</b> Prof. David N. Abdulai, African Graduate School for Management and Leadership, South Africa

### How to implement Sustainable CSR Solutions?

<b>Workshop from Track 1</b> Chair: Prof. Dr. Jan Jonker		<b>Workshop from Track 2</b> Chair: Prof. Dr. Dr. h.c Hans-Ulrich Küpper	
10:30	Identification of 3 Key Themes (discussion)	10:30	Identification of 3 Key Themes (discussion)
11:00	Identification of 3 Key Risks (discussion)	11:00	Identification of 3 Key Risks (discussion)
11:30	Identification of 3 Key Opportunities (discussion)	11:30	Identification of 3 Key Opportunities (discussion)
12:45	<b>Presentation of Workshop Results</b>	12:45	<b>Presentation of Workshop Results</b>
13:30	Lunch Break	13:30	Lunch Break
14:30	<b>End of Day 2</b>	14:30	<b>End of Day 2</b>

# KompetenzCentrum für Corporate Social Responsibility

The KCC is an internationally oriented academic competence centre that specialises in corporate social responsibility (CSR) and related research areas. As a think-tank for academics that engages in dialogue with management experts and executives from business practice, the KCC focuses on CSR management research and business ethics.

The starting point of all activities lies in the sustainable and goal-oriented academic study of management challenges with respect to intersecting economic, social and ecological factors.

As an area of academic research at the FOM, the KCC also sees itself as a catalyst for relevant developments in applied research and the university's study programmes.

## Academic Directors

The KCC was founded in 2012 by Prof. Dr. Linda O'Riordan and Prof. Dr. Stefan Heinemann.

## Participating Organisations



# FOM Hochschule

The officially recognised, non-profit FOM University of Applied Sciences, which was founded by industrial associations in 1993, has 32 study centres in Germany. As a practice-oriented university for working professionals, FOM promotes the transfer of knowledge between universities and businesses. All study programmes at FOM are geared towards the needs and requirements of working professionals and trainees.

FOM's wide acceptance is reflected not only in its close cooperation with state universities but also in numerous collaborations with regional small to medium-sized firms as well as with major international corporations.

FOM graduates have sound professional competencies and outstanding social skills and are consequently highly sought after in the business community.


## The FOM locations



Attendance at the conference is free of charge. Registration is required.

Please register online for the conference before **March 31<sup>th</sup>, 2013:**

[www.csr-registration.fom.de](http://www.csr-registration.fom.de)  
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Aachen | Augsburg | Berlin | Bochum | Bonn | Bönen\* | Bremen | Darmstadt\* | Dortmund | Duisburg | Düsseldorf | Essen | Frankfurt a. M. | Freiburg | Gütersloh | Hagen\* | Hamburg | Hannover | Kassel\* | Köln | Leipzig | Mannheim | Marl | München | Münster | Neuss | Nürnberg | Offenbach\* | Siegen | Stuttgart | Wesel | Wuppertal

\*) Lecture and examination centres only.