# Corporate responsibility: In the dilemma between trust and fake?

April 3-5, 2017 Inter-University Center Dubrovnik

#### Organisers:

Wenzel Matiaske, Helmut-Schmidt-University Hamburg Roland Menges, TU Clausthal Simon Fietze, University of Southern Denmark

### **Draft Programme**

#### Sunday, April 2, 2017

19:30 Early Bird Meeting: Jazz Caffe Troubadour

Old town

http://www.absolute-croatia.com/dubrovnik-region/dubrovnik/bars-and-clubs/item/jazz-cafe-troubadour

#### Monday, April 3, 2017

09.00 - 09.15	Introduction Wenzel Matiaske, Roland Menges & Simon Fietze
09.15 - 10.00	Union Recognition and Independent Representation in Ireland: Legal, Ethical and Democratic Challenges #200 Thomas Turner, Kemmy Business School, University of Limerick
10.15 - 11.00	For the Workers' Rights: Trade Unionists as Responsible Consumers #218 Marlies Gude & Nadim Abou El-Komboz, University of Hamburg
11.15 - 12.00	The Dialectics of Trust and Control: About Different Concepts in Human Resource Management and Mandatory Co-determination #204 Walther Müller-Jentsch, Ruhr-Universität Bochum
12.00 - 13.30	Lunch break

13.30 - 14.15	Coping With Tensions in Corporate Sustainability: A Case of 'green' Employees #226
	Andrea Simone Barth, Alanus University of Arts and Social Sciences
14.30 - 15.15	Consumer Responsibility and the Transformation Process of the Electricity Market: Insights From Behavioral Decision Research #203 Fabian Grabicki & Roland Menges, TU Clausthal
15.30 - 16.15	Corporate Social Responsibility in Limelight Industries #227 Christine Gröneweg, University of Vechta
16.15 - 16.30	Summary
From 17.00	Sightseeing

## Tuesday, April 4, 2017

09.00 - 09.15	Introduction Wenzel Matiaske, Roland Menges & Simon Fietze
09.15 - 10.00	Adoption of Corporate Social Responsibility in Least Developed Countries - A Comparative Case Study of the Ethiopian Brewery Sector #208 Yohannes Workeaferahu Elifneh, Tilburg University
10.15 - 11.00	Cultural differences between Europe and China – CSR-Challenge for MNEs? #233  Marina Anna Schmitz & Rene Schmidpeter, Cologne Business School
11.15 - 12.00	Negative Trust in Institutions and Collective Responsibility in Modern China. A Case Study of a Factory's Personnel Changes in North China #234 Jingxian Wang, tba.
12.00 - 13.30	Lunch break
13.30 - 14.15	The Deutsche Bank's CEO letters in the Corporate Responsibility-Reports 2005-2015 #230 Thomas Hermann, University of Applied Management Studies
14.30 - 15.15	Corporate Social Responsibility: The case of Occupational Health Promotion #231 Eva Bamberg, University of Hamburg

15.30 - 16.15	Workplace Health Promotion: Too Everyday Business for Organization's Marketing Strategy?! #232 Grit Tanner & Eva Bamberg, University of Hamburg
16.15 - 16.30	Summary
From 17.00	Sightseeing

## Wednesday, April 5, 2017

09.00 - 09.15	Introduction Wenzel Matiaske, Roland Menges & Simon Fietze
09.15 - 10.00	Sustainable Business Cases: Shaping or Shaking the Trust in CSR by Financialized Selectivity? #229  Jürgen Beyer, Simon Dabrowski, Florian Lottermoser & Konstanze Senge, University of Hamburg & University of Halle
10.15 - 11.00	Corporate Social Responsibility: A Fake Already According to the Theory of the Firm? #210 Ute Schmiel, University of Düsseldorf
11.15 - 12.00	The Effect of Voting Outcomes on Investments in a Local Public Good: A Model and Experimental Design #209  Julian Krause & Roland Menges
12.00 - 13.30	Lunch break
13.30 - 14.15	CSR between Fact and Fiction #217 Michael S. Assländer, TU Dresden
14.30 - 15.15	The Digital Revolution and the Organization of Work: Contemporary Management Techniques #211 Michael Jan Kendzia, Zurich University of Applied Sciences
15.30 - 16.15	Authentic CSR: Altruism or Optimum Value Creation? An Examination of Typologies of Corporate Sustainability #212 Olawale Ajai, Lagos Business School
16.15 - 16.30	Summary & Conclusion