



8TH INTERNATIONAL
CONFERENCE ON
SUSTAINABILITY &
RESPONSIBILITY

Preliminary Program

Responsible Leadership in Times of Transformation – The 8th International Conference on Sustainability & Responsibility (14-16th of November 2018 in Cologne, Germany)

Conference Chair: René Schmidpeter, The Center for Advanced Sustainable Management at Cologne Business School (Lead), Sarah Jastram, Hamburg School of Business Administration and Joachim Schwalbach, Humboldt University of Berlin

Conference Coordinator: Monika Kolb, Center for Advanced Sustainable Management at Cologne Business School

Tuesday 13 th of November 2018	
Pre-event to the 8 th International Conference on Sustainability and Responsibility	
Location: IHK (Chamber of Commerce) Cologne	Address: Unter Sachsenhausen 10-26, 50667 Cologne, Germany
19:00-21:30	<p>Welcome Reception at the Chamber of Commerce (IHK) Cologne (Moderation: Giselle Steinhauer, WDR)</p> <ul style="list-style-type: none"> • Werner Görg, President IHK • Lisa Fröhlich, President Cologne Business School • Wayne Visser, BASF Port of Antwerp Randstad Chair in Sustainable Transformation and is Professor of Integrated Value at Antwerp Management School: The Values Dividend: Making What Matters Count by Creating Integrated Value <p>Extended Elevator Pitch by Industry Pioneers</p> <p>Networking Opportunities including Food and Drinks</p>

Wednesday 14 th of November 2018	
8 th International Conference on Sustainability and Responsibility	
Location: Flora Cologne	Address: Am Botanischen Garten 1a, 50735 Cologne, Germany
8:00-8:45	Registration & Surprise
8:45-10:30	<p>Official Opening & Keynote Speeches (Moderation: Monika Kolb, Conference Coordinator & René Schmidpeter, Conference Chair), Lower Floor</p> <ul style="list-style-type: none"> • Felix Gottlieb, Voice of the Next Generation • Andreas Pinkwart, Minister of Economy, Innovation, Digitization and Energy in the Ministry of Economics NRW, Germany • Lize Booyen, Professor of Organisational Behaviour and Leadership in the Graduate School of Leadership and Change at Antioch University • Timm Duffner, Social Activist at Ben & Jerry's



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10:45-12:15

Parallel Sessions:

Solution Stage: Responsibility and Leadership in the Age of Digitalization (Moderation: tbc), supported by: Ministry of Economic Affairs, Innovation, Digitalization and Energy of the State of the North Rhine-Westphalia, Upper Floor

- **Lize Booyen**, Professor of Organisational Behaviour and Leadership in the Graduate School of Leadership and Change at Antioch University
- **Julia Jürgens**, Head of Leadership Development, Metro AG
- **Karl-Heinz Land**, Insider of Digital Transformation
- **René Schmidpeter**, Advocate for Sustainable Management as New Business Paradigm

Solution Stage: Promoting Sustainable Development in China (Moderation: tba), Middle Floor

- **Hualiang Lu**, Director of the Sino-German Research Institute for Sustainable Development, Nanjing University of Finance and Economics
- **Haifeng Huang**, Director of the Green Center at PHBS Peking University
- **Sharon Condon**, Vice Director of the Green Center at PHBS Peking University
- **Weiwei Shi**, Director, International Cooperation Department of Golden Bee Management Consulting

Action Zone: Teaching Pluralistic Perspectives at the Business School (Facilitator: Volker Rundshagen, Stralsund University of Applied Sciences & Dirk Reiser, Rhine-Waal University of Applied Sciences), Meeting-Point: Main entrance Flora / Registration

Participants of this roundtable session will take away insights gained through discussion for the purpose of enhancing meaningful business education. They will be inspired to enrich their teaching of CSR/sustainability-related contents at their institutions. They may even feel encouraged to become educational ambassadors of pluralistic perspectives at the business school (in so far as they would not consider themselves already as such). And, most importantly, they will get ideas of how to open the door for students to critically analyze the narrative options circling around through sensitizing them for contrasting and conflicting perspectives within the field.



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Action Zone: Mindful Finance Walk – Creating responsible and sustainable leadership (Facilitator: Friedhelm Boschert, The Mindful Finance Institute, London), Meeting-Point: Main entrance Flora / Registration

Mindful Finance means bringing awareness and wisdom into financial decision making. By applying the mindfulness concept in leadership, business and work in the financial sector.

The Mindful Finance approach is able to contribute to a paradigm shift in the finance industry. Equipping leaders and frontline actors with mindfulness and awareness capacities will enhance the ability to notice business risks and opportunities, and create an open, innovative and sustainable financial business culture. In this sense Mindful Finance charts a path for individuals and organizations that wish to engage in discovering, and conscientiously building, the finance sector of the future.

Expert Insights: The Future of CSR: Trends, Implications and Challenges (Chair: Martin Brueckner, Murdoch University), Lower Floor A

- **Martin Brueckner**, Murdoch University: Pinning Down the Social License to Operate (SLO): The problem of normative complexity
- **Anja Karlshaus**, Cologne Business School: Implementing Part-Time Leadership as Instrument for Sustainable HR Management
- **Joana Lima**, Instituto Superior Técnico, Universidade de Lisboa: Content and Bibliometric Analysis of Sustainability and Sustainable Development Characteristics in the Related Literature
- **Maud H. Schmiedeknecht**, ESB Reutlingen, CSR and Consulting - An Explorative Study about the Contribution of the CSR Consulting Industry for Learning of Sustainability
- **Markus Scholz**, Fachhochschule Wien: The Limitations of the Business Case. Why Creating Shared Value Cannot Extinguish Destructive Business
- **Nayan Mitra**, Developmental Consultant & **Bhaskar Chatterjee**, Indian Institute of Corporate Affairs: India and its Corporate Social Responsibility Mandate

Expert Insights: Opportunities & Challenges in Implementing Responsible Finance (Chair: tba), Lower Floor B

- **Brigitte Bernard-Rau**, Institute for Management Research: Bridging the Gap between Society and Business: The transformative role of social rating agencies
- **Omrane Guedhami**, University of South Carolina: Does Corporate Social Responsibility Reduce the Costs of High Leverage? Evidence from Capital Structure and Product Markets Interactions
- **Elżbieta Czarny & Pawel Folfas**, Warsaw School of Economics: Tax Avoidance and Tax Evasion as Reasons for FDI in Catching-up Economies – A Game Theoretic Approach
- **Omoniyi Iyanda**, First City Monument Bank Limited: FCMB Community Investment Initiatives
- **Laxmi Remer & Hanna Kattilakoski**, Cologne Business School: Empirical evidence on MFI Operational Self-Sufficiency in Sub-Saharan Africa



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Expert Insights: Digitalization Leading the Way for Social Innovation (Chair: Patrick Bungard, Cologne Business School), Lower Floor C

- **Clare Bromiley**, Unitymedia: Unitymedia Digital Imagination Challenge
- **Christian Dietrich**, Systain: Corporate Digital Responsibility (CDR)
- **Masaatsu Doi**, Hosei University: Legitimacy of Corporate Social Innovation
- **Raymund Habaradas**, De La Salle University: Gawad Kalinga Enchanted Farm: A platform for social business incubation in the Philippines
- **Julia Maintz & Alica Wilhelm**, Cologne Business School: Visual marketing – Strategic Opportunities Versus Data Privacy Threats

Expert Insights: A Sustainable Supply Chain: Consumer and Organizational Perspectives (Chair: Lisa Fröhlich, Cologne Business School) Lower Floor D

- **Carsten Deckert**, Hochschule Düsseldorf: Micro Depots in Parcel Delivery – Covering the second last and the very last mile
- **Matthias Damert**, Technische Universität Dresden: Tackling Social Issues in Supply Chains: A longitudinal study of management performance and its determinants
- **Theresa Lankes**, Corporate lawyer: The KiK case Strategic Litigation meets CSR
- **Henning Ohlsson**, Epson Deutschland GmbH: Sustainability in Troubled Times
- **Heike Schulze**, Mainz University of Applied Sciences: Implementing Sustainable Purchasing and Supply Management (SPSM): A Delphi study on skills and competences needed by purchasing and supply management professionals

Interactive Space: Shared Mental Models, Design Thinking and Serious Play: Using Lego® for Envisioning a Sustainable Future (Facilitator: Claudia Schmitt), Backstage

In this workshop Lego Serious Play® (LSP) is proposed as one example tool for generating experiential knowledge, to develop new shared views and to discover hidden opportunities within transformational processes. The practical section of this workshop offers the occasion to get familiar with basic LSP related to sustainable development challenges and visions.



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	<p><i>Exhibition Area: Poster Session</i></p> <ul style="list-style-type: none"> • Roland Bardy, Florida Gulf Coast University: How to Support Leaders in Building a Mindset on Ethics and Sustainable Development • Romana Bates, Danube University Krems: Towards an Agreed-Upon Competences Framework Tackling the Sustainable Development Goals • Chavatip Chindavijak, Industrial Development Foundation for Management System Certification Institute: Developing a Sustainability Strategy Map to Generate a Multiple Bottom Line (MBL) in the Sustainability Strategy Planning Phase • Simone de Colle, IESEG School of Management: From Pinocchio to Responsible Leaders: Analyzing stakeholder relationships orientation from implicit/explicit to residual/integrated CSR models • Kristiina Esop, Alar Kein, Renee Pesor & Mari Kooskora, Estonian Business School: Links Between Companies' Corporate Social Responsibility (CSR) Related Behavior, Non-Financial Information Disclosure and Financial Performance: Conceptual framework and empirical evidence • Pamsy Hui, The Hong Kong Polytechnic University: Bringing Sustainable Development Goals (SDGs) into a Business Curriculum in East Asia: An integrated approach • Ana Maria Kriwouruska Fuckner, Sorbonne Universités - Université de Technologie de Compiègne: Acculturation as an Interdisciplinary Approach to Understand Organisational Social Responsibility • Ana Simaens, ISCTE-IUL Business School: Looking at Scientific Research of HEI Through the Lens of the SDGs • Riccardo Wagner, Universität Greifswald, Overcoming Employee Passivity towards Sustainability: A sensemaking approach for internal CSR-communication
<p>12:15-13:30</p>	<p>Lunch & Networking</p> <p>Press-conference (internal)</p>
<p>13:30-15:00</p>	<p>Parallel Sessions:</p> <p><i>Solution Stage: Investing in Social and Economic Development within Planetary Boundaries</i> (Moderation: Antje Tönnis, Communication Manager at GLS Treuhand), supported by: European Investment Bank (EIB), Upper Floor</p> <ul style="list-style-type: none"> • Robert G. Eccles, Visiting Professor of Management Practice at the Saïd Business School, University of Oxford and former Professor at Harvard Business School • Catherine Howarth, Chief Executive at ShareAction • Hakan Lucius, Head of Corporate Responsibility, Transparency and Stakeholder Engagement at European Investment Bank • Florian Sommer, Head of ESG, Union Investment • Dirk Voeste, Vice President Sustainability Strategy, BASF



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Action Zone: How can Digitalization Act as Catalyst for Sustainable Business Models? (Facilitators: Frank Barz, T-Systems Multimedia Solutions GmbH & Patrick Bungard, M3trix GmbH), Meeting-Point: Main entrance Flora

This workshop will inspire participants to think differently about how digitalization enables business models that solve environmental and societal problems. Participants will develop new ideas and take away business opportunities that both generate profit and positively contribute to society.

Action Zone: Leading Change from the Inside Out: Inner Shifts for outer Transformation (Facilitator: Jannik Kaiser & Emily Johnston, Unity Effect), Meeting-Point: Main entrance Flora / Registration, Early Start: 13:15-15:00

In this experiential workshop you will be embarked on a journey and connect to individual purpose & excitement as a foundation to build strong teams and to drive transformation. For this, tools from storytelling & deep listening will be used that help to make sense of transformation and discover the supportive conditions within yourselves and your team to make it happen.

Expert Insights: Outcomes and Outlook of the 5th Responsible Management Education Research Conference (Chair: Milenko Gudic & Lutz Schlange, RME Conference Chairs), Lower Floor A

Expert Insights: Collective Impact for Change (Chair: tba), Lower Floor C

- **Ajit Pattnaik**, Raymond Ltd.: Inclusive Business for Sustainable Growth
- **Steffen Preuss**, CEO Ichó & **Dirk Sander**, Incubator Manager: Collective Impact - The Future Of Social Change

Expert Insights: How Do Stakeholders Influence Sustainability? (Chair: Bonnie Lewtas, TurtlCo), Lower Floor D

- **Chiara Civera**, University of Turin: Letters to Stakeholders: Do Stakeholders Really Matter?
- **Ursina Cramer**, Lucerne University of Applied Sciences: Overtourism vs. SDGs: The Development of the 7S Paradigm
- **Alexander Herzner**, Ostbayerische TH Amberg-Weiden: Evaluation of Organizational Sustainability – Assessing normativity, strategy and effectiveness
- **Bonnie Lewtas**, TurtlCo: The foundation of TurtlCo - Sustainable Solutions for Island Hotels
- **Hanno Martens & Desmond Wee**, Cologne Business School: Ownership and Reproduction of 'Cultural Spaces': A tale of two villages in South Korea



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	<p><i>Interactive Space: We are the One's We've Been Waiting For</i> (Facilitator: Chris Taylor, Oasis Foundation), Backstage</p> <p>This interactive session will use a whole-person approach to explore what it will take from each of us to navigate the coming transformation. The session will be highly experiential. We will work together to use our intuitive and creative understanding of the transformation we are in. We will use embodied approaches to explore how we can best serve the future that wants to emerge. And we'll explore the more beautiful world and what our hearts tell us it has in store for us.</p> <p><i>Exhibition Area: Art Tour through the Flora by the Artist</i> (Artist: Simona Koch, en-bloc), Meeting-Point: Main entrance Flora / Registration</p> <p>The work "City" (stadt) depicts a utopia – no cars, no concrete, no skyscrapers, no advertising – and confronts the observer with one of all possible worlds. A world in which urban spaces and nature coexist and both have the chance to unfold in according their nature.</p>
15.00-15:30	Cake & Coffee
15:30-16:15	<p>Discourse on the Future of CSR and Sustainable Management (Moderation: tbc), Lower Floor</p> <p>John Elkington, Writer, Thought-leader and Business Strategist, a Serial Entrepreneur and Environmentalist</p> <p>René Schmidpeter, Advocate for Sustainable Management as New Business Paradigm</p> <p>Interactive Space: Individual Networking & Startup Mentoring (Facilitator: Hilke Posor, Heldenrat GmbH)</p>
16:15-17:00	<p>Collaboration Opportunities (Moderation: Monika Kolb, Conference Coordinator & Marina Schmitz, Academic Coordinator), Lower Floor</p> <p>Pitch your idea for collaboration to everybody in 60 seconds! Please send your short pitch description to Silvia Damme: s.damme@cbs.de until October 31.</p>
17:00-17:45	<p>Lifetime Achievement CSR Award 2018 (Key introduction: Gerhard Prätorius, Joachim Schwalbach, René Schmidpeter), Lower Floor</p> <p>Honoree: Robert G. Eccles, Visiting Professor of Management Practice at the Saïd Business School, University of Oxford and former Professor at Harvard Business School</p> <p>Laudator: Georg Kell, Chairman of Arabesque and Founding Director of the UN Global Compact</p>
17:45-18:00	Interactive Wrap-Up (Moderation: René Schmidpeter), Lower Floor



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19:00-21:30	<p>Reception at the Historic Town Hall, Cologne Address: Rathaus, 50667 Cologne, Entrance: Alter Markt</p> <p>Henriette Reker, Mayor of Cologne Lisa Fröhlich, President Cologne Business School Keynote Speaker, tba</p> <p>CSR Award Ceremony & Book Launch Cologne Carnival Experience including Food and Drinks</p>
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Thursday 15th of November 2018	
8th International Conference on Sustainability and Responsibility	
Location: Flora Cologne	Address: Am Botanischen Garten 1a, 50735 Cologne, Germany
8:00-9:00	Registration
9:00-10:30	<p>Opening Day 2 & Keynote Speeches (Moderation: Patrick Bungard, Director CASM & Monika Kolb, Conference Coordinator), Lower Floor</p> <ul style="list-style-type: none"> • Ed Freeman, American Philosopher and Elis and Signe Olsson Professor for Business Administration at the Darden School of the University of Virginia • Tobias Menne, Head Global Digital Farming Unit, Member of the Executive Leadership Team BASF Agricultural Solutions • Günter Nooke, German Chancellor's Personal Representative for Africa in the Federal Ministry for Economic Cooperation and Development
10:45-12:15	<p>Parallel Sessions:</p> <p><i>Solution Stage: People Management in the Age of Globalization</i> (Moderation: Janine Steeger, FUTUREWOMAN), Upper Floor</p> <ul style="list-style-type: none"> • Anja Karlshaus, Professor of Business Operations and Human Resource Management, Cologne Business School • Susan R. Madsen, Orin R. Woodbury Professor of Leadership and Ethics in the Woodbury School of Business at Utah Valley University • Ademulegun Olowjoba, Social Sector Leader at CodeLagos • Britta Weber, Director of Human Resources at UPS Germany <p><i>Solution Stage: Sustainable Development in Central Africa – Responsible Leadership and Finance</i> (Moderation: Brigitta Herrmann, Cologne Business School), Middle Floor</p> <ul style="list-style-type: none"> • Fezeu Espérance, Princesse from Bameka village in the western region of Cameroon • Innocent Nayang Toukam, King of Batoufam village in the western region of Cameroon • Günter Nooke, German Chancellor's Personal Representative for Africa in the Federal Ministry for Economic Cooperation and Development • Jan Werner, Lead Economist at the Institute of Local Public Finance (Germany) and Professor of Economics at the Cologne Business School



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Action Zone: Culture – Troublemaker or Booster of International Business?
(Facilitators: Marilena Gerlach & Anke Scherer, Cologne Business School),
Meeting-Point: Main entrance Flora / Registration, Late Start: 11:00-12:30

The workshop aims to familiarize the participants with the concept of cultural intelligence with a short introduction into the concepts followed by an exemplary short training session for the enhancement of CQ as a tool to foster culturally responsible, sustainable leadership.

Expert Insights: Philosophical Reflections on Sustainability Narratives and Models (Chair: Friedrich Glauner, Global Ethic Institute), Meeting-Point: Main entrance Flora

- **Ana Cristina Campos Marques**, Erasmus University Rotterdam: Dancing on the Threshold of Ontology: A personal perspective on sustainability narratives
- **Ana Cristina Campos Marques**, Erasmus University Rotterdam: The Dance Within: A different perspective to tackle the sustainability challenge
- **Friedrich Glauner**, Global Ethic Institute: The Paradox of Destructive Wealth-Creation. On Changing the Mental Models in Economy, Business Management, and the Development of Future Viable Business Models
- **Karsten Müller**, University Osnabrück: Psychological Foundations of CSR
- **Gerald Steiner**, Danube University Krems: Effects of divergence of explicit and implicit cognition patterns on societal resilience

Expert Insights: Responsible Leadership Starts with You (Chair: Silvia Damme, Cologne Business School), Lower Floor A

- **Ali Hamidzadeh**, University of Tehran: Effect of Toxic Leadership Style on Job Outcomes and Attitudes of Employees; Dysfunctional Behavior as Mediator
- **John Hasselberg**, College of St. Benedict/St. John's University: First Followers and Fools
- **Katharine Hetze**, GIZ: Gesellschaft für Internationale Zusammenarbeit: Taking a Leadership Role: Implementation principles as values of the 2030 agenda
- **Julia Jürgens**, Metro AG: How can we encourage, develop and reward responsible leadership and concrete sustainability action from the core of our company?
- **Volker Rau**, Keyplay Consulting: Take yourself seriously, stay firm, execute sustainable – How Decision Makers Lead Themselves and Their Organization more Sustainable Under the Expectation of Fast Results



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Expert Insights: Analyzing Corporate Social Responsibility Reporting: Perceptions, Trends and Communication (Chair: tba), Lower Floor B

- **Irina Ervits**, Cologne Business School: Homogenization of Corporate Social Responsibility Practices in China: Evidence from CSR reports
- **Sumona Ghosh**, St. Xavier's College: Narrative Analysis of Annual Reports- A Study of Corporate Social Disclosure in the Pre and Post Mandate Period
- **Onna Malou van den Broek**, King's College London: Business as Usual? The Influence of the Sustainable Development Goals on Corporate Sustainability Disclosure
- **Liad Ortar**, CSR Institute, College of Law and Business: Materiality Matrixes in Sustainability Reporting: An empirical examination
- **Laura Sasse**, Katholische Universität Eichstätt Ingolstadt: The Practical Wisdom Behind the GRI

Expert Insights: Management Strategies for Innovation and Sustainable Competitive Advantages (Chair: Malgorzata Zmuda, Cologne Business School), Lower Floor C

- **Byungchul Choi**, Hankuk University of Foreign Studies: Management Practices for Breakthrough Innovation: An organizational systems perspective
- **Elżbieta Czarny**, Warsaw School of Economics & **Malgorzata Zmuda**, Cologne Business School: Sources of the Sustainable Competitive Advantage in the Era of Globalization, through Recession and Beyond: Benchmarking Visegrad group with Germany in 2006-2014
- **Nayan Mitra**, Developmental Consultant, Impact of Strategic Management, Corporate Social Responsibility on Firm Performance in the Post Mandate Period: Evidence from India
- **Viola Isabel Nyssen Guillén**: Cologne Business School, Cultural Influence on Innovativeness - Links between "The Culture Map" and the "Global Innovation Index"
- **Britta Sadoun**, K+S AG: Insights: When sustainability management meets corporate strategy

Expert Insights: Achieving Food Security: Case Studies (Chair: Andrew Nixon, University of Guelph), Lower Floor D

- **Andrew Nixon**, University of Guelph: Agricultural Research Data Governance: Principles and pathways
- **Silvana Signori**, University of Bergamo: Fostering Social Connection Responsibility: Lessons from the assessment of a local participatory guarantee system (PGS)
- **Carlos Vargas**, University of Zürich: Long-Term Investment Choices for Quinoa Farmers in Puno, Peru: A real options case study



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	<p><i>Interactive Space: Carbon Literacy Training for Business Schools - Contributing to SDG 13</i> (Facilitators: Petra Molthan-Hill, Alex Hope & Rachel Welton), Backstage</p> <p><i>Exhibition Area: Poster Session</i></p> <ul style="list-style-type: none"> • Imane Allam, University of Torino: The Reality Behind Being a Sustainability Leadership Company: Zara case • Lisa Biasetto, University of Padova, Lightweight Materials for Sustainable Design and Product Development • Sonia Budz, Bucharest University of Economic Studies: The Sustainable Dimension of the Conscious Consumer Reflected in Social Media • Monika Eigenstetter & Aslihan Memisoglu, HS Niederrhein, Employer Branding and Employer Attractiveness: CSR matters in the textile and apparel industry • Anja Karlshaus & Ingvill Mochmann, Cologne Business School, CSR and Intercultural Management • Jessica Lohmann, Ethical Brand Marketing: Ethical Marketing: Changing harmful industry practices and the way people shop • Mehran Najmaei, Cologne Business School & Ardeshir Zamani, University of Tehran: Sustainable Investment within a Collaboration in Emerging Economies: An analysis for environmental and social risk management in Iran • Nárila Paola Sirino, FIEP System - The Federation of Industries of Paraná: SDG Portal - A Successful Experience from Brazil • Folcke Pree, Cologne Business School: Socially and Environmentally Conscious FMCG Brands in Digital Shopping in Germany. Market Potential or Illusive Hype • Inge Schumacher, Consultant: Why Responsible Leaders are Like Bus Drivers • Rudolf Voller, HS Niederrhein: Business Case Textile Finishing • Martin Wenke, HS Niederrhein: Green Logistics in Textile and Apparel Industry
12:15-13:30	Lunch & Networking
13:30-15:00	<p>Parallel Sessions:</p> <p><i>Solution Stage: CSR Perspectives on Economies in Transition</i> (Moderation: Marina Schmitz, Cologne Business School), Upper Floor</p> <ul style="list-style-type: none"> • Bhaskar Chatterjee, Father of Corporate Social Responsibility in India • Danica Purg, President of the IEDC-Bled School of Management, President of CEEMAN • Bernhard Schwager, Head of the Sustainability Office at Bosch • Lee-Ann Steenkamp, Senior Lecturer at the University of Stellenbosch Business School • Teng-Tsai Tu, President of the Ecological Development Union Asia (EDUA)



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Solution Stage: The Role of Social Entrepreneurship in Times of Transformation (Moderation: Patrick Bungard, Cologne Business School), Middle Floor

- **Mari Kooskora**, Associate Professor and the Head of the EBS Centre for Business Ethics at Estonian Business School Estonian Business School
- **Markus Freiburg**, Founder and CEO, Financing Agency for Social Entrepreneurship GmbH
- **Juliane Kronen**, Co-Founder and CEO, Innatura gGmbH
- **Norbert Kunz**, Social Entrepreneur and CEO, Social Impact gGmbH
- **Roy Rao**, Director Startup Grid Chengdu
- **Gordon Weuste**, Founder, Build & Grow e.V.

Action Zone: How CC/CSR managers can contribute to strengthening social cohesion (Facilitator: Benjamin Fraaß, PHINEO gAG), Meeting-Point: Main entrance Flora / Registration

Why is social cohesion relevant for companies and how can Corporate Citizenship activities contribute to strengthening it? We would like to discuss this question in the proposed panel. In the following outline, we give a brief introduction, starting from a theoretical (systemic) perspective and then investigating the link between Corporate Citizenship and social cohesion. The goal of this workshop is to give a brief theoretical reflection and propose some thesis, based on and substantiated with reports from practice, before engaging in a fruitful discussion with the audience.

Expert Insights: Leadership Development & Education (Chair: Debbie Haski-Leventhal, Macquarie University), Lower Floor A

- **Peng Cheng**, Peking University Green Plus Association: The Role of Young College Students in Green Leadership: A case study of Peking University Green Plus Association
- **Debbie Haski-Leventhal**, Macquarie University: CSR and Engagement with Business: The pathways and pitfalls of successful university-industry partnerships
- **Sandra Idrovo**, INALDE-Universidad de La Sabana: Management Education: Prioritizing human sustainability in organizational leadership development
- **Jennifer Leigh**, Nazareth College: Social Innovation Hackathon—A Campus-Wide Leadership Development Strategy for Interdisciplinary, Co-Curricular, & Practice Integration
- **Yuhang Sun**, Peking University: How to Make a More Sustainable Volunteer Teaching: Case studies of PKU and DUT's volunteer teaching unions



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	<p><i>Expert Insights: SRI, ESG and Impact Investing - The New Mainstream Investment Pillars?</i> (Chair: Hiroshi Miyai, Research Institute for Policies on Pension & Aging), Lower Floor B</p> <ul style="list-style-type: none"> • Jan Köpper, GLS Bank, Impact in the core business of a bank? Arising challenges for social and environmental business models • Hiroshi Miyai, Research Institute for Policies on Pension & Aging: A Proposal on ESG Integration and Engagement in Sustainable Investment • Mike Schulze, European Management School Mainz: Integrated Managerial Decision-making: The interplay between financial and non-financial information in strategic decision-making processes • Eva Wagner, Johannes Kepler University Linz & Gabrielle Wanzenried, Lucerne University of Applied Sciences and Arts, Family Control and Environmental, Social and Governance (ESG) Engagement – Evidence from Austria, Germany and Switzerland <p><i>Expert Insights: The New Way of Sustainable Marketing</i> (Chair: Patrick Elf, University of Surrey), Lower Floor D</p> <ul style="list-style-type: none"> • Angela Bittner-Fessler, SRH Mobile University & Johann Ferdinand Weicht, KPMG: Beyond Sustainability Communication: Towards sustainability-integrated corporate communications • Patrick Elf, University of Surrey: Sustainability 2.0? Insights from a longitudinal behaviour change project on how a multinational retailer tries to enable its customers to live more sustainable lifestyles • Alessandro Monti, Cologne Business School: The “Triple Pricing Power” – A Conceptual Framework for Achieving Profit, Fairness and Sustainability Through Pricing • Umashankar Venkatesh, Great Lakes Institute of Management: Corporate Social Responsibility as an Antecedent of Brand Valuation
15:00-15:30	Cake & Coffee
15:30-17:00	<p>Parallel Sessions:</p> <p><i>Solution Stage: Leadership Ideas Worth Spreading</i> (Moderation: Monika Kolb, Conference Coordinator), Upper Floor</p> <ul style="list-style-type: none"> • Gerald Steiner, Professor of Organizational Communication and Innovation, Danube University Krems • Susan R. Madsen, Orin R. Woodbury Professor of Leadership and Ethics in the Woodbury School of Business at Utah Valley University <p><i>Solution Stage: Science Shaping Sustainable Investments</i> (Moderation: Vanesa Rodríguez Osuna, sequa gGmbH), Middle Floor</p> <ul style="list-style-type: none"> • Jan Köpper, Head of Department on Impact Transparency and Sustainability at GLS Bank • Clara Péron, Founder and Managing Director of Value for Good • John Spengler, Director of the JPB Environmental Health Fellowship at the Harvard T.H. Chan School of Public Health



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Solution Stage: NGO Power and Fair Fashion (Moderation: Sarah Jastram, HSBA Hamburg School of Business Administration), Meeting-Point: Main entrance Flora

- **Kalpona Akter**, CEO of the Bangladesh Center for Worker Solidarity (BCWS)
- **Zara Berberyan**, Doctorate Candidate and Research Assistant at HSBA Hamburg School of Business Administration
- **Monika Eigenstetter**, Professor for Work and Organizational Psychology at the University of Applied Sciences Niederrhein
- **Sina Marx**, Coordinator Femnet e.V.
- **Khin Nilar Soe**, Vice General Secretary of the Industrial Workers Federation of Myanmar

Action Zone: Measuring Sustainability in the Corporate Sector (Facilitated by: Daniela Rathe, Director of the Department Politics and External Relations, Dr. Ing. H. c. F. Porsche AG)

Expert Insights: Diversity: Gender Identity, Female Leadership and Generational Differences (Chair: Lize Booyesen, Antioch University), Lower Floor A

- **Igal Avrahami**, Hoshen - The Israeli LGBTQ Educational Center, Corporate Social Responsibility, Sexual Orientation and Gender Identity
- **Theresa Bauer**, Technische Hochschule Mittelhessen, Digitization and CSR – A survey-based investigation
- **Jin Dai**, Shanghai Tech University: Are Female Leaders More Ethical or More Unethical? And Its Influence on Team Performance
- **Stéphanie Looser**, University of Lucerne: The Nexus of CSR, Creative Education, and Direct Democracy
- **Susanne Rank**, Mainz University of Applied Sciences: Work Values, Workplace CSR Perceptions and Leadership Motivation: Does generation matter?

Expert Insights: Advancing Corporate Governance to Achieve Global Goals & Sustainability Standards (Chair: tba), Lower Floor B

- **Tamas Barko**, University of Mannheim: Shareholder Engagement on Environmental, Social, and Governance Performance
- **Johannes Bohnen**, BOHNEN Public Affairs: The new intersection of business and politics: Corporate Political Responsibility
- **Laivi Laidroo**, Tallinn University of Technology: Corporate Governance as a CSR Reporting Determinant
- **Jellie Molino**, University of Turin: Is International Public Procurement (IPP) Sustainable? A Review of the Procurement Guidelines of Five (5) Multi-Development Banks (MDBs)
- **Andrew Nixon**, University of Guelph: Advancing Corporate Governance in the 21st Century: Theoretical implications of decentralized autonomous organizations



Preliminary Program

	<p><i>Expert Insights: The Good Organization Examples</i> (Chair: Ihar Sahakiants, Cologne Business School), Lower Floor C</p> <ul style="list-style-type: none"> • Ulrich Anders, Cologne Business School: An Introduction to the Harmonic Organisation©. A New Organizational Model for Sustainable Companies and Management in the 21st Century • Rohit Kumar, Strategic Management Indian Institute of Management: Health Insurance in India: Key success factors and the need for business model innovation • Daniela Ludin & Wanja Wellbrock, HS Heilbronn: Sustainability more than a trend? Significance and impact for the automotive industry using the example of interior • Ihar Sahakiants, Cologne Business School: Making and Exploiting the Corporate History: A stakeholder perspective • Oluwasegan Seriki, Dublin Institute of Technology: Exploring the CSR Activity of Chinese International Construction Companies in Africa: Evidence from Nigeria <p><i>Interactive Space: Blockchain x Positive Impact: Coding a Sustainable World</i> (Facilitators: Alexander Ebeling T-Systems Multimedia Solutions GmbH & Anna Tönneßen, M3trix GmbH)</p> <p>Participants of this “World Café” session will take away a fundamental and well-rounded understanding of the foundations of blockchain technology, and how it can be employed in addressing the challenges of a sustainable development. The session will challenge participants to create new, outside-the-box solutions to real business and societal problems. Get inspired about the potential positive impact that the technology can have on our world and business.</p>
17:00-18:00	<p>Keynotes Speeches, Outlook and Interactive Wrap-up (Moderation: René Schmidpeter), Lower Floor</p> <ul style="list-style-type: none"> • Theo Pagel, Director of the Zoological Garden of Cologne • Kalpona Akter, CEO of the Bangladesh Center for Worker Solidarity (BCWS) • Ernst Ulrich von Weizsäcker, Co-Chair of the International Panel for Sustainable Resource Management and Co-president, Club of Rome: Sustainability and Responsibility - a new enlightenment is needed <p>Outlook 2019-2020</p> <ul style="list-style-type: none"> • Danica Purg, President of the IEDC-Bled School of Management, President of CEEMAN • Florenzia Librizzi, Speaker, PRME Secretariat • Samuel O. Idowu, Vice-President of GCGI • Wolfgang Schuster, Chairman Deutsches CSR-Forum • Teng-Tsai Tu, President of EDUA
19:00-21:30	Conference Gala Dinner



Preliminary Program

Please note: We will be offering a workshop on sustainability for children between the ages of 4 and 13 from Tuesday to Thursday. The workshop is free of charge for all participants. The children will be supervised by experienced child care professionals throughout the duration of the workshop, lunch and snacks are included in the program. Please send a note to v.nyssen@cbs.de

Friday 16th of November 2018	
Excursions (optional) & Doctoral Workshop	
10:00-14:00	Doctoral Workshop Address: Hardefuststrasse 1, 50677 Cologne Facilitators: Ingo Pies , Philipp Schreck , (Martin-Luther-University Halle-Wittenberg), René Schmidpeter (Cologne Business School), in cooperation with Ed Freemann (University of Virginia, Darden School of Business), Bernd Irlenbusch (University of Cologne) and Laura Marie Schons (University of Mannheim)
10:00-17:00	1-2 excursions (possible to choose from several options) Company Visits Sightseeing Cologne Cathedral Tour Sports Event
17:00	Cologne Brauhaus Experience

Scientific Committee / Advisory Board: Carol Adams (Durham University Business School / Swinburne Business School), Martin Brueckner (Murdoch University), Archie B. Carroll (University of Georgia, USA), Norman de Paula Arruda Filho (ISAE Brazilian Business School), Bhaskar Chatterjee (Former Director General and CEO, Indian Institute of Corporate Affairs), Belén Díaz Díaz (University of Cantabria), Gabriel Eweje (Massey University), Edward Freeman (University of Virginia), Elisabeth Fröhlich (Cologne Business School), Debbie Haski-Leventhal (Macquarie University), Haifeng Huang (Peking University HSBC Business School), Samuel O Idowu (London Metropolitan University), Sarah Jastram (Hamburg School of Business Administration), Nayan Mitra (Developmental Consultant, India), Danica Purg (IEDC-Bled School of Management), Mohammad Hossein Rahmati (University of Tehran), René Schmidpeter (Cologne Business School), Joachim Schwalbach (Humboldt University of Berlin), Arnold Smit (University of Stellenbosch Business School), John D. Spengler (Harvard T.H. Chan School of Public Health), Kanji Tanimoto (Waseda University), Teng-Tsai Tu (National Taipei University), Sandra Waddock (Boston College)