



Final 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

Academic Coordinator: Marina Schmitz, 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
18:30-21:00	<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 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: Fritz Lietsch, ALTOP Publishing House), 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: Sharon Condon, Green Center at PHBS Peking University), Middle Floor

- **Haifeng Huang**, Director of the Green Center at PHBS Peking University
- **Hualiang Lu**, Director of the Sino-German Research Institute for Sustainable Development, Nanjing University of Finance and Economics
- **Weiwei Shi**, Director, International Cooperation Department of Golden Bee Management Consulting Co., Ltd.
- **Richard Wichmann**, Lawyer at Becker Büttner Held
- **Min Yan**, Assistant Professor at Queen Mary University of London

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), Zoo Bauernstube 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
- **Nayan Mitra**, Developmental Consultant & **Bhaskar Chatterjee**, Indian Institute of Corporate Affairs: India and its Corporate Social Responsibility Mandate
- **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

Expert Insights: Opportunities & Challenges in Implementing Responsible Finance (Chair: Laxmi Remer, Cologne Business School), Lower Floor B

- **Brigitte Bernard-Rau**, Institute for Management Research: Bridging the Gap between Society and Business: The transformative role of social rating agencies
- **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
- **Omrane Guedhami**, University of South Carolina: Does Corporate Social Responsibility Reduce the Costs of High Leverage? Evidence from Capital Structure and Product Markets Interactions
- **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: Alica Wilhelm, 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

- **Matthias Damert**, Technische Universität Dresden: Tackling Social Issues in Supply Chains: A longitudinal study of management performance and its determinants
- **Carsten Deckert**, Hochschule Düsseldorf & **Klaus Stodick**, UPS: Micro Depots in Parcel Delivery – Covering the second last and the very last mile
- **Alexis Katechakis**, fors GmbH: Sustainable partnerships across supply chains: From supply chains to supply networks – The Veramaris case as example
- **Theresa Lankes**, Corporate lawyer: The KiK case Strategic Litigation meets CSR
- **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, Wolfgang Denzler), 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.

Exhibition Area: Poster Session, Bistro (Lower Floor)

- **Ulrich Anders**, Cologne Business School: Company Physics: A language for describing organizational efficiency
- **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



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	<p>Goals</p> <ul style="list-style-type: none"> • 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 & Chiara Civera, University of Turin: 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>12:30-13:30</p>	<p>Lunch & Networking</p> <p>Press-conference (internal)</p>
<p>12:30-13:00</p>	<p><i>Exhibition Area: Art Tour through the Flora by the Artist</i> (Artist: Simona Koch, en-bloc), Meeting-Point: Bistro</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>
<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, GLS Bank), 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 • Hannah Helmke, CEO, right. based on science • 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: Sustainability meets digitalization - How can digitalization leverage sustainable business models? (Facilitators: Frank Barz, Telekom Deutschland GmbH & Patrick Bungard, M3trix GmbH), supported by: Telekom Techboost; Zoo Event, Meeting-Point: Main entrance Flora / Registration

In this “action zone” inspiring personalities pitch their approaches on how to leverage social impact based on digital business models. Moreover, in the following discussion with the audience it is the objective to outline the enormous potentials how digitalization can boost sustainable business models.

Corporate pitches from:

- Juliane Kronen, Co-Founder and CEO, Innatura gGmbH
- Rubin Lind, Founder and CEO of Skills4School GmbH
- Milan Wolfs, CEO Wertewandel
- Mieszko Czyzyk, Co-Founder at Open Social, THX and GoalGorilla

Action Zone: Leading Change from the Inside Out: Inner Shifts for outer Transformation (Facilitator: Jannik Kaiser & Emily Johnston, Unity Effect), Zoo Bauernstube, 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: Practical Wisdom for Management (Chair: Andre Habisch, Catholic University Eichstätt-Ingolstadt & Pierre Kletz, Ben-Gurion-University), Lower Floor C

- **Granit Almog-Bareket**, Director of the Graduate unit of the Mandel Foundation, Jerusalem: Bithiah the daughter of Pharaoh - practical wisdom from one generation to another - a family business case study
- **Hervé Colas**, Conservatoire National des Arts et Métiers: Practical wisdom versus modelization: the case of balanced ScoreCard in organizations
- **Andre Habisch**, Catholic University Eichstätt-Ingolstadt: Institutionalized Wisdom: The Public Chamber of Commerce and Professional Education in Germany
- **Pierre Kletz**, Ben-Gurion-University: Practical Wisdom: Beyond Tools to Manage Transitions
- **Laura Sasse**, Catholic University of Eichstätt-Ingolstadt / Dr. Sasse AG: The Practical Wisdom behind the Global Reporting Initiative



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	<p><i>Expert Insights: How Do Stakeholders Influence Sustainability?</i> (Chair: Bonnie Lewtas, TurtlCo), Lower Floor D</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 • Chiara Civera, University of Turin: Letters to Stakeholders: Do Stakeholders Really Matter? • Stéphanie Looser, University of Surrey / University of Lucerne: Over-tourism 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 <p><i>Interactive Space: Beyond Compliance and Integrity - Developing Ethical Competences of Responsible Leaders</i> (Facilitator: Mathias Schüz, Zurich University of Applied Sciences), Lower Floor B</p> <p>As reports in the media about ethical misconduct by executives almost daily prove, such irresponsible behaviour cannot be prevented by appeals for compliance alone. Intrinsic and extrinsic constraints often stand in the way of the fulfillment of ethical duties and virtuous action. Are there ways in which managers can immunize their character against social pressure and psychological seduction? How can managers oppose such distractions? Can ethical competence within organisations be developed and promoted? The session serves the discussion of possible solutions and strategies.</p> <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>15.00-15:30</p>	<p>Cake & Coffee</p>
<p>15:30-16:15</p>	<p>Discourse on the Future of CSR and Sustainable Management (Moderation: Fritz Lietsch, ALTOP Publishing House), 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>



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	<p><i>Interactive Space: Individual Networking & Startup Mentoring</i> (Facilitator: Hilke Posor, Heldenrat GmbH), Backstage</p> <p>Discovering new business fields: The social sector offers a high innovation potential for social change. Social initiatives possess expert knowledge that, together with expert knowledge from the economy, is suitable for developing new business areas and business models. Within this interactive space we are looking for ideas for new products and services that companies can develop together with social/not-for-profit organizations. Ideally, this will result in new, public welfare-oriented business models or business processes between the economy and the social sector.</p>
16:15-17:00	<p>Collaboration Opportunities (Moderation: Silvia Damme, CASM Program Manager & 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	<p>Interactive Wrap-Up (Moderation: René Schmidpeter), Lower Floor</p>
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 Rüdiger Winkler, Chairman of Dr. Juergen Meyer Foundation</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 • Malin Ripa, Senior Vice President Corporate Responsibility Volvo Group Headquarters • 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 • Juliane Kronen, Co-Founder and CEO, Innatura gGmbH • Sowaba Shehzad, CEO of S-Zwei Asset Management GmbH Düsseldorf, SAAS Synergie GmbH Potsdam / CEO of ALNO GLC Pakistan • 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 • Inocent 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 • Ingo Stritter, Ingo Stritter Management • 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), Zoo Bauernstube, 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), Zoo Event, Meeting-Point: Main entrance Flora / Registration

- **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

- **Mara del Baldo**, University of Urbino: Moral, virtues-based and servant Leadership Models for a Good Governance: Insights from some Exemplary Cases
- **Katharina 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: Irina Ervits, Cologne Business School), 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
- **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

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: Sustainability of competitive performance and sources of competitive advantage in a catching-up economy in the era of globalisation: Visegrad Group countries through recession and beyond
- **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 & **Carsten Deckert**, Hochschule Düsseldorf: Cultural Influence on Innovativeness - Links between "The Culture Map" and the "Global Innovation Index"
- **Britta Sadoun & Janina Beduhn**, 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, Co-Chairs of the UN PRME working group on climate change and the environment), Backstage</p> <p>In this workshop you will explore climate change education as it is currently taught in business schools worldwide and the facilitators will also introduce a new innovative carbon literacy training to you. There are also opportunities to get involved in research and the development of teaching material.</p> <p><i>Exhibition Area: Poster Session, Bistro (Lower Floor)</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 • Mehran Najmaei, Cologne Business School: Sustainable Investment within a Collaboration in Emerging Economies - An analysis for environmental and social risk management in Iran • Nárika Paola Sirino, FIEP System - The Federation of Industries of Paraná: SDG Portal - A Successful Experience from Brazil • Inge Schumacher, Consultant: Why Responsible Leaders are Like Bus Drivers • Kevin Suaza Martinez, Cologne Business School: Does sustainability foster a speculative mindset? • Rudolf Voller & Maria Schmiing, HS Niederrhein: Business Case Textile Finishing • Martin Wenke, HS Niederrhein: Green Logistics in Textile and Apparel Industry
12:15-13:30	Lunch & Networking
12:25-12:55	<p><i>Interactive Space: Lunch Meditation</i> (Facilitator: Hajo Michels, EvolutionNET GmbH), Backstage</p> <p>Take a couple of minutes to relax & pause for a moment. End your conference morning with a short, freshening lunch meditation before starting to mingle & network again and enjoying lunch with the conference crowd.</p>
12:30-13:10	Expert Roundtable „The Future of CSR Leadership in a Global World of Transition” (Location/Room: Zoo Event) (internal)
12:30-13:00	<p><i>Exhibition Area: Art Tour through the Flora by the Artist</i> (Artist: Simona Koch, en-bloc), Meeting-Point: Bistro</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</p>



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	<p>worlds. A world in which urban spaces and nature coexist and both have the chance to unfold in according their nature.</p>
<p>13:30-15:00</p>	<p>Parallel Sessions:</p> <p><i>Solution Stage: CSR Perspectives on Economies in Transition</i> (Moderation: Marina Schmitz, Cologne Business School), supported by: Fiinnovation, 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) <p><i>Solution Stage: The Role of Social Entrepreneurship in Times of Transformation</i> (Moderation: Patrick Bungard, Cologne Business School), Middle Floor</p> <ul style="list-style-type: none"> • Markus Freiburg, Founder and CEO, Financing Agency for Social Entrepreneurship GmbH • Norbert Kunz, Social Entrepreneur and CEO, Social Impact gGmbH • Gordon Weuste, Founder, Build & Grow e.V. <p><i>Action Zone: How CC/CSR managers can contribute to strengthening social cohesion</i> (Facilitator: Benjamin Fraaß, PHINEO gAG), Zoo Bauernstube, Meeting-Point: Main entrance Flora / Registration</p> <p>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.</p> <p><i>Expert Insights: Leadership Development & Education</i> (Chair: Debbie Haski-Leventhal, Macquarie University), Lower Floor A</p> <ul style="list-style-type: none"> • 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: Leadership education - The students' view • Sandra Idrovo, INALDE-Universidad de La Sabana: Management Education - Prioritizing human sustainability in organizational leadership development



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- **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

Expert Insights: SRI, ESG and Impact Investing - The New Mainstream Investment Pillars? (Chair: Hiroshi Miyai, Research Institute for Policies on Pension & Aging), Lower Floor B

- **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

Expert Insights: Smart Cities and Sustainable Housing (Chair: Helen Cramer, Cologne Business School), Lower Floor C

- **Ivan Mallinowski**, Containerwerk: Future is Living in a Cube
- **Nárika Paola Sirino**, FIEP System – The Federation of Industries of Paraná: Entrepreneurial Spirit towards Sustainable Housing
- **Franz Wenzel**, Immobilien Wenzel / Collima Real Estate Innovation and Consulting: Sustainable Housing – Combining the Megatrends Urbanization and Mobility
- **Kathi Wimmer**, Arcadis: Smart is the New Sustainable

Expert Insights: The New Way of Sustainable Marketing (Chair: Patrick Elf, University of Surrey), Lower Floor D

- **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 IKEA UK & IE Live Lagom behaviour change project
- **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

Interactive Space: Future Enabling Methods in Times of Digital Reality (Facilitator: Katharina Lökenhoff), Backstage

This session is part of my artistic research project “Crossing”, which is dedicated to find new and sustainable life strategies by crossing borders. Traveling in different countries I interview other artists to share their new ideas with



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	<p>you. We will have an exchange about questions like: What kind of relation exists between the inner human structure and the so-called virtual or digital world? If the "Virtual Reality" for example in Video Games/ cyber space IS the REALITY for the user, how can we avoid losing the main qualities of the human being and human society? I will show you some answers from different artists and encourage you to come in an own artistic process.</p>
<p>15:00-15:30</p>	<p>Cake & Coffee</p>
<p>15:30-17:00</p>	<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"> • Simone Burel, CEO, LU-Kommunikation • Henning Ohlsson, Managing Director at Epson Deutschland GmbH • Mathias Schüz, Professor for Responsible Leadership, Centre of Human Capital Management (ZHCM) at Zurich University of Applied Sciences (ZHAW) • Gerald Steiner, Professor of Organizational Communication and Innovation, Danube University Krems <p><i>Solution Stage: Measuring Social and Environmental Impacts for better Investor Decisions</i> (Moderation: Vanesa Rodríguez Osuna, CUNY Advance Science Research Center / sequa gGmbH & John Spengler, Harvard T.H. Chan School of Public Health), Middle Floor</p> <ul style="list-style-type: none"> • Theo Clement, Managing Director at UBS Asset Management • Jan Köpper, Head of Department on Impact Transparency and Sustainability at GLS Bank • Gabriel Lundström, Sustainability Manager, Corporate & Private Customers at SEB • Clara Péron, Founder and Managing Director of Value for Good <p><i>Solution Stage: NGO Power and Fair Fashion</i> (Moderation: Sarah Jastram, HSBA Hamburg School of Business Administration), Zoo Event, Meeting-Point: Main entrance Flora / Registration</p> <ul style="list-style-type: none"> • Kalpna 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



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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 Surrey / 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: Jellie Molino, University of Turin), 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

Expert Insights: The Good Organization Examples (Chair: Ihar Sahakiants, Cologne Business School), Lower Floor C

- **Rohit Kumar**, Strategic Management Indian Institute of Management: Health Insurance in India: Key success factors and the need for business model innovation
- **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

Expert Insights: Collective Impact for Change (Chair: Mari Kooskora, Estonian Business School), Lower Floor D



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	<ul style="list-style-type: none"> • Mari Kooskora, Associate Professor and the Head of the EBS Centre for Business Ethics at Estonian Business School: The Role of Meaningful Work in the Context of Startup Events and Entrepreneurial Activities • Ajit Pattnaik, Raymond Ltd.: Inclusive Business for Sustainable Growth • Steffen Preuss, CEO Ichó & Dirk Sander, Incubator Manager: Collective Impact - The Future Of Social Change • Roy Rao, Director Startup Grind Chengdu (China): Youth entrepreneurship and Volunteerism in the fast-changing business environment in China <p><i>Interactive Space: Blockchain x Positive Impact: Coding a Sustainable World</i> (Facilitators: Alexander Ebeling, Blockchain Enthusiast at T-Systems Multimedia Solutions (MMS) GmbH & Anna Tönneßen, Sustainable Management Enthusiast at M3trix GmbH), Backstage</p> <p>Participants of this World Cafe session will take away a fundamental understanding of the blockchain technology, and how it can be employed in addressing the challenges of a sustainable development. Do you want to be challenged to create a 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>
<p>17:00-18:00</p>	<p>Keynotes Speeches, Outlook and Interactive Wrap-up (Moderation: René Schmidpeter), Lower Floor</p> <ul style="list-style-type: none"> • 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 Honorary President of the 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 • Florencia Librizzi, Speaker, PRME Secretariat • Samuel O. Idowu, Vice-President of GCGI • Wolfgang Schuster, Chairman Deutsches CSR-Forum • Teng-Tsai Tu, President of EDUA
<p>18:30-23:00</p>	<p>Conference Gala Dinner at Zoo Event Address: Riehler Strasse 173, 50735 Cologne</p> <p>Theo Pagel, Director of the Zoological Garden of Cologne</p>



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Friday 16th of November 2018	
Excursions (optional) & Doctoral Workshop	
09:30-13:00	<p>Doctoral Workshop Address: Cologne Business School, Hardefuststrasse 1, 50677 Cologne</p> <p>Facilitators: Ingo Pies, Philipp Schreck, (Martin-Luther-University Halle-Wittenberg), René Schmidpeter (Cologne Business School), in cooperation with Bernd Irlenbusch (University of Cologne) and Laura Marie Schons (University of Mannheim)</p>
10:00-17:00	<p>1-2 excursions (possible to choose from the options below)</p> <p>Please kindly note that you will have to register for this event at our reception. Thank you!</p>
<p>10:30-11:30 (meeting time 10:15)</p> <p>EL-DE-House</p> <p>Former Gestapo Prison (Guided Tour)</p> <p>4,50€ / 2€ for students</p> <p>Appellhofplatz 23-25</p> <p>Tram: Appellhofplatz (lines 3, 4, 5, 16, 18)</p>	<p>EL-DE-House was the headquarters of the Cologne Gestapo. The Gestapo was the official secret police of Nazi Germany and German-occupied Europe. This house remained standing after the war while most of the surrounding buildings had been destroyed.</p>
<p>12:15-13:15 (meeting time 12:00)</p> <p>Rautenstrauch-Joest-Museum</p> <p>Fast Fashion – Slow Fashion (Guided Tour)</p> <p>Between 8€ and 12€ depending on: adult / student prices & only guided tour / visit the whole museum on your own after the guided tour</p> <p>Cäcilienstraße 29-33</p> <p>Tram: Neumarkt (lines 1, 3, 4, 7, 9, 16, 18)</p>	<p>The exhibition "Fast Fashion" casts a critical glimpse behind the scenes of glamorous fashion. It is bounded by the magic triangle of consumerism, economic interests and ecological issues. One part of the exhibition consists of the "Laboratory", a platform for ethical fashion labels and new approaches to design aspects such as recycling or upcycling. The laboratory shows what tomorrow's ethically defensible wardrobe could look like. The exhibition would like to encourage visitors to think actively about the whole topic of fashion and its social, economic and environmental impacts.</p>
<p>Permanent exhibition "Rautenstrauch-Joest-Museum":</p> <p>Ways of Living, Belief, Identity - themes that connect and concern us as people. A presentation on an exhibition area of 3,600 square metres (38,750 square feet) invites visitors to experience the wide variety of ways in which the different cultures of the world deal with these issues.</p> <p>The theme complex "Comprehending the World" reveals the European view of other cultures as reflected in travelogues, art and museum presentations. The theme complex "Shaping the World" familiarises visitors with various different concepts of living. Why was life in a tipi so practical? Why were Maori tattooed and why are tattoos experiencing a comeback? What is the purpose of ancestral figures?</p>	
<p>12:30-13.30</p> <p>Cologne City Tour</p> <p>Sightseeing tour in the inner city (Guided Tour)</p> <p>Principle of "free walking tour"</p> <p>Entrance Römisch-Germanischem Museum</p> <p>Roncalliplatz 4</p> <p>Tram: Dom / HBf (lines 5, 16, 18)</p>	<p>Hohenzollernbridge and the love locks: - LVR Tower and Schäl Sick</p> <p>Heinrich-Böll Square: - Roof of the Cologne Philharmony</p> <p>Little walk along the Rhinepromenade: - Crane Houses and KD ships</p> <p>Alter Markt: - Tünnes and Schäl figures - Carnival and City Hall</p> <p>Farina Museum: Kölnisch Wasser & 4711</p>



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<p>After the tour you can visit the Cathedral and / or the LVR Tower on your own (see below)</p>	<p>Cologne Cathedral: - Heintzelmännchen fountain History of the Dom and the 3 Saint Kings</p>
<p>6:00-19:30 Cologne Cathedral (free) 9:00-16:00 Tower Cathedral 4€ / 2€ students 10:00-18:00 Treasury 6€ / 3€ students Combi-ticket Tower & Treasury 8€ / 4€ students Domkloster4 Tram: Dom / HBf (lines 5, 16, 18)</p>	<p>The platform of Cologne Cathedral's southern tower provides visitors with a fantastic view from a height of about 97 metres. 533 steps lead you to the panoramic view of downtown Cologne and the Rhine. If the weather is fine, you can even see the range of hills called the Siebengebirge. After climbing about 53 metres, you pass the main bell cage. The most well-known bell is the St. Peter's Bell (called "Decke Pitter"/"Fat Peter" in the Cologne dialect), which weighs 24,000 kilograms and is 3.22 metres in diameter, making it the largest free-swinging church bell in the world.</p>
<p>12:00-20:00 LVR-Tower 3€ Ottoplatz 1, 50679 Köln Tram: Deutzer Freiheit (lines 1, 7, 9)</p>	<p>You have a view of the Cathedral and - Romanesque church Great St. Martin - The tower of the historic City Hall - Cologne Opera: one of the leading international opera houses - Rheinauhafen (Harbour): modern extravagant architecture combined with historical harbor buildings - Bonn, the former capital of Germany</p>
<p>15:00-16:00 (meeting time 14:45) Philharmonic hall of Cologne Guided Tour Free of charge Bischofsgartenstraße 1 Tram: Dom / HBf (lines 5, 16, 18)</p>	<p>The concert hall is located in Cologne and was opened in 1986. It was designed as an amphitheater for the sole purpose of attaining high-quality acoustics. The hall is in close proximity to the Heinrich-Böll-Town square and to avoid disturbances from outside during performances, the town square becomes closed off.</p>
<p>15:00-16:00 (meeting time 14:45) TimeRide Cologne Virtual Reality Tour 11€ Alter Markt 36-42 Tram: Dom / HBf (lines 5, 16, 18)</p>	<p>Discover historical Cologne at the beginning of the 20th century! Thanks to the virtual reality element, you can enjoy a complete 360° view of the historical scenery and immerse yourself fully in the past life of the city.</p>
<p>17:00 / 18:00 – open end</p>	<p>Cologne Brauhaus Experience – Get together in a brewery Address: Birreria - Duexer Botschaft, Am Weidenbach 24, 50676 Köln Please kindly note that you will have to register for this event at our reception. Thank you!</p>

Scientific Committee / Advisory Board: Carol Adams (Durham University Business School / Swinburne Business School), Martin Brueckner (Murdoch University), Nicholas Capaldi (Loyola University New Orleans), 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)