



# RR Conference 2021

Corporate Responsibility Research Conference

## 16th Corporate Responsibility Research Conference (CRRC)

# Corporate Social Responsibility in Times of Global Crisis

Hosted by the Open University of Israel in association with Kedge Business School (France) and the Sustainability Research Institute at the University of Leeds (UK)

Main conference dates: 12-13 October 2021

Doctoral Workshop: 11 October 2021

For conference registration [press here](#)

### Doctoral Workshop

Monday 11.10.2021

16:30-19:30 (CET) 17:30-20:30 (Israel Time Zone)	Doctoral Seminar	Zoom link <a href="#">Shalom Room</a>		
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### Conference: Day 1

Tuesday 12.10.2021

9:00-9:30 (CET) 10:00-10:30 (Israel Time Zone)	Opening Plenary	Zoom Link <a href="#">Jerusalem Room</a>		
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	Welcome	Prof. Guy Miron, The Open University of Israel Vice President for Academic Affairs		
	Opening Plenary	Dr. Orr Karassin, The Open University of Israel CRRC 2021 Chair		
	Presentation of CRRC 2021 Best Paper Awards	Prof. Figge Frank and Prof. Ralf Barkemeyer, the CRRC 2021 Scientific Committee and Prize Committee		

9:30-11:00 (CET) 10:30-12:00 (Israel Time Zone)		Circular Economy and Business Motivations	Collaboration and Cooperation for Sustainability	Sustainable Business Models
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Zoom Link	<a href="#">Jerusalem Room</a>	<a href="#">Tel-Aviv Room</a>	<a href="#">Haifa Room</a>	<a href="#">Nazareth Room</a>
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Chair		Frank Figge	Lilach Litor	Ofira Ayalon
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Authors and Titles		<b>Tiina Onkila, Katriina Koistinen, Satu Teerikangas, Marileena Mäkelä, Milla Sarja and Mira Valkjärvi.</b> Change agency for circular economy as leadership practice – motivations, practices and social networks	<b>Herman Stål.</b> Leadership in cross-sectoral collaboration for sustainability – a homosocial example	<b>Outi Vehka-Aho.</b> Understanding experienced impact of social enterprises through stakeholder narratives
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		<b>Riikka Tapaninaho and Anna Heikkinen.</b> A stakeholder relationship perspective to circular economy business – advancing sustainable value creation	<b>Tulin Dzhengiz, Andra Riandita, Anders Broström and Samuli Patala.</b> Sustainability partnerships in the textile industry	<b>Sally Kah, Emer Gallagher, Seamus O'Brien, Seng Kiat Kok and Aparna Gonibeed.</b> Organisational legitimacy – A taxonomy of barriers of social impact assessment in social enterprises
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		<b>Milla Sarja, Marileena Mäkelä, Tiina Onkila, Katriina Koistinen, Satu Teerikangas and Mira Valkjärvi.</b> Collaboration – the prerequisite for the transition towards Circular economy	<b>Giulia Piantoni, Marika Arena and Giovanni Azzone.</b> Actors' aggregation for shared value creation – the role of place in innovation ecosystems	<b>Kai Matthias Hofmann and Karolina Baehr.</b> Circular business models in the fashion and textile industry – an implementation framework
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		<b>Annika Blomberg, Anna Heikkinen and Johanna Kujala.</b> Problematising stakeholder engagement – insights from a circular economy case		<b>Adrian Gombert.</b> The legitimizing power of contestation – grounding multi-stakeholder initiatives in the Rawlsian theory of justice
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11:00-11:15 (CET) 12:00-12:15 (Israel Time Zone)	Wonder coffee break			
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11:15-12:45 (CET) 12:15-13:45 (Israel Time Zone)	Circular Economy the Way Ahead	Micro-Level CSR	Departing from Voluntarism? The Regulation of CSR	Customers and other Key Corporate Stakeholders and Sustainability
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Zoom Link	<a href="#">Jerusalem Room</a>	<a href="#">Tel-Aviv Room</a>	<a href="#">Haifa Room</a>	<a href="#">Nazareth Room</a>
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Chair	Andrea Thorpe	Hugh Lee	Orr Karassin	Ralf Barkemeyer
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Authors and Titles	<b>Francisco M. Somohano Rodríguez, Victor Amor-Esteban, José-Valeriano Frijas-Aceituno and Isabel-María García-Sánchez.</b> Which sector leads the circular economy? Cebix, a multivariate index based on business actions	<b>Charline Collard.</b> Understanding the dynamics of work meaningfulness when crafting sustainable work – a longitudinal study among members of a grassroots community enterprise	<b>Sajith Narayanan and Guru Ashish Singh.</b> Is legalizing Corporate Social Responsibility a way to achieve Sustainable Development Goals 2030 – the case of India	<b>Sandra Castro-González, Belén Bande and Pilar Fernández-Ferrín.</b> Multiplicative effect of CSR on consumer loyalty through consumer satisfaction
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	<b>Mira Valkjärvi, Katriina Koistinen, Satu Teerikangas, Marileena Mäkelä, Tiina Onkila and Milla Sarja.</b> Going the extra mile – circular economy motivations in pioneering Finnish companies	<b>Asha Nair and Som Sekhar Bhattacharyya.</b> Positive emotions and sustainability performance – the mediating role of absorptive capabilities	<b>Vijay Kumar Singh.</b> Gradual tightening of CSR rules in India – evaluating the impact and concerns	<b>Lotta Matikainen.</b> Enhancing sustainability in the mining industry – stakeholder engagement between a mining company and local cities
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	<b>Melissa Gutberlet, Frank Figge, Andrea Stevenson Thorpe and Lutz Preuss.</b> What is the buzz about circular economy? A bibliometric analysis	<b>Gary Burke, Bimal Arora, Divya Jyoti, Igor Pyrko and Omid Omidvar.</b> Working in the gaps – the ardent strategy work on influential sustainability professionals	<b>Marco Menoni.</b> SDGs, firm sustainability and resilience – the moderating role of environmental regulation.	<b>Ines Kaivonen, Nina Mesiranta, Elna Närvinen and Teea Perkiömäki.</b> Start-ups as change-agents in circular fashion – examining customer value propositions
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	<b>Sandra Eckert.</b> Corporate regulatory power in the EU's transition towards a circular economy	<b>Maria Catarina Rosa and Ana Patricia Duarte.</b> Diversity management and affective commitment to the organization – the role of justice perceptions and job satisfaction	<b>Sharon Yadin.</b> Regulatory eco-shaming	<b>Sajith Narayanan.</b> Differential effect of dimensions of corporate social responsibility on brand equity, purchase intention, and willingness to pay of young consumers
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		<b>Esraa Al Shatti, Ghulam Murtaza, Chi Zhang and Marc Ohana.</b> Employees' perceptions of CSR and cyber-loafing – The role of boredom and moral disengagement		
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12:45-14:00 (CET) 13:45-15:00 (Israel Time Zone)	Wonder coffee break			
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14:00-15:30 (CET) 15:00-16:30 (Israel Time Zone)	Global Supply Chains and CSR	Innovation for Sustainability	(Ir) Responsible Organizational Behaviors and Process	Sustainability Agency 1
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Zoom Link	<a href="#">Jerusalem Room</a>	<a href="#">Tel-Aviv Room</a>	<a href="#">Haifa Room</a>	<a href="#">Nazareth Room</a>
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Chair	Lutz Preuss	Neva Bojovic	Nathalia Yakovleva	Tiina Onkila
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Authors and Titles	<b>Kali Charan Sabat and Som Sekhar Bhattacharyya.</b> Impact of corporate social responsibility (CSR) on public services supply chain	<b>Julien Hanoteau, Alfredo Jimenez and Ralf Barkemeyer.</b> Does e-procurement reduce firm corruption to secure public contracts?	<b>Gabriel de La Fuente and Pilar Velasco.</b> Appearances can be deceiving – is unequal sustainability a tell-tale sign of opportunistic managers	<b>Romana Rauter and Sabrina Laemmere.</b> Corporate sustainability from a strategic management perspective – one way for companies to support sustainability transitions
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	<b>Ralf Barkemeyer, Lutz Preuss, Shilpi Banerjee and Bimal Arora.</b> Global supply chain responsibility – a sensemaking perspective	<b>Ipek Esme and Iva Bimpli.</b> Investigating environmental sustainability implications of private investment processes in ag-tech start-ups – the investing firms' level of engagement with the climate and environment, and their decision-making processes	<b>Wolfgang Bichler-Riedl and Stefan Gold.</b> Called to precarious work? The case of German health care workers in times of a global pandemic	<b>Gustavo Birollo, Susana Esper and Linda Rouleau.</b> Not dinosaurs but dynamos – the roles of middle managers in CSR and SD issues
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	<b>William Young, Gulbanu Kaptan, Anne Tallontire and Phani Kumar Chintakayala.</b> Being prepared and responsible – adapting the retailer-consumer relationship to climate change on food systems	<b>Lana Rodrigues da Costa Farias, Randal Martins Pompeu, Marcus Mauricius Holanda and Andreina Pimentel de Senna.</b> The university social responsibility with innovation in times of pandemic	<b>Patrick Callery and Eun-Hee Kim.</b> Symbolic management of corporate carbon targets	<b>Andrew Mountfield.</b> Barriers to implementing sustainability experienced by middle managers in the fast moving consumer goods and retail sector
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		<b>Neva Bojovic, Hugo Guyader, Frédéric Ponsignon and Fanny Salignac.</b> Framing contests in circular innovation ecosystems – the case of valorizing human waste	<b>Tatiana Pompeu and Randal Pompeu.</b> Social responsibility – the impact of hospital solid waste generation during the Covid-19 pandemic in Fortaleza, Brazil	<b>Shenaz Rangwala and Chanaka Jayawardhena.</b> Sustainable consumption in the developing world – the case of India
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### Conference: Day 2

Wednesday 13.10.2021

14:00-15:30 (CET) 15:00-16:30 (Israel Time Zone)	Sustainability Agency 2	Corporate responses to Covid 19	Organizational Process and Practices for Sustainability	Discussion: Should non-humans have stakeholder status?
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Zoom Link	<a href="#">Jerusalem Room</a>	<a href="#">Tel-Aviv Room</a>	<a href="#">Haifa Room</a>	<a href="#">Nazareth Room</a>
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Chair	Satu Teerikangas	Avi Key	William Young	Anna Heikkinen
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Authors and Titles	<b>Helen Etchanchu, Frank de Bakker and Giuseppe Delmestri.</b> Social movement organizations' agency for sustainable organizing	<b>Lilach Litor.</b> Corporate social responsibility and unvaccinated employees' rights during Covid-19 pandemic	<b>Tiina Onkila, Suvu Heikkinen and Marileena Mäkelä.</b> Responses to tensions of (un) sustainability in organizational narratives of textile companies	<b>Jose-Carlos Garcia-Rosell.</b> Human-animal relations in business and society – advancing the feminist interpretation of stakeholder theory
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	<b>Hanna Lehtimäki, Subhanjan Sengupta, Ville-Veikko Piispanen and Kaisa Henttonen.</b> Social entrepreneurship as sustainability agency	<b>Maria D. Odriozola, Elisa Baraibar-Diez and Ignacio Llorente.</b> How do Spanish companies face the compliance of SDG 5 and 10 in the work environment affected by Covid-19	<b>Walid Ben-Amar, Breda Comyns and Isabelle Martinez.</b> Firm commitments on climate change – effects on organizational resilience during the COVID-19 Crisis	<b>Jacob Horisch.</b> The Environment as a shared concern among human stakeholders
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	<b>Lara Gonzalez-Porras, Anna Heikkinen, Johanna Kujala and Riikka Tapaninaho.</b> Stakeholder engagement in sustainability transitions	<b>Cohen Corine.</b> Luxury corporate social responsibility impacts on society in time of crisis	<b>Daniela Ortiz and Alexander Engelmann.</b> What drives formal CSR instrument adoption in SMEs?	<b>Sandra Waddock.</b> We are all stakeholders of Gaia – a normative perspective on stakeholder thinking
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			<b>Miron Avidan.</b> The effect of organisational attention granularity on corporate water performance	<b>Anna Heikkinen.</b> Firm nature stakeholder engagement
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15:30-15:45 (CET) 16:30-16:45 (Israel Time Zone)	Wonder coffee break			
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15:45-17:15 (CET) 16:45-18:15 (Israel Time Zone)	Re-examining CSR in the Face of Covid 19	CSR and Value Creation	Employees and CSR	Private Sector and Sustainable Development Goals
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Zoom Link	<a href="#">Jerusalem Room</a>	<a href="#">Tel-Aviv Room</a>	<a href="#">Haifa Room</a>	<a href="#">Nazareth Room</a>
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Chair	Liad Ortar	Orr Karassin	Fanny Salignac	Bimal Arora
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Authors and Titles	<b>Maria Lourdes Arco-Castro, Maria Victoria López-Pérez, Ana Belén Alonso-Conde and Javier Rojo-Suárez.</b> Environmental performance in times of financial crisis – the importance of corporate governance.	<b>Maria D. Odriozola, Elisa Baraibar-Diez and Ignacio Llorente.</b> How do Spanish companies face the compliance of SDG 5 and 10 in the work environment affected by Covid-19	<b>Tom Austin and Iva Bimpli.</b> An investigation on employee pro-environmental behaviour change from site to site in a multi-national company – a cross-cultural case study approach	<b>Cristina López-Cózar-Navarro, Tiziana Priede-Bergamini and Sonia Benito-Hernández.</b> Responsible behaviour of family micro-firms as a strength to overcome crises
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	<b>Sanchita Bansal, Mansi Jain, Ishcha Garg and Shifali Singh.</b> Does COVID-19 call for pressing the reset button for CSR? Reflections from the literature	<b>Burcin Hatipoglu and Bengi Ertuna.</b> Value creation for sustainability through corporate volunteerism	<b>Carola Hieker and Greg Gannon.</b> Corporate ESG commitment and employee engagement. A case study of a FinTech SME.	<b>Joyce Santos.</b> Macroeconomic institutional factors and the disclosure of climate change – a study on the largest carbon emitters
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	<b>Barbara Banskil, Elder Sempere, Joyce Aparecida Ramos dos Santos, Noah Emanuel Freitas-Martins, Mateus Santos Brito-Teles and Raquel Teodoro da Silva Onevetch.</b> Institutional pressures, sustainable development goals and Covid-19 – how are organisations engaging?	<b>Jesus Barrera-Martinez and Esther Ferrandiz.</b> Is intellectual capital a driver of open eco-innovation?	<b>Ana Patricia Duarte and Carla Moura.</b> Environmental CSR practices and workers' pro-environmental behavior at work – are they interconnected and how?	<b>Nishant Kathuria.</b> The impact of consistent and inconsistent performance feedbacks on Corporate Social Responsibility (CSR)
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	<b>Venkataraman Sankaranarayanan.</b> Corporate social response through the pandemic – is it moving the needle of CSR evolution?		<b>Amin Alizadeh, Shaoping Qiu and Deepu Kurian.</b> Perceived justice climate and CSR on employee trust – comparison of Millennials and generation "Z" in the US retail industry	<b>Jacques Demajorovic, Viviane Motta and Adriano Pimenta.</b> Corporate social responsibility challenges in contexts of vulnerability – the Samarco and Brumadinho dam collapses and social impacts on community.
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17:15-18:30 (CET) 18:15-19:30 (Israel Time Zone)	Wonder coffee break			
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18:30-20:00 (CET) 19:30-21:00 (Israel Time Zone)	Organizational Sustainability Strategy	Reviewing Organizational Sustainability	CSR in Emerging Economies	International CSR
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Zoom Link	<a href="#">Jerusalem Room</a>	<a href="#">Tel-Aviv Room</a>	<a href="#">Haifa Room</a>	<a href="#">Nazareth Room</a>
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Chair	Robert Kudlak	Pasi Heikkurinen	Bahar Ali Kazmi	Ralf Barkemeyer
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Authors and Titles	<b>Ainhoa Garmendia-Oguarian, Fernando Ruiz-Pérez, Alvaro Lleo and Marta Ormazabal.</b> Do really organizations with a purpose statement have better sustainability results?	<b>Truzaor Dordi and Nicholas Palaschuk.</b> Sustainability versus convention – mapping advancements of management research on grand challenges	<b>Namporn Thanonunthorn and Rattaphon Wuthisatian.</b> What explains CSR in emerging markets? An examination of the reciprocal relationship between firms and the government	<b>Sara Ratti, Marika Arena, Giovanni Azzone and Valeria Urbano.</b> The adoption of sustainable development goals in oil and gas industry – an empirical analysis
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	<b>Jennifer Adolph and Markus Beckmann.</b> Corporate sustainability strategy – from definitional ambiguity towards conceptual clarification	<b>Daniela Ortiz and Neli Ovcharova.</b> Dynamic capabilities for sustainability – a review and research agenda	<b>Manisha Dey.</b> Investigating the adaptations of SDGs in family-owned pharmaceutical firms in India	<b>Pankaj Jain, Bimal Arora, Ankur Arora, Pawan Budhwar.</b> Complexity of MNE subsidiary CSR in host country – strategies, outcomes and legitimacy
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	<b>Jessica Jungell-Michelsson.</b> Exploring the producer-consumer nexus for eco-sufficiency	<b>Monika Soni.</b> Environmentally specific transformational leadership and pro-environmental behavior – a moderated mediation model of perceived corporate social responsibility and environmental consciousness	<b>Diego Raquez-Brust, Rekha Rao-Nicholson and Natalia Yakovleva.</b> MNEs and SDGs in developing countries – opportunities for institutional entrepreneurship	<b>Romulo Soares and Monica Abreu.</b> Corporate social responsibility as a dynamic process – a comparison of emerging and developed countries
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	<b>Catalin Anderson, Aaron McDonald and Beverlee Anderson.</b> The moderating effect of corporate social identity on the firm responses to social issues	<b>Michael Pawlish and Stanley Kowalchuk.</b> Organizational culture and corporate sustainability – an exploratory investigation		<b>Amin Alizadeh.</b> The drivers and barriers of corporate social responsibility – a comparison of the MENA region and western countries
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