

4th International CSR/COM Conference  
Vienna, September 20-23, 2017

# CSR & Communication: Meeting the Challenges and Generating Impact

## CALL FOR PAPERS



## Conference introduction

After three very successful conferences, in 2011 (Amsterdam), 2013 (Aarhus), and 2015 (Ljubljana) the time has come to invite you to a *4th CSR COM CONFERENCE* to be hosted by the Austrian Academy of Sciences, University of Vienna, and Alpen-Adria-University Klagenfurt held in September 2017 in Vienna (Austria).

In academia, CSR communication has developed into a transdisciplinary field of research focusing on the 'communicative elements' of CSR concepts: The increased number of theoretical concepts as well as academic research is represented in the literature. In practice, enterprises strive to integrate themselves more and more into society by means of communication, and vice versa, society interrelates with enterprises through communicative processes. In that regard, CSR communication is understood as a "holistic communicative approach" dealing with today's societal challenges organizations are facing. With high levels of sensitivity of various stakeholders to social and environmental issues attention given to CSR and communicating about it has reached top-level importance in nearly all types of organizations.

In the light of increased importance of CSR on the one hand but also skepticism on the other, transparent and credible CSR communication is ever more important and challenging. It is a balancing act between the interests of the organization and the interests and expectations of its varied stakeholders as it includes anticipating stakeholder expectations, articulating CSR policy and managing different communication tools to provide true and transparent information about a company's integration of its business operations, social and environmental concerns, and interactions with stakeholders. Thus, communication practices themselves are meant to be "responsible" as well.

CSR communication has to be managed by organizations in view of the fact that stakeholders become better informed and are also more involved and more eager to participate in shaping CSR discourses. This is to a large extent done using social media. Hence, organizations must acknowledge this widened communication sphere and learn to embrace the different voices to improve their CSR practices and their CSR communication. Engaging in dynamic stakeholder dialogues appears a promising and demanding avenue to take. Thus, the range of "CSR communication" starts with values like transparency and the reporting of CSR activities and sustainable behavior, but it goes far beyond reporting in the sense of stakeholder engagement, dialogue and public participation as well as organizational behavior and internal CSR as sensemaking and sensegiving.

Targeted at academics and practitioners, the conference organizers seek to enable a co-

operative, constructive and creative setting for all interested in CSR communication; the two day conference will provide a wonderful opportunity for academics and professionals to network, discuss, debate and exchange ideas and viewpoints in beautiful Vienna, which has been repeatedly voted in the TOP 3 of world's best cities to live in.

We invite scholars, practitioners and researchers with various approaches to CSR communication to submit their empirical and conceptual work on the broad theme of CSR & communication to participate in this unique event in the historical and vibrant city of Vienna. Relevant topics include, but are not restricted to, the following:

- *Empowering through CSR*
- *CSR and stakeholder dialogue*
- *CSR and sustainability reporting*
- *Different aspects of "CSR washing"*
- *Consumer, marketing and branding aspects of CSR*
- *CSR in social media context*
- *Environmental aspects of CSR*
- *Tools and strategies for communicating CSR*
- *CSR communication best practices*
- *SME perspectives on CSR communication*
- *Internal and external aspects of CSR communication*
- *International and organizational aspects and comparisons of CSR communication*
- *CSR as micropolitics*
- *Theories related to CSR communication*

### Pre-conference event: PhD seminar for students in Corporate and CSR Communication

A special seminar/workshop for Ph.D. students will also be organized and will take place on September 20 & 21, 2017. The seminar will be dedicated both to corporate and CSR communication themes; PhDs will present their work and experts from the field will give inputs and research advice not only on the students' work but further more on the conference topic. More information for PhD students will be available on the conference website.

### Conference submissions

In collaboration with "Corporate Communications: an International Journal", we invite academic researchers and educators, particularly in the field of Corporate Communication, Marketing, Management and Organizational Studies, as well as practitioners seeking and working with information and knowledge on CSR communication to participate in dialogue and set trends at the conference.

With this call for papers, scholars are asked to submit either a short structured abstract (250 words) or a proposal for a special session for review. This conference and the subsequent special issue of "Corporate Communications: An International Journal" which will be attached to the conference will

consider both theoretical and empirical competitive papers for review.

Authors with accepted abstracts will present their papers at the conference. All accepted papers will appear in the conference proceedings, either as a structured research summary or as the submitted short abstract. At the conference, the most positively reviewed research summary will be solemnly presented a best paper award.

By submitting an abstract to the conference authors agree to participate in the peer review process.

### Submission dates

Your short structured conference abstracts following the CCIJ abstracts' form or session proposals should be submitted online by **February 15, 2017** via the conference website: <http://csr-com.org/>

*February 15, 2017* - Deadline for abstracts and session proposals (250 words)  
*April 30, 2017* - Deadline for structured research summaries (2,500 words)  
*September 1, 2017* - Deadline for final versions of research summaries or, alternatively, short abstracts to be published in the conference proceedings  
*November 15, 2017* - Deadline for competitive papers and beginning of the selection process for CCIJ special issue  
*Spring 2019* - Publication date of CCIJ special issue on CSR Communication

Other important information is available on the conference website ([csr-com.org](http://csr-com.org)) and via social media where the conference venue, relevant dates, conference fees, and invited speakers will be announced.

### Conference hosts & conference committee

Tobias Eberwein, Austrian Academy of Sciences  
Sabine Einwiller, University of Vienna  
Franziska Weder, Alpen-Adria-University Klagenfurt

Wim Elving, University of Amsterdam  
Urša Golob, University of Ljubljana  
Anne-Ellerup Nielsen, Aarhus University  
Christa Thomsen, Aarhus University  
Klement Podnar, University of Ljubljana





communication conference

#### Submission specifications:

##### 1. Short structured abstract (250 words)

The short structured abstract should be prepared in accordance to Emerald guidelines for abstracts (<http://www.emeraldgrouppublishing.com/authors/guides/write/abstracts.htm?part=2>). Acceptance of a summary means that the author (or one of the authors) will present their work at the conference.

##### 2. Structured research summary (2,500 words)

The structured research summary should present in a concise way the purpose of the paper, main theoretical framework/assumptions and if applicable research methods and final or preliminary results. Submitted summaries must NOT have been previously presented, scheduled for presentation, published, accepted for publication, and if under review, must NOT appear in print before the conference. Submitters must delete all identifying information before submitting their summary. The authors of structured research summaries have the choice to include either the summary or short structured abstract in the conference proceedings.

##### 3. Special session (panel or roundtable)

The objective of special sessions is to acquaint educators and researchers with new perspectives, theories, and provocative ideas. In submitting special session proposals, the organizer and listed participants request that, if accepted, they all register and appear at the conference.

Session proposals should include a short description of the session theme and its relevance (200-400 words), list of session participants and short abstracts (250 words) of their contributions.

Please note that all submissions must conform to the format of CCIJ

(<http://emeraldgrouppublishing.com/products/journals/journals.htm?id=ccij>) and will be subjected to formal blind review. Authors will be notified of acceptance, rejection or suggested modifications as soon as the review processes have been completed.

For more information please contact: [info@csr-com.org](mailto:info@csr-com.org) or visit our web site: [www.csr-com.org](http://www.csr-com.org)

