

*Call for contributions*

**The Louvain CSR Research Day:**

**Thinking, Designing & Publishing your CSR research**

February 22<sup>nd</sup>, 2010

Louvain-la-Neuve – Belgium

Organized by

the Louvain CSR Network, Louvain School of Management

<http://www.uclouvain.be/csr-network>

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# Thinking, Designing & Publishing your CSR Research project

February 22<sup>nd</sup>, 2010

The Louvain CSR Network of the Louvain School of Management is organising a CSR research day.

- You are a researcher or a PhD candidate?
- You are doing research on business & society issues, corporate social responsibility, or a related topic?
- You want to thoroughly discuss one of your papers or your PhD project with leading scholars?
- You want to enhance your ability to write scholarly publications?
- You want to meet other researchers and join the CSR management community?

**Then we would like to invite you to participate to the CSR Research day.**

The Louvain CSR Research Day is a great opportunity for doctoral students and researchers to improve their research and publishing abilities. Depending on the number and the nature of the submitted contributions, we are planning to organise *three to four targeted tracks* in which you can present your research and get tailored feedbacks from two dedicated discussants with significant expertise in your research area.

Prior to the CSR day, we will circulate the papers of each member associated to a particular track so that every participant in the track can read the papers in advance and have the possibility to contribute to an enriching discussion about the considered research projects.

In addition, an *academic publishing session* will be organized, bringing together prominent scholars/editors who will share their experience with respect to the academic publishing process. This session will be of particular interest to early career researchers in the broad CSR and business & society field of research.

Three key objectives are thus targeted by this CSR research day:

**Thinking:**

One of the main important issues when conducting a PhD and/or writing an academic paper is to have an interesting research question that can significantly contribute to scientific literature as well as to managerial practices. By presenting your research to leading management scholars, you have the opportunity to receive notable insights regarding your research relevance and/or think jointly your CSR project if you currently are a doctoral student.

**Designing:**

By presenting your paper or your PhD proposal, you can also get constructive comments concerning your methodology, analysis, data and structure. The main objective is to enhance your ability to deal successfully with your research and to jointly discuss ideas about your CSR project.

**Publishing:**

Writing for scholarly publications can be a lengthy and arduous process. We are inviting for the *academic publishing session* scholars that have a large experience in publishing CSR-related research in prestigious international journals:

Dr. **Adam Lindgreen** is Professor of Strategic Marketing at Hull University Business School. He received his Ph.D. from Cranfield University. He has published in *Journal of Business Ethics*, *Journal of Product and Innovation Management*, *Journal of the Academy of Marketing Science*, and *Psychology & Marketing*, among others. His research interests include business and industrial marketing, experiential marketing, and CSR. He serves on the boards of many journals and he is the editor of the section on Corporate Responsibility and Sustainability of the *Journal of Business Ethics*.

Dr. **C. B. Bhattacharya** is the E.ON Chair Professor in Corporate Responsibility at ESMT European School of Management and Technology in Berlin, Germany. His expertise is in the area of business strategy innovation aimed at increasing both business and social value. He believes that in today's environment, companies need to go "beyond the 4P's" and use "intangible assets" such as corporate identity and reputation, membership and brand communities, and corporate social responsibility to strengthen stakeholder relationships. He has served on the Editorial Review Board of the *Journal of Marketing and Corporate Reputation Review* and has also served as Editor of special issues of *California Management Review*, *Journal of Business Research* and *Journal of Public Policy and Marketing*. He has published several articles in journals such as the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Applied Psychology*, *Organization Science*, and many other journals.

Dr. **Guido Palazzo** is Professor of Business Ethics at HEC Lausanne, a visiting professor at the University of Nottingham and a visiting fellow at Said Business School in Oxford. He received his Ph.D. from the University of Marburg, in Germany. He has published in *Business Ethics Quarterly*, *Academy of Management Review*, and *Journal of Business Ethics*, among others. His research interests include corporate branding, CSR and global governance. He is associate editor of *Business Ethics Quarterly* and serves on the boards of the *Academy of Management Review* and *Business & Society*.

Dr. **Mustafa Ozbilgin** is Professor of Human Resource Management at the Norwich Business School of the University of East Anglia. Having obtained a PhD from the University of Bristol, he has published in *Academy of Management Review*, *Journal of Human Resource Management*, *International Journal of Human Resource*, and *International Journal of Entrepreneurship and Innovation*, among others. His research interests include equality, diversity, and fairness at work. He serves on the boards of many journals and he is the editor of the journal *Equal Opportunities International*.

Dr **Jean-Pascal Gond** is Assistant Professor at the International Centre for Corporate Social Responsibility (ICCSR) at the Nottingham University Business School. He is also Research Fellow at Audencia, Nantes Ecole de Management. He has a background in economics, management and sociology, and is a former fellow from the Ecole Normale Supérieure de Cachan (1996-2000) as well as a Fulbright fellow (2008). His PhD in Management Sciences (2006) from the University of Toulouse I (France) won three awards. His research investigates the social construction of Corporate Social Responsibility (CSR), CSR across cultures, CSR history, as well as the role of social rating agencies in the development of Socially Responsible Investment markets. His research has been published in *Human Relations*, *Journal of Business Ethics*, *Business and Society*, *Business Ethics Quarterly*, *Finance Contrôle Stratégie*, *Revue de Gestion des Ressources Humaines* and *Revue Française de Gestion*. He has co-authored with Jacques Igalens *La Responsabilité Sociale des Entreprises* (PUF) in 2008.

It is a great opportunity to learn from their experience and ask questions and advice to get your paper published!

#### **Submission and deadlines:**

We aim at bringing together scholars from various fields of the social sciences (management, law, sociology, philosophy, economics, political science, social psychology), but sharing a common interest for CSR and business & society issues, in order to explore the diverse dimensions of these questions.

If you are interested, please send to [manal.elabboubi@uclouvain.be](mailto:manal.elabboubi@uclouvain.be) a paper/PhD research project proposal (max. 20 pages) or a full paper (max. 40 pages, including all tables, appendices and references, double space, Times New Roman 12) by **December 15<sup>th</sup>**. You will be notified about the acceptance decision of the research committee by **January 6<sup>th</sup>**, 2010.

#### **Co-chairs:**

Prof Dr. Valérie Swaen, Associate Professor, Louvain School of Management, Université catholique de Louvain, Belgium

Dr. Manal EL ABBOUBI, Post-Doctoral researcher, Belgacom CSR Chair, Louvain School of Management, Université catholique de Louvain, Belgium

Organised by the "Louvain CSR Network" and the "Louvain School of Management"

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