



UNIVERSITY OF

BATH

SCHOOL OF MANAGEMENT

THE 7TH INTERNATIONAL CSR COMMUNICATION CONFERENCE (CSRCOM)

*CSR COMMUNICATION
FOR A WORLD IN CRISIS*

PROGRAMME

UNIVERSITY OF BATH, UK
17-19 SEPT



WELCOME

We are thrilled to welcome you to the 7th CSRCOM, hosted for the very first time in the UK at the University of Bath School of Management. This conference brings together new research at the intersection of CSR and communication. This year's conference seeks to explore the role of CSR communication for a world in crisis, considering various environmental, social, and political crises.

The conference is unique not only in bringing together various disciplines within management (e.g., marketing, social and environmental accounting, organization studies) but also in bridging the academia-practice divide, developing real-world and impactful insights into CSR and communication.

We strongly believe in the value of CSRCOM and the positive impact it can have on society at a time when many social and environmental crises—and the communication surrounding

them—are in the media spotlight (e.g., climate change, fake news, and social inequality). Through CSRCOM, we hope to not only raise awareness of scholarship tackling CSR issues, but also to forge new collaborations across academia and practice, working towards a more equitable and sustainable future.

The conference also meaningfully contributes to work underway into CSR and responsible business practice at the Centre for Business, Organisations, and Society (CBOS) in the School of Management.

We wish you a stimulating academic exchange and a lovely time in wonderful Bath!

Sincerely,

Diletta Acuti
Andy Crane
Sarah Glozer

Please do share
your reflections on
the conference via
#CSRCOM2024!



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PROGRAMME OVERVIEW

DAY ONE, TUESDAY 17 SEPTEMBER

Venue: Bath city centre

TIME	EVENT	LOCATION
17:30 – 18:15	Conference registration	Guildhall High St, Bath BA1 5AW
18:15 – 18:30	Welcome to CSRCOM2024	
18:30 – 19:45	Opening Keynote panel 'Past, present, and future of CSR communication' Prof. Maura Scott (Arizona State University) Prof. Charles Cho (Schulich School of Business) Prof. Jeremy Moon (Copenhagen Business School)	
19:45 – 21:00	Welcome reception and drinks	

DAY TWO, WEDNESDAY 18 SEPTEMBER

Venue: 10 East, University of Bath campus

TIME	EVENT	LOCATION
8:30 – 9:00	Morning coffee and registration	Pavilion
9:00 – 10:00	Keynote – Jeremy Moon 'Corporations and Democratic sustainability governance: contributions, pathologies and remedies'	0.18
10:00 – 11:10	Parallel paper session 1 Authenticity, transparency, and reputation	0.19
	Parallel paper session 2 Legality, anticorruption, and stigma	0.23
	Parallel paper session 3 Socio-ecological change and institutionalism	0.24
	Special paper session – introduction by panel organiser Dennis Schoeneborn, panel discussion by Peter Winkler 'New Forms of Organizing for Irresponsibility and the Erosion of the Public Sphere'	0.18
11:10 – 11:30	Coffee break	Pavilion
11:30 – 12:45	Practitioner panel 'CSR communication: the good, the bad and the ugly' Lauren Branston (Institute of Business Ethics) Gail Gallie (Project17; Project Everyone) Jack Hodgkiss (Hubbub)	0.18

DAY TWO, WEDNESDAY 18 SEPTEMBER

Venue: 10 East, University of Bath campus & Bath city centre


TIME	EVENT	LOCATION
12:45 – 13:45	Networking lunch	Pavilion
13:45 – 15:10	Parallel paper session 1 CSR communication and consumption	0.19
	Parallel paper session 2 Legitimacy and reputation	0.23
	Parallel paper session 3 Stakeholders and the macro-environment	0.24
	Parallel paper session 4 Activism and social movements	0.08
15:10 – 15:25	Coffee break	Pavilion
15:25 – 16:45	Parallel paper session 1 CSR communication and consumption	0.19
	Parallel paper session 2 CSR reporting	0.23
	Parallel paper session 3 Stakeholders and the macro-environment	0.24
	Parallel paper session 4 Activism and social movements	0.08
16:45 – 17:00	Coffee break	Pavilion
17:00 – 18:00	Keynote – Prof. Maura Scott 'Leveraging Scholarly Service Research to Positively Impact Individual and Societal Well-Being.'	0.18
19:30 – 21:30	Conference dinner and award ceremony	The Architect The Empire, Orange Grove, Bath BA11LP

DAY THREE, THURSDAY, 19 SEPTEMBER

Venue: School of Management, University of Bath, UK

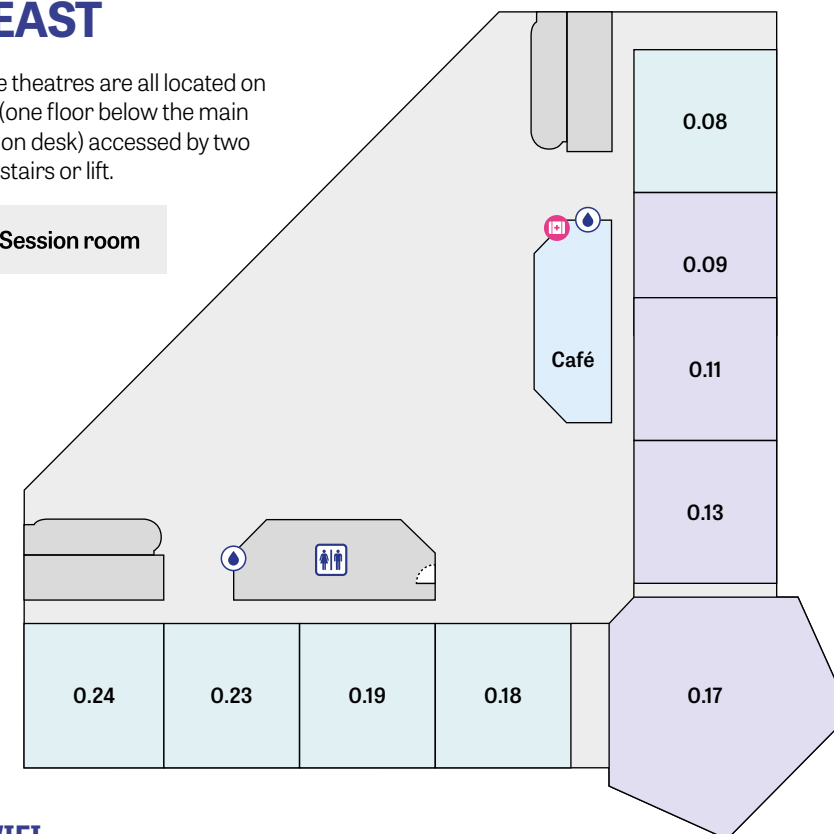
TIME	EVENT	LOCATION
8:30 – 9:00	Morning coffee	Pavilion
9:00 – 10:00	Keynote – Prof. Charles Cho	0.18
	'Sustainability Reporting as a Form of CSR Communication: Crises, Regulations and Myths'	
10:00 – 10:30	Coffee break	Pavilion
10:30 – 12:15	Parallel paper session 1 Digital CSR communication	0.19
	Parallel paper session 2 CSR communication and employees	0.23
	Parallel paper session 3 Aspirational and formative CSR communication	0.24
12:15 – 13:15	Networking lunch and closing of CSRCOM	Pavilion
13:15 – 14:15	Campus tour	University of Bath campus, leaving from the Pavilion

GROUND FLOOR LECTURE THEATRES 10 EAST

 Toilets  Water point  First Aid

Lecture theatres are all located on level 0 (one floor below the main reception desk) accessed by two sets of stairs or lift.

 Session room



WIFI

Guest

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- Select 'WiFi Guest'
- Once connected, open your web browser and refresh the page. Your browser may open automatically
- Select your authentication method to continue, there are various options available, including social media

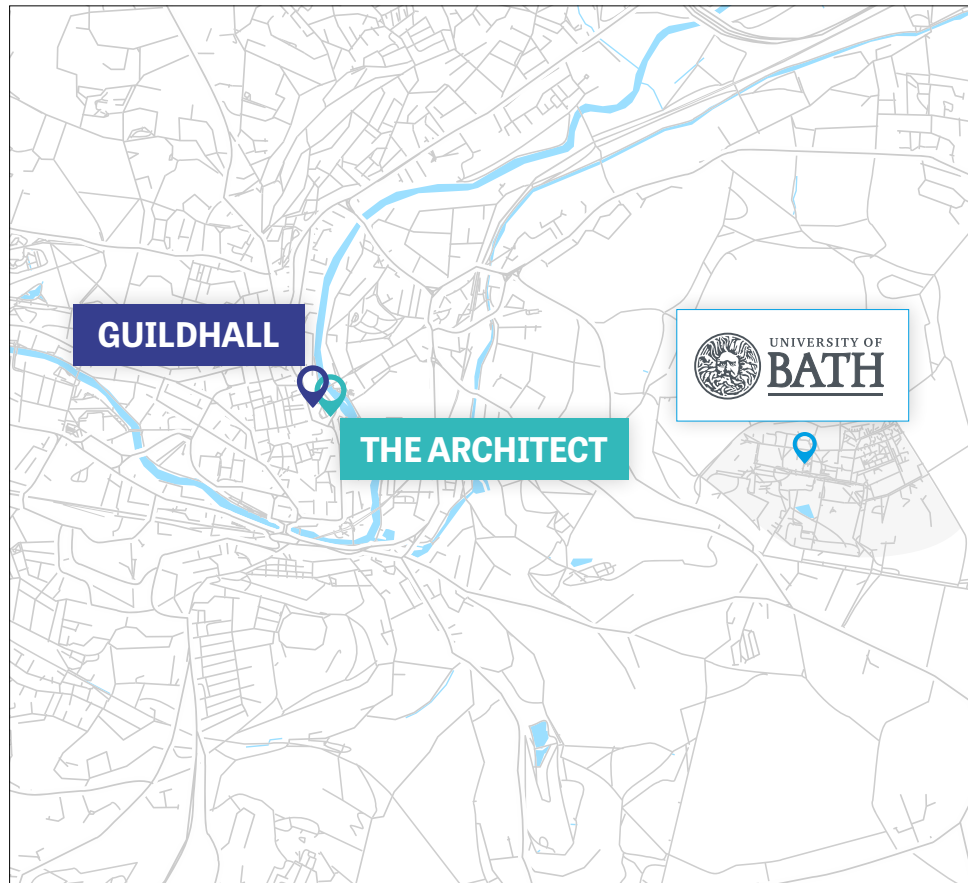
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Eduroam is a free, global Wi-Fi service for students and university staff. You can also use it at many other universities around the world.

If you are visiting from another university which uses eduroam, you can connect to the service here using your own university login details.

- Your university email address
- Your university password

VENUES MAP



Addresses:

Guidhall	The Architect	University of Bath
High Street	The Empire	Claverton Down
Bath	Orange Grove	Bath
BA1 5AW	Bath	BA2 7AY
	BA1 1LP	

You can find detailed information about campus facilities and directions to the University in the guide available on the CSR.COM website.

PARALLEL SESSIONS PAPERS

The first presenter of each parallel session (in bold) will serve as the chair for that track. We kindly ask track chairs to ensure that each presentation lasts 20 minutes, with approximately 15 minutes for the presentation and 5 minutes for questions and answers.

SLOT I: Wednesday 18 10.00-11.10

Parallel session 1: AUTHENTICITY, TRANSPARENCY, AND REPUTATION – ROOM 0.19

- Transparency Signalling Theory: Concept, Measure and Theoretical Propositions **Craig Carroll**
- How CSR improves the persuasiveness of defensive strategies in crisis communications *Ilaria Baghi | Paolo Antonetti*
- Strategic Calibration in CSR Communication: The Case of Fortune 100 Companies' Public First Responses to George Floyd *Craig Carroll | Morgan Harris | Kenechukwu Onubogu*

Parallel session 2: LEGALITY, ANTICORRUPTION, AND STIGMA – ROOM 0.23

- Organizational stigma formation abstract **Itziar Castello** | *Laura Illia | Alessandra Zamparini | Nicole Giorgi*
- CSR in between the legal and the ethical: Mobilising legal frameworks through public discourse *Annette Cerne*

Parallel session 3: SOCIO-ECOLOGICAL CHANGE AND INSTITUTIONALISM – ROOM 0.24

- Strategic communication responses to CSR institutionalization: An NGO perspective **Vidhi Chaudhri** | *Amy O'Connor | Elena Tankovski*
- Institutionalized Compassion and Subsidiaries' Local CSR Engagement: Unraveling the Role Of Sister City Relationships and the Impact of National-Level Bilateral Political Dynamics *Yameng Zhang | Chenjian Zhang*
- The responsibility of CSR and strategic sustainability communication for driving socio-ecological transformation *Lars Rademacher | Pia Sue Helferich | Thomas Pleil*

Special Session Panel: New Forms of Organizing for Irresponsibility – and the Erosion of the Public Sphere – ROOM 0.18

- Organizing irresponsibility through AI: A systematic analysis of AI ethical violations and their collective performative nature *Elanor Colleoni | Martina Frizzo*
- Connecting to divide: Polarization as an exacerbation of organizing in social media *Gastone Gualtieri | Francesco Lurati*
- Social movement communication and the polarization of public discourses: Exploring the "sweet spot" between polarization and deliberation *Bennet Schwoon | Ferran Torres*

SLOT II: Wednesday 18 13.45 – 16.45

Parallel session 1: CSR COMMUNICATION AND CONSUMPTION – ROOM 0.19 – 13.45 – 15.10

- The influence of group heuristics on corporate social responsibility messages designed to reduce illegal consumption **Kate Whitman**
- When consumers challenge Corporate Virtue Signalling on social media – Developing a communication process model *Jan Breitsohl*
- Tackling grand challenges with a stewardship mind: a literature review of stewardship theory *Marco Visentin | Annamaria Tuan | Debora Casoli | Giuseppe Cappiello*
- Green perceived value in the tourist attractions of Spain from online reviews *Maria Fernanda Bernal Salazar | Elisa Baraibar-Diez | Jesús Collado Agudo*

Parallel session 1: CSR COMMUNICATION AND CONSUMPTION – ROOM 0.19 – 15.25 – 16.45

- From Trend to Truth: Unraveling Circular Fashion Claims Through the Lens of Social Desirability Bias **Selin Turkel** | *Ebru Uzunoglu | Damla Özdemir | Öykü Saraçoğlu*
- Greenhushing: does it really pay to disclose sustainable cues on online delivery platforms? *Musa Essa | Annamaria Tuan | Marco Visentin*
- The challenge of waste separation: Gamifying communication *Natalie Pearson*
- “Rediscovering Connection: Investigating Brain Synchronicity in Artistic Performances” *Giada Mattias*

Parallel session 2: LEGITIMACY AND REPUTATION – ROOM 0.23 – 13.45 – 15.10

- Ambivalence and irresponsibility: Implications for the insurance value of a reputation for corporate social responsibility **Haiming Hang** | *Zhifeng Chen | Stephen Pavelin | Lynda Porter*
- We need values to legitimize – Understanding value compromises in CSR actions and communication *Melanie Richards*
- Seeking and Building Legitimacy Through Strategic ESG Communication: A Multi-Method Study of the Canadian Oil and Gas O&G Industry *Chuqing Dong | Ran Ju | Baboki Gaolaolwe Major | Cassidy Do | Sebastian Soltes*
- CSR Liability in a Crisis: An Indian Study *Asha Kaul | Vidhi Chaudhri*

Parallel session 2: CSR REPORTING – ROOM 0.23 – 15.25 – 16.45

- Navigating the Paradox: Discursive Legitimation of Unsustainable Business Models **Irene Pollach** | *Christiane Marie Høvring | Christa Thomsen | Anne Ellerup Nielsen*
- Review on the relationship between CSR and occupational welfare services in Italian SMEs *Marino Pezzolo*
- Cracking the code for sustainability – the role of non-financial reporting for SME organizational change for sustainability *Manon Filler | Sarah Bärsch*
- The Role of Time in Improving the Action-Oriented of Business and Human Rights Communications: Emerging Disclosure Practices for Human Rights Due Diligence in MNCs *Annie Snelson-Powell | Mike Rogerson | Francesco Scarpa*

Parallel session 3: STAKEHOLDERS AND THE MACRO ENVIRONMENT – ROOM 0.24 – 13.45 – 15.10

- Climate ESP: A Comprehensive External Environment Analysis Framework Post-PESTLE **Craig Carroll**
- Rethinking responsible management communication from an actor-network theory lens, a case study of solar taxiing project in Sub-Saharan Africa *Richmond Kwesi Ansaah*
- Engaging stakeholders in technology development aiming to solve social problems: how can this advance corporate social responsibility CSR. The case of a social partnership for digital health *Christa Thomsen | Ida Hestbjerg | Birte Asmuß | Ulrik Bak Kirk*
- Contextualizing media CSR: A cross-country comparative analysis of media CSR initiatives in times of crisis *Päivi Majanen | Gheorghe Anghel | Anca Anton | Svitlana Bezchotnikova | Martyna Dudziak-Kisio | Anna Jupowicz-Ginalska | Antonia Matei | Anna Sámelová | Ilva Skulte | Andreas Will | Emilia Zakrzewska*

Parallel session 3: STAKEHOLDERS AND THE MACRO ENVIRONMENT – ROOM 0.24 – 15.25 – 16.45

- Organisational re-engagement work after stakeholder engagement failure *Lydia Milly Certa | Itziar Castello | Gianluigi Narciso*
- CSR Communication and Persuasion Models/Theories: a scoping search and review of literature *Adalberto Arrigoni | Ralph Tench*
- The Impact of Branding on Sustainable Consumption and the Circular Economy: Proposing a Brand Equity Model for Charitable Non-profit Organizations *Okai Ozbai | Teoman Duman*

Parallel session 4: ACTIVISM AND SOCIAL MOVEMENTS – ROOM 0.08 – 13.45 – 15.10

- Curbing confrontation? The tactical repertoires of corporate activism *Nhi Phuoc Thuc Le | Laura Olkkonen*
- Navigating the tightrope: the balance between objectivity and social responsibility in news media *Line Schmeltz | Anna Karina Kjeldsen*
- A configurational analysis of business attacks to human rights and environmental defenders *Federica Nieri | Verdiana Morreale | Elisa Giuliani*
- Dispersed public debates after brand activism: Responses to Oatly's controversial 'Milk Myths' campaign *Meri Frig*

Parallel session 4: ACTIVISM AND SOCIAL MOVEMENTS – ROOM 0.08 – 15.25 – 16.45

- Extending a Formative Perspective on Sustainability Communication: Introducing Trans- and Counterformative Speech Acts **Peter Winkler** | *Franziska Weder*
- International Women's Day Incorporated: How communications co-opt & neutralise radical movements *Lauren McCarthy | Laura Spence*
- The Impact of CSA Backtracking on Hypocrisy and Legitimacy Judgments *Faisal AlSalim*
- Visualising a social dialogue about a thing we might call 'sustainability' *Oliver Pattenden*

SLOT III: Thursday 19 10.30-12.30

Parallel session 1: DIGITAL CSR COMMUNICATION – ROOM 0.19

- Unlocking the Spiral of Silence to Combat Hate Speech in the Age of Artificial Intelligence AI: A Deliberative Experiment **Laura Illia** | Sarah Glozer
- Understanding the Effectiveness of Multimodal Sustainable Messages on Consumer Social Media Behavior **Cristoforo Losito** | Annamaria Tuan | Stefania Farace | Elisa Montaguti
- Silent Strategies: An Examination of Under-Communication of Corporate Social Responsibility Activities on Social Media Platforms **Daniel Lundgaard**
- Global Commitment and Local Connectivity: An Exploratory Study of Unilever's CSR/ Sustainability Communication in Thailand **Chanapa Itdhiamornkulchai** | Parichart Sthapitanonda
- Keeping the fight alive in violent online contexts: energy replenishment rituals to debunk fake news **Marie Joachim** | Lydia Certa | Itziar Castello

Parallel session 2: CSR COMMUNICATION AND EMPLOYEES – ROOM 0.23

- CSR and Employer Attractiveness **Antonia Z. Hein** | **Wim J.L. Elving** | Arjen Edzes | Sierdjan Koster
- Curators of change. A typology of Sustainability, Environmental, CSR, DEI and ESG Management roles related to impact, agency, and their transformative and transformational potential **Franzisca Weder** | Manuel Harm | Florentina Höhs | Charly Loß
- US Labor Unions as CSR Actors **Amy O'Connor**
- Telework Practices and Perceptions of Creative Directors in Marketing and PR Agencies: Implications for Well-being and Job Satisfaction **Ana Marija Mustafai**

Parallel session 3: ASPIRATIONAL AND FORMATIVE CSR COMMUNICATION – ROOM 0.24

- Finding the optimal CSR disclosure balance: An empirical investigation of the reputational impact of balance between walk and talk **Chiara Di Mola** | **Elanor Colleoni** | Stefania Romenti
- Responsible sustainability communication: Aspirational Talk in Critical Interrogation **Lars Thøger Christensen**
- Constituting sustainability aspirations for organizations through external frameworks **Visa Penttilä**
- 'In principle, we in the trade unions understand this and would like to work on it': Sustainability as aspirational talk for trade unions **Urša Golob** | **Branko Bembič** | **Klement Podnar**





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