



4th International Conference on
Social Responsibility, Ethics and
Sustainable Business

8-9 October 2015
The American College of Greece
Athens, Greece

Hosted by:

The American College of Greece



DEREE



Programme



Centre for **Advanced Research** in
Management and **Applied Ethics**



Opening Statement

by **Patrick J. Quinn**, Dean, School of Liberal Arts and Sciences, DERE - The American College of Greece

Welcome to Athens and the American College of Greece where for two days we will be hosting the International Conference on CSR, Ethics, and Sustainable Business. This is the 4th in a series of international annual conferences throughout Europe offering various insights into issues involving various perceptions, speculations, and responses into the perplexing concerns examining the multifold changing landscape of corporate social responsibilities.

Perhaps it is not completely ironic that the question of ethics and sustainability (that portmanteau word that even after all these years still manages to escape a finite and satisfying definition) is particularly apt in Greece, where for over eight years of trying to sustain a country has only led us further and further into debt through both business and government irresponsibility and mismanagement. For Greece, and for large swaths of Europe, citizens, corporate think-tanks, not for profit organizations, and university faculty are searching for answers to seemingly unsolvable ethical and social dilemmas that keep flooding in what appears to be an ever-ending stream.

Issues of crisis management and discovering new and innovative strategies to jump start our stagnant economies are balanced with concerns of ethical stakeholder engagement and the role higher education must play in preparing the players for the expanded responsibility and social complexities that graduating students entering the business world will face. No longer can it be it simply preparing the newly minted MBA students to have the tools to be successful in the marketplace; they must be armed with a set of values which ensure that the corporations or businesses they work for are sensitive to the expanding responsibilities in this unstable contemporary economic situation.

The papers being presented here at the American College of Greece over the next two days will prove to be fascinating and thought-provoking. If the conference proves to be a success, many of the case studies, dissections of issues, and suggested new directions in which to turn will become part of our teaching missions and the grist for new ideas to make what looks like the "dark night of the soul" in 2015 into a "brighter and more hopeful sustainable world by 2020.

We hope you enjoy your stay at our college and that first-time visitors take a bit of your spare time to explore this historical city. Athens is a special place, and the Greeks are a special people.

Chairs

Georgiana F. Grigore, PhD, Faculty of Media and Communication, Bournemouth University, UK

Alin Stancu, PhD, Marketing Department, Bucharest University of Economic Studies, Romania

Anastasios Theofilou, PhD, Faculty of Media and Communication, Bournemouth University, UK

Organizing Committee

Patrick Quinn, Dean, School of Liberal Arts and Sciences, DERE - The American College of Greece

Areti Krepapa, Dean, School of Graduate and Professional Education, DERE - The American College of Greece

Daniel McCormac, Professor, Communication, School of Liberal Arts and Sciences, DERE - The American College of Greece

Annie Triantafyllou, Dean, School of Business, DERE - The American College of Greece

Vassia Comis, Executive Director, College Events, Office of Human Resources and Campus Services, The American College of Greece

Keynote Speakers



CB Bhattacharya

CB Bhattacharya is the Pietro Ferrero Chair in Sustainability at ESMT European School of Management and Technology in Berlin, Germany. Previously, after brief stops at Koc, University in Istanbul and Stanford, he was the Everett W Lord Distinguished Scholar and Professor of Marketing at the School of Management at Boston University. He received his PhD in Marketing from the Wharton School at the University of Pennsylvania in 1993 and his MBA from the Indian Institute of Management in 1984.

Much of Dr. Bhattacharya's research focuses on the importance of corporate social responsibility and organization identification in designing market strategy. He has served on the editorial review board of *The Journal of Marketing Research*, *Journal of Marketing*, *Journal of Applied Psychology*, and *Organizational Science*.

He has co-written and edited a number of books including *Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value* (Cambridge University Press 2011) and *Global challenges in responsible business* (Cambridge University Press 2010).



Nickolaos Travlos

Dean, The Kitty Kyriacopoulos Chair in Finance

BSc, University of Athens; MBA, MPhil.; PhD, New York University

Dr. Travlos has teaching and research interests in the areas of Corporate Finance, Financial Analysis, Financial Markets, Banking, Mergers and Acquisitions. Prior to ALBA he taught at Boston College, City University of New York (Baruch College), New York University (L. Stern School of Business) and University of Piraeus (1990-1998), where he served as Chairman of the Department of Banking and Financial Management (1993-1997) and MSc Director (1997-1998). Also, he held the position of Distinguished Senior Research Fellow at Cardiff Business School (U.K.), 1998-2007.

Dr. Travlos' has published a number of articles internationally. The research findings of Dr. Travlos have been cited widely in numerous international academic journals and text-books, while managerial implications of his research have appeared in the Harvard Business Review, and in the Bowne Review for CFOs & Investment Bankers. Several of his published papers have been included in international books of readings, and are cited in numerous international text books.

Thursday, 8 October 2015

09:00-09:30 **Registration** (Venue: DERE Main Corridor)

09:30-10:00 **Opening Ceremony** (Venue: John S. Bailey Library – Upper Level)

10:00-11:00 **Opening Keynote** (Venue: John S. Bailey Library – Upper Level)
Professor CB Bhattacharya

11:00-12:30 **Parallel sessions**

Venue: John S. Bailey Library – Upper Level

Chair: **Paolo D'Anselmi**

Integrating environmental citizenship into corporate social responsibility (CSR): A case study in Malaysia

Jamilah Ahmad, Behnam Safakhah

Conceptualising digital corporate social responsibility

Georgiana Grigore, Rebecca Watkins, Mike Molesworth

Understanding the impact of strategic short vs. long-term thinking on corporate social performance: Exploitation and exploration and the paradox of CSR

Michael Ramón Sorell

Venue: 7th Level Auditorium

Chair: **Wybe Popma**

Swiss CSR-driven business models. Extending the mainstream or the need for new templates

Stéphanie Looser, Walter Wehrmeyer

CSR and employee commitment - A gap model approach

Silke Bustamante, Andrea Pelzeter, Rudi Ehlscheidt

The diffusion of ISO 14001 in Korea and in the United States: An institutional perspective

Kyungmin Baek

12:30-13:30 **Lunch Break** (Venue: DERE Faculty Lounge)

13:30-15:00 **Parallel sessions**

Venue: John S. Bailey Library – Upper Level

Chair: **Alin Stancu**

The role of CSR for employer attractiveness and employee commitment - A case study approach of the German service sector

Silke Bustamante, Andrea Pelzeter, Andreas Deckmann, Rudi Ehlscheidt, Franziska Freudenberger

Communications around CSR to improve employer brands. Do they really worth to recruit young talents?

Jean-Michel Balasque, Jean-François Trinquecoste

Public-private sector collaboration and interaction for the purpose of maintaining sustainability in terms of crisis management

Christina Nizamidou, Fotios Vouzas

Venue: 7th Level Auditorium

Chair: **Eve Geroulis**

The need for a responsible public administration

Athanasios Chymis, Paolo D'Anselmi, Christos Triantopoulos, Massimiliano Di Bitetto

Attitudes and values of hotel managers towards environmental management as part of corporate social responsibility

Dimitra Bentsou, Evdokia Kyrikou

Revisiting the public profile and communication of Greek NGOs in times of crisis

Christos A. Frangonikolopoulos, Stamatis Poulakidakos

15:00-15:30 **Coffee Break** (Venue: DERE Faculty Lounge)

15:30-17:00 **Parallel sessions**

Venue: John S. Bailey Library – Upper Level

Chair: **Anastasios Theofilou**

The doctoral research of corporate social responsibility in Spain

Estrella Barrio Fraile, Ana María Enrique Jiménez, Laura Chacón García

Determinants of investment in corporate social responsibility policies in the hospitality industry

Evdokia Kyrikou, Dimitra Bentsou

The coming agequake. A case for Apivita Greece

Eve Geroulis

Venue: 7th Level Auditorium

Chair: **Athanasios Chymis**

Business ethics and virtuous banking; the role of the banker's oath

Wybe Popma

What CSR means for the world of health? An inventory of the CSR practices in Pharmaceutical Industry

Nathalie Gimenes, Marielle A. Payaud

Microfoundations of corporate social responsibility: CSR induced perceptions of communality and their behavioral effects

Seraphim Voliotis, Pavlos Vlachos, Olga Epitropaki

20:00-22:00 **Gala Dinner at Benaki Museum**

Friday, 9 October 2015

10:00-11:00 **Keynote speaker** (Venue: John S. Bailey Library – Upper Level)
Nickolaos Travlos, Dean, The Kitty Kyriacopoulos Chair in Finance

11:00-12:30 Parallel sessions

Venue: John S. Bailey Library – Upper Level

Chair: **Michael Ramón Sorell**

An ontologically innovative design of CSR strategies
Fragkoulis Akis Papagiannis

Metaphors in accounting and social responsibility: How a misleading terminology can decrease the quality of accounting information

Bjarni Frimann Karlsson

CSR: An analysis of how MNEs in Mexico communicate CSR through social media

Maria Castillo

Venue: 7th Level Auditorium

Chair: **Maria Anne Schmidt**

An analysis of the instruments adopted by the public sector to promote CSR initiatives for private businesses

Alessandra Distefano, Vincenzo Pisano

An innovation perspective on barriers for SMEs in adoption process of renewable energy

Saskia Harkema, Mirjam Leloux, Florentin Popescu, Bas van Santen

Tourism SMEs in South Africa: The rise of corporate social responsibility

Alexandra Grammenou

12:30-13:30 Lunch Break (Venue: DERE Faculty Lounge)

13:30-15:00 Parallel sessions

Venue: John S. Bailey Library – Upper Level

Chair: **Wybe Popma**

Sustainability orientation and its effect on marketing orientation of agricultural companies

Silvije Jerčinić, Valentina Papić Bogadi

The causes for promotions according to employees in high-tech and public sectors: Ethical questions and corporate social responsibility

Moshe Sharabi

Religiousness and corporate social responsibility orientation: Some empirical evidence

Maria Anne Schmidt

Venue: 7th Level Auditorium

Chair: **Maria Castillo**

Sustainability of the savings bank system in Iceland

Bjarni Frimann Karlsson

The challenges of company - Community conflict and peace processes in Nigeria's extractive economy

Obasesam Okoi

An analysis of the influence of institutions on CSR approaches: A transnational comparison of MNCs in the automotive industry

Malte Busch

CSR and oil companies in South East Europe

Maria Tsavdaridou, Theodore Metaxas

15:00-15:30 Coffee Break (Venue: DERE Faculty Lounge)

15:30-17:00 Parallel sessions

Venue: John S. Bailey Library – Upper Level

Chair: **Anastasios Theofilou**

"In our DNA": Perception and implementation of CSR by Greece-based private businesses, in relation to the assignment of relevant responsibilities within the organizational structure

Aggeliki Guce, Alexander Deliyannis, Athanasios Belalidis

Corporate social responsibility and firms' performance

Zvi Amrousy, Ilanit Gavious, Hagai Katz, Rami Yosef

The third sector and the new development paradigm

Valentin Ciprian Filip

Venue: 7th Level Auditorium

Chair: **Alin Stancu**

Toward economic sustainability in supplier – Customer relationships – The perceived fairness in relationship management

Päivi Jokela, Aino Halinen

Corporate social responsibility in relationship with internal and external organizational factors

Sviatoslav Khovaev, Maria Zybina

A theoretical framework on CSR and urban development

Maria Tsavdaridou, Theodore Metaxas

17:00-17:30 Closing ceremony and publication opportunities (Venue: John S. Bailey Library – Upper Level)

General Information

Conference Venue

DEREE - The American College of Greece

6 Grivas Street, 153 42 Aghia Paraskevi, Athens, Greece

www.acg.edu

Founded in Smyrna, Asia Minor in 1875 by missionaries from Boston, MA, The American College of Greece (www.acg.edu) is the oldest and largest comprehensive, independent, American-sponsored college in Europe, currently enrolling over 4000 students in all its educational divisions. Its undergraduate division, DERE-ACG, is accredited by the New England Association of Schools and Colleges and validated by the Open University, UK. For more than 140 years, ACG has been offering transformative education and cultivating a fertile and intellectual collaboration between Greece and the US.

Gala Dinner

The Gala Dinner will take place at the "Benaki Museum". Benaki Museum is one of the most important museums in Athens, while it represents the oldest museum institution operating in Greece as Private Law Institute (founded in 1929). It is a tank of culture and history, developed as part of the tremendous contribution of the Benaki family from Alexandria.



Shuttle Services

Shuttle bus services will be provided to all registered participants. Please check the table below for pick-up times and meeting points:

| Date | From SYNTAGMA SQUARE Meeting point: in front of PUBLIC STORE (1 Karagiorgi Servias Street) | From CONFERENCE VENUE (American College of Greece) |
|--------------------------|--|---|
| Thursday, 8 October 2015 | 08:15 | 17:30 |
| Friday, 9 October 2015 | 09:00 | 18:00 |

PUBLIC TRANSPORTATION IN ATHENS

By private car or taxi: You can reach the Aghia Paraskevi campus via Messogeion Avenue (approximately 9 kilometers from downtown Athens) heading northeast of the city. Once you reach Aghia Paraskevi Square (church of Aghia Paraskevi), you take Aghiou Ioannou Street straight up towards Mt. Hymettus. The College Central Gate is at the end of Grivas street.

If using a taxi from Syntagma square, estimate the following: Distance = 10.8 Km | Tarif 1 Cost = € 10-12 approx.
Duration = 20 Minutes aprox. | Traffic Fee = € 0.94 per km
Pick-up Fee = € 1.29

By bus and metro: You can reach the campus by using the Metro system (blue line No. 3) to Nomismatokopio station. From there, bus lines B5, 406 & 407 will take you to Aghiou Ioannou Square, four blocks approx. (300 meters) away from the College's Central Gate. Cost for a combined (metro and bus) ticket = € 1.20.
All tickets are valid for 70 minutes and can be purchased at a kiosk or the metro station.

CAMPUS MAP



- ① DEREЕ Main Corridor: *Registration Desk*
- ② Upper Level - John S. Bailey Library: *Opening Ceremony, parallel sessions*

- ③ 7th level Auditorium: *Parallel Sessions*
- ④ DEREЕ Faculty Lounge: *Lunch / Coffee breaks area*
- ⑤ Library Conference Room: *Press Room*

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