

1st to 3rd
August 2016
Welcome



Invitation

**3rd International Conference
CSR, Sustainability, Ethics & Governance**

**Sustainable Management as a
New Business Paradigm**

**August 1 – 3, 2016
Cologne, Germany**

WWW.GCG-CSR.ORG/2016-conference.html

Organizers:



Global Corporate Governance Institute

Collaborators:



Supporting Partners:



Media Partners:



Business Representatives from:



Introduction



Businesses play an important role in society, impact communities, regions as well as individuals and the environment. The processes and consequences of globalization and the economic crisis, have repositioned business approaches and growth towards more inclusive, competitive, sustainable, resource and energy efficient and environment friendly management. Business management models should adequately address the key objectives of inclusive and sustainable management, integrating economic, social, and environmental elements and considering the inter-linkages and collective impact in all three dimensions. There is an urgent need to formulate sustainable management frameworks addressing interactions and dependencies as well as trade-offs in various focus areas. The challenge that these adjustments present,

calls for the alignment of corporate social responsibility (CSR) with business strategy to create a truly sustainable approach.

The conference has been designed to understand and deal with the unprecedented impacts of CSR on the working population, society and the environment. It will facilitate the elaboration of various frameworks with the goal of developing evolutionary CSR practices. This is the 3rd CSR conference in the series, following a successful second conference at Nanjing University of Finance & Economics in 2015 on Building New Bridges between Business and Society. It will be an excellent platform to deliberate upon global themes of Corporate Social Responsibility, sustainability, ethics and governance in all their various dimensions.

Objectives

The 3rd CSR conference will showcase current CSR models and practices, as well as the next generation of issues that business leaders and society will face. The conference will gather high-level government officials and representatives, business leaders, experts from the business community, civil society, non-profit and community based organizations, academic institutions, and other stakeholders. It provides a platform for the sharing of expectations, aspirations and responsibilities. We want to bring together representatives from various parts of the globe to share their experiences, challenges and opportunities.

Presentations, workshops and dialogue sessions will highlight state of the art topics and how issues are being addressed around the world. In addition, the conference aims to develop new frameworks, tools and techniques essential for the integration of socially responsible management in business operations, in an effort to achieve sustainability at all levels of business management.

Program

More than **200 Presenters** from over **40 Nations** present the latest research results and its practical implication to **Management, Society, Academia and Politics**. The conference is set up in **6 unique parallel streams** providing **high-level input** from leading research institutes and business representatives.

Detailed conference program will be continuously updated online.

Stream A: Management	Stream B: Finance & Governance	Stream C: Global Perspectives & Cases	Stream D: Paradigm Shifts & New Economy	Stream E: Tourism, Education & Humans	Stream F: Enterprises & Networking
Management I: Marketing	Finance I: Banking I	Global I: Social Issues in Emerging Markets	Paradigm Shifts I: Clashing Mindsets	Sustainable Tourism I: Hospitality & Management	Enterprises I: Small & Medium - Sized
Management II: Entrepreneurship	Finance II: Risk Management & Sustainable Finance	Global II: Bridging Theory & Practice	Paradigm Shifts II: CSR, Ethics & Social Welfare	Sustainable Tourism II: Challenges	Enterprises II: Family Owned
Management III: Innovation	Finance III: Capital Markets	Global III: Responsibility & Performance	Paradigm Shifts III: Whole Systems Thinking	Employees	Workshop I: International Journal of CSR
Management IV: Reporting & Disclosure	Finance IV: Banking II	Global IV: Economies in Transition	Sustainable Business Impact	Sustainable Education I: Academic Role	Workshop II: EDUI
Management V: HRM & Internal Communication	Governance I: Management Approaches	Case Studies I: Challenging Sectors	Value - Based Management	Sustainable Education II: Student Perspectives	Workshop III: SEA & GISEDA
Management VI: Organizational Development	Governance II: Business Solutions	Case Studies II: Social Attitudes	Digitalization & Technology	Practical Wisdom	Workshop IV: GCG Institute Steering Committee

MONDAY 1 AUGUST

12.00 – 17.00 **Pre- Conference: Sustainability and economic success – Think business differently (German) - Separate Invitation**

Official start of the 3rd International Conference: Monday 1.8.

14.00 – 17.00 **Welcome Reception, Registration and Networking**

17.00 – 17.15 **Introduction by Dr. Ulrich S. Soénius, Vice President of IHK Köln and Prof. Dr. Nicholas Capaldi, President of Global Corporate Governance Institute**

17.15 – 18.30 **Panel: Living sustainability worldwide (English/ German)**
Moderated by: Gisela Steinhauer, WDR

- **Günther Horzetzky**, State Secretary in the Ministry of Economics, NRW
- **Prof. Dr. Haifeng Huang**, Director of Peking University HSBC Business School's Center for Green Economy
- **Harald Goost**, CEO Bierbaum-Proenen
- **Business Representative**
- **Business Representative**

18.45 **Informal Dinner and Networking opportunity**

Program

TUESDAY 2 AUGUST

09.00 – 09.20 **Opening Speech by René Schmidpeter, Conference Chair; Hualiang Lu, Nanjing University of Finance and Economics; Samuel O. Idowu, Metropolitan University; Lisa Fröhlich, President CBS**

09.20 – 10.30 **Organization Pitch: What is your contribution to make the world more sustainable?**

10.30 – 10.45 **Coffee Break**

11.00 – 12.30 **Panel Session I**

Management I: Marketing	Finance I: Banking I	Global I: Social Issues in Emerging Markets	Paradigm Shifts I: Clashing Mindsets	Sustainable Tourism I: Hospitality & Management	Enterprises I: Small & Medium - Sized
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12.30 – 13.15 **Lunch Break**

13.15 – 14.00 **Keynote Speeches**

- **John Spengler, Harvard University: Does sustainability contribute to healthy life?**
- **Dancia Purg, IEDC: The future of sustainable management depends on universities**

14.00 – 15.30 **Panel Session II**

Management II: Entrepreneurship	Finance II: Risk Management & Sustainable Finance	Global II: Bridging Theory & Practice	Paradigm Shifts II: CSR, Ethics & Social Welfare	Sustainable Tourism II: Challenges	Enterprises II: Family Owned
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15.30 – 15.45 **Coffee Break**

15.45 – 17.00 **Panel Session III**

Management III: Innovation	Finance III: Capital Markets	Global III: Responsibility & Performance	Paradigm Shifts III: Whole Systems Thinking	Employees	Workshop I: International Journal of CSR
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17.30 – 19.00 **Business Panel: Sustainability fosters Business Success**
Moderated by: Lisa Fröhlich, CBS

- **Carolyn Hutter, Porsche**
- **Frank Klein, Deutsche Asset & Wealth Management International GmbH**
- **Bernhard Schwager, Bosch**
- **Andreas Streubig, OTTO**
- **Katharina Tomhoff, DHL**
- **Ralf Zastrau, Nanogate**

19.30 **Conference Dinner and Awards Ceremony**

Keynote Speech:

- **Bradley Googins, Boston College Carroll School of Management: The power of Innovation in fostering sustainability**

Program

WEDNESDAY, 3 AUGUST

09.00 – 10.15

Keynote Speeches

- **Haifeng Huang**, Peking University: **Does China become the new superpower of sustainability?**
- **André Habisch**, Catholic University of Eichstaett: **What are the cultural roots of sustainability?**
- **Paul McDonald**, Victoria Business School, New Zealand: **Is our brain designed to act sustainable?**

10.15 – 10.30

Coffee Break

10.30 – 12.00

Panel Session IV

Management IV: Reporting & Disclosure	Finance IV: Banking II	Global IV: Economies in Transition	Sustainable Business Impact	Sustainable Education I: Academic Role	Workshop II: EDUI
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12.00 – 12.45

Lunch Break

12.45 – 14.15

Panel Session V

Management V: HRM & Internal Communication	Governance I: Management Approaches	Case Studies I: Challenging Sectors	Value - Based Management	Sustainable Education II: Student Perspectives	Workshop III: SEA & GISED
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14.15 – 14.30

Coffee Break

14.30 – 15.45

Panel Session VI

Management VI: Organizational Development	Governance II: Business Solutions	Case Studies II: Social Attitudes	Digitalization & Technology	Practical Wisdom	Workshop IV: GCG Institute Steering Committee
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16.00 – 16.30

Keynote Speeches

- **Michael Henriques**, ILO
- **Leland Entrekin**, Murdoch University

16.30 – 16.45

Closing Remarks and Outlook Conference 2017 by **René Schmidpeter**, Conference Chair; **Nichlas Capalidi**, Loyola University; **Martin Brueckner**, Murdoch University

Afterwards

Optional Dinner Cruise

Academics expected from:

Aligarh Muslim University Assumption University Aston Business School University of Sydney Business School Catholic University of Eichstaett Centennial College (HKU Group) Collective Leadership Institute e.V. Cologne Business School Cracow University of Economics Curtin University Darmstadt University of Applied Sciences Delhi School of Economics Deutsches Institut für Japanstudien (DUJ) Dokuz Eylul University Ecole Centrale de Nantes Economic Institute of Federal University of Rio de Janeiro Federal University of Sao Carlos FOM University of Applied Science German University in Cairo Goa University Graduate School of Finance Accounting and Law Waseda University Groupe ESC-Troyes en Champagne Harvard University HHL Leipzig Graduate School of Management Hidayatullah National Law University Hochschule für angewandte Wissenschaften Kempten Hochschule für Wirtschaft und Recht Berlin Hochschule Rhein Waal IEDC-Bled School of Management Ilmenau Technical University IMC University of Applied Sciences Krems Indian Institute of Corporate Affairs Indian Institute of Information Technology and Management (IIITM) Indian Institute of Management Indore Indian Institute of Management Kozhikode Ingolstadt School of Management Institute of Management Studies (IMS) International Training Centre of the International Organization (ILO) ISM University of Management and Economics Izmir University of Economics Josip Juraj Strossmayer University of Osijek Kozminski University Libera Università Maria Ss. Assunta (LUMSA) Lisbon School of Economics & Management University of Lisbon Lourdes Saraiva do Kovacs Lund University Mackenzie University Manchester Metropolitan University Martin de Tours School of Management and Economics (MSME) Assumption University MCI Management Center Innsbruck - The Entrepreneurial School Moi University School of Business & Economics Kenya Murdoch University National University Ireland NHTV Breda University of Applied Sciences Nyenrode University Open University of Mauritius/Charles Telfair Institute PES University UTC de Gestão e Economia PUCPR Business School Radboud University Nijmegen Rajamangala University of Technology Suvarnabhumi School of Business and Law Edith Cowan University School of Law University of Nottingham School of Management Xiamen University Sevilla University Southern Taiwan University of Science and Technology Southwestern University of Finance & Economics Chengdu Sunway University Business School Swami Shraddhanand College University of Delhi Tanzania Institute of Accountancy TED University The State University of New York Università degli studi di Palermo Universitas Indonesia Universität Hamburg Université Saint-Louis Bruxelles University of Applied Forest Sciences Rottenburg University of Botswana University of California Berkeley University of Carthage University of Craiova University of Delhi University of Economics in Katowice University of Forestry Sofia University of Ghana University of Graz University of Hassan II Casablanca University of International Business and Economics Beijing University of Lagos University of Münster University of Northampton University of Pannonia University of Pretoria University of Stuttgart University of Technology Suvarnabhumi University of Turku University of Urbino Carlo Bo University Siegen University of Applied Sciences and Arts Lucerne Universiti Teknologi Brunei UTC de Gestão e Economia UTS Business School Sydney Valencia University Victoria Business School Warsaw School of Economics Westfälische Wilhelms-Universität Münster Wittenberg Center for Global Ethics Wroclaw University of Economics Xiamen National Accounting Institute Yasar University

Registration

Registration deadline: July 15, 2016

All the delegates are requested to complete the registration form and make the payments.
Co-authors need to register separately.

The Registration Fee includes:

- Welcome Reception and Dinner, Lunch and Coffee breaks at the conference venue
- Certificate of Participation, Conference Badge & Kit
- Conference Proceedings (electronic copy & printed copy)
- Conference Gallery (Photo/ Video)

Registration Fee

Business Delegates: USD 600

Academics / Speakers: USD 375

Student Registration: USD 150

Please register: <http://www.gcg-csr.org/registration.html>

Accommodation

Hotel:	Address:	Code:
Lindner Hotel Dom Residence 	Stolkgasse / An den Dominikanern 4a 50668 Köln Deutschland E-Mail: info.domresidence@lindner.de Phone: +49 (0) 221 1644 0 3 min walking distance to IHK	CSR Conference 2016 Please book until: 20.06.2016
Mauritius Hotel & Terme 	Mauritiuskirchplatz 3-11 50676 Köln E-Mail: info@mauritius-ht.de Phone: +49 (0) 221 92413333 20 min walking distance and 10 min by train to IHK	CSR Konferenz 2016 Please book until: 30.06.2016
CityClass Hotel Europa am Dom 	Am Hof 38-46 50667 Köln E-Mail: europa@cityclass.de Phone: +49 (0) 221 2058 0 10 min walking distance and 10 min by train to IHK	CSR Conference 2016 Please book until: 27.06.2016

Journey Description

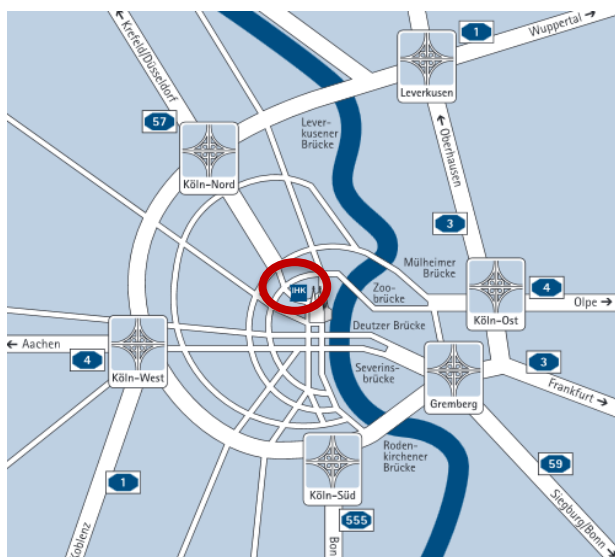
Conference Venue

Industrie- und Handelskammer zu Köln

Street: Unter Sachsenhausen 10-26, 50667 Köln

Internet: www.ihk-koeln.de

Phone: 0221 1640-0



How to reach the Conference Venue:

From Airport:

The fastest way to the IHK Köln is the train (**Deutsche Bahn**). There are two trains from the airport to the central station, the train **S13** which goes every 20 minutes and the **RE8** which goes once per hour. The train journey from Airport to Central Station takes about 15 minutes.

From Central Station to IHK (see the map above):

By train: The next metro station is *Appellhofplatz*. You can reach the station by the metros with the numbers 3, 4, 5, 16 and 18. It takes about 2 minutes. From this station please follow the direction *IHK Köln/Verwaltungsgericht*.

By foot: From the central station to the IHK it takes about 8 minutes by foot. Please take the main exit of the central station (site of cathedral) and go halfway right over the forecourt into the *Domprobst-Ketzer-Straße*. Then go straightforward and cross the traffic circle. Follow the street *An den Dominikanern* and cross the *Tunisstraße*. Here is the beginning of the street *Unter Sachsenhausen*. After circa 200 meters you see the IHK Köln on the right side.

Organizing Committee

Prof. Dr. René Schmidpeter (GER), Conference Chair

Dr. Jürgen Meyer Endowed Chair for International Business Ethics and CSR, Cologne Business School, Germany

Prof. Dr. Nicholas Capaldi (USA), Conference Co-Chair

Legendre-Soulé Distinguished Chair in Business Ethics at Loyola University New Orleans

Prof. Samuel O. Idowu (GB), Conference Co-Chair

Senior Lecturer in Accounting at the London Metropolitan University, UK and Professor of CSR at Nanjing University of Finance and Economics, China

Dr. Martin Brueckner (AUS), Conference Co-Chair

Co-director of the Centre for Responsible Citizenship and Sustainability at Murdoch University, Perth Australia

Prof. Dr. Hualiang Lu (CHINA), Conference Co-Chair

Professor at the School of Business Administration at Nanjing University of Finance and Economics, Director of the Sino-German Research Institute for Sustainable Development

Prof. Rute Abreu (Portugal)

Professor in Accounting and Finance at the Instituto Politecnico da Guarda, Portugal

Dr. Renginee Pillay (GB/F)

Lecturer in Foundations of the Law of Obligations and Company Law at the University of Essex, Colchester, UK

Dr. Liangrong Zu (ILO)

Senior Program Officer at International Training Centre of the International Labour Organization

Marian Eabrasu (FRA)

Professor at the Champagne School of Management, France

Prof. Ted Roosevelt Malloch (USA)

Research Professor for the Spiritual Capital Initiative at Yale University

Dr. Alexei Marcoux (USA)

Associate Professor of Business Ethics in Loyola University Chicago

Prof. Stephen Vertigans (UK)

Head of School of Applied Social Studies, Robert Gordon University, Aberdeen, UK

Prof. Gabriel Eweje (NZL)

Associate Professor at the School of Management (Albany campus), Massey Business School, Massey University, New Zealand

Prof. Kanji Tanimoto (JPN)

Professor in Business and Society at the School of Commerce, Waseda University, Japan

Nayan Mitra (India)

Board member, various NGOs in India

Dr. Joop Remmé (NL)

Transparency International – Netherlands

Conference Secretariat:

Questions related to the conference may kindly be directed to the conference coordinators:

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